

*Supplemental materials for*  
**Women more likely to wear red or pink at peak fertility**

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Running head: Female Fertility Cue

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## Supplemental Results

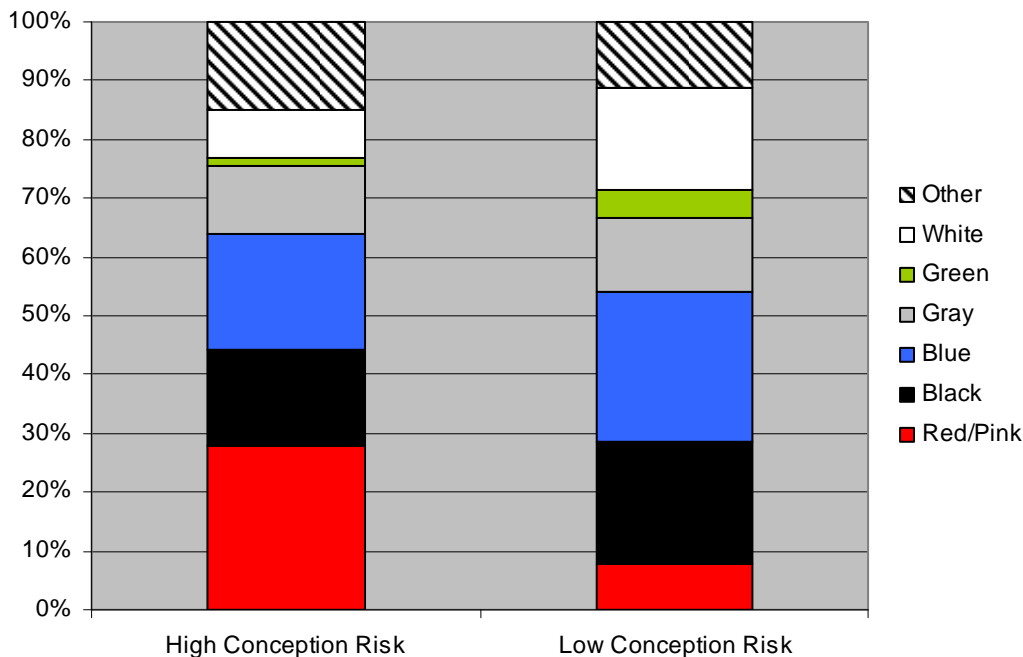
As reported in the main text, conception risk had no effect on the prevalence of any other shirt color (see Supplemental Figure). Across the two samples,  $\chi^2(1, N=124)=0.37, p=.54$  (Odds ratio=0.75), for black;  $\chi^2(1, N=124)=0.58, p=.45$  (Odds ratio=0.72), for blue;  $\chi^2(1, N=124)=0.04, p=.84$  (Odds ratio=0.89), for gray;  $\chi^2(1, N=124)=0.97, p=.33$  (Odds ratio=0.33), for green;  $\chi^2(1, N=124)=2.37, p=.124$  (Odds ratio=0.42), in the opposite direction for white; and  $\chi^2(1, N=124)=0.37, p=.55$  (Odds ratio=1.39), for “other”. In Sample A,  $\chi^2(1, N=100)=0.12, p=.73$  (Odds ratio=0.84), for black;  $\chi^2(1, N=100)=0.68, p=.41$  (Odds ratio=0.68), for blue;  $\chi^2(1, N=100)=0.29, p=.59$  (Odds ratio=1.40), for gray;  $\chi^2(1, N=100)=3.22, p=.073$  (Odds ratio=N/A)<sup>1</sup>, in the opposite direction for green;  $\chi^2(1, N=100)=1.06, p=.30$  (Odds ratio=0.51), in the opposite direction for white; and  $\chi^2(1, N=100)=0.04, p=.85$  (Odds ratio=1.12), for “other”. In Sample B,  $\chi^2(1, N=24)=0.55, p=.46$  (Odds ratio=0.41), for black;  $\chi^2(1, N=24)=0.007, p=.93$  (Odds ratio=0.92), for blue;  $\chi^2(1, N=24)=2.45, p=.12$  (Odds ratio=N/A)<sup>1</sup>, in the opposite direction for gray;  $\chi^2(1, N=24)=1.46, p=.23$  (Odds ratio=N/A)<sup>1</sup>, for green;  $\chi^2(1, N=24)=1.22, p=.27$  (Odds ratio=0.28), in the opposite direction for white;  $\chi^2(1, N=24)=1.46, p=.23$  (Odds ratio=N/A)<sup>1</sup>, for “other”. It is not surprising that several colors (white, green, and gray) were marginally (or almost marginally) more likely to be worn by women at low-conception risk than by those at

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<sup>1</sup> Odds ratio could not be calculated because one of the comparison groups had a frequency of zero.

high-conception risk, given that the tendency for high-risk women to wear red would necessarily make them less likely to wear other colors during this period.

**Frequency of Women Wearing Each Color of Shirt, by Fertility Risk (Collapsed Across Samples A and B).**



**Supplemental Figure.** Women at high-fertility risk were more likely to wear red-or pink colored shirts compared to women at low risk; conception risk had no effect on the prevalence of any other shirt color. Across samples, of women at high-conception risk, 28% wore red-or pink colored shirts, 16% wore black colored shirts, 20% wore blue colored shirts, 12% wore gray colored shirts, 2% wore green colored shirts, 8% wore white colored shirts, and 15% wore “other” colored shirts. Of women at low-conception risk, 8% wore red-or pink colored shirts, 21% wore black colored shirts, 25% wore blue colored shirts, 13% wore gray colored shirts, 5% wore green colored shirts, 18% wore white colored shirts, 11% wore “other” colored shirts.