

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

Alec T. Beall

Jessica L. Tracy

University of British Columbia

Running head: Female Fertility Cue

Address correspondence to:

Alec T. Beall
Department of Psychology
University of British Columbia.
2136 West Mall
Vancouver, B.C. V6T 1Z4
E: alec@psych.ubc.ca

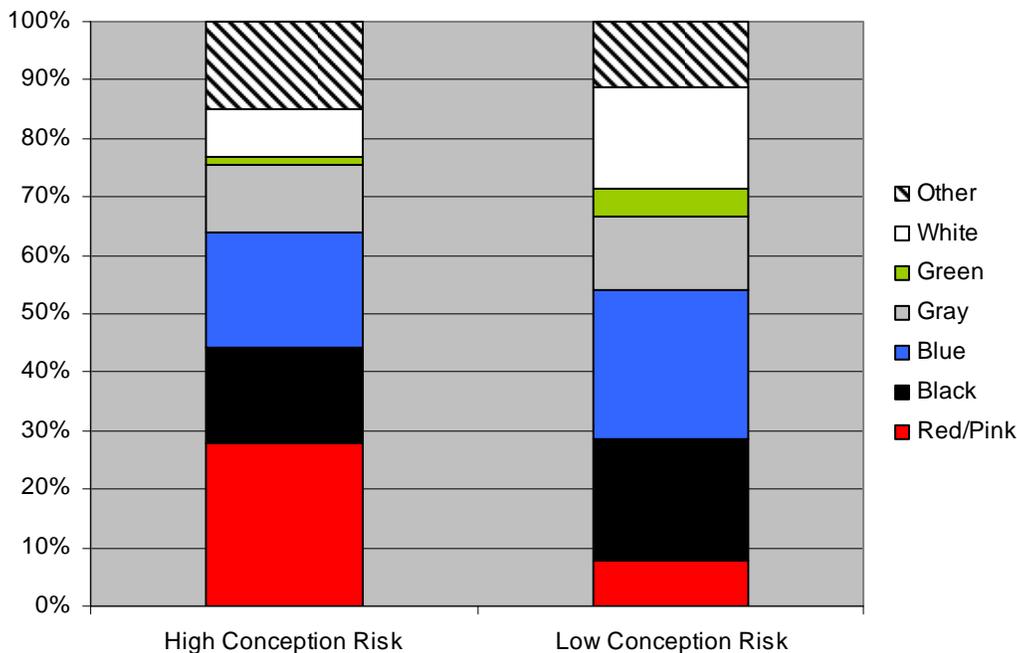
Supplemental Results

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, χ^2 (1, $N=124$)=0.37, $p=.54$ (Odds ratio=0.75), for black; χ^2 (1, $N=124$)=0.58, $p=.45$ (Odds ratio=0.72), for blue; χ^2 (1, $N=124$)=0.04, $p=.84$ (Odds ratio=0.89), for gray; χ^2 (1, $N=124$)=0.97, $p=.33$ (Odds ratio=0.33), for green; χ^2 (1, $N=124$)=2.37, $p=.124$ (Odds ratio=0.42), in the opposite direction for white; and χ^2 (1, $N=124$)=0.37, $p=.55$ (Odds ratio=1.39), for “other”. In Sample A, χ^2 (1, $N=100$)=0.12, $p=.73$ (Odds ratio=0.84), for black; χ^2 (1, $N=100$)=0.68, $p=.41$ (Odds ratio=0.68), for blue; χ^2 (1, $N=100$)=0.29, $p=.59$ (Odds ratio=1.40), for gray; χ^2 (1, $N=100$)=3.22, $p=.073$ (Odds ratio=N/A)¹, in the opposite direction for green; χ^2 (1, $N=100$)=1.06, $p=.30$ (Odds ratio=0.51), in the opposite direction for white; and χ^2 (1, $N=100$)=0.04, $p=.85$ (Odds ratio=1.12), for “other”. In Sample B, χ^2 (1, $N=24$)=0.55, $p=.46$ (Odds ratio=0.41), for black; χ^2 (1, $N=24$)=0.007, $p=.93$ (Odds ratio=0.92), for blue; χ^2 (1, $N=24$)=2.45, $p=.12$ (Odds ratio=N/A)¹, in the opposite direction for gray; χ^2 (1, $N=24$)=1.46, $p=.23$ (Odds ratio=N/A)¹, for green; χ^2 (1, $N=24$)=1.22, $p=.27$ (Odds ratio=0.28), in the opposite direction for white; χ^2 (1, $N=24$)=1.46, $p=.23$ (Odds ratio=N/A)¹, 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

¹ 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.