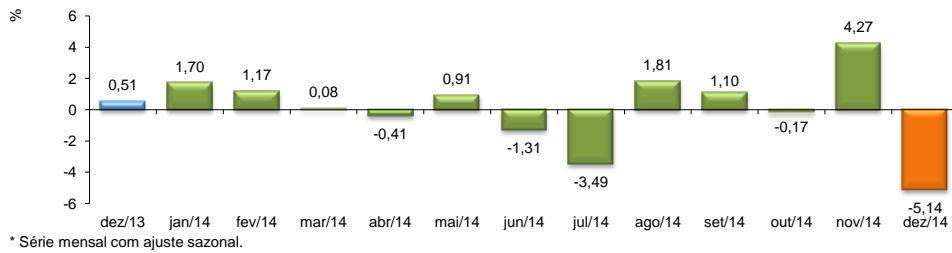


RADAR DO COMÉRCIO

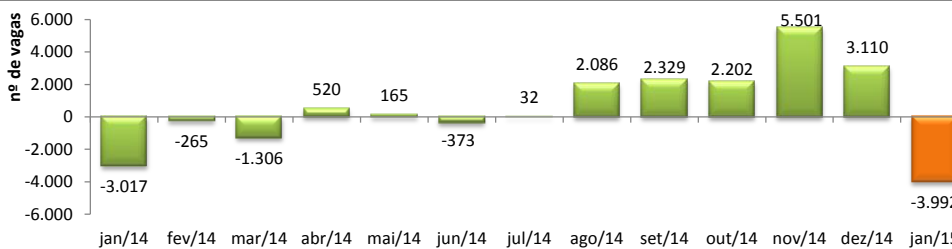
Fevereiro/2015

VOLUME DE VENDAS DO COMÉRCIO VAREJISTA* - IBGE



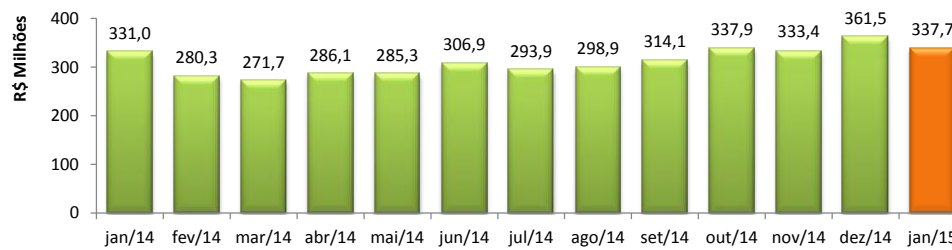
dez/2014 / dez/2013	1,26%
dez/2014 / nov/2014	-5,14%
Acumulado no Ano	5,56%
Últimos 12 meses	5,56%

EMPREGOS GERADOS NO COMÉRCIO - CAGED



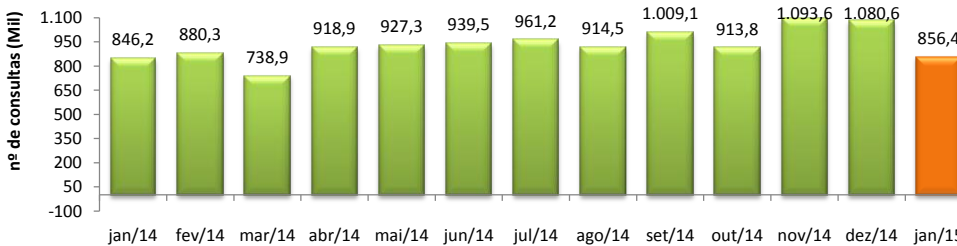
jan/2015 / jan/2014	-32,32%
jan/2015 / dez/2014	-228,36%
Acumulado no Ano	-32,32%
Últimos 12 meses	-15,99%

ICMS DO COMÉRCIO - SEFAZ



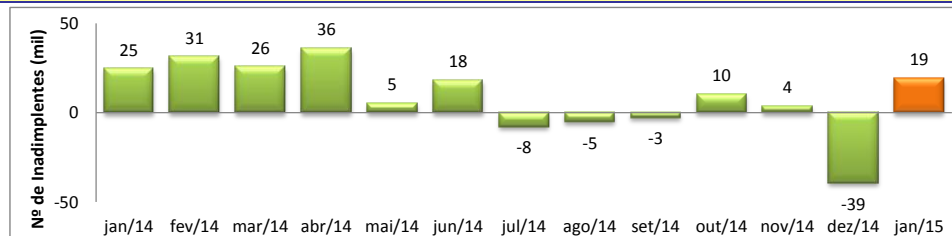
jan/2015 / jan/2014	2,05%
jan/2015 / dez/2014	-6,56%
Acumulado no Ano	2,05%
Últimos 12 meses	10,58%

CONSULTAS AO SPC/FORTALEZA - CDL



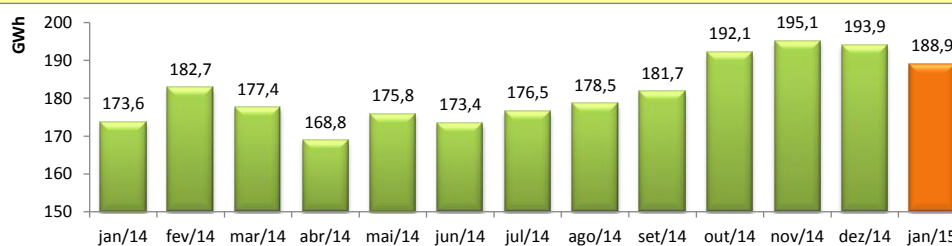
jan/2015 / jan/2014	1,21%
jan/2015 / dez/2014	-20,74%
Acumulado no Ano	1,21%
Últimos 12 meses	11,40%

FLUXO DE INADIMPLENTES CADASTRADOS NO SPC/FORTALEZA - CDL



jan/2015 / jan/2014	-22,03%
jan/2015 / dez/2014	148,48%
Acumulado no Ano	-22,03%
Últimos 12 meses	6,17%

CONSUMO DE ENERGIA NO COMÉRCIO - COELCE



jan/2015 / jan/2014	8,79%
jan/2015 / dez/2014	-2,59%
Acumulado no Ano	8,79%
Últimos 12 meses	7,04%