Which of the following statements do you agree with regarding the advertising you see? Please select all that apply.
1. I find most advertising does not reflect the world around me
2. Advertising too often shows men and women in traditional roles
3. Advertising influences how women see themselves
4. Advertising influences how girls see themselves
5. Advertising influences how men and boys see themselves
6. Advertising often sets unrealistic expectations and puts pressure on women
7. Advertising often sets unrealistic expectations and puts pressure on men
8. Advertising often sets unrealistic expectations and puts pressure on girls
9. Advertising often sets unrealistic expectations and puts pressure on boys
10. Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women in their society

Which of the following statements do you agree with regarding brands and their advertising? Please select all that apply.
1. Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
2. I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
3. I actively seek out products from companies that promote gender equality in their advertising
4. I buy from brands that show people from a wide range of backgrounds in their advertising
5. Advertising is presenting a more realistic portrayal of people in the last few years
6. Advertising is presenting more people from a wide range of backgrounds in the last few years
7. There are fewer ads with traditional roles for men and women lately
8. I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
9. I really like when ads include a positive message about making the world better
10. I think advertising has a lot of power to shape how people perceive each another

Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? Please select all that apply.

1. I don't see myself represented in most advertising
2. I don't see my community of friends, family and acquaintances represented accurately in most advertising
3. I often feel ashamed of my body based on what I see in ads
4. Advertising often makes me feel like something is wrong with me
5. Recently I have seen more positive role models in ads that inspire me
6. I have been inspired by an ad in the past year
7. Many ads I see make me feel excluded
8. I still see many sexist ads that offend me
9. In recent years it seems that more ads have people that look like people I know
10. Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore