Butterfly Community Insights Report, 2024





1 in 3 people (30%) in Australia are dissatisfied with how they look



Only 11% of people are confident they can recognise the signs that someone is living with an eating disorder



Less than a quarter of people have referred someone they're concerned about to support services



57% of people self-report as having at least one symptom of an eating disorder (up from 50% in 2020)



One in five (20%) respondents agreed that you can tell by looking at someone that they have an eating disorder



Misconceptions are highest among males and younger people



Positively, most people are aware of

- Binge Eating Disorder (95%)
- Anorexia Nervosa (91%)
- Bulimia Nervosa (89%)
 - an increase since 2020



2 in 5 Australians hold stigmatising views about eating disorders,

for example, that eating disorders are a lifestyle choice, a sign of weakness and people could snap out of it if they wanted to