The analysis showed the distribution across hair color (blonde vs. brunette) differs for males compared to females, χ2(1, *n*=201) = 6.89, *p* = .009, ϕ= .185. For females there are more blondes (*x* = 37) and fewer brunettes (*x* = 48) than expected by chance. This pattern is opposite for men. There are fewer blondes (*x* = 30) and more brunettes (*x* = 86) than expected by chance. The observed frequencies are displayed in Table 1.

**Table 1** *Observed Frequencies for Hair Color Across Gender*

 Blonde Brunette

Female 37 48

Male 30 86