| Girl/ Boy <br> Toy Ad | Ad Number | Product being marketed (What is the ad for?) |  | Stereotypes Tally |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Female | Male |
| Girl | 1 |  |  |  |  |
| Girl | 2 |  |  |  |  |
| Girl | 3 |  |  |  |  |
| Girl | 4 |  |  |  |  |
|  |  |  | Mean: |  |  |
| Boy | 1 |  |  |  |  |
| Boy | 2 |  |  |  |  |
| Boy | 3 |  |  |  |  |
| Boy | 4 |  |  |  |  |
|  |  |  | Mean: |  |  |

