

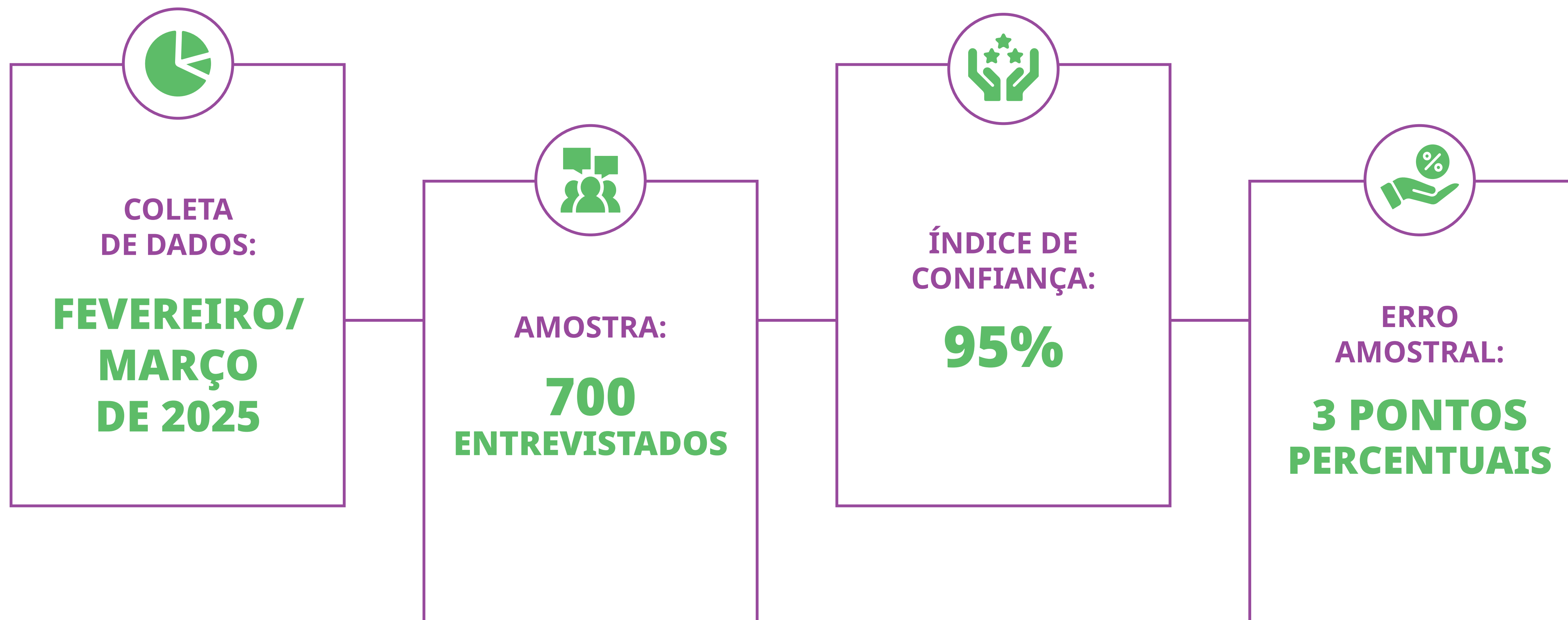
Perfil dos
Participantes do

CAR NA VAL

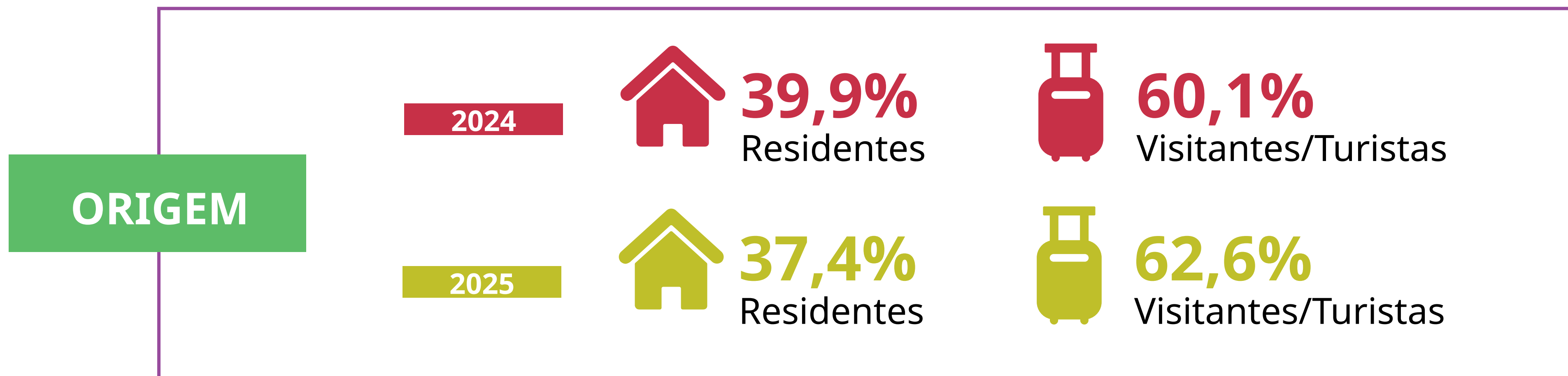
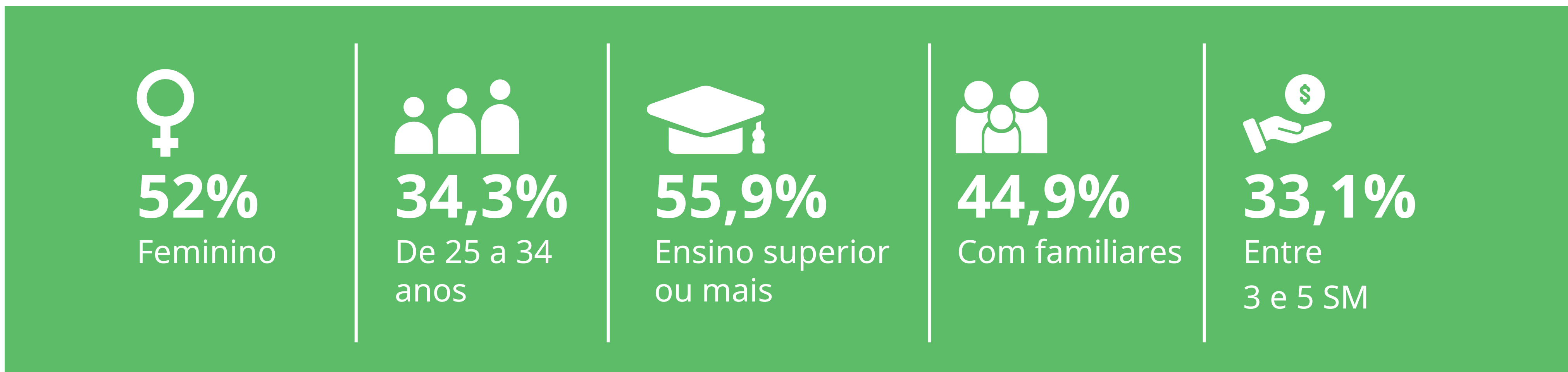
Parnamirim
2025

Março

ABRANGÊNCIA



PERFIL



PERFIL

RENDA MÉDIA FAMILIAR



R\$ 6.223,80
Residentes



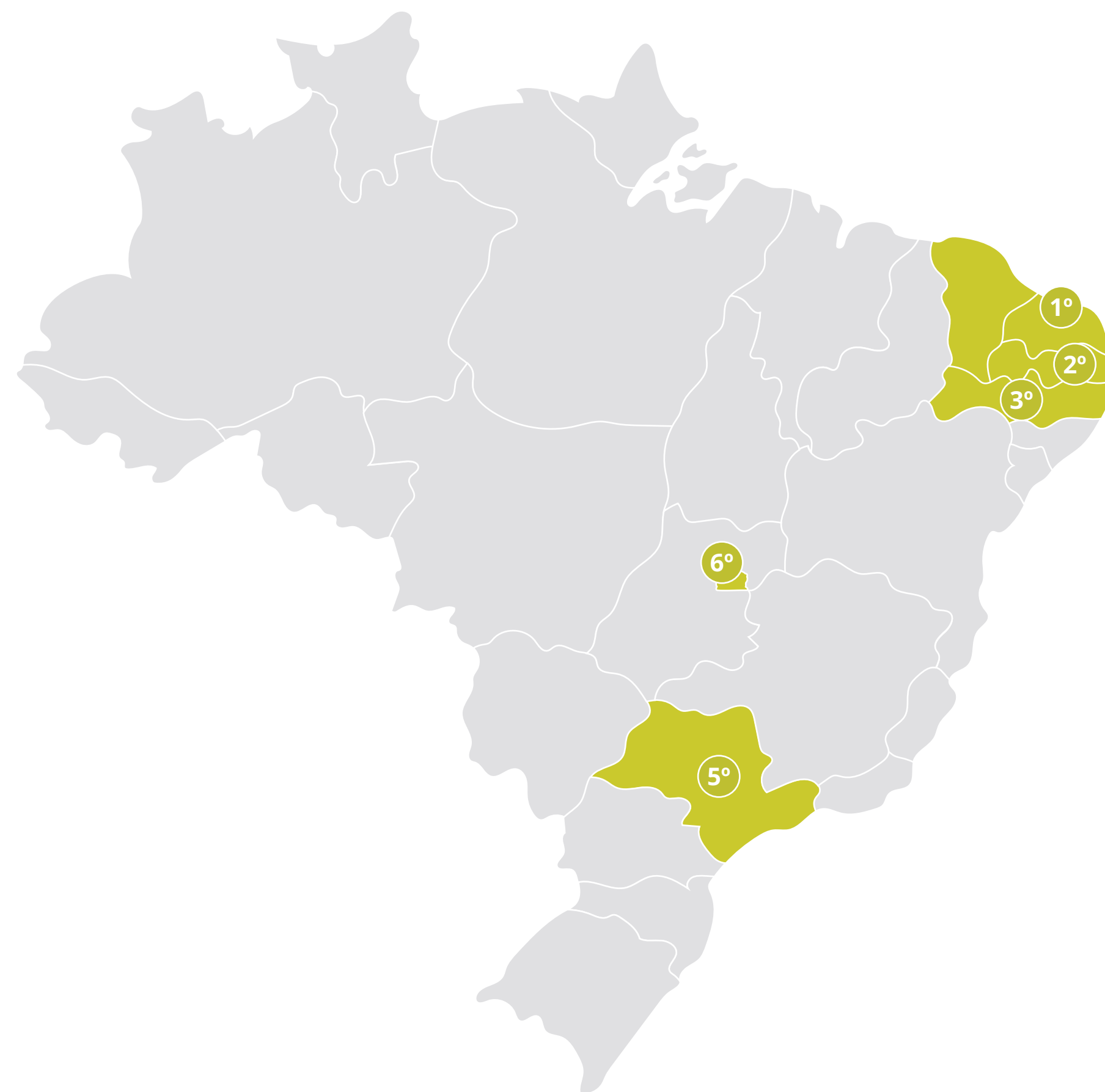
R\$ 7.134,60
Visitantes/Turistas



R\$ 6.831,00
GERAL

PERFIL

ESTADOS DE ORIGEM



1º 96,1%
RN

2º 1,4% (PB)

3º 1,1% (PE)

4º 0,6% (Estrangeiro)

5º 0,4% (SP)

6º 0,1% (DF)

ALGUMAS CIDADES DE ORIGEM

Natal: 42,6%

Parnamirim: 37,4%

Santa Cruz: 2%

Macaíba: 1,4%

Extremoz: 1,3%

Monte Alegre: 1%

Nísia Floresta: 0,9%

São Pedro: 0,7%

Brejinho: 0,6%

Estrangeiro: 0,6%

João Pessoa: 0,6%

Tangará: 0,6%

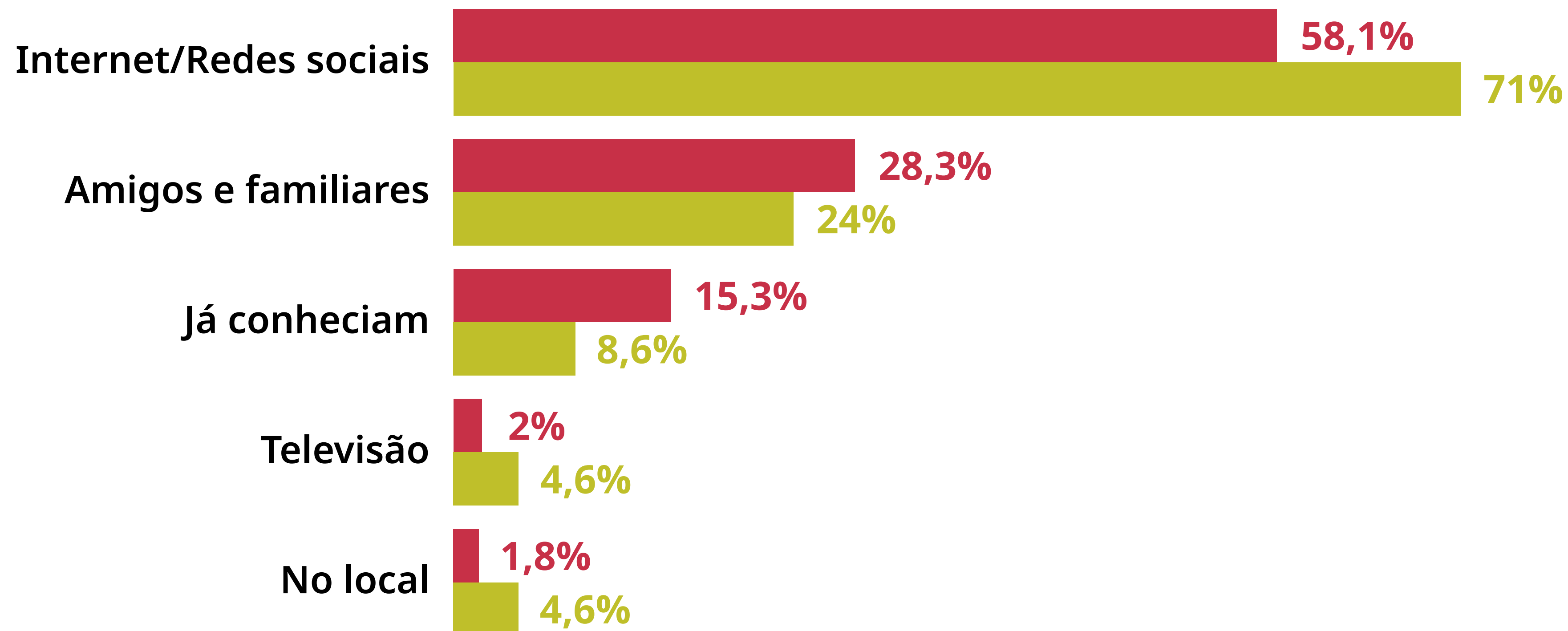


PLANEJAMENTO E MOTIVAÇÃO

COMO SOUBERAM DO CARNAVAL

2024

2025

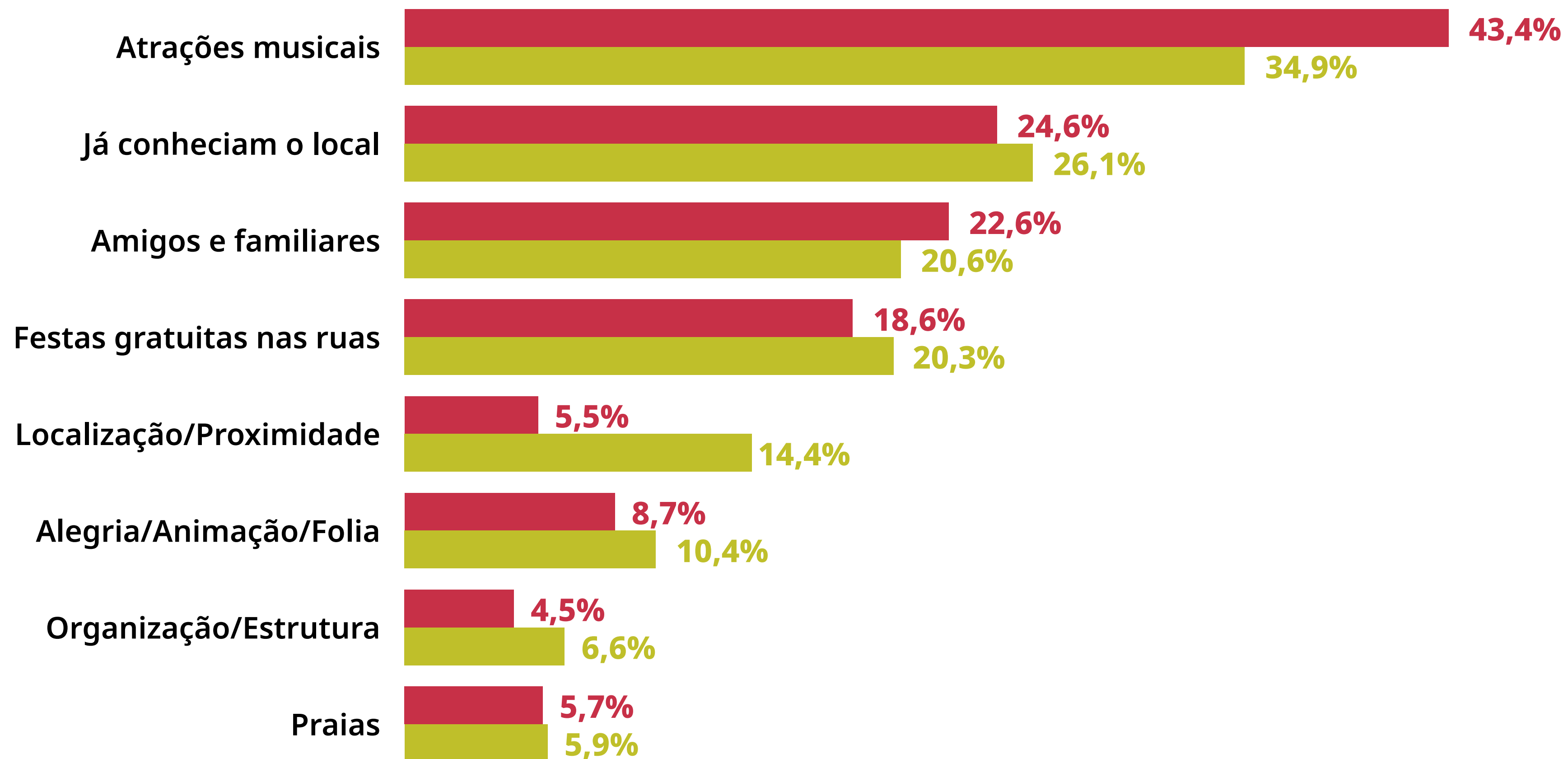


PLANEJAMENTO E MOTIVAÇÃO

POR QUE ESCOLHERAM O CARNAVAL DE PARNAMIRIM?

2024

2025

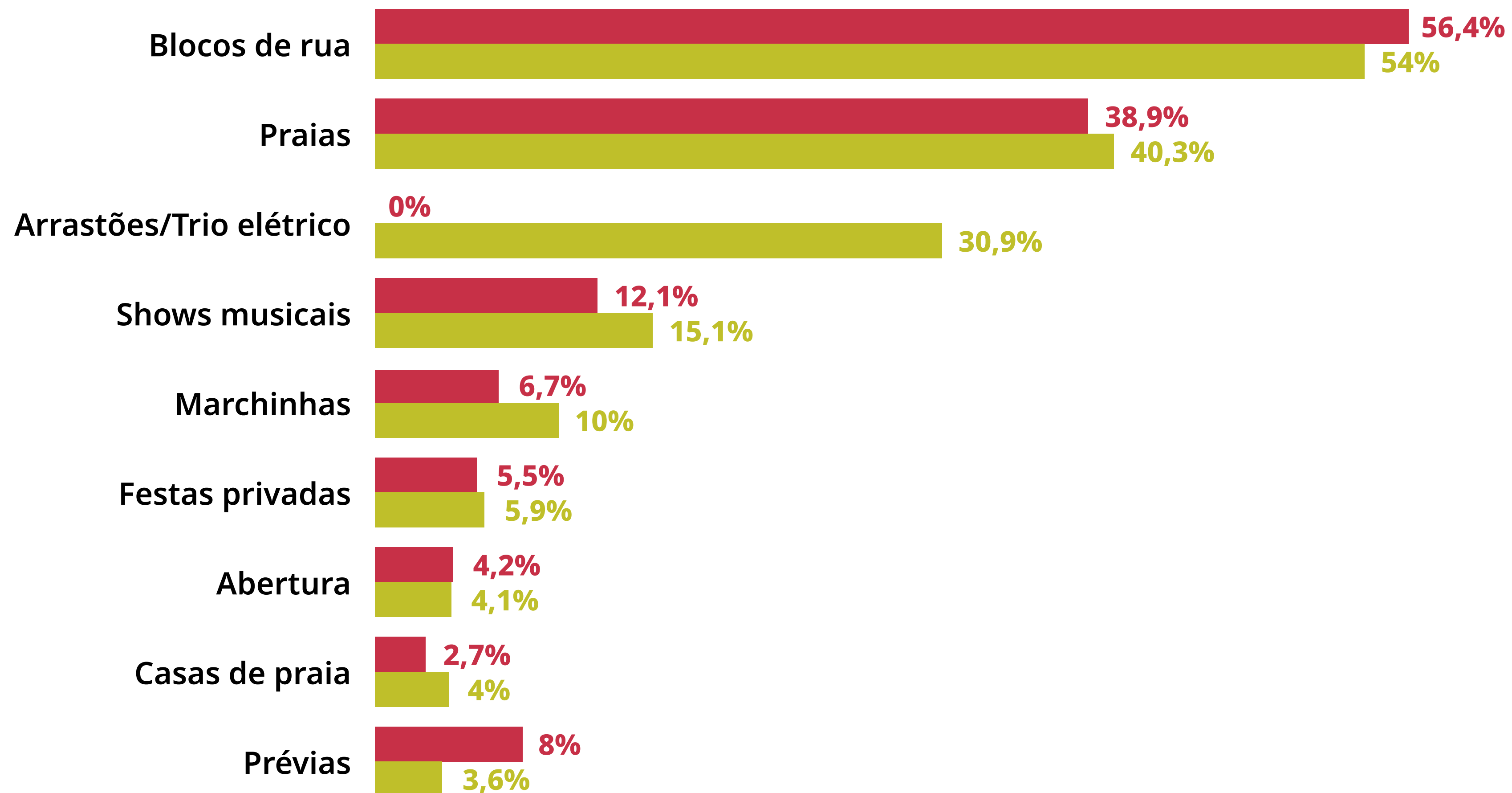


PLANEJAMENTO & MOTIVAÇÃO

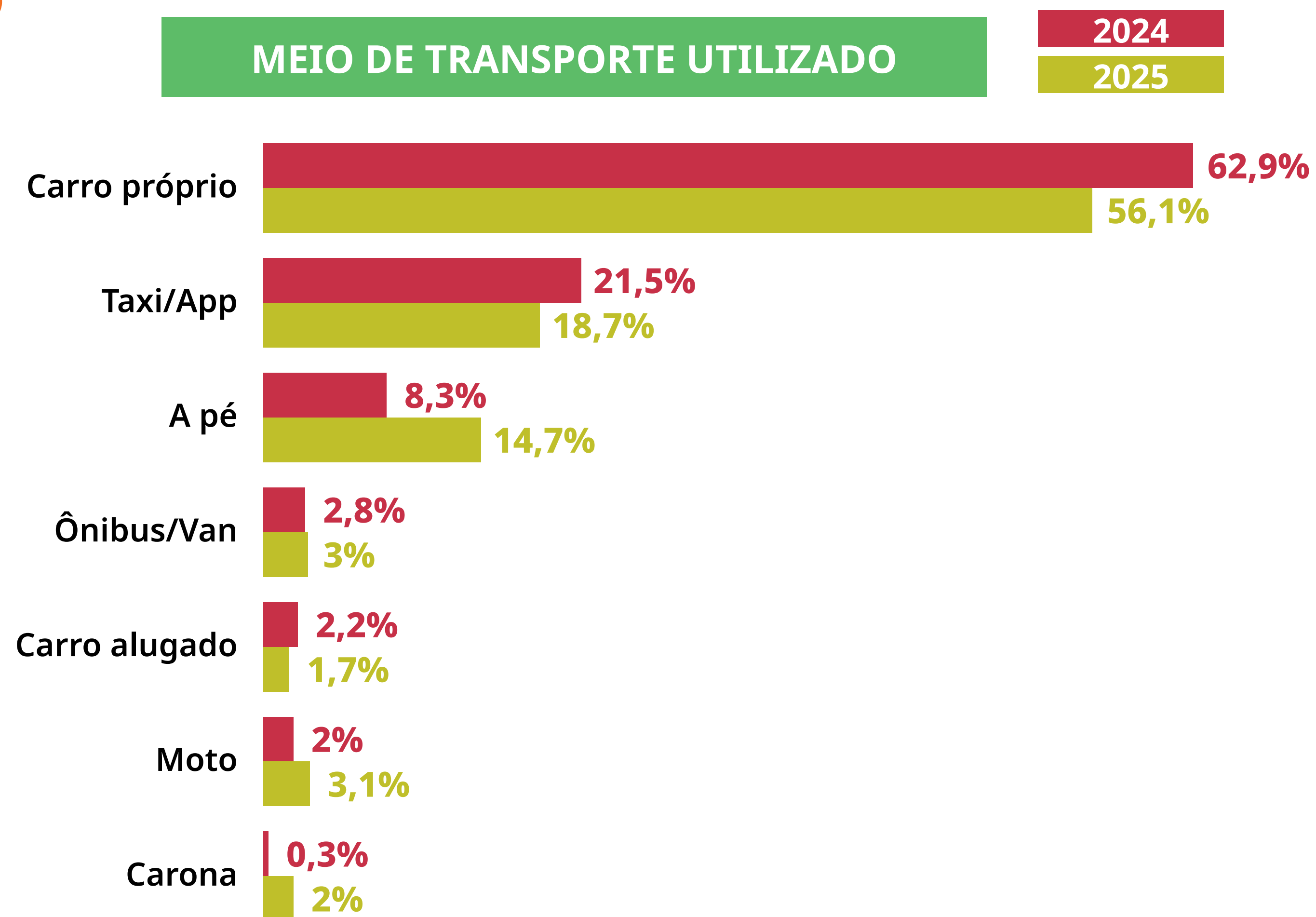
ATIVIDADES QUE PARTICIPARAM DURANTE O CARNAVAL

2024

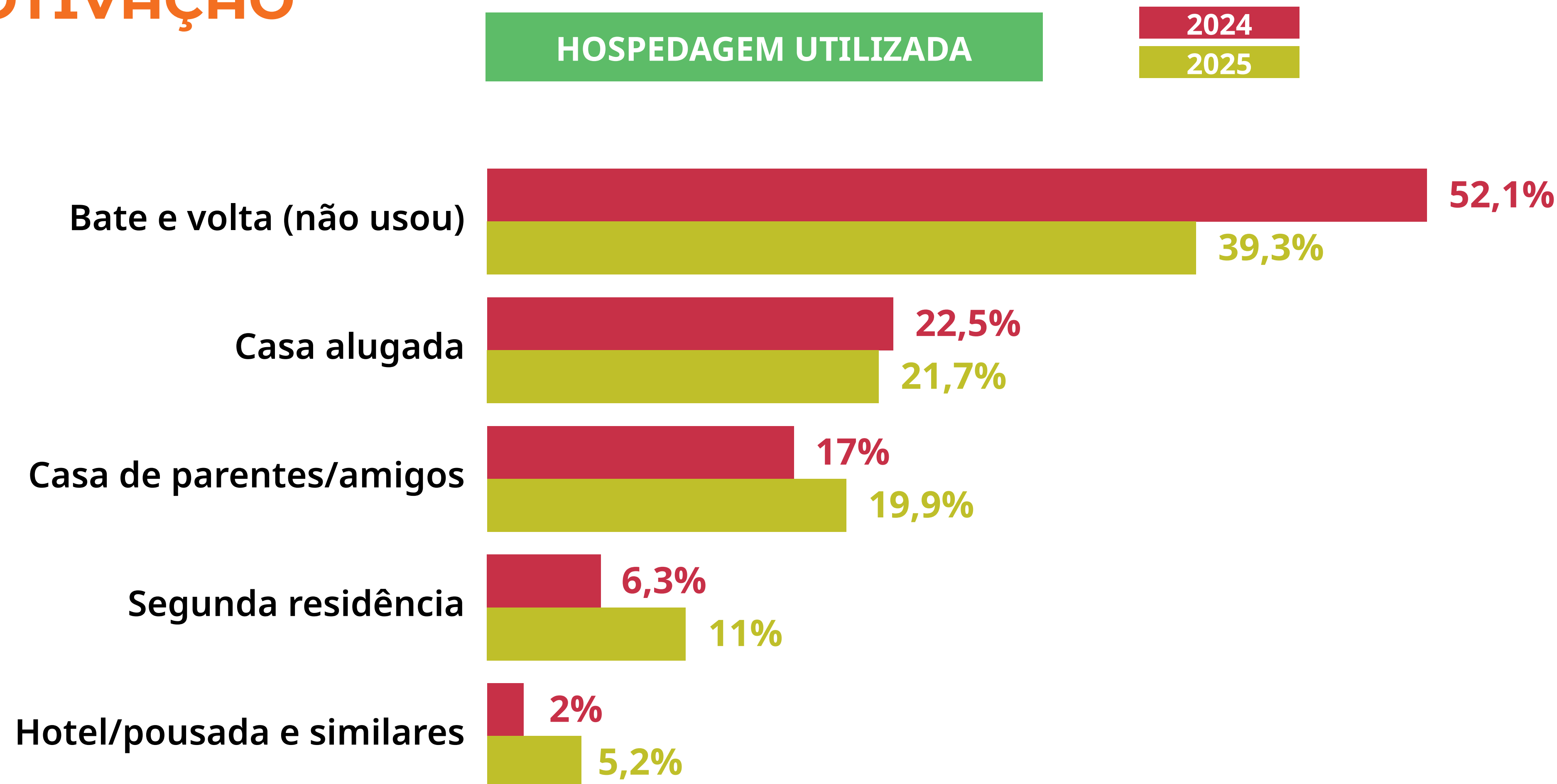
2025



PLANEJAMENTO E MOTIVAÇÃO

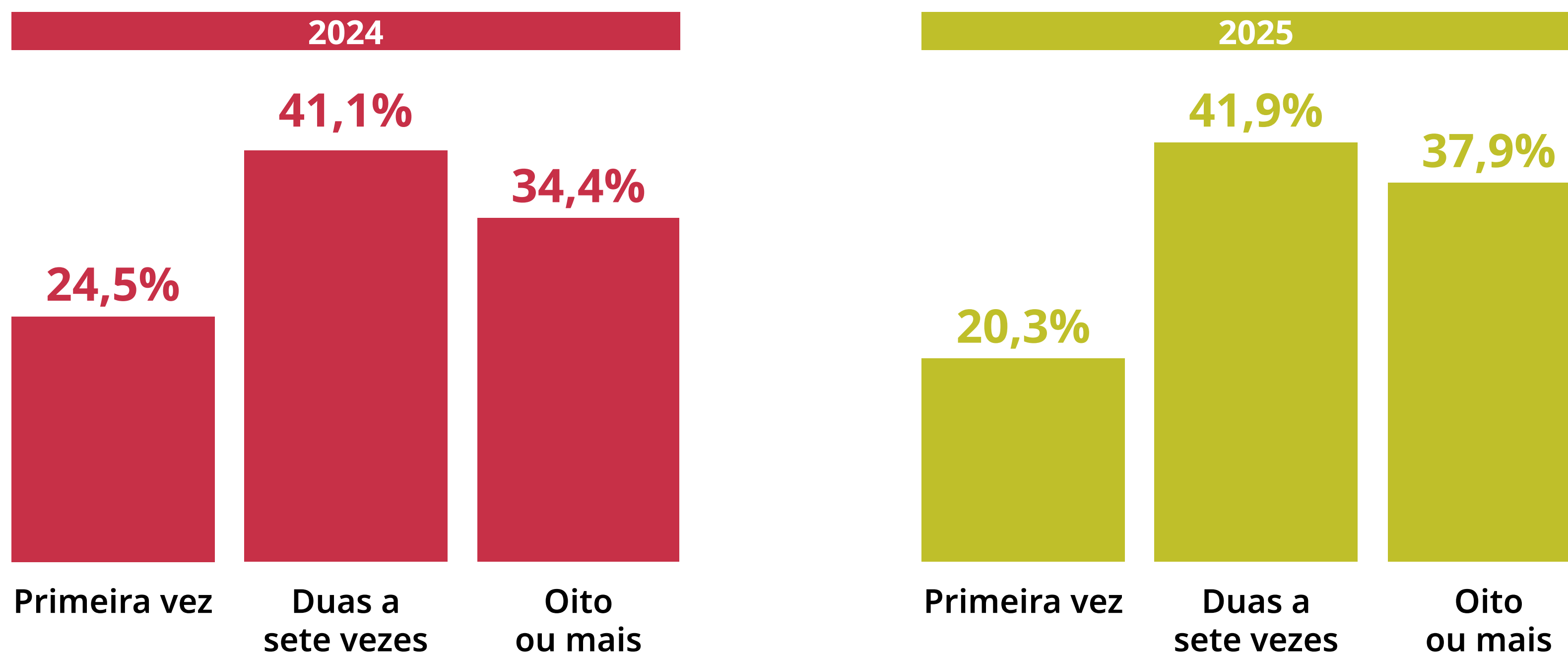


PLANEJAMENTO E MOTIVAÇÃO



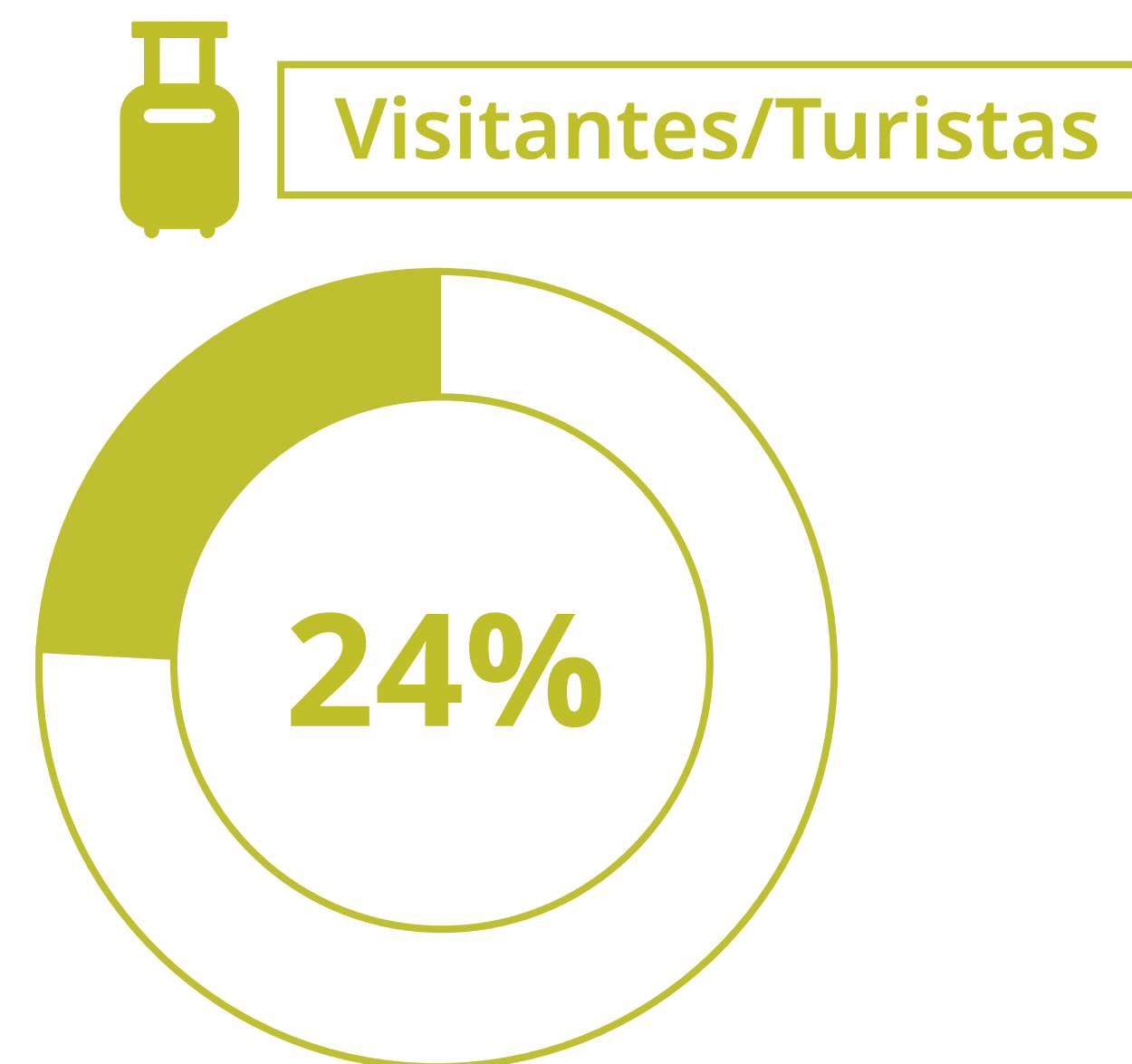
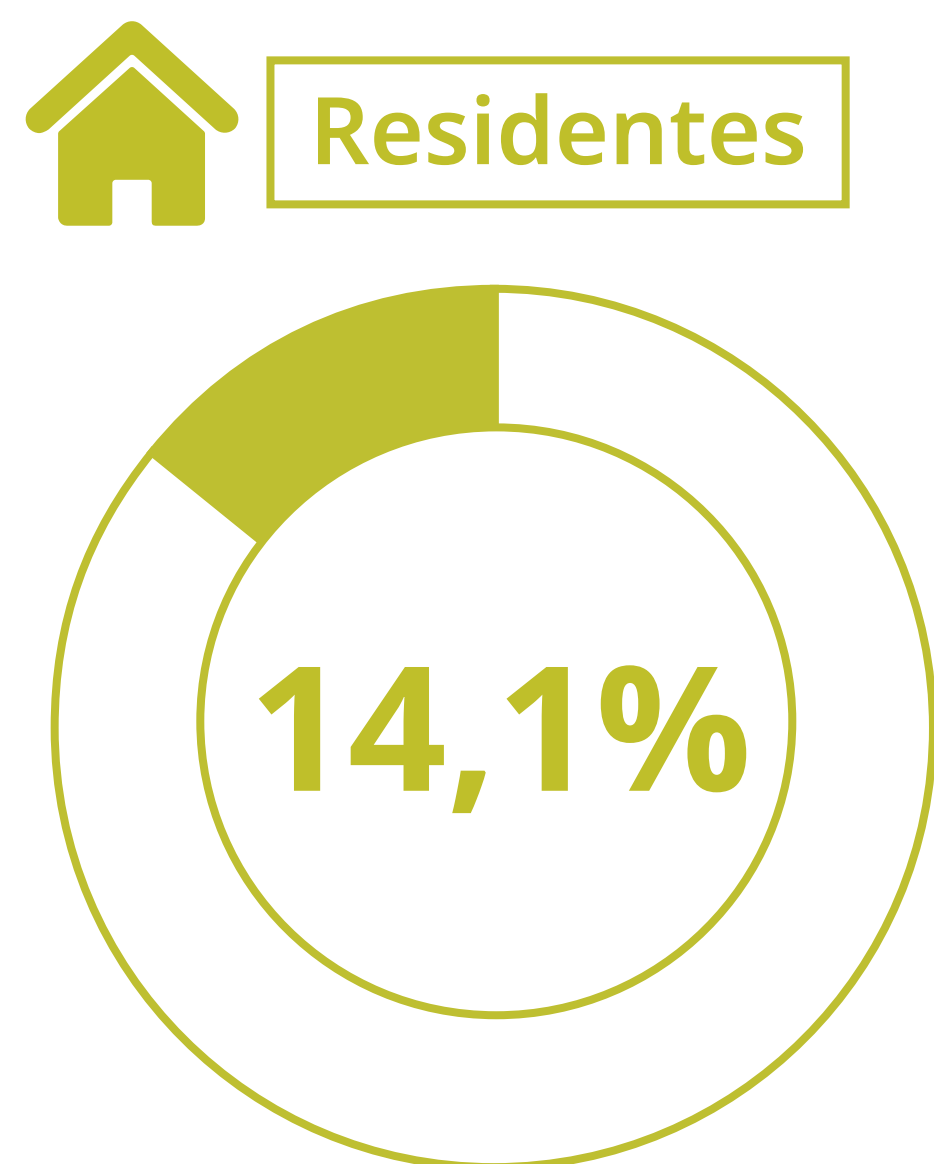
FREQUÊNCIA

QUANTAS VEZES PARTICIPOU

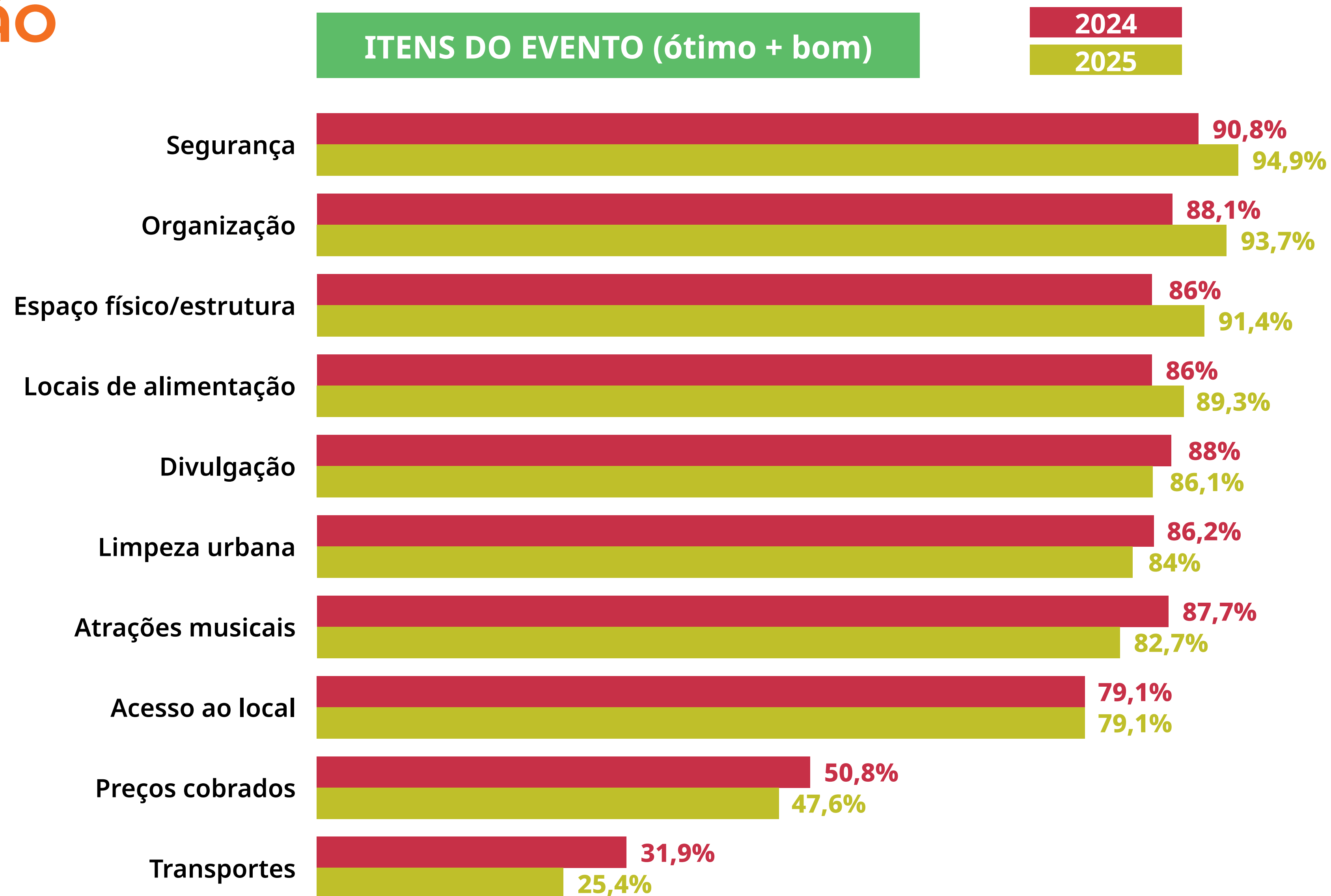


FREQUÊNCIA

PARTICIPARAM PELA PRIMEIRA VEZ

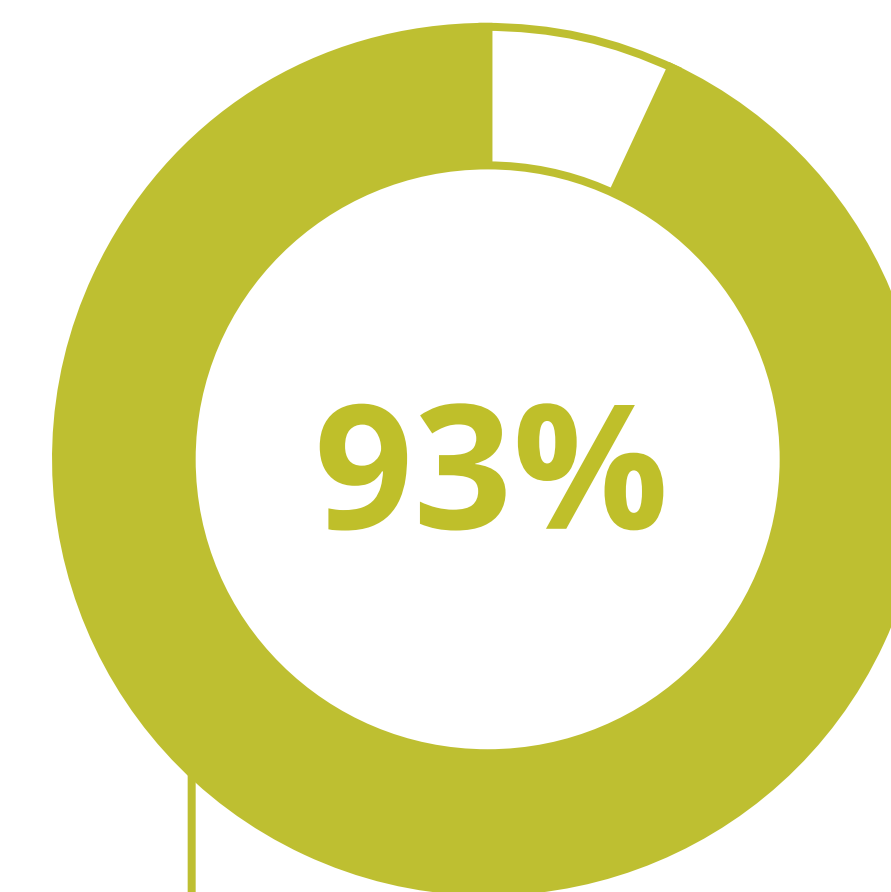
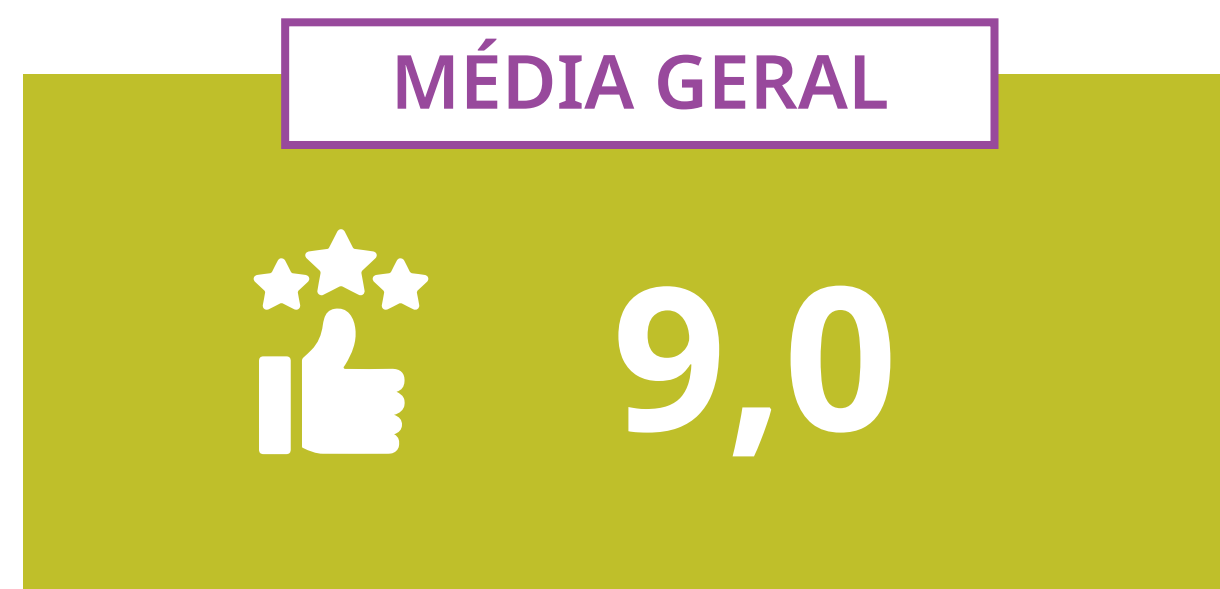
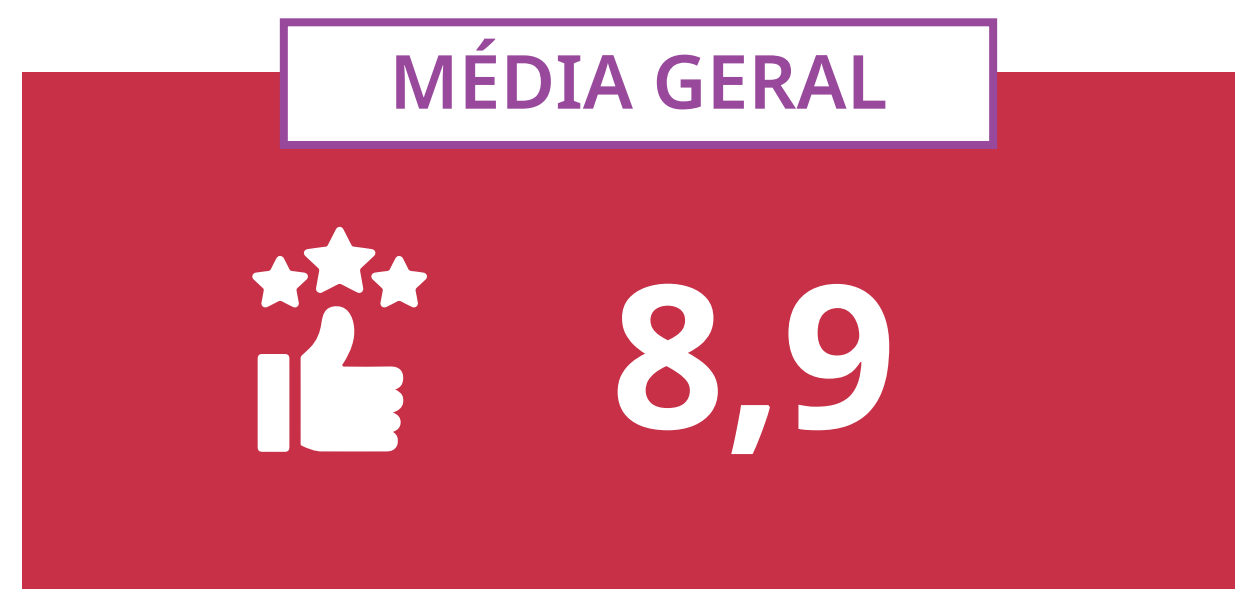
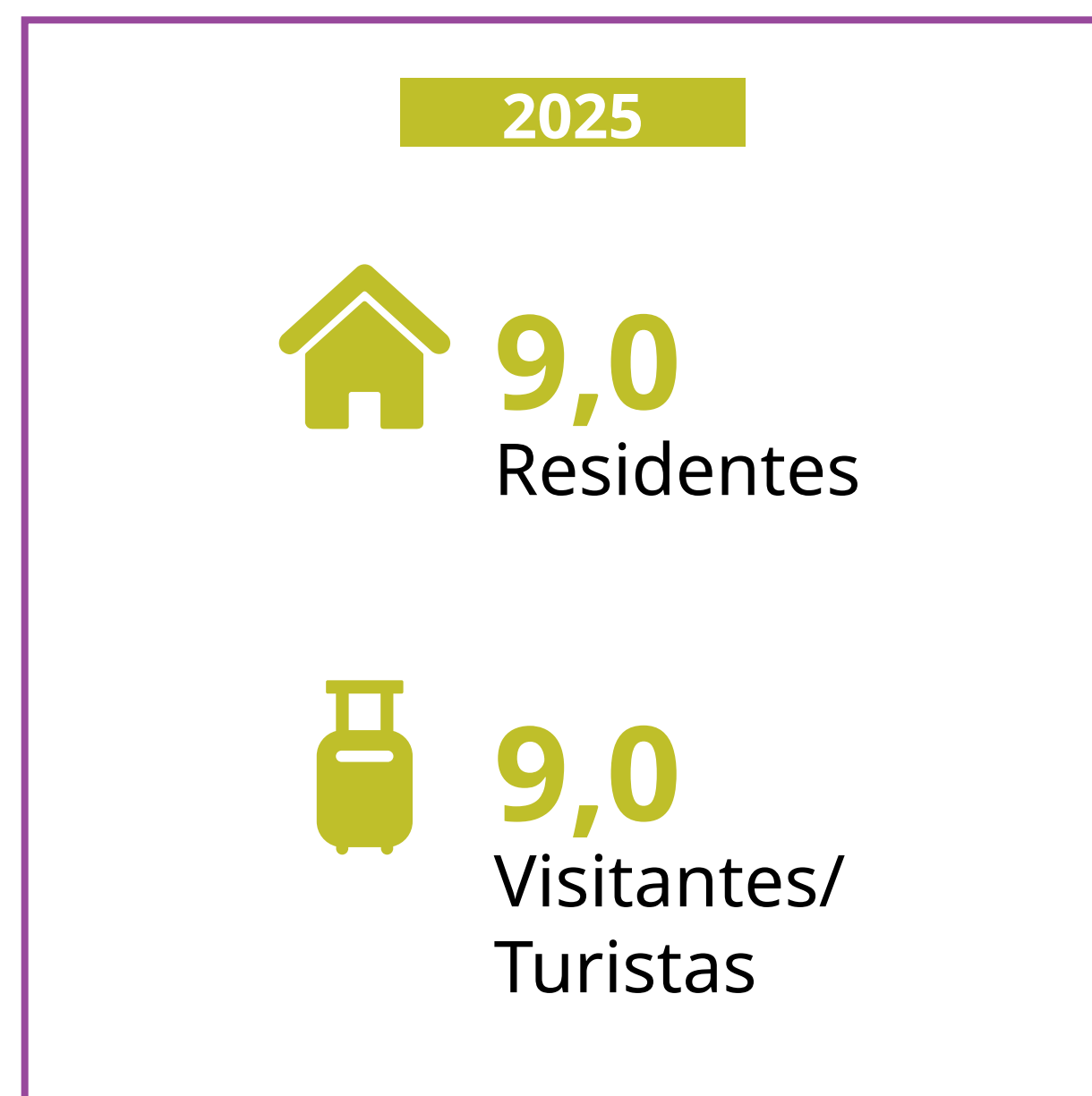
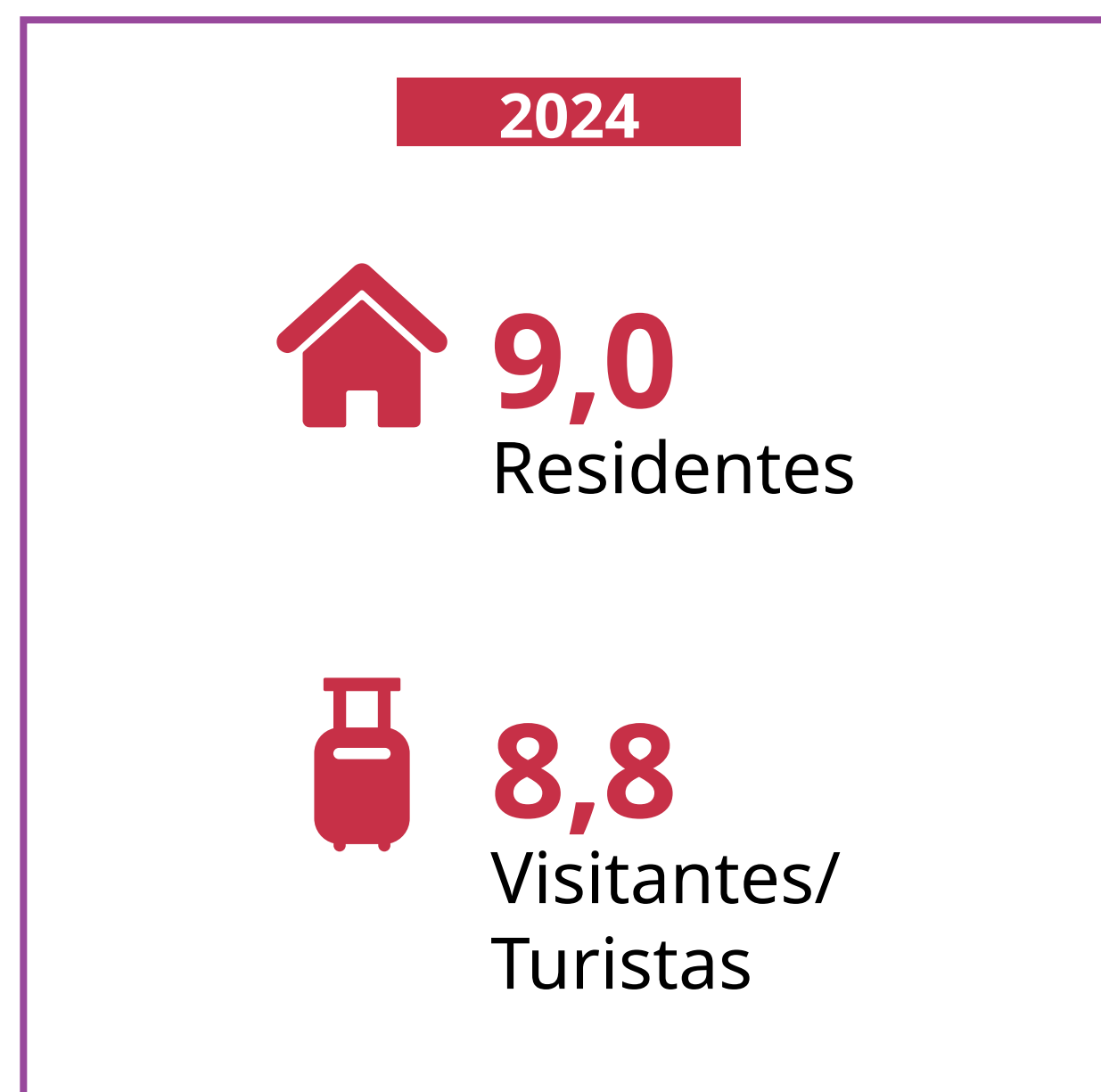


AVALIAÇÃO



AVALIAÇÃO

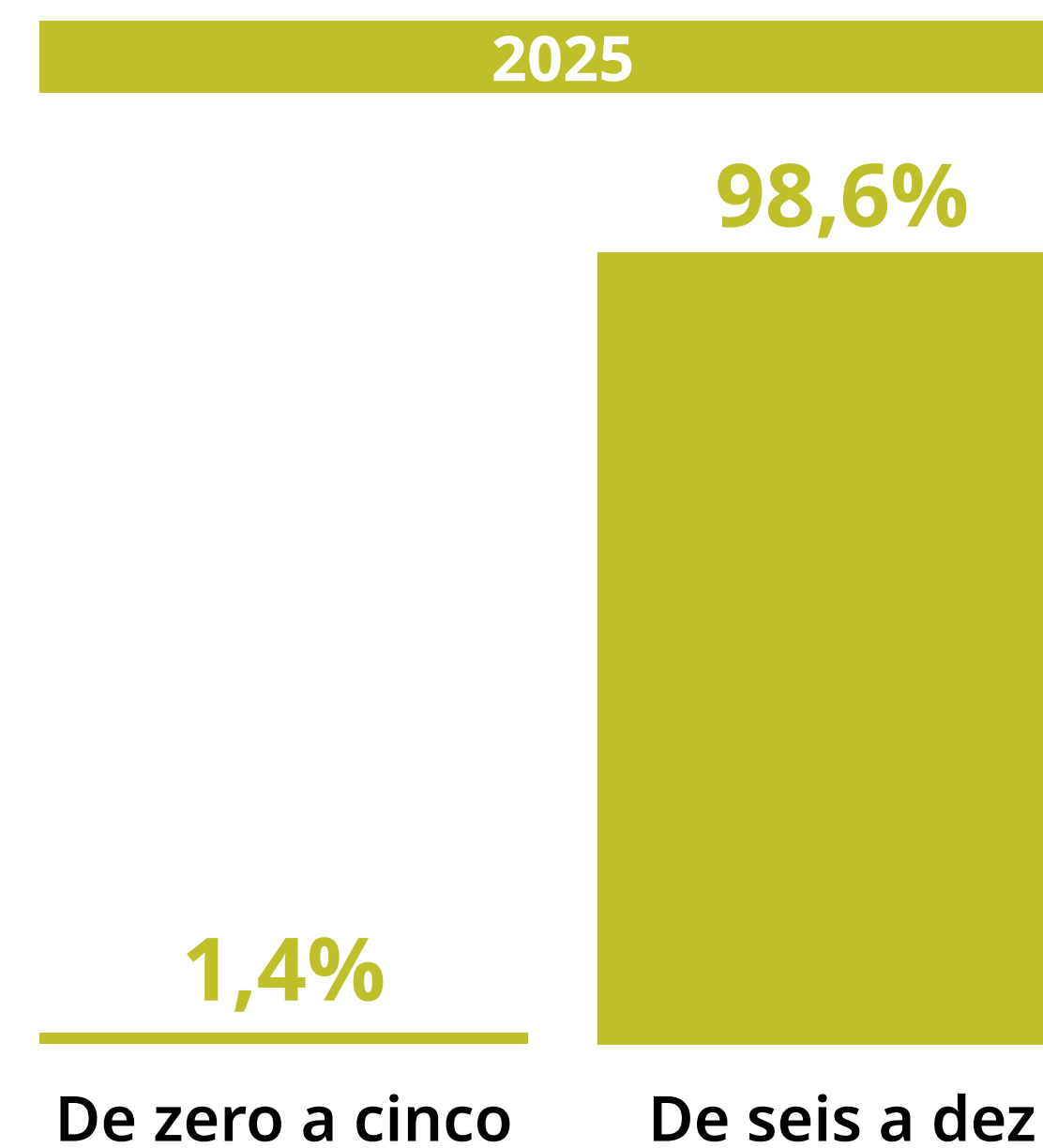
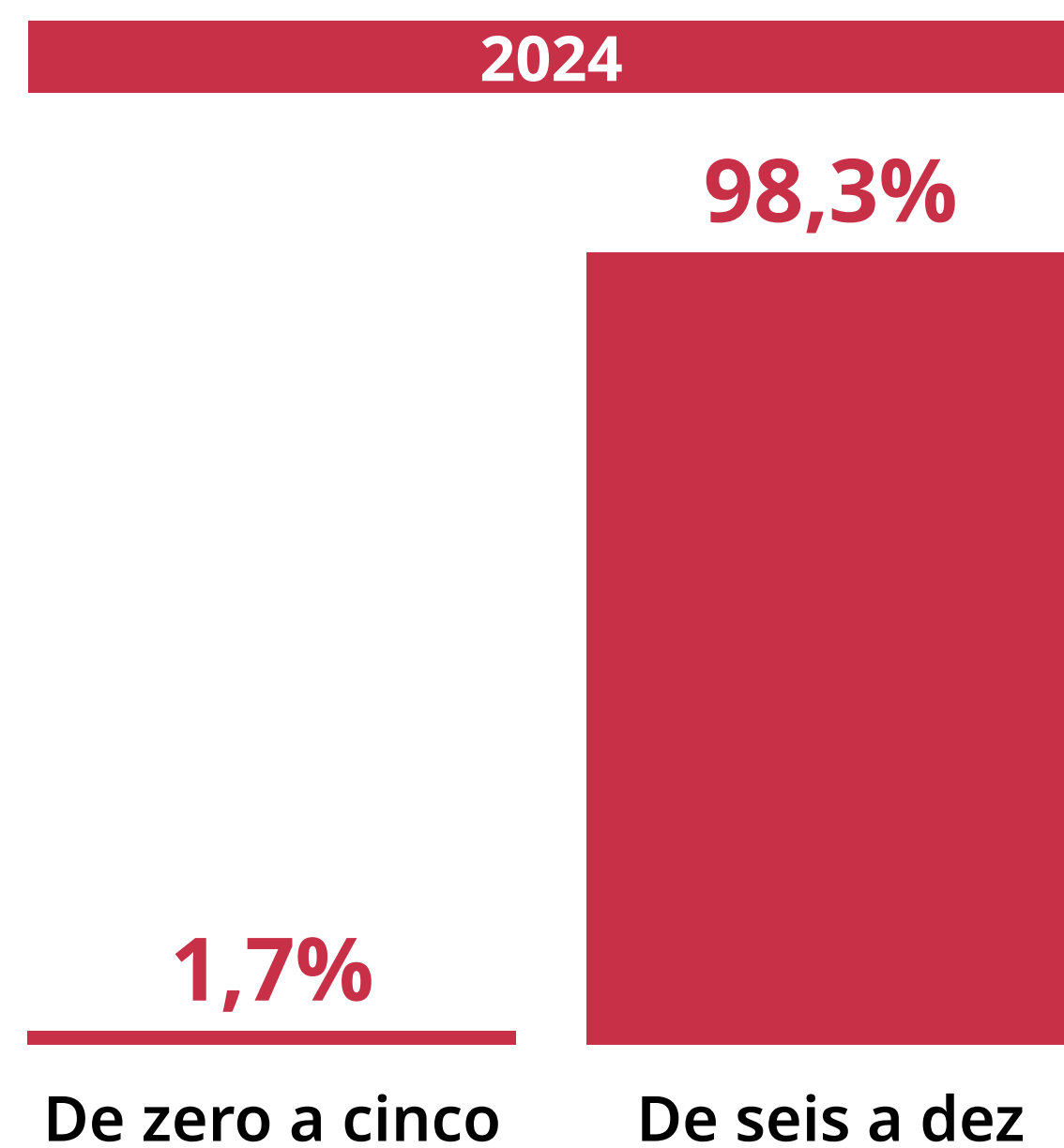
NOTA MÉDIA



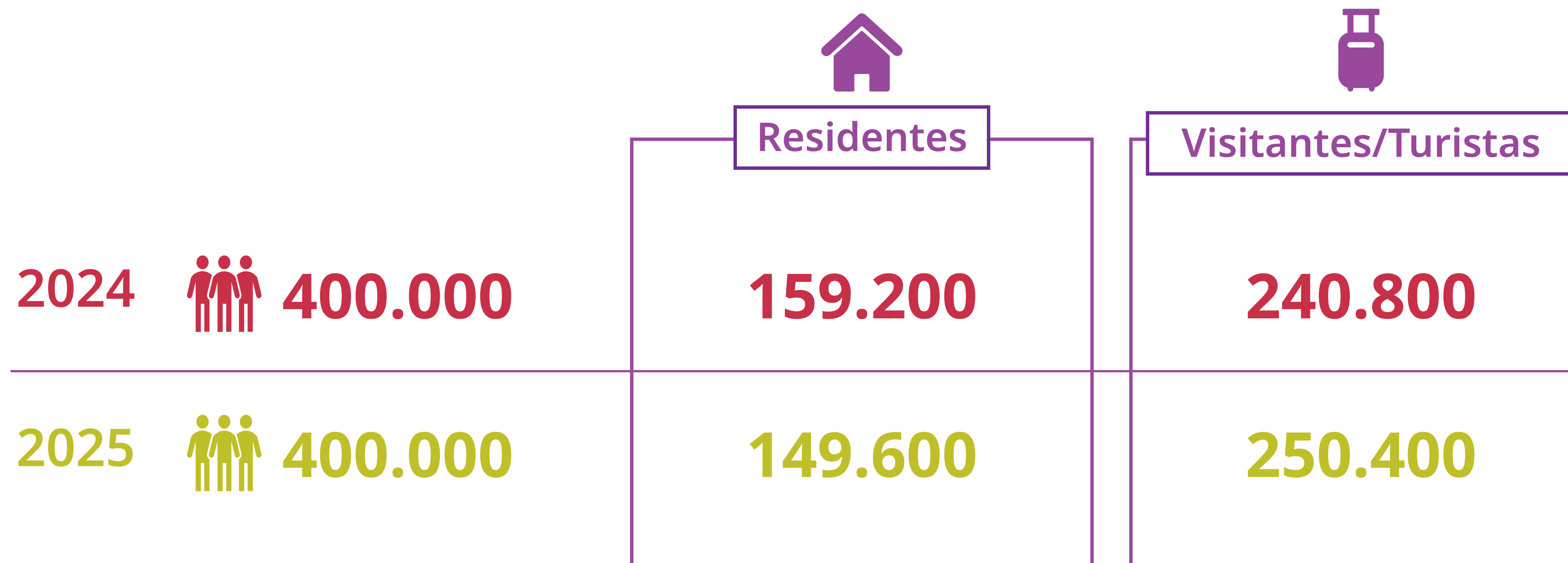
**Pretendem
voltar ao
Carnaval
em 2026**

AVALIAÇÃO

CHANCE DE INDICAR O CARNAVAL DE PARNAMIRIM



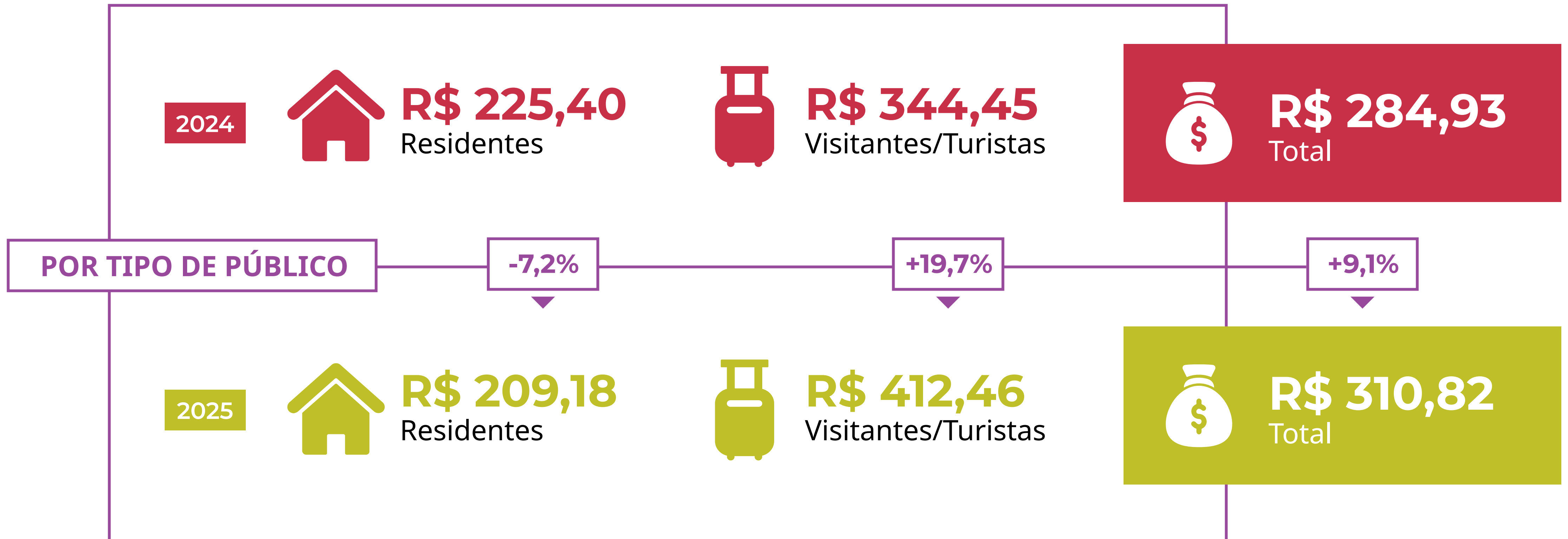
PÚBLICO*



*Público informado pela Prefeitura de Parnamirim.

GASTOS

GASTO MÉDIO DIÁRIO INDIVIDUAL



GASTOS

MOVIMENTAÇÃO ECONÔMICA (em milhões)

POR TIPO DE PÚBLICO

