

Perfil dos Consumidores do Bairro do Pajuçara



ABRANGÊNCIA

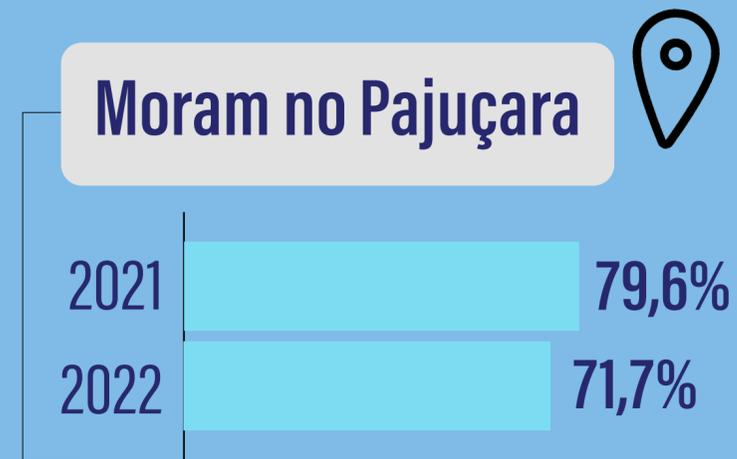
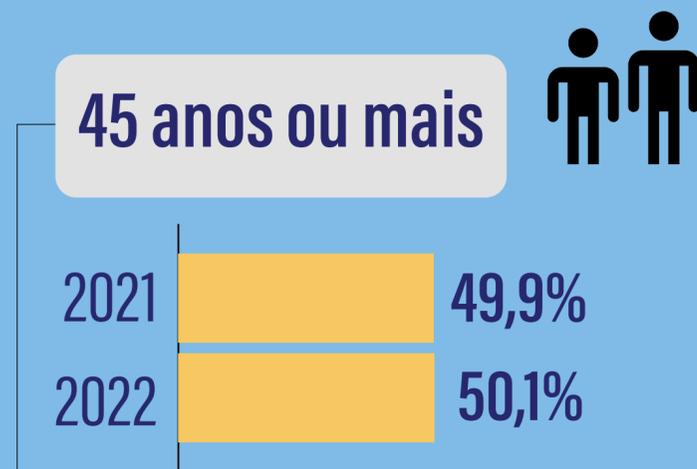
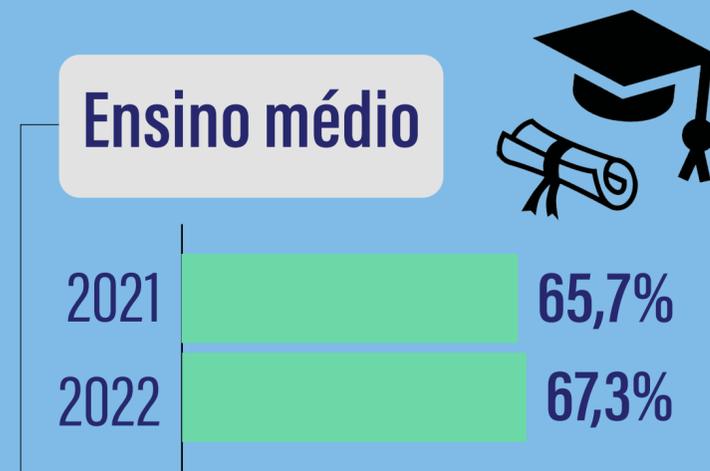
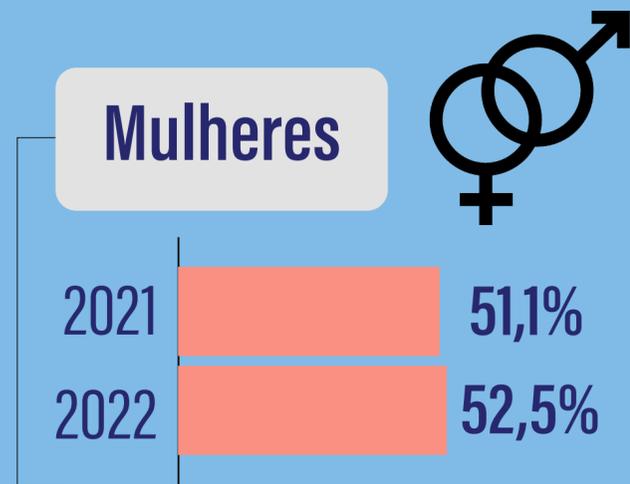


Amostra: 340 pessoas

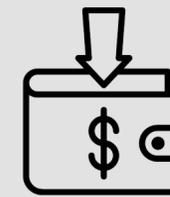
Índice de confiança: 95%

Erro amostral: 4%

PERFIL DOS CONSUMIDORES



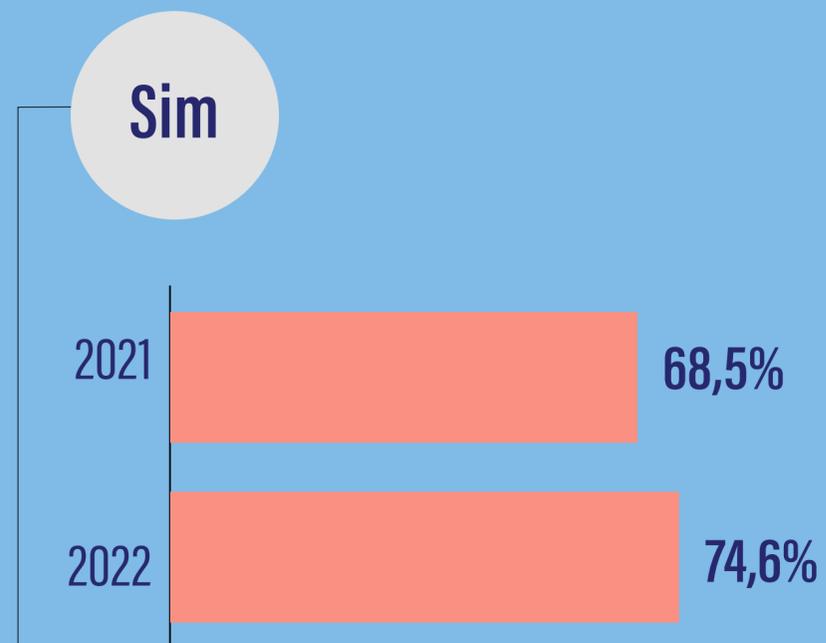
- RENDA FAMILIAR MÉDIA



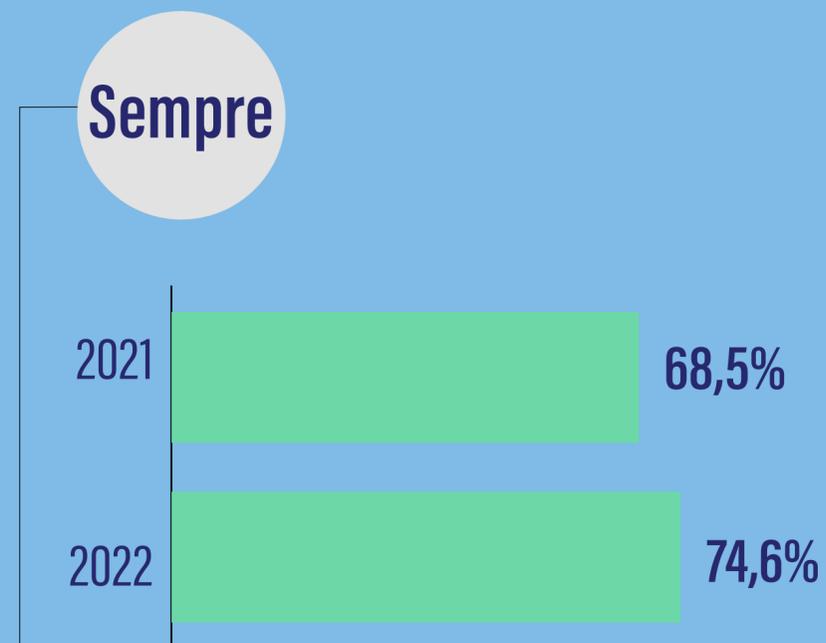
2021: 2,5 salários mínimos
2022: 2,3 salários mínimos

HÁBITOS DE CONSUMO

- PREFERÊNCIA PELO PAJUÇARA

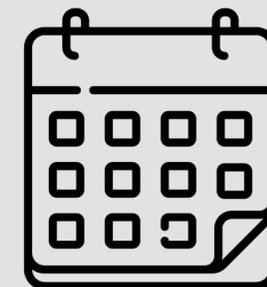


- FREQUÊNCIA



- MÉDIA NO MÊS

2021: 10,3 dias
2022: 10,1 dias

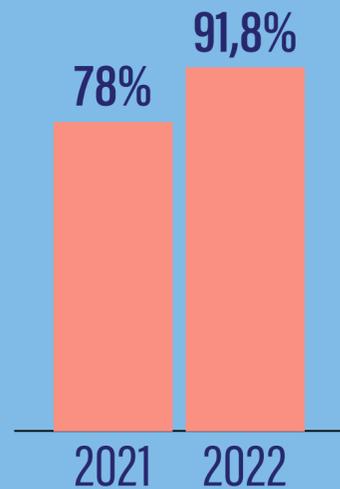


PRODUTOS E SERVIÇOS

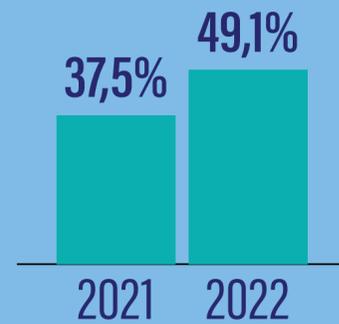
- MAIS PROCURADOS



Alimentos e bebidas



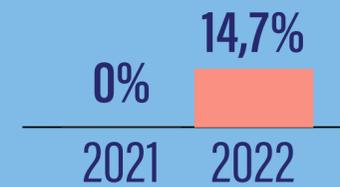
Medicamentos



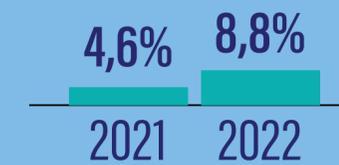
Vestuário, calçados, acessórios



Serviços bancários



Material de construção

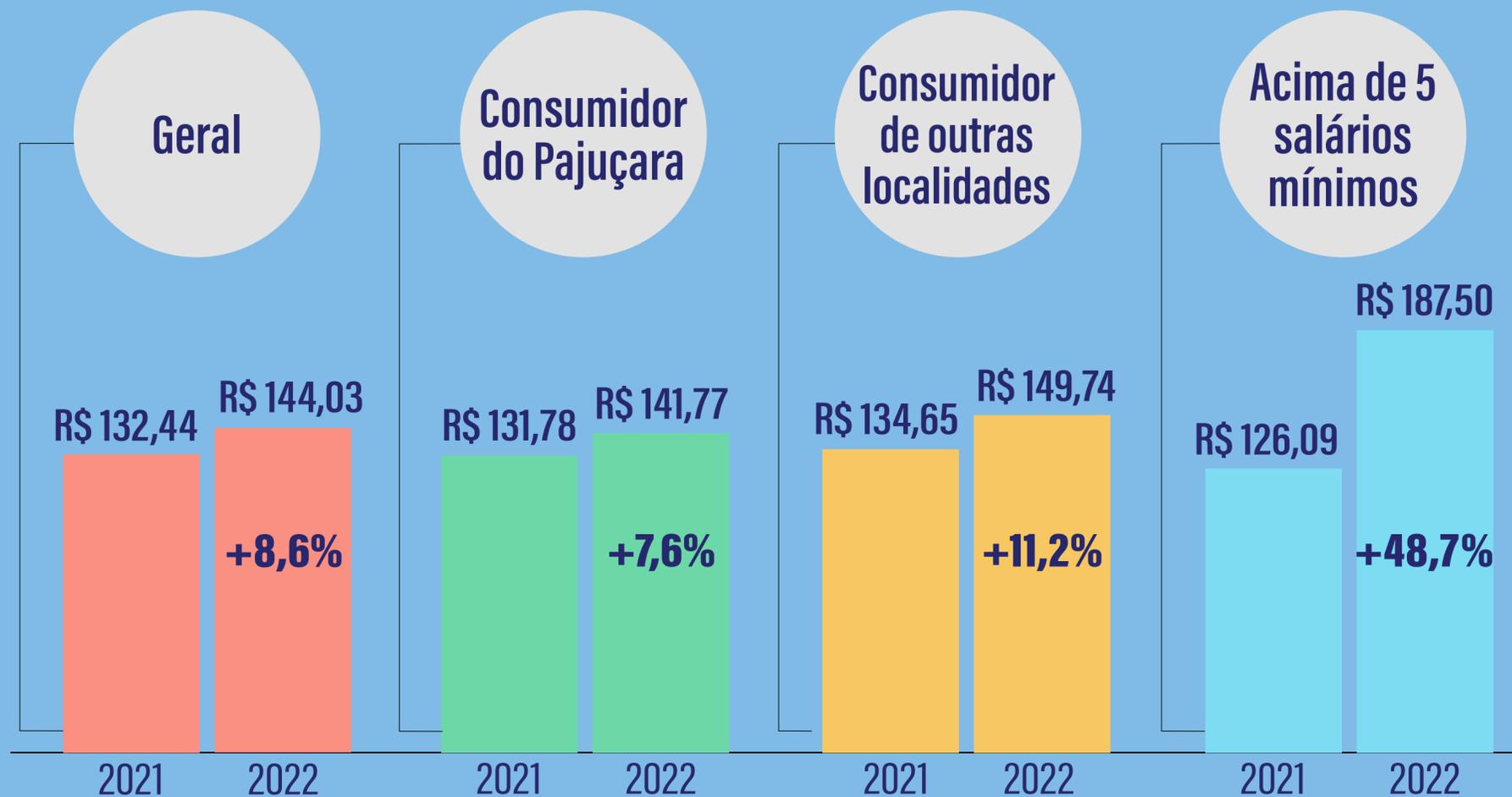


Petshop/rações



GASTOS

- TICKET MÉDIO



- FORMAS DE PAGAMENTO

À vista/dinheiro

2021: 64,7%

2022: 59%



Cartão crédito/débito

2021: 29,6%

2022: 39%



- RECURSOS QUE CIRCULAM

2021: 20 milhões

2022: 23,2 milhões



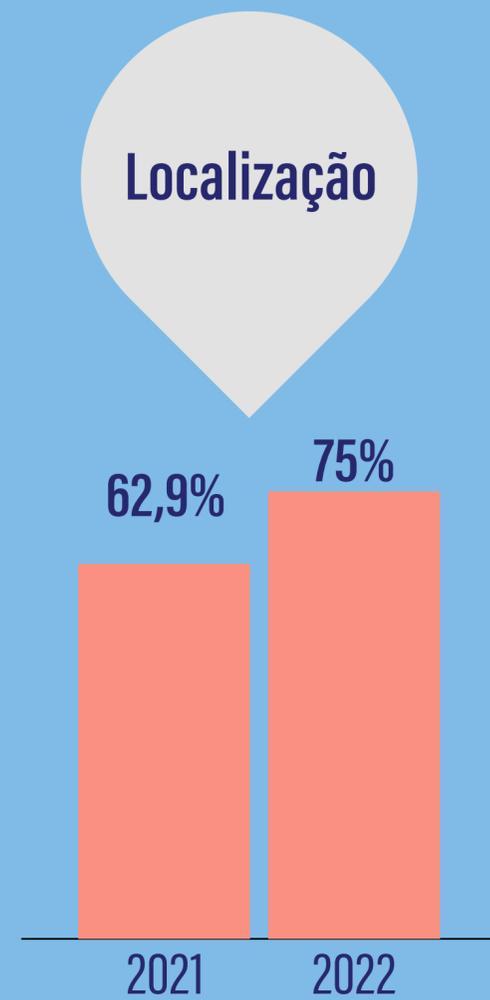
- POTENCIAL DE CIRCULAÇÃO

2021: 29,2 milhões

2022: 31,2 milhões

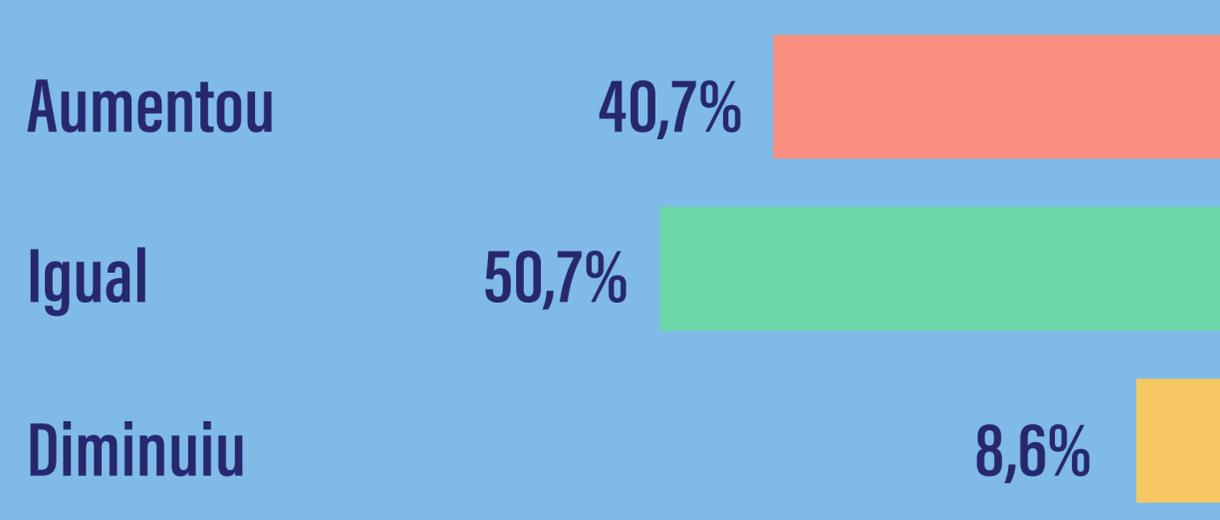


MOTIVAÇÃO

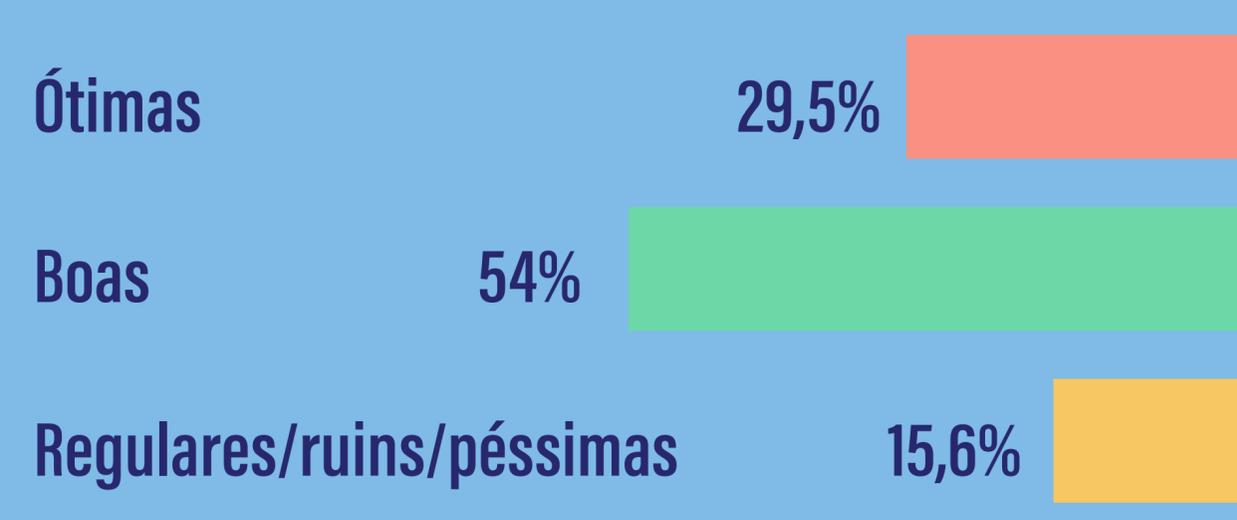


AVALIAÇÃO

- PROCURA NOS ÚLTIMOS MESES

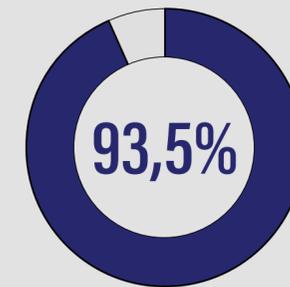
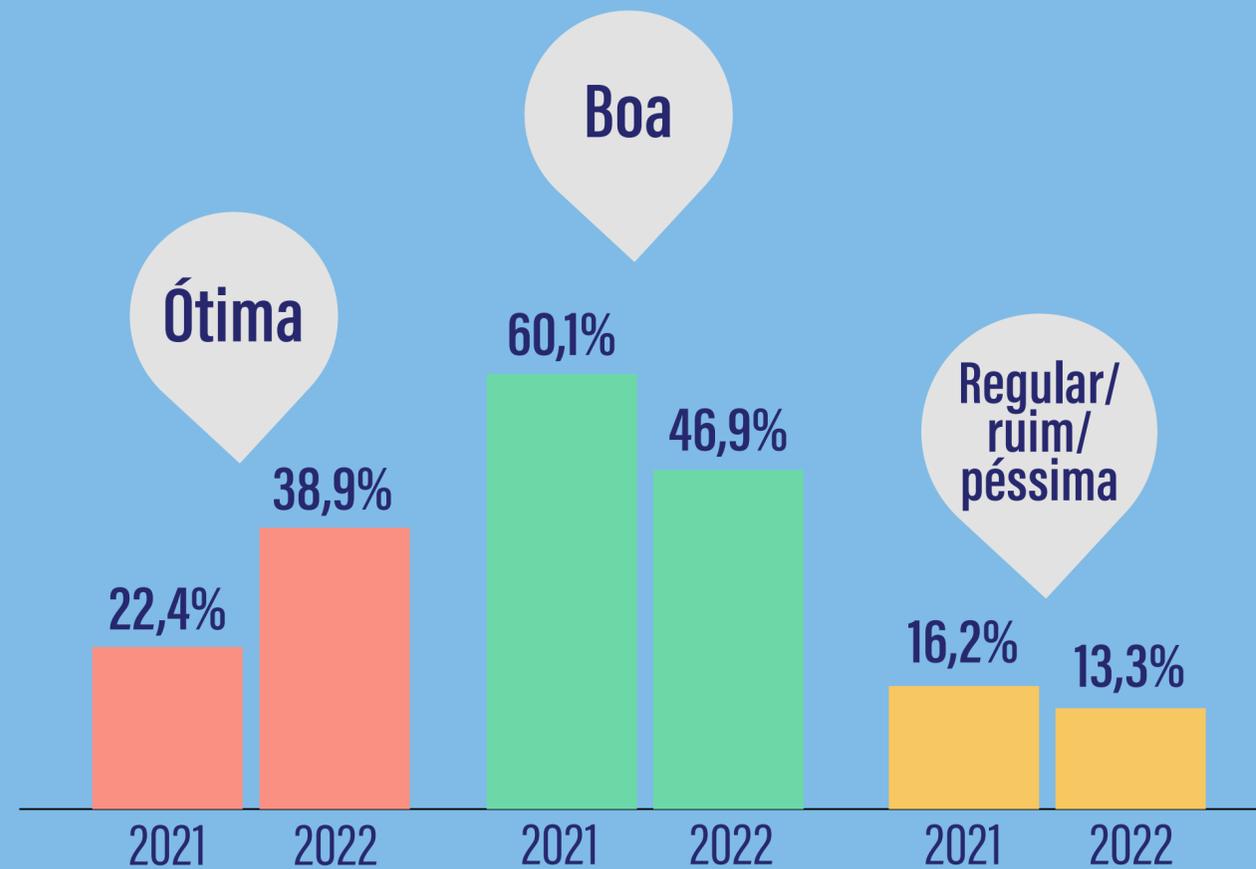


- AÇÕES DESENVOLVIDAS

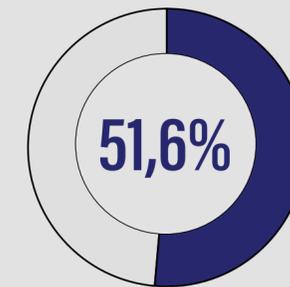


AVALIAÇÃO

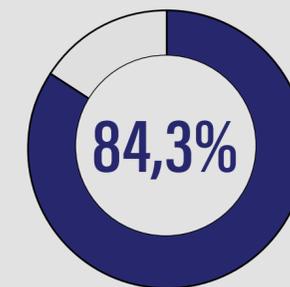
- IMAGEM



Recomendariam o Pajuçara para compras e serviços



Conhecem a RLP



Avaliam a atuação da RLP como ótima/boa

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