

YOUNG FEMALES SNAPSHOT 2023

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 females have to say?

Who are they?

2445 (83.2%) of survey respondents identified as female.

The majority (82.8%) of those were aged 15-18 years (M = 15.77 years).

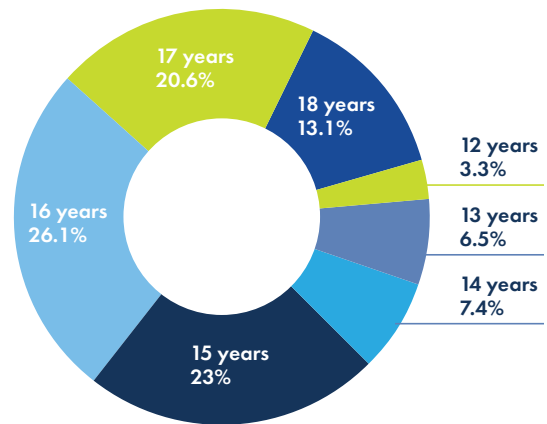


Figure 1. Age distribution of female respondents

Respondents most frequently identified as:

Heterosexual
67.3%

Bisexual
16.1%

Non-Indigenous
97.3%

Their body image

59.3%

More than half of young females reported some level of body dissatisfaction

40.0%

reported a high level of body dissatisfaction.

COMPARISON TO 2022 Whilst 2023 respondents statistically reported greater body dissatisfaction than 2022 respondents, the effect size was small ($p < .001$, $d = 0.22$).

Their body image

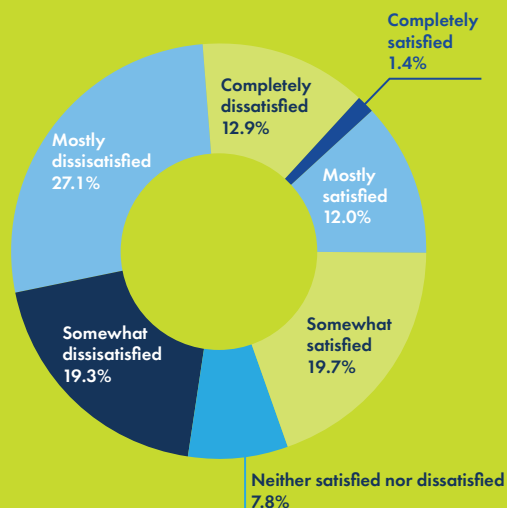


Figure 2. Body satisfaction of female respondents

96.7%

an overwhelming majority reported some level of concern about their body image.

47.9%

Nearly half of females reported a high level of concern about their body image.

COMPARISON TO 2022 Whilst 2023 respondents statistically reported greater concern about their body image than 2022 respondents, the effect size was very small ($p < .001$, $d = 0.18$).

76.5%

of young females desired to be thinner/leaner.

COMPARISON TO 2022 Whilst 2023 respondents statistically reported a greater desire for thinness/leanness than 2022 respondents, the effect size was small to moderate ($p < .001$, $d = 0.37$).

69.3%

of young females desired to be more muscular.

COMPARISON TO 2022 Whilst 2023 respondents statistically reported a greater desire for muscularity than 2022 respondents, the effect size was very small ($p < .001$, $d = 0.16$).

43.2%

desired to be taller.

How much do young females appreciate their body?

25.2%

never or rarely respect their body.

41.2%

never or rarely feel good about their body.

47.9%

never or rarely are comfortable in their body.

19.8%

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

COMPARISON TO 2022

Whilst 2023 respondents statistically reported less body appreciation than 2022 respondents, the effect size was very small ($p < .001$, $d = 0.14$).

*Note: based on responses from approximately 2,130 young people

Are they Body Kind?

55.0%

never or rarely speak positively about their body.

41.4%

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

72.2%

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

44.2%

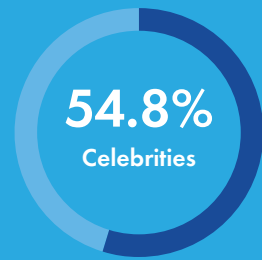
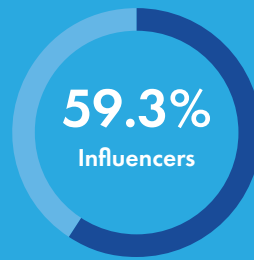
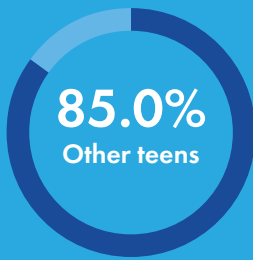
never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

78.6%

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

*Note: based on responses from approximately 1,700 young people

Females 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,

43.0%
ranked being kind
as most important

14.2%
ranked being good looking
as the most important

Has body image ever stopped young females from doing certain activities?



48.5%

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



33.3%

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



44.7%

reported a high level of disengagement from going clothes shopping.



37.1%

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



39.4%

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



Nearly a third

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

*Note: based on responses from approximately 1,780 young people

Social media

Of the 2,037 females who reported using social media

72.0% described using social media more than they would like.



65.4% of young females reported that social media made them feel dissatisfied with their body.

COMPARISON TO 2022 Whilst this is statistically more dissatisfied than 2022 respondents, the effect size was small ($p < .001$, $d = 0.21$).

In relation to social media literacy strategies:

69.9%

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

35.0%

never or rarely posted unfiltered images.

45.2%

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

71.1%

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

What is their experience of appearance-related teasing?

79.8%

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School

78.4%



Home

39.2%



Social Media

33.7%



Family events

30.7%

*Note: based on responses from 1,860 young