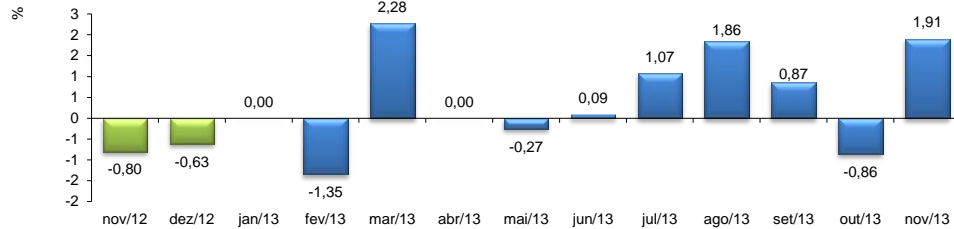


## RADAR DO COMÉRCIO

Dezembro/2013

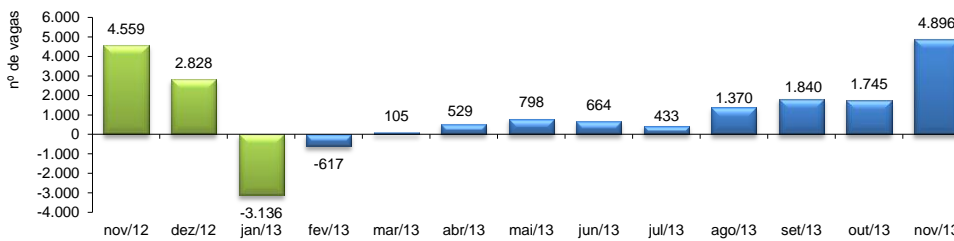
### VOLUME DE VENDAS DO COMÉRCIO VAREJISTA\* - IBGE



\* Série mensal com ajuste sazonal.

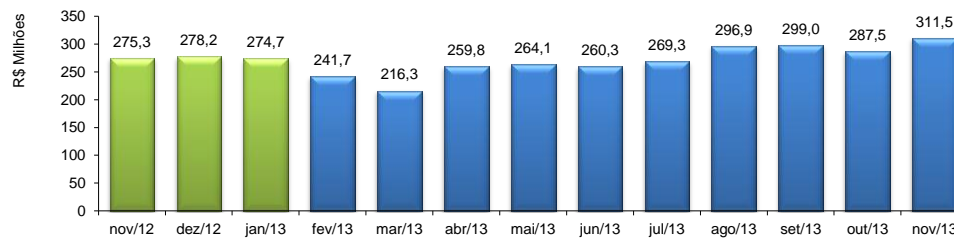
|                         |              |
|-------------------------|--------------|
| nov/2013 / nov/2012     | 5,33%        |
| nov/2013 / out/2013     | 1,91%        |
| <b>Acumulado no Ano</b> | <b>3,62%</b> |
| <b>Últimos 12 meses</b> | <b>3,85%</b> |

### EMPREGOS GERADOS NO COMÉRCIO - CAGED



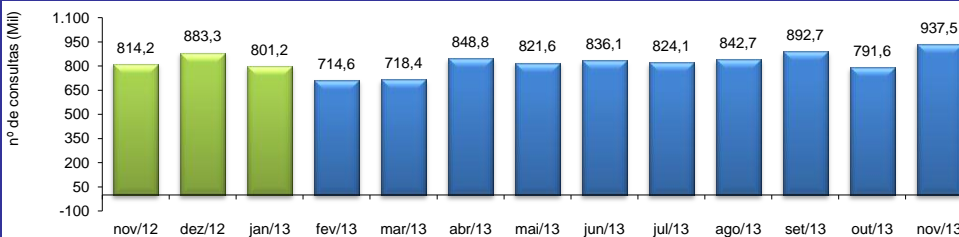
|                         |                |
|-------------------------|----------------|
| nov/2013 / nov/2012     | 7,39%          |
| nov/2013 / out/2013     | 180,57%        |
| <b>Acumulado no Ano</b> | <b>-46,61%</b> |
| <b>Últimos 12 meses</b> | <b>-3,72%</b>  |

### ICMS DO COMÉRCIO - SEFAZ



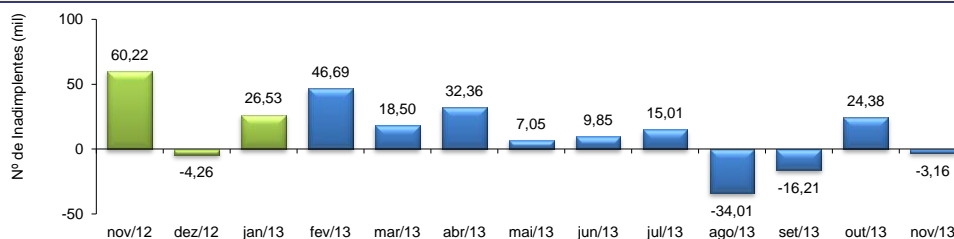
|                         |               |
|-------------------------|---------------|
| nov/2013 / nov/2012     | 13,15%        |
| nov/2013 / out/2013     | 8,35%         |
| <b>Acumulado no Ano</b> | <b>16,68%</b> |
| <b>Últimos 12 meses</b> | <b>16,91%</b> |

### CONSULTAS AO SPC/FORTALEZA - CDL



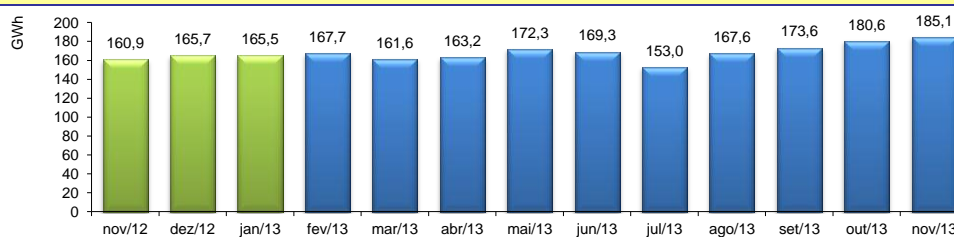
|                         |                |
|-------------------------|----------------|
| nov/2013 / nov/2012     | 15,14%         |
| jul/2013 / out/2013     | 18,44%         |
| <b>Acumulado no Ano</b> | <b>114,54%</b> |
| <b>Últimos 12 meses</b> | <b>-4,85%</b>  |

### FLUXO DE INADIMPLENTES CADASTRADOS NO SPC/FORTALEZA - CDL



|                         |                |
|-------------------------|----------------|
| nov/2013 / nov/2012     | -105,24%       |
| nov/2013 / out/2013     | -112,95%       |
| <b>Acumulado no Ano</b> | <b>135,41%</b> |
| <b>Últimos 12 meses</b> | <b>111,57%</b> |

### CONSUMO DE ENERGIA NO COMÉRCIO - COELCE



|                         |              |
|-------------------------|--------------|
| nov/2013 / nov/2012     | 15,02%       |
| nov/2013 / out/2013     | 2,50%        |
| <b>Acumulado no Ano</b> | <b>9,11%</b> |
| <b>Últimos 12 meses</b> | <b>8,91%</b> |