

Butterfly Foundation's second BodyKind Youth Survey was conducted in 2023 to continue to understand the body image experience of young Australians aged 12 to 18 years. In total, 2,942 young people responded.

### What do young people in Victoria have to say?

#### Who are they?

791 (26.9%) of survey respondents were from Victoria (VIC).

The majority (84.3%) of VIC youth were aged 15-18 years (M = 15.86 years).

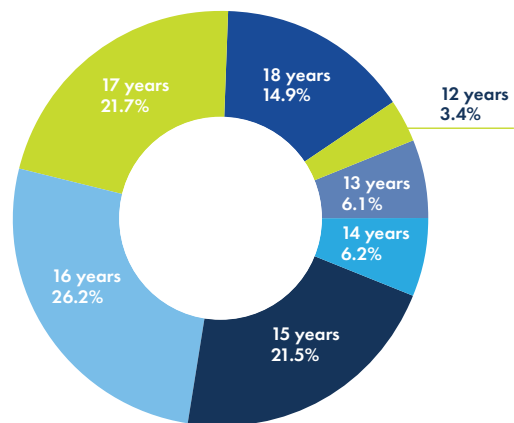


Figure 1. Age distribution of VIC respondents

#### Respondents most frequently identified as:

Female  
82.4%

Male  
15.7%

Heterosexual  
59.3%

Bisexual  
20.5%

Non-Indigenous  
98.9%

#### Their body image

60.6%  reported some level of body dissatisfaction.

24.0%  reported a high level of body dissatisfaction.

**COMPARISON TO 2022** This was nearly double the proportion of VIC respondents reporting a high level of body dissatisfaction in 2022. Overall, 2023 respondents statistically reported greater body dissatisfaction than 2022 respondents, with a medium effect size ( $p < .001$ ,  $d = 0.44$ ).

## Their body image

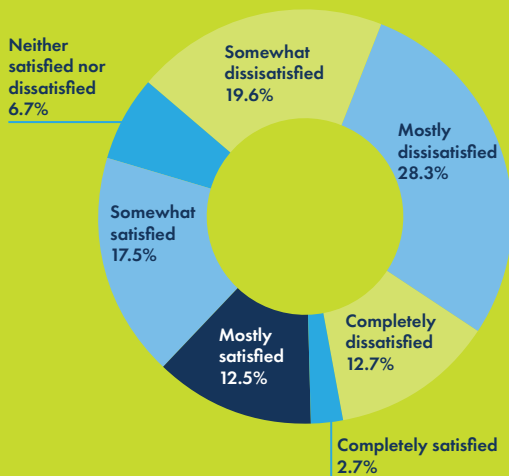


Figure 2. Body satisfaction of VIC respondents

**47.6%**

reported a high level of concern about their body image.

### COMPARISON TO 2022

Overall, 2023 respondents statistically reported greater concern about their body image than 2022 respondents, with a small to medium effect size ( $p < .001$ ,  $d = 0.31$ ).

**65.4%**

desired to be **more muscular** and 47.4% desired to be **taller**.

**95.1%**

The majority reported some level of concern about their body image.

**71.0%**

desired to be **thinner/leaner**.

### COMPARISON TO 2022

2023 respondents statistically reported a greater desire for thinness /leanness than 2022 respondents, with a medium effect size ( $p < .001$ ,  $d = 0.40$ ).

## How much do VIC youth appreciate their body?

**25.9%**

**never or rarely** respect their body.

**42.4%**

**never or rarely** feel good about their body.

**46.5%**

**never or rarely** are comfortable in their body.

**22.4%**

**never or rarely** feel their body has at least some good qualities.

\*Note: based on responses from approximately 690 young

## Are they Body Kind?

**53.2%** **never or rarely** speak positively about their body.

**39.7%** **never or rarely** spend less time focusing on their appearance to have more time for other things they enjoy.

**69.1%** **never or rarely** talk to someone if they're not feeling good about their body or appearance.

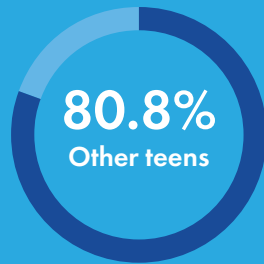
**79.7%** **often or always** try to value people for their personality and who they are rather than how they look.

**36.9%** **never or rarely** feel grateful for what their body allows them to do.

**COMPARISON TO 2022** Whilst 2023 respondents statistically reported overall less body appreciation than 2022 respondents, effect size was small to medium ( $p < .001$ ,  $d = 0.35$ ).

\*Note: based on responses from 554 young people

## VIC youth most frequently compare their bodies (often/always) to:



When asked what is most important to them from a list of being healthy, sporty, good looking, smart and kind,

**40.2%**  
ranked being kind  
as most important

**31.7%**  
ranked  
being healthy

**13.2%**  
ranked being good looking  
as the most important

## Has body image ever stopped VIC youth from doing certain activities?



**47.6%**

reported a high level of disengagement from going to the beach.



**31.9%**

reported a high level of disengagement from going to a social event, party or gathering.



**37.9%**

reported a high level of disengagement from going clothes shopping.



**35.4%**

reported a high level of disengagement from doing a physical activity/sport.



**37.8%**

of young people reported a high level of disengagement from giving an opinion or standing up for themselves.



**Around a quarter**

reported a high level of disengagement from raising their hand in the classroom, focusing at school, and going to school.

\*Note: based on responses from 593 young people

## Social media

Of the 661 (83.6%) VIC youth who reported using social media,

**70.5%** described using social media more than they would like.

**63.2%** reported that social media made them feel dissatisfied with their body.



### COMPARISON TO 2022

2023 respondents statistically reported overall greater body dissatisfaction from social media than 2022 respondents, with a small to medium effect size ( $p < .001$ ,  $d = 0.39$ ).

### In relation to social media literacy strategies:

**71.3%**

never or rarely took a break because it was affecting how they felt about their body.

**39.0%**

never or rarely posted unfiltered images.

**45.6%**

never or rarely unfollowed pages that made them feel bad about their body.

**70.5%**

often or always comment kindly and honestly on a friend's post.

## What is their experience of appearance-related teasing?

**76.4%**

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



**School**

**78.2%**



**Home**

**40.9%**



**Social Media**

**35.6%**



**Family events**

**30.5%**

\*Note: based on responses from 618 young people