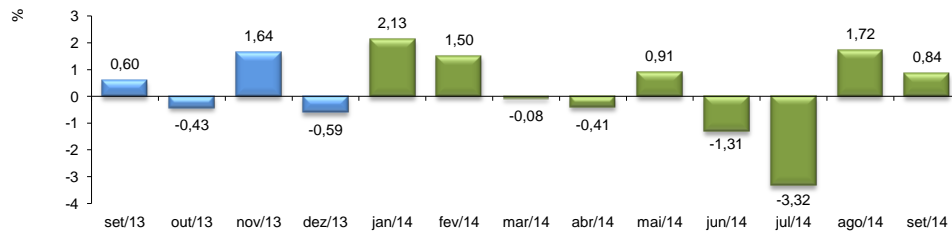


## RADAR DO COMÉRCIO

Novembro/2014

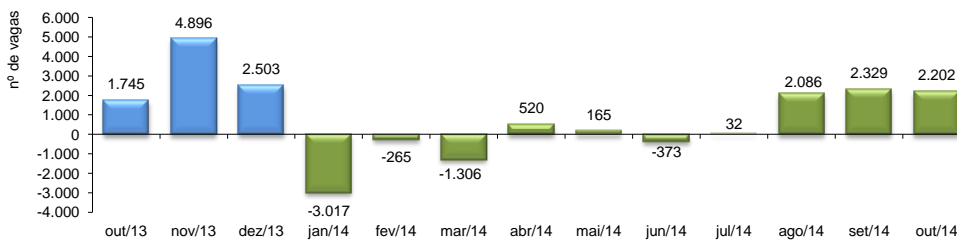
### VOLUME DE VENDAS DO COMÉRCIO VAREJISTA\* - IBGE



set/2014 / set/2013	4,04%
set/2014 / ago/2014	0,84%
<b>Acumulado no Ano</b>	<b>6,58%</b>
<b>Últimos 12 meses</b>	<b>5,93%</b>

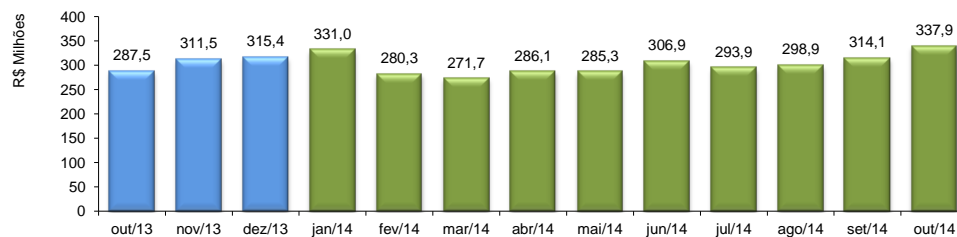
\* Série mensal com ajuste sazonal.

### EMPREGOS GERADOS NO COMÉRCIO - CAGED



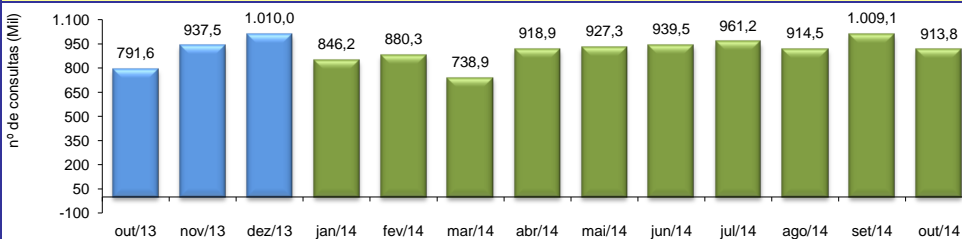
out/2014 / out/2013	26,19%
out/2014 / set/2014	-5,45%
<b>Acumulado no Ano</b>	<b>-44,40%</b>
<b>Últimos 12 meses</b>	<b>-20,46%</b>

### ICMS DO COMÉRCIO - SEFAZ



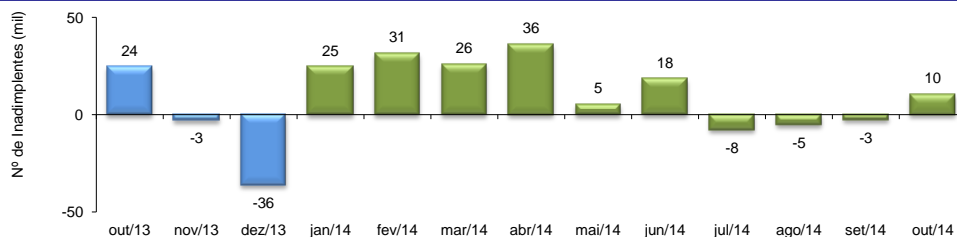
out/2014 / out/2013	17,52%
out/2014 / set/2014	7,58%
<b>Acumulado no Ano</b>	<b>12,60%</b>
<b>Últimos 12 meses</b>	<b>12,71%</b>

### CONSULTAS AO SPC/FORTALEZA - CDL



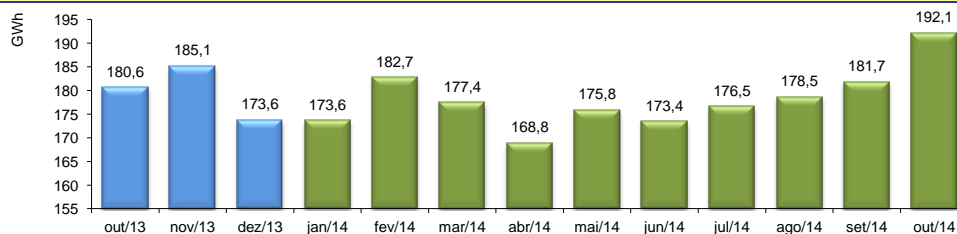
out/2014 / out/2013	15,43%
out/2014 / set/2014	-9,45%
<b>Acumulado no Ano</b>	<b>11,84%</b>
<b>Últimos 12 meses</b>	<b>12,34%</b>

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



out/2014 / out/2013	-57,29%
out/2014 / set/2014	463,04%
<b>Acumulado no Ano</b>	<b>4,05%</b>
<b>Últimos 12 meses</b>	<b>-48,37%</b>

### CONSUMO DE ENERGIA NO COMÉRCIO - COELCE



out/2014 / out/2013	6,41%
out/2014 / set/2014	5,74%
<b>Acumulado no Ano</b>	<b>6,35%</b>
<b>Últimos 12 meses</b>	<b>6,92%</b>