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https://www.100test.com/kao_ti2020/285/2021_2022__E5_AD_A6_E5_81_9APres_c96_285206.htm 一般来说，统计数字可以增加presentation的可信度。Daphne早就准备好以一连串的数字来说服她的观众；她成功的主要因素之一就是能有效地运用各种统计数字与数据。 Most of Taiwans hair salons are full-service shops that have a regular customer base. Taken as a group, the salons have moderate buying power when it comes to beauty products. The money they spend makes up 13.5% of the total yearly sales for the industry. 台湾大部份的发廊都提供全套的服务，也有固定的客户群。整体看来，发廊在美容用品方面具有相当稳定的购买力，他们购买的费用占了美容用品业年营业额的百分之十三点五。 And the size of this market? Taiwans twenty million people spent five-point-four billion U.S. dollars on beauty products last year or two hundred and fifty dollars per capita. Salons accounted for four-hundred million of this total. Breaking the figures down even further, five out of every eight dollars were spent by women. One half of the total was spent by people between the ages of nineteen and thirty-five. The last and most surprising statistic shows that teenagers spend the highest per capita total. at three-hundred twenty-three dollars, this is one-point-three times the total of the young adult market. 那么这个市场有多大呢？去年台湾二千万人总共花了五十四亿美元在美容用品上，也就是平均每人消费二百五十美元。而发廊的消费则占了这个总额中的四亿！把这些数字做进一步的分析，我们发现，每八元中

有五元是女性销费的；消费总额的二分之一是十九岁到三十五岁年龄层的人消费的。最后一项，同时也是最让人惊讶的统计结果是，十几岁的少年少女每人每年的消费额竟然最高，达到三百二十三元；是青年消费者的1.3倍。 Notes: 1. make up 组（合）成；造成make up这个动词词组有相当多的意思，如“弥补、修护、造成”，在本文中则指“造成”，可以用 compose 或 form 来代换。Teenagers make up 30% of the market in Taiwan.青少年占了台湾百分之三十的市场。2. account for 占（花费的）部分Account 的意思是“计算”。account for 可以做“解释；说明.....的原因”，但在此处引申的意思则是“说明金钱是怎么花的；占花费的多少”，譬如每月开销的一半花在房租上，你就可以说：“Rent accounts for half of monthly expenditures.” Taiwan accounts for 12% of all sales in Asia.台湾占了整个亚洲地区销售额的百分之十二。3. breaking (the figures) down 分析；分类当你将一大堆数字分成小部分来分析，就是将它们break down - “分析；分类”。譬如把生活费区分为食、衣、住、行、医药费等，就是break down the figures on living expenses into food, shelter, education, medical bills, etc.。这个词组也可以用来指“毁损”、“故障”。另外，figures通指经统计、计算而得到的数字。After breaking the figures down, we found that the company wasnt in such poor financial shape.分析这些数据之后，我们发现这家公司的财务状况并没那么糟。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com