## Počet inzerátů /osob

### USA:

|  |  |  |
| --- | --- | --- |
| **Počet inzerátů** |  |  |
|  číslo, rok,  | Počet inzerátů | počet osob |
| 1;2009 | 15 | 24 |
| 11;2009 | 52 | 81 |
| 2;2009 | 42 | 66 |
| 5;2009 | 32 | 36 |
| 7;2009 | 15 | 25 |
| 8;2009 | 34 | 49 |
| **Součet** | **190** | **281** |

### Čína:

|  |  |  |
| --- | --- | --- |
| **Počet inzerátů** |  |  |
|  číslo, rok,  | Počet inzerátů | počet osob |
| 10;2009 verze 1 | 40 | 65 |
| 10;2009 verze 2 | 59 | 90 |
| 11;2009 | 58 | 74 |
| 12;2009 | 68 | 90 |
| 7;2009 | 37 | 53 |
| 8;2009 | 37 | 45 |
| 9;2009 | 64 | 111 |
| **Součet** | **363** | **528** |

## Vydání/hmotnost

### Usa

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **počet osob** | hmotnost |  |  |  |
|  číslo, rok,  | pod | normál | nad | Součet |
| 1;2009 | 25,00% | 75,00% | 0% | 100% |
| 11;2009 | 34,57% | 65,43% | 0% | 100% |
| 2;2009 | 28,79% | 71,21% | 0% | 100% |
| 5;2009 | 52,78% | 44,44% | 2,78% | 100% |
| 7;2009 | 4,00% | 96,00% | 0% | 100% |
| 8;2009 | 59,18% | 40,82% | 0% | 100% |
| **Součet** | **36,30%** | **63,35%** | **0,36%** | **100%** |

### Čína

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **počet osob** | hmotnost |  |  |  |
|  číslo, rok,  | pod | normál | nad | Součet |
| 10;2009 verze 1 | 25,42% | 72,88% | 1,69% | 100% |
| 10;2009 verze 2 | 14,44% | 85,56% | 0,00% | 100% |
| 11;2009 | 13,89% | 86,11% | 0% | 100% |
| 12;2009 | 7,87% | 92,13% | 0,00% | 100% |
| 7;2009 | 33,96% | 64,15% | 2% | 100% |
| 8;2009 | 18,18% | 79,55% | 2% | 100% |
| 9;2009 | 21,82% | 77,27% | 0,91% | 100% |
| **Součet** | **18,38%** | **80,85%** | **0,77%** | **100%** |

### Srovnání

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **počet osob** | hmotnost |  |  |  |
| Stát | pod | normál | nad | Součet |
| USA | 36,30% | 63,35% | 0,36% | 100% |
| China | 18,38% | 80,85% | 0,77% | 100% |
| **Součet** | **24,69%** | **74,69%** | **0,63%** | **100%** |

## Etnikum x hmotnost

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | hmotnost |  |  |  |
| Stát | Etnikum | pod | normál | nad | Součet |
| USA | europoidní | 37,19% | 62,40% | 0,41% | 100% |
|  | mongoloidní | 25,00% | 75,00% | 0,00% | 100% |
|  | afroamerická | 11,11% | 88,89% | 0,00% | 100% |
|  | nordická | 41,18% | 58,82% | 0,00% | 100% |
|  | mulat | 0,00% | 100,00% | 0,00% | 100% |
|  | latino | 42,86% | 57,14% | 0,00% | 100% |
| **Celkem USA** |  | **36,43%** | **63,21%** | **0,36%** | **100%** |
| China | nelze určit | 0,00% | 100,00% | 0,00% | 100% |
|  | europoidní | 12,68% | 86,76% | 0,56% | 100% |
|  | mongoloidní | 32,89% | 65,77% | 1,34% | 100% |
|  | nordická | 0,00% | 100,00% | 0,00% | 100% |
|  | latino | 100,00% | 0,00% | 0,00% | 100% |
| **Celkem China** |  | **18,45%** | **80,78%** | **0,78%** | **100%** |
| **Součet** |  | **24,78%** | **74,59%** | **0,63%** | **100%** |

## Hmotnost X postava

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | postava |  |  |  |  |  |
| Stát | hmotnost | podvyvinuté proporce | Normální | vyvinuté proporce | soudkovitá | sportovní | Součet |
| USA | pod | 95,45% | 1,14% | 3,41% | 0,00% | 0,00% | 100% |
|  | normál | 0,00% | 85,71% | 8,73% | 0,00% | 5,56% | 100% |
|  | nad | 0,00% | 0,00% | 100,00% | 0,00% | 0,00% | 100% |
| **Celkem USA** |  | **39,07%** | **50,70%** | **6,98%** | **0,00%** | **3,26%** | **100%** |
| China | pod | 30,53% | 68,42% | 0,00% | 0,00% | 1,05% | 100% |
|  | normál | 1,20% | 94,70% | 3,61% | 0,24% | 0,24% | 100% |
|  | nad | 0,00% | 25,00% | 25,00% | 25,00% | 25,00% | 100% |
| **Celkem China** |  | **6,61%** | **89,30%** | **3,11%** | **0,39%** | **0,58%** | **100%** |
| **Součet** |  | **16,19%** | **77,91%** | **4,25%** | **0,27%** | **1,37%** | **100%** |

## Hmotnost X lícní kosti

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | lícní kosti |  |  |
| Stát | hmotnost | Výrazné | Normální | Součet |
| USA | pod | 80,00% | 20,00% | 100% |
|  | normál | 26,01% | 73,99% | 100% |
|  | nad | 100,00% | 0,00% | 100% |
| **Celkem USA** |  | **45,99%** | **54,01%** | **100%** |
| China | pod | 50,00% | 50,00% | 100% |
|  | normál | 47,45% | 52,55% | 100% |
|  | nad | 66,67% | 33,33% | 100% |
| **Celkem China** |  | **48,03%** | **51,97%** | **100%** |
| **Součet** |  | **47,31%** | **52,69%** | **100%** |

## Postava X lícní kosti

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | lícní kosti |  |  |
| Stát | postava | Výrazné | Normální | Součet |
| USA | podvyvinuté proporce | 80,72% | 19,28% | 100% |
|  | normální | 28,30% | 71,70% | 100% |
|  | vyvinuté proporce | 21,43% | 78,57% | 100% |
|  | sporotvní | 14,29% | 85,71% | 100% |
| **Celkem USA** |  | **48,10%** | **51,90%** | **100%** |
| China | podvyvinuté proporce | 30,30% | 69,70% | 100% |
|  | normální | 48,24% | 51,76% | 100% |
|  | vyvinuté proporce | 84,62% | 15,38% | 100% |
|  | zavalitá | 50,00% | 50,00% | 100% |
|  | sporotvní | 100,00% | 0,00% | 100% |
| **Celkem China** |  | **48,32%** | **51,68%** | **100%** |
| **Součet** |  | **48,25%** | **51,75%** | **100%** |

## Etnikum x postava

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | postava |  |  |  |  |  |
| Stát | Etnikum | podvyvinuté proporce | normální | vyvinuté proporce | zavalitá | sporotvní | Součet |
| USA | europoidní | 38,42% | 52,11% | 6,84% | 0,00% | 2,63% | 100% |
|  | mongoloidní | 50,00% | 50,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | afroamerické | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | nordické | 46,67% | 40,00% | 13,33% | 0,00% | 0,00% | 100% |
|  | mulat | 0,00% | 0,00% | 0,00% | 0,00% | 100,00% | 100% |
|  | latino | 60,00% | 20,00% | 0,00% | 0,00% | 20,00% | 100% |
| **Celkem USA** |  | **39,07%** | **50,70%** | **6,98%** | **0,00%** | **3,26%** | **100%** |
| China | nelze určit | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | europoidní | 5,08% | 89,83% | 4,24% | 0,28% | 0,56% | 100% |
|  | mongoloidní | 10,88% | 87,07% | 0,68% | 0,68% | 0,68% | 100% |
|  | nordické | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | latino | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem China** |  | **6,64%** | **89,26%** | **3,13%** | **0,39%** | **0,59%** | **100%** |
| **Součet** |  | **16,23%** | **77,85%** | **4,26%** | **0,28%** | **1,38%** | **100%** |

## Etnikum / barva očí

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | oči-barva |  |  |  |  |  |
| Stát | Etnikum | zelená | hnědá | modrá | černá | šedá | Součet |
| USA | europoidní | 9,15% | 39,63% | 46,34% | 1,22% | 3,66% | 100% |
|  | mongoloidní | 33,33% | 33,33% | 0,00% | 33,33% | 0,00% | 100% |
|  | afroamerické | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | nordické | 6,25% | 25,00% | 68,75% | 0,00% | 0,00% | 100% |
|  | latino | 28,57% | 57,14% | 0,00% | 14,29% | 0,00% | 100% |
| **Celkem USA** |  | **9,55%** | **41,71%** | **43,72%** | **2,01%** | **3,02%** | **100%** |
| China | nelze určit | 0,00% | 0,00% | 33,33% | 66,67% | 0,00% | 100% |
|  | europoidní | 6,52% | 25,00% | 59,78% | 6,88% | 1,81% | 100% |
|  | mongoloidní | 4,29% | 50,71% | 9,29% | 31,43% | 4,29% | 100% |
|  | nordické | 0,00% | 0,00% | 100,00% | 0,00% | 0,00% | 100% |
|  | latino | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem China** |  | **5,62%** | **33,02%** | **43,56%** | **15,22%** | **2,58%** | **100%** |
| **Součet** |  | **6,87%** | **35,78%** | **43,61%** | **11,02%** | **2,72%** | **100%** |

## Etnikum / barva pleti

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | pleť |  |  |  |  |  |  |
| Stát | Etnikum | světlá | normal | opálená | ras. Snědá | ras. Žlutá | ras. Černá | Součet |
| USA | europoidní | 25,00% | 54,58% | 20,42% | 0,00% | 0,00% | 0,00% | 100% |
|  | mongoloidní | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | afroamerické | 0,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100,00% | 100% |
|  | nordické | 88,24% | 11,76% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | mulat | 0,00% | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | latino | 0,00% | 0,00% | 85,71% | 14,29% | 0,00% | 0,00% | 100% |
| **Celkem USA** |  | **26,98%** | **49,28%** | **20,14%** | **0,36%** | **0,00%** | **3,24%** | **100%** |
| China | nelze určit | 100,00% | 0,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | europoidní | 43,75% | 45,74% | 10,51% | 0,00% | 0,00% | 0,00% | 100% |
|  | mongoloidní | 52,90% | 34,19% | 0,65% | 0,65% | 11,61% | 0,00% | 100% |
|  | nordické | 57,14% | 42,86% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | latino | 0,00% | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem China** |  | **46,91%** | **41,89%** | **7,53%** | **0,19%** | **3,47%** | **0,00%** | **100%** |
| **Součet** |  | **39,95%** | **44,47%** | **11,93%** | **0,25%** | **2,26%** | **1,13%** | **100%** |

## Vlasy typ x barva pleti

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | pleť |  |  |  |  |  |  |
| Stát | vlasy - typ | světlá | normal | opálená | ras. Snědá | ras. Žlutá | ras. Černá | Součet |
| USA | rovné | 25,89% | 51,78% | 20,81% | 0,51% | 0,00% | 1,02% | 100% |
|  | kudrny | 15,38% | 46,15% | 11,54% | 0,00% | 0,00% | 26,92% | 100% |
|  | vlnité | 36,96% | 43,48% | 19,57% | 0,00% | 0,00% | 0,00% | 100% |
|  | husté | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem USA** | **26,67%** | **50,00%** | **19,63%** | **0,37%** | **0,00%** | **3,33%** | **100%** |
| China | rovné | 47,27% | 41,80% | 6,11% | 0,00% | 4,82% | 0,00% | 100% |
|  | kudrny | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | vlnité | 47,06% | 41,18% | 9,41% | 0,59% | 1,76% | 0,00% | 100% |
|  | husté | 25,00% | 50,00% | 25,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem China** | **46,64%** | **41,96%** | **7,54%** | **0,20%** | **3,67%** | **0,00%** | **100%** |
| **Součet** |  | **39,55%** | **44,81%** | **11,83%** | **0,26%** | **2,37%** | **1,18%** | **100%** |

## Vlasy obarvené x hmotnost

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | hmotnost |  |  |  |
| Stát | vlasy-obarva | pod | normál | nad | Součet |
| USA | Barvené | 38,79% | 60,75% | 0,47% | 100% |
|  | Přirozené | 21,57% | 78,43% | 0,00% | 100% |
| **Celkem USA** | **35,47%** | **64,15%** | **0,38%** | **100%** |
| China | Barvené | 21,61% | 77,89% | 0,50% | 100% |
|  | Přirozené | 17,07% | 82,58% | 0,35% | 100% |
| **Celkem China** | **18,93%** | **80,66%** | **0,41%** | **100%** |
| **Součet** |  | **24,77%** | **74,83%** | **0,40%** | **100%** |

## Vlasy délka x barva pleti

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **procentní zastoupení** |  | pleť |  |  |  |  |  |  |
| Stát | vlasy- délka | světlá | normal | opálená | ras. Snědá | ras. Žlutá | ras. Černá | Součet |
| USA | krátké | 24,44% | 35,56% | 24,44% | 0,00% | 0,00% | 15,56% | 100% |
|  | střední | 40,63% | 50,00% | 9,38% | 0,00% | 0,00% | 0,00% | 100% |
|  | dlouhé | 25,26% | 52,63% | 20,53% | 0,53% | 0,00% | 1,05% | 100% |
|  | pleš | 0,00% | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem USA** | **26,87%** | **49,25%** | **20,15%** | **0,37%** | **0,00%** | **3,36%** | **100%** |
| China | krátké | 42,57% | 45,27% | 5,41% | 0,00% | 6,76% | 0,00% | 100% |
|  | střední | 55,07% | 40,58% | 2,90% | 0,00% | 1,45% | 0,00% | 100% |
|  | dlouhé | 43,33% | 40,95% | 12,38% | 0,48% | 2,86% | 0,00% | 100% |
|  | pleš | 0,00% | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem China** | **46,28%** | **42,05%** | **7,85%** | **0,20%** | **3,62%** | **0,00%** | **100%** |
| **Součet** |  | **39,48%** | **44,58%** | **12,16%** | **0,26%** | **2,35%** | **1,18%** | **100%** |

## Rty x země

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **procentní zastoupení** | rty |  |  |  |
| Stát | úzké | normální | plné | Součet |
| USA | 8,15% | 43,70% | 48,15% | 100% |
| China | 9,39% | 69,67% | 20,94% | 100% |
| **Součet** | **8,96%** | **60,69%** | **30,35%** | **100%** |

## Značka X stát

|  |  |  |  |
| --- | --- | --- | --- |
| **procentní zastoupení** | Stát |  |  |
| značka | USA | China | Součet |
| 1436 Erdos |  | 6 | 6 |
| Adamo by Dell |  | 1 | 1 |
| Affliction clothing | 1 |  | 1 |
| Aimer |  | 7 | 7 |
| AKRIS | 2 |  | 2 |
| Amway |  | 3 | 3 |
| Aquair |  | 2 | 2 |
| Artistry  |  | 6 | 6 |
| Assel International | 1 |  | 1 |
| Bally | 2 | 4 | 6 |
| Bed Head Tigi | 1 |  | 1 |
| Bejiing Wushou Womens Hospital |  | 3 | 3 |
| bluefly | 1 |  | 1 |
| Blumarine | 4 | 6 | 10 |
| Bottega Veneta | 7 |  | 7 |
| Breast Cancer research foundation | 1 |  | 1 |
| Bulgari |  | 4 | 4 |
| Burberry | 4 | 17 | 21 |
| Bvlgari | 2 |  | 2 |
| Calvin Klein | 4 | 5 | 9 |
| Carlton Hair International | 1 |  | 1 |
| Caroline |  | 6 | 6 |
| Carrera y Carrera | 3 |  | 3 |
| Centers for Disease Control and Prevention | 1 |  | 1 |
| Coach Leatherware |  | 1 | 1 |
| Coco Mademoiselle Chanel |  | 3 | 3 |
| CoverGirl | 11 |  | 11 |
| Daks |  | 4 | 4 |
| Dazzle |  | 20 | 20 |
| DBE Jewellery |  | 1 | 1 |
| Dereklam | 1 |  | 1 |
| Derma Genesis |  | 2 | 2 |
| Diesel |  | 2 | 2 |
| Dior | 5 | 17 | 22 |
| DKNY | 17 |  | 17 |
| Dolce&Gabbana | 16 | 9 | 25 |
| Dsquared2 | 2 |  | 2 |
| Eau Mega Viktororolf | 1 |  | 1 |
| Elietahari | 1 |  | 1 |
| Elizabeth Arden | 1 |  | 1 |
| Emporio Armani | 1 | 12 | 13 |
| Escada | 2 |  | 2 |
| Estée Lauder | 1 | 15 | 16 |
| Eternity | 2 |  | 2 |
| Ethan Allen | 2 |  | 2 |
| Eve @ Ny |  | 2 | 2 |
| Fendi | 2 | 3 | 5 |
| Forevermark |  | 4 | 4 |
| Giada |  | 8 | 8 |
| Gianfranco Ferré |  | 4 | 4 |
| Gilette | 3 |  | 3 |
| Giordano Ladies |  | 1 | 1 |
| Giorgio Armani | 5 | 4 | 9 |
| Giuseppe Zanotti design | 1 | 2 | 3 |
| Givenchy |  | 3 | 3 |
| Givh Shyh |  | 5 | 5 |
| Gucci | 13 | 21 | 34 |
| Guerlain |  | 7 | 7 |
| Guess | 1 |  | 1 |
| HairUWear | 1 |  | 1 |
| halle berry | 1 |  | 1 |
| Health and Beauty SPA  |  | 5 | 5 |
| Hediard Paris |  | 1 | 1 |
| Hermes Paris |  | 3 | 3 |
| Hugo Boss |  | 3 | 3 |
| Hydra Life |  | 2 | 2 |
| Channel | 3 | 18 | 21 |
| Chaumet Paris |  | 3 | 3 |
| Chloé | 2 | 6 | 8 |
| Chow |  | 7 | 7 |
| I Blues |  | 4 | 4 |
| J Brand | 2 |  | 2 |
| JB STAR | 1 |  | 1 |
| Jecci Five New York |  | 6 | 6 |
| John Balliano | 2 |  | 2 |
| John Frieda | 5 |  | 5 |
| John Paul Mitchell Systems | 10 |  | 10 |
| Jones New York | 1 |  | 1 |
| Jorya |  | 9 | 9 |
| Kappa |  | 3 | 3 |
| Kriziamaglia | 1 |  | 1 |
| La Clover |  | 3 | 3 |
| La Perla |  | 3 | 3 |
| Lancome Paris | 5 | 6 | 11 |
| Lancy From25 |  | 5 | 5 |
| Lanvin Paris | 1 |  | 1 |
| Lenovo |  | 1 | 1 |
| Liu Jo Italia |  | 3 | 3 |
| Longchamp |  | 3 | 3 |
| Longines |  | 1 | 1 |
| L'Oréal | 4 | 9 | 13 |
| Louis Vuitton | 5 | 5 | 10 |
| lukfook jewellery |  | 1 | 1 |
| Luxury Reborn | 2 |  | 2 |
| Marc Jacobs | 2 | 1 | 3 |
| Marella |  | 2 | 2 |
| Mauboussin | 2 |  | 2 |
| Max @ Co |  | 2 | 2 |
| MaxMara | 4 | 6 | 10 |
| Me and City |  | 6 | 6 |
| Mens Bazaar |  | 1 | 1 |
| Mercedes Benz |  | 4 | 4 |
| Michael Kors | 8 |  | 8 |
| Miriam Italy |  | 1 | 1 |
| Miss Dior Cherie |  | 4 | 4 |
| Mo @ Co de Paris |  | 2 | 2 |
| Mont Blanc |  | 2 | 2 |
| Moschino Glamour |  | 1 | 1 |
| Movado | 1 | 2 | 3 |
| Nanis | 1 |  | 1 |
| Natural vitamin C |  | 2 | 2 |
| Ne Tiger |  | 11 | 11 |
| Nexxus | 1 |  | 1 |
| Nouvelle Bague | 1 |  | 1 |
| Ochirly |  | 1 | 1 |
| Olay | 9 | 17 | 26 |
| Omega |  | 4 | 4 |
| OPI | 1 |  | 1 |
| Ovarian Cancer Research Fund | 2 |  | 2 |
| Palaispa |  | 4 | 4 |
| Pantene Pro-V | 6 | 4 | 10 |
| Patek Philippe Geneve |  | 1 | 1 |
| Paul Mitchell | 2 |  | 2 |
| Perrier Jouet |  | 3 | 3 |
| Piazza Sempione | 3 |  | 3 |
| Platinum |  | 8 | 8 |
| Pologeorgis | 1 |  | 1 |
| ports |  | 8 | 8 |
| Prada | 11 | 6 | 17 |
| Prevage | 1 |  | 1 |
| Ralph Lauren | 4 |  | 4 |
| Red Dragonfly |  | 4 | 4 |
| Roberto Cavalli | 4 |  | 4 |
| Rolex | 2 | 3 | 5 |
| Salvatore Ferragamo | 1 | 1 | 2 |
| Samsung |  | 3 | 3 |
| Sax Fifth Avenue | 2 |  | 2 |
| Sebastian | 1 |  | 1 |
| Secret | 8 |  | 8 |
| Shiatzy Chan |  | 10 | 10 |
| Shine |  | 2 | 2 |
| Shiseido |  | 13 | 13 |
| SK-II | 4 | 11 | 15 |
| Sony |  | 1 | 1 |
| Sportmax |  | 4 | 4 |
| Swarowski Natural vitamin C |  | 1 | 1 |
| Tart Collections | 1 |  | 1 |
| The Fur Vault | 1 |  | 1 |
| Tide Total care | 1 |  | 1 |
| Tiffany @ Co |  | 11 | 11 |
| Tigi Catwalk | 6 |  | 6 |
| Tods |  | 6 | 6 |
| Tommy Bahama | 2 |  | 2 |
| Toni&Guy Hairdressing | 2 |  | 2 |
| Trendshealth |  | 3 | 3 |
| Tresemmé | 1 |  | 1 |
| Tsubaki |  | 2 | 2 |
| Tudor |  | 3 | 3 |
| UGG |  | 2 | 2 |
| Van Cleef and Arpels |  | 1 | 1 |
| Vera Wang | 3 |  | 3 |
| Versace | 3 | 4 | 7 |
| Vichy |  | 2 | 2 |
| Viktor&Rolf | 1 |  | 1 |
| VS Sassoon |  | 1 | 1 |
| VS Velsus |  | 2 | 2 |
| Walmart | 1 |  | 1 |
| Weleda | 2 |  | 2 |
| White House Black Market | 3 |  | 3 |
| Y 3 |  | 1 | 1 |
| YST |  | 1 | 1 |
| YvesSaintLaurent | 3 |  | 3 |
| **Součet** | **281** | **525** | **806** |

## Nos x tón pleti

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Procentuální zastoupení** |  | pleť |  |  |  |  |  |  |
| Stát | nos | světlá | normal | opálená | ras. Snědá | ras. Žlutá | ras. Černá | Součet |
| USA | normal | 21,43% | 52,38% | 21,43% | 0,48% | 0,00% | 4,29% | 100% |
|  | nahoru | 31,25% | 37,50% | 31,25% | 0,00% | 0,00% | 0,00% | 100% |
|  | masivní | 0,00% | 71,43% | 28,57% | 0,00% | 0,00% | 0,00% | 100% |
|  | protáhlý | 57,14% | 38,10% | 4,76% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem USA** |  | **26,91%** | **49,82%** | **19,64%** | **0,36%** | **0,00%** | **3,27%** | **100%** |
| China | oblouk | 28,57% | 57,14% | 14,29% | 0,00% | 0,00% | 0,00% | 100% |
|  | normal | 47,32% | 40,79% | 7,93% | 0,23% | 3,73% | 0,00% | 100% |
|  | nahoru | 37,50% | 62,50% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
|  | masivní | 57,14% | 35,71% | 7,14% | 0,00% | 0,00% | 0,00% | 100% |
|  | protáhlý | 44,68% | 44,68% | 6,38% | 0,00% | 4,26% | 0,00% | 100% |
| **Celkem China** |  | **46,78%** | **41,91%** | **7,60%** | **0,19%** | **3,51%** | **0,00%** | **100%** |
| **Součet** |  | **39,85%** | **44,67%** | **11,80%** | **0,25%** | **2,28%** | **1,14%** | **100%** |

## Pohlaví x hmotnost

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Procentuální zastoupení** |  | hmotnost |  |  |  |
| Stát | pohlaví/ŽCR | pod | normál | nad | Součet |
| USA | žena | 39,84% | 59,76% | 0,40% | 100% |
|  | muž | 6,67% | 93,33% | 0,00% | 100% |
| **Celkem USA** |  | **36,30%** | **63,35%** | **0,36%** | **100%** |
| China | žena | 19,61% | 79,96% | 0,43% | 100% |
|  | muž | 7,69% | 88,46% | 3,85% | 100% |
| **Celkem China** |  | **18,41%** | **80,81%** | **0,78%** | **100%** |
| **Součet** |  | **24,72%** | **74,65%** | **0,63%** | **100%** |

## Pohlaví x postava

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Procentuální zastoupení** |  | postava |  |  |  |  |  |
| Stát | pohlaví/ŽCR | podvyvinuté proporce | normální | vyvinuté proporce | zavalitá | sporotvní | Součet |
| USA | žena | 42,13% | 48,22% | 7,61% | 0,00% | 2,03% | 100% |
|  | muž | 5,56% | 77,78% | 0,00% | 0,00% | 16,67% | 100% |
| **Celkem USA** |  | **39,07%** | **50,70%** | **6,98%** | **0,00%** | **3,26%** | **100%** |
| China | žena | 6,51% | 91,32% | 1,74% | 0,43% | 0,00% | 100% |
|  | muž | 7,69% | 71,15% | 15,38% | 0,00% | 5,77% | 100% |
| **Celkem China** |  | **6,63%** | **89,28%** | **3,12%** | **0,39%** | **0,58%** | **100%** |
| **Součet** |  | **16,21%** | **77,88%** | **4,26%** | **0,27%** | **1,37%** | **100%** |

## Pohlaví x pleť

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Procentuální zastoupení** |  | pleť |  |  |  |  |  |  |
| Stát | pohlaví/ŽCR | světlá | normal | opálená | ras. Snědá | ras. Žlutá | ras. Černá | Součet |
| USA | žena | 29,32% | 49,40% | 20,08% | 0,40% | 0,00% | 0,80% | 100% |
|  | muž | 6,67% | 50,00% | 20,00% | 0,00% | 0,00% | 23,33% | 100% |
| **Celkem USA** |  | **26,88%** | **49,46%** | **20,07%** | **0,36%** | **0,00%** | **3,23%** | **100%** |
| China | žena | 50,21% | 39,57% | 6,38% | 0,21% | 3,62% | 0,00% | 100% |
|  | muž | 14,29% | 65,31% | 18,37% | 0,00% | 2,04% | 0,00% | 100% |
| **Celkem China** |  | **46,82%** | **42,00%** | **7,51%** | **0,19%** | **3,47%** | **0,00%** | **100%** |
| **Součet** |  | **39,85%** | **44,61%** | **11,90%** | **0,25%** | **2,26%** | **1,13%** | **100%** |

## Celkový počet x pohlaví

|  |  |  |  |
| --- | --- | --- | --- |
| **počet osob** | pohlaví/ŽCR |  |  |
| Stát | žena | muž | Součet |
| USA | 251 | 30 | 281 |
| China | 473 | 52 | 525 |
| **Součet** | **724** | **82** | **806** |

## Celkový počet x věk

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **počty osob** | věk |  |  |  |  |
| Stát | děti | junior | střední | senior | Součet |
| USA | 8 |  | 267 | 6 | 281 |
| China |  | 74 | 448 | 3 | 525 |
| **Součet** | **8** | **74** | **715** | **9** | **806** |

## Tvar tváře

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Count** |  | tvar tváře |  |  |  |  |  |
| Stát | pohlaví/ŽCR | ovál | normál | trojúhelník | kulatá | čtvercová | podlouhlá | Součet |
| USA | žena | 20,48% | 55,82% | 17,67% | 1,61% | 2,01% | 2,41% | 100% |
|  | muž | 13,33% | 76,67% | 3,33% | 6,67% | 0,00% | 0,00% | 100% |
| **Celkem USA** | **19,71%** | **58,06%** | **16,13%** | **2,15%** | **1,79%** | **2,15%** | **100%** |
| China | žena | 13,42% | 45,02% | 31,60% | 0,65% | 1,08% | 8,23% | 100% |
|  | muž | 4,00% | 34,00% | 36,00% | 0,00% | 2,00% | 24,00% | 100% |
| **Celkem China** | **12,50%** | **43,95%** | **32,03%** | **0,59%** | **1,17%** | **9,77%** | **100%** |
| **Součet** |  | **15,04%** | **48,93%** | **26,42%** | **1,14%** | **1,39%** | **7,08%** | **100%** |

## Tvar tváře X hmotnost

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Count** |  | tvar tváře |  |  |  |  |  |  |
| Stát | hmotnost | ovál | normál | trojúhelník | kulatá | čtvercová | podlouhlá | Součet |
| USA | pod | 24,75% | 46,53% | 24,75% | 0,00% | 0,99% | 2,97% | 100% |
|  | normál | 16,95% | 64,41% | 11,30% | 3,39% | 2,26% | 1,69% | 100% |
|  | nad | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem USA** | **19,71%** | **58,06%** | **16,13%** | **2,15%** | **1,79%** | **2,15%** | **100%** |
| China | pod | 11,70% | 25,53% | 53,19% | 2,13% | 1,06% | 6,38% | 100% |
|  | normál | 12,62% | 48,06% | 27,67% | 0,24% | 0,97% | 10,44% | 100% |
|  | nad | 25,00% | 25,00% | 0,00% | 0,00% | 25,00% | 25,00% | 100% |
|  | (blank) | 0,00% | 100,00% | 0,00% | 0,00% | 0,00% | 0,00% | 100% |
| **Celkem China** | **12,48%** | **44,05%** | **31,97%** | **0,58%** | **1,17%** | **9,75%** | **100%** |
| **Součet** |  | **15,03%** | **48,99%** | **26,39%** | **1,14%** | **1,39%** | **7,07%** | **100%** |

## Barva vlasů x země

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **procentuální zastoupení** |  | vlasy |  |  |  |  |  |  |  |
| Stát | pohlaví | světlé | hnědé | zrzavé | tmavě hnědé | černé | šedé | prokvetlé | Součet |
| USA | žena | 46,38% | 25,96% | 8,51% | 14,47% | 4,68% | 0,00% | 0,00% | 100% |
|  | muž | 13,79% | 41,38% | 0,00% | 3,45% | 24,14% | 3,45% | 13,79% | 100% |
| **Celkem USA** |  | **42,80%** | **27,65%** | **7,58%** | **13,26%** | **6,82%** | **0,38%** | **1,52%** | **100%** |
| China | žena | 24,60% | 24,15% | 0,45% | 24,83% | 24,60% | 0,23% | 1,13% | 100% |
|  | muž | 6,98% | 25,58% | 2,33% | 11,63% | 53,49% | 0,00% | 0,00% | 100% |
| **Celkem China** |  | **23,05%** | **24,28%** | **0,62%** | **23,66%** | **27,16%** | **0,21%** | **1,03%** | **100%** |
| **Součet** |  | **30,00%** | **25,47%** | **3,07%** | **20,00%** | **20,00%** | **0,27%** | **1,20%** | **100%** |

## Typ vlasů x země

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **procentuální zastoupení** |  | vlasy - typ |  |  |  |  |
| Stát | pohlaví | rovné | kudrny | vlnité | husté | Součet |
| USA | žena | 73,25% | 6,58% | 19,75% | 0,41% | 100% |
|  | muž | 65,52% | 34,48% | 0,00% | 0,00% | 100% |
| **Celkem USA** |  | **72,43%** | **9,56%** | **17,65%** | **0,37%** | **100%** |
| China | žena | 60,76% | 0,22% | 37,22% | 1,79% | 100% |
|  | muž | 89,13% | 2,17% | 8,70% | 0,00% | 100% |
| **Celkem China** |  | **63,41%** | **0,41%** | **34,55%** | **1,63%** | **100%** |
| **Součet** |  | **66,62%** | **3,66%** | **28,53%** | **1,18%** | **100%** |

## Celkový počet všech inzerátů

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Data |  |  |
| Stát |  číslo, rok,  | ŽM inzeráty | inzeráty beze ŽM | Celkem inzerátů |
| USA | 1;2009 | 15 | 8 | 23 |
| 2;2009 | 42 | 8 | 50 |
| 5;2009 | 32 | 27 | 59 |
| 7;2009 | 15 | 6 | 21 |
| 8;2009 | 34 | 8 | 42 |
| 11;2009 | 51 | 25 | 76 |
| **Celkem USA** | **189** | **82** | **271** |
| China | 7;2009 | 37 | 10 | 47 |
| 8;2009 | 37 | 15 | 52 |
| 9;2009 | 64 | 23 | 87 |
| 10;2009 verze 1 | 40 | 19 | 59 |
| 10;2009 verze 2 | 57 | 15 | 72 |
| 11;2009 | 58 | 15 | 73 |
| 12;2009 | 68 | 27 | 95 |
| **Celkem China** | **361** | **124** | **485** |
| **Součet** |  | **550** | **206** | **756** |

## Etnická příslušnost

|  |  |  |  |
| --- | --- | --- | --- |
| **Etnické rozložení** | Stát |  |  |
| Etnikum | USA | Čína | Průměr |
| Nelze určit | 0,00% | 0,57% | 0,37% |
| Europoidní | 86,43% | 68,07% | 74,47% |
| Mongoloidní | 1,43% | 29,83% | 19,93% |
| Afroamerický | 3,21% | 0,00% | 1,12% |
| Nordický | 6,07% | 1,34% | 2,99% |
| Mulat | 0,36% | 0,00% | 0,12% |
| Latino | 2,50% | 0,19% | 1,00% |
| **Součet** | **100%** | **100%** | **100%** |

## Tvar postavy v jednotlivých edicích

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Typ vyobrazení** |  | co z těla |  |  |  |  |
| Stát | pohlaví | celá postava | celé vzdálené | hlava | do pasu | Součet |
| USA | žena | 42,40% | 0,40% | 20,40% | 36,80% | 100,00% |
|  | muž | 33,33% | 0,00% | 36,67% | 30,00% | 100,00% |
| **Celkem USA** | **41,43%** | **0,36%** | **22,14%** | **36,07%** | **100,00%** |
| Čína | žena | 37,61% | 0,43% | 28,85% | 33,12% | 100,00% |
|  | muž | 36,54% | 1,92% | 17,31% | 44,23% | 100,00% |
| **Celkem Čína** | **37,50%** | **0,58%** | **27,69%** | **34,23%** | **100,00%** |
| **Součet** |  | **39%** | **1%** | **26%** | **35%** | **100%** |