

# BodyKind

## YOUTH SURVEY

Your Body Image, Your Voice.



### YOUNG MALES 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 males have to say?

### Who are they?

343 (11.7%) of survey respondents identified as male.

The majority (88.6%) of those were aged 15-18 years (M = 15.88 years).

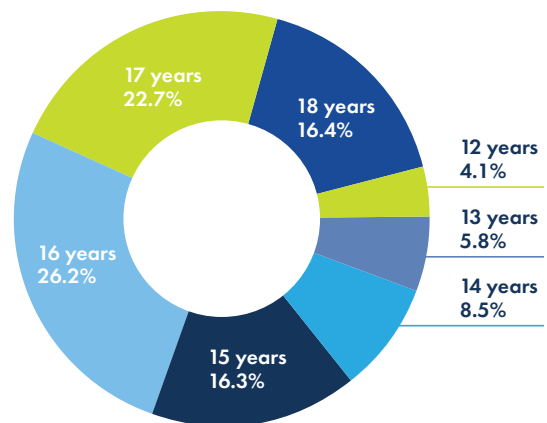


Figure 1. Age distribution of male respondents

### Respondents most frequently identified as:

Heterosexual  
77.8%

Non-Indigenous  
97.7%

### Their body image

34.2%  reported some level of body dissatisfaction.

23.7%  reported a high level of body dissatisfaction.

**COMPARISON TO 2022** While this was nearly double the proportion of males reporting a high level of body dissatisfaction in 2022, mean sample comparisons between 2022 and 2023 showed no statistical difference in male's body satisfaction.

## Their body image

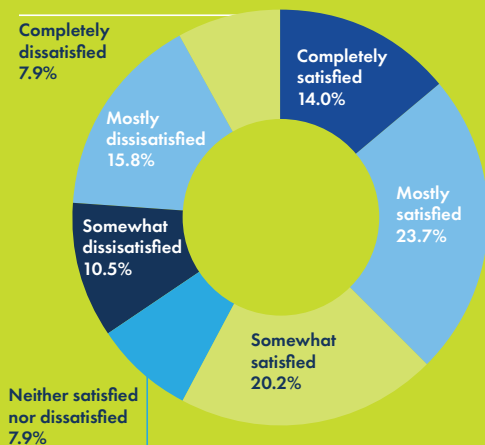


Figure 2. Body satisfaction of male respondents

**84.5%**

reported some level of concern about their body image.

**36.8%**

reported a high level of concern about their body image.

**82.4%**

desired to be more muscular and 69.1% desire to be taller than they are.

**COMPARISON TO 2022** Whilst 2023 respondents statistically reported a greater desire for more muscles and to be taller than 2022 respondents, effect sizes were small ( $p < .001$ ,  $d = 0.27$ ).

**35.8%**

desired to be thinner/leaner, while 31.9% desired to be heavier.

## How much do young males appreciate their body?

While about half of young males frequently report body appreciation:

**15.4%**

never or rarely respect their body.

**20.6%**

never or rarely feel good about their body.

**26.6%**

never or rarely are comfortable in their body.

**12.8%**

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

\*Note: based on responses from 295 young people

## Are they Body Kind?

While around a third of young males who responded to these questions are engaging in Body Kind actions

**42.4%** never or rarely speak positively about their body.

**27.1%** never or rarely feel grateful for what their body allows them to do.

**50.8%** never or rarely talk to someone if they're not feeling good about their body or appearance.

**26.0%** never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

**54.4%** often or always try to value people for their personality and who they are rather than how they look.

\*Note: based on responses from 250 young people.

## Males 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,

**35.4%**  
ranked  
being healthy

**28.7%**  
ranked being kind  
as most important

**9.4%**  
ranked being good looking  
as the most important

## Has body image ever stopped young males from doing certain activities?



**29.4%**

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



**23.5%**

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



**29.1%**

reported a high level of disengagement from going clothes shopping.



**27.5%**

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



**28.7%**

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



**Around 1 in 5**

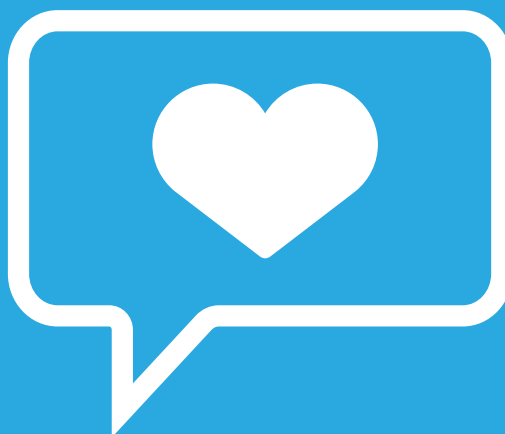
males reported a high level of disengagement from raising their hand in the classroom and focusing at school, and nearly a quarter reported a high level of disengagement from going to school.

\*Note: based on responses from approximately 251 young people

## Social media

Of the 277 who reported using social media, **50.5%** described using social media more than they would like.

**33.9%** reported that social media had no impact on their body image, while **26.3%** reported that social media made them feel dissatisfied with their body.



### In relation to social media literacy strategies:

**41.9%**

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

**29.6%**

**never** posted unfiltered images.

**40.8%**

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

**44.0%**

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

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

**59.4%**

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



**School**

**65.2%**

\*Note: based on responses from 266 young people

No significant differences were found between 2022 and 2023 data for young males, aside from desire for muscularity and height.