

YOUNG FEMALES 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 females have to say?

Who are they?

1275 (79.2%) of survey respondents identified as female.

The majority (77.9%) of females were aged 15-18 years (M = 15.48 years).

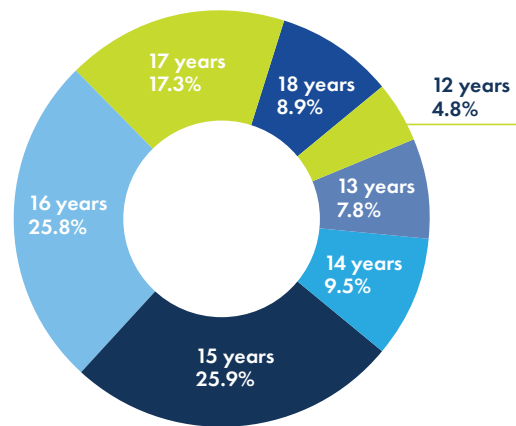


Figure 1. Age distribution of female respondents

Respondents most frequently identified as:

Heterosexual
71.5%

Bisexual
13.4%

Non-Indigenous
95.8%

Their body image

58.1%

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

40.5%

reported a high level of body dissatisfaction.

Their body image

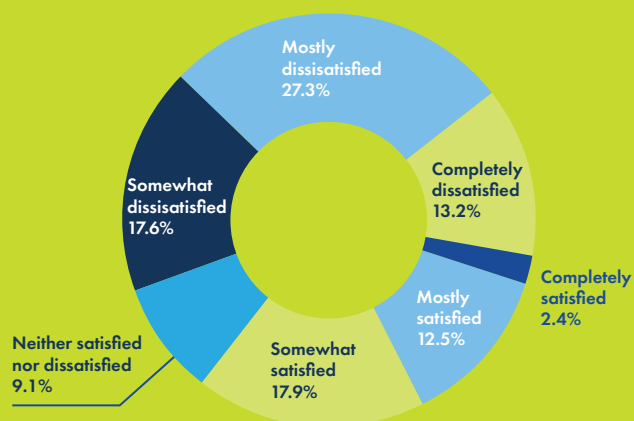


Figure 2. Body satisfaction of female respondents

94.1%

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

46.3%

Nearly half of females reported a **high level of concern** about their body image, which was consistent with 2023 findings.

82.2%

of young females desired to be **thinner/leaner**.

63.5%

of young females desired to be **more muscular**.

45.7%

desired to be **taller**.

How much do young females appreciate their body?

21.8%

never or rarely respect their body.

42.9%

never or rarely feel good about their body.

48.2%

never or rarely are comfortable in their body.

20.3%

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

*Note: based on responses from approximately 1,080 young females

Are they BodyKind?

59.3%

never or rarely speak positively about their body.

40.0%

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

74.4%

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

46.0%

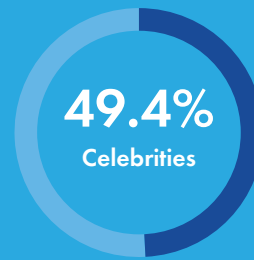
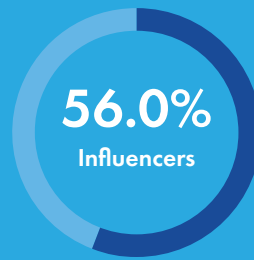
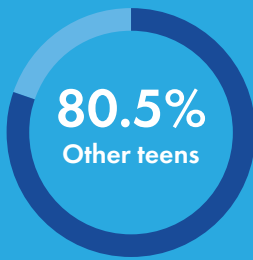
never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

75.8%

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

*Note: based on responses from approximately 840 young females

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,

16.2%
ranked being good looking
as the most important

33.6%
ranked being kind

29.3%
ranked being healthy
as most important

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



50.0%

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



34.1%

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



43.3%

reported a high level of disengagement from going clothes shopping.



34.9%

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



43.0%

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 from going to school.

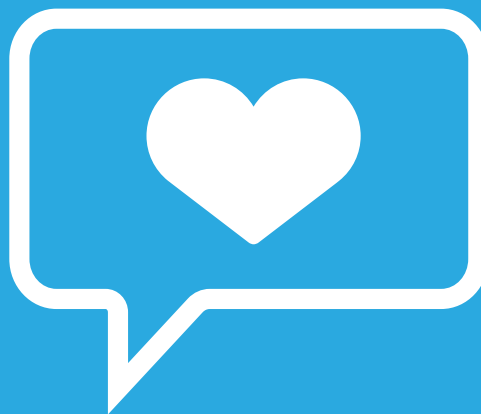
*Note: based on responses from 880 young females

Social media

Of the 993 females who reported using social media

73.4% described using social media more than they would like.

64.2% of young females reported that social media made them feel dissatisfied with their body.



In relation to social media literacy strategies:

73.3%

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

40.4%

never or rarely posted unfiltered images.

55.9%

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

80.2%

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

What is their experience of appearance-related teasing?

79.5%

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School

78.1%



Home

39.2%



Social Media

32.7%

* Note: based on responses from 921 young people

No significant differences were found between 2023 and 2024 data for young females.