

**VICTORIA SNAPSHOT 2024**

Butterfly Foundation’s third BodyKind Youth Survey was conducted in 2024 to continue to understand the body image experience of young Australians aged 12 to 18 years. In total, 1,648 young people responded.

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

**Who are they?**

**475 (28.8%) of survey respondents were from Victoria (VIC).**

**The majority (79.5%) of VIC youth were aged 15-18 years (M = 15.58 years).**

\*Note: Individualised State/Territory reports were only produced for those with more than 100 responses (i.e., NSW, QLD, SA, VIC and WA)

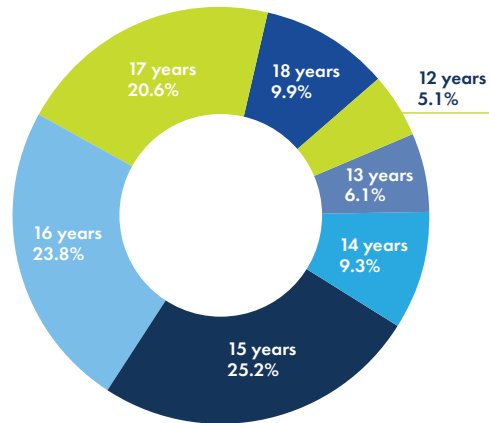


Figure 1. Age distribution of VIC respondents

**Respondents most frequently identified as:**

<b>Female</b> 72.8%	<b>Male</b> 16.6%	<b>Heterosexual</b> 63.4%
<b>Bisexual</b> 14.9%	<b>Non-Indigenous</b> 98.5%	

**Their body image**

**50.7%**  reported some level of body dissatisfaction.

**35.6%**  reported a high level of body dissatisfaction.

## Their body image

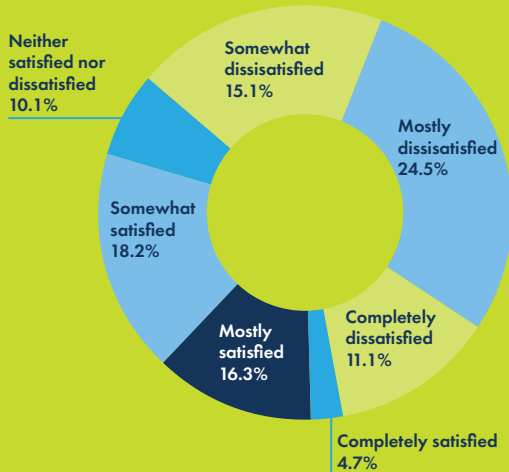


Figure 2. Body satisfaction of VIC respondents

**89.9%** reported some level of concern about their body image.

**39.1%** reported a high level of concern about their body image.

2024 respondents statistically reported overall lower concern about their body image than 2023 respondents, however, the effect was small  $e$  ( $p < .001$ ,  $d = 0.21$ ).

**73.3%** desired to be thinner/leaner.

**64.5%** desired to be more muscular and 50.0% desired to be taller.

Overall, 2024 respondents statistically reported less desire for muscularity than 2023 respondents, however, the effect was small ( $p < .001$ ,  $d = 0.21$ ) and the proportion desiring to be more muscular was high in both years.

## How much do VIC youth appreciate their body?

**18.9%**

never or rarely respect their body.

**36.1%**

never or rarely feel good about their body.

**45.5%**

never or rarely are comfortable in their body.

**17.2%**

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

\*Note: based on responses from approximately 402 young people

## Are they BodyKind?

**54.9%** never or rarely speak positively about their body.

**39.9%** never or rarely feel grateful for what their body allows them to do.

**74.5%** never or rarely talk to someone if they're not feeling good about their body or appearance.

**41.7%** never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

**78.8%** often or always try to value people for their personality and who they are rather than how they look.

\*Note: based on responses from 326 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,

**38.7%**  
ranked being kind  
as most important

**29.9%**  
ranked  
being healthy

**15.1%**  
ranked being good looking  
as the most important

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



**46.5%**

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



**30.3%**

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



**37.0%**

reported a high level of disengagement from going clothes shopping.



**33.0%**

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



**35.9%**

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 and focusing at school, and a small proportion (15.0%) from going to school.

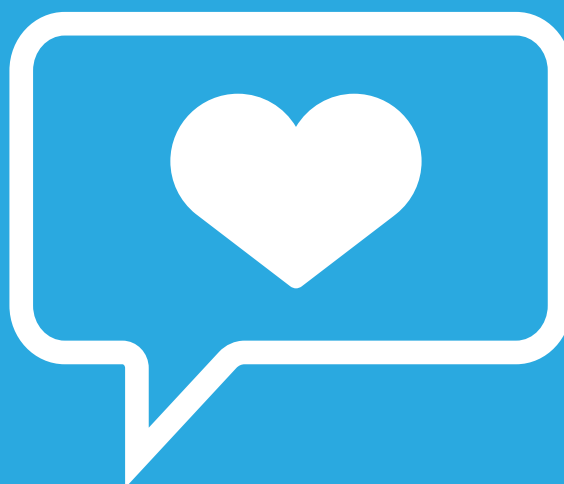
\*Note: based on responses from 340 young people

## Social media

Of the 370 VIC youth who reported using social media,

**68.3%** described using social media more than they would like.

**54.0%** reported that social media made them feel dissatisfied with their body.



### In relation to social media literacy strategies:

**76.2%**

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

**45.6%**

never or rarely posted unfiltered images.

**60.5%**

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

**74.9%**

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

\*Note: based on responses from approximately 344 young people

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

**77.7%**

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



**School**

**72.7%**



**Home**

**37.8%**

\*Note: based on responses from 354 young people

No significant differences were found between 2023 and 2024 data for respondents from VIC, aside from level of concern about their body image and desire for muscularity.

For the full BodyKind Youth Survey Report 2024 and other snapshot summaries visit [www.butterfly.org.au/youthsurveyfindings](http://www.butterfly.org.au/youthsurveyfindings)