

# YWCA of Adelaide Body Image Surveys 2002 and 2009

## *Comparison of key results*

### **Four key points:**

1. 75% of Adelaide women are still unhappy with their body size
2. 10% increase in use of fad dieting techniques since 2002
3. Women still have 'diet clothes' in their wardrobe
4. There is significant support for role models promoting positive body image

### **Summary:**

317 respondents surveyed in 2009 (179 of those under 30 years of age), compared with 150 surveyed in 2002 (all aged under 30).

Three out of four women in Adelaide are still unhappy with their body size (75% 2002; 74% 2009)

In 2009, 67% of women surveyed have clothes in their wardrobe that they keep because they plan to "diet into" them (45% 2002)

Over 80% of the women interviewed said they had dieted, representing a 27% increase on 2002 figures (54% 2002; 81% 2009)

Of those who had dieted, 81% said they had dieted to lose weight, compared with 68% in 2002

As a result of dieting, 60% had become dizzy or nauseous, 68% had difficulty concentrating and 63% had let their diet stop them taking part in activities such as going to dinner.

There is a disturbing increase in the use of 'fad' diet techniques to lose weight:

- 13% increase in the use of diet pills (30% of those who have dieted)
- 7% increase in the use of laxatives (18% of those who have dieted)
- 9% increase in the use of diet shakes or other fillers (44% of those who have dieted)

There is a welcome decrease in the age range when people first dieted to lose weight, with 55% of the dieters having first started dieting between 11-16 years of age (compared with 74% in 2002). Nevertheless, the age that people first start dieting is alarmingly low.

Over three quarters of those surveyed said they knew someone who had an eating disorder (81%).

Role models:

Kate Winslet and Kate Ceberano are the two most popular role models, with Kate Winslett scoring highest in both the under 30 and over 30 age groups.

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