

YOUNG MALES 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 males have to say?

Who are they?

217 (13.5%) of survey respondents identified as male.

The majority (71.0%) of males were aged 15-18 years (M = 15.20 years).

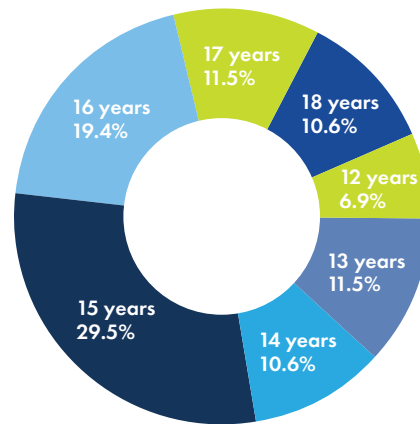


Figure 1. Age distribution of male respondents

Respondents most frequently identified as:

Heterosexual
86.6%

Non-Indigenous
94.9%

Their body image

More than 1 in 5
(22.3%) reported some level of body dissatisfaction.

13.9%
reported a high level of body dissatisfaction.

Their body image

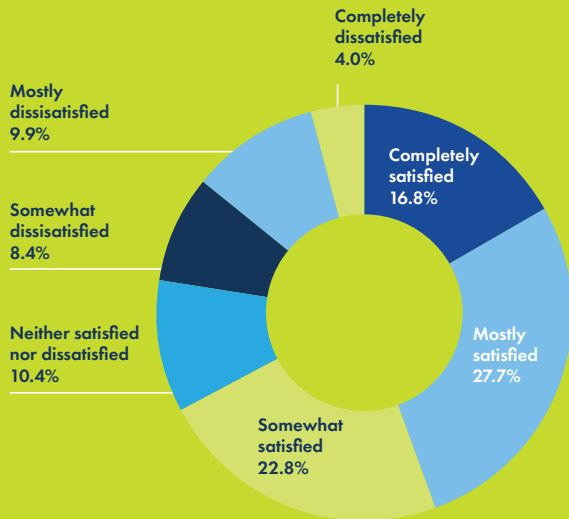


Figure 2. Body satisfaction of male respondents

71.3%

reported some level of concern about their body image.

14.3%

reported a high level of concern about their body image.

2024 RESPONDENTS reported statistically reported lower levels of concern about their body image than 2023 respondents, with a medium effect size ($p < .001$, $d = 0.56$).

83.6%

desired to be more muscular and 64.0% desired to be taller than they are.

32.4%

desired to be thinner/leaner, while 31.4% desired to be heavier.

How much do young males appreciate their body?

Overall, over half of young males frequently report body appreciation, however:

9.2%

never or rarely respect their body.

16.7%

never or rarely feel good about their body.

17.8%

never or rarely are comfortable in their body.

9.7%

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

*Note: based on responses from 186 young males

Are they BodyKind?

47.6%

never or rarely speak positively about their body.

30.1%

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

69.3%

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

30.1%

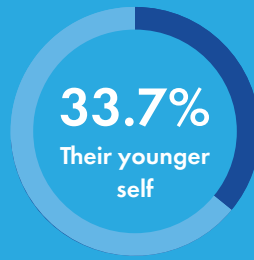
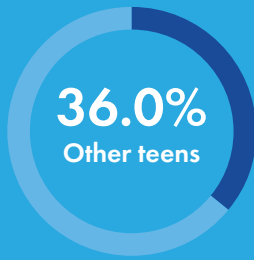
never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

71.4%

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

*Note: based on responses from 143 young males

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, only

10.3%
ranked being good looking
as the most important

33.2%
ranked being healthy
as most important

26.3%
being kind as
most important

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



21.7%

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



12.3%

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



14.3%

reported a high level of disengagement from going clothes shopping.



14.9%

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



16.3%

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



A small proportion

of males (around 10%) reported a high level of disengagement from raising their hand in the classroom and focusing at school, and going to school.

Overall, 2024 male respondents statistically reported less life disengagement than 2023 respondents, with a medium effect size ($p < .001$, $d = 0.58$).

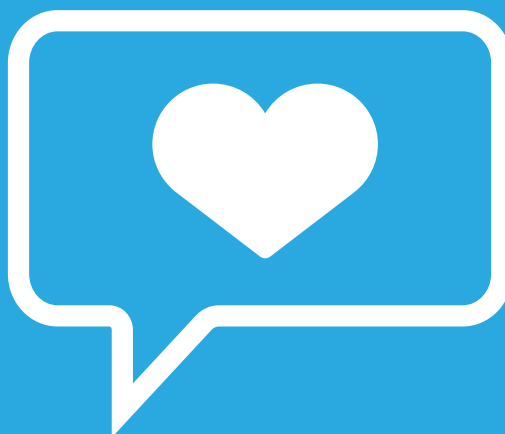
*Note: based on responses from approximately 147 young people

Social media

Of the 173 who reported using social media,

52.0% described using social media more than they would like.

52.6% reported that social media had no impact on their body image, while **22.8%** reported that social media made them feel dissatisfied with their body.



In relation to social media literacy strategies:

78.8%

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

62.2%

never or **rarely** posted unfiltered images.

80.6%

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

49.0%

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

What is their experience of appearance-related teasing?

65.0%

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School

74.0%



Social Media

26.9%



Text/group chats

24.0%

*Note: based on responses from 160 young males

No significant differences were found between 2023 and 2024 data for young males, aside from concern about their body image and body image-related life disengagement.