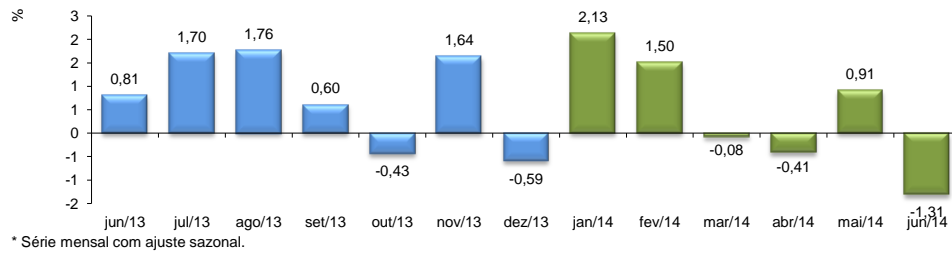


## RADAR DO COMÉRCIO

Agosto/2014

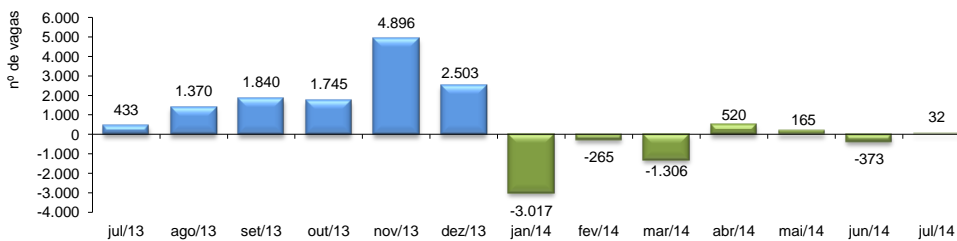
### VOLUME DE VENDAS DO COMÉRCIO VAREJISTA\* - IBGE



jun/2014 / jun/2013	6,93%
jun/2014 / mai/2014	-1,31%
<b>Acumulado no Ano</b>	<b>8,79%</b>
<b>Últimos 12 meses</b>	<b>6,10%</b>

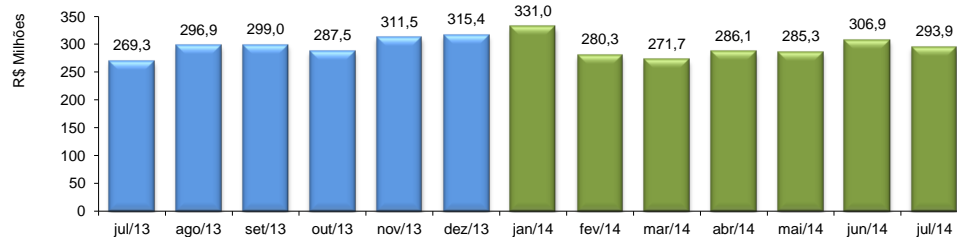
\* Série mensal com ajuste sazonal.

### EMPREGOS GERADOS NO COMÉRCIO - CAGED



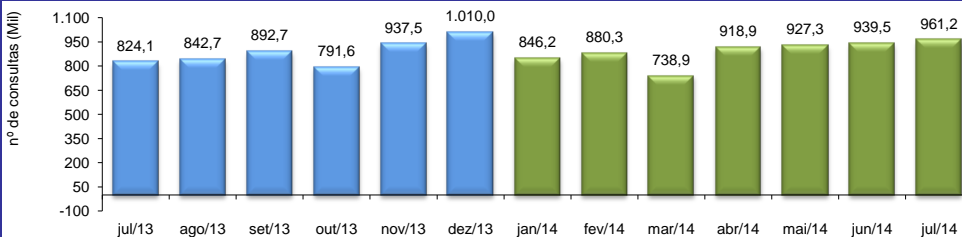
jul/2014 / jul/2013	-92,61%
jul/2014 / jun/2014	108,58%
<b>Acumulado no Ano</b>	<b>-1083,02%</b>
<b>Últimos 12 meses</b>	<b>-25,38%</b>

### ICMS DO COMÉRCIO - SEFAZ



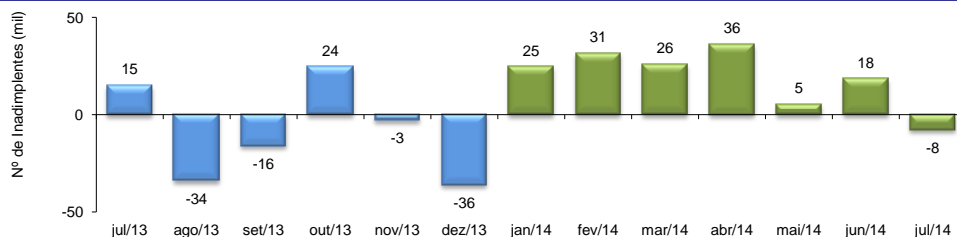
jul/2014 / jul/2013	9,12%
jul/2014 / jun/2014	-4,23%
<b>Acumulado no Ano</b>	<b>15,05%</b>
<b>Últimos 12 meses</b>	<b>16,31%</b>

### CONSULTAS AO SPC/FORTALEZA - CDL



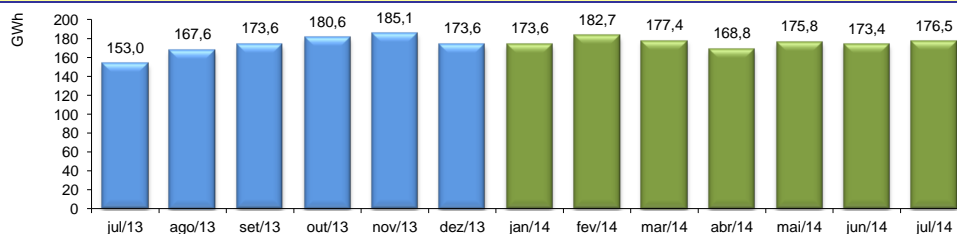
jul/2014 / jul/2013	16,64%
jul/2014 / jun/2014	2,31%
<b>Acumulado no Ano</b>	<b>11,64%</b>
<b>Últimos 12 meses</b>	<b>8,14%</b>

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



jul/2014 / jul/2013	-152,38%
jul/2014 / jun/2014	-142,96%
<b>Acumulado no Ano</b>	<b>-14,66%</b>
<b>Últimos 12 meses</b>	<b>-69,78%</b>

### CONSUMO DE ENERGIA NO COMÉRCIO - COELCE



jul/2014 / jul/2013	15,36%
jul/2014 / jun/2014	1,79%
<b>Acumulado no Ano</b>	<b>6,56%</b>
<b>Últimos 12 meses</b>	<b>8,06%</b>