

supervia

Trens Urbanos

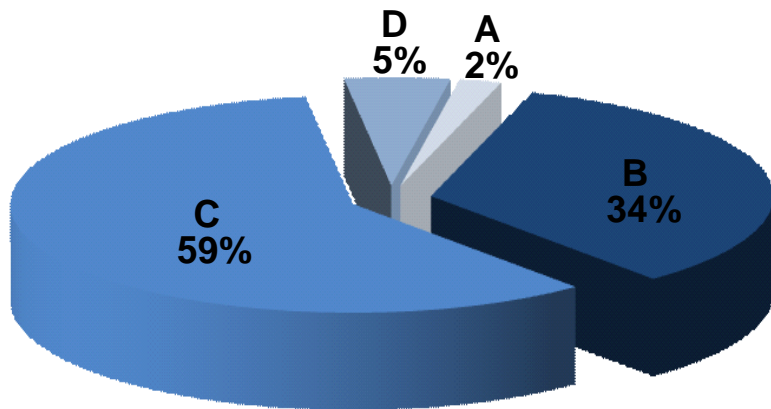
1 milhão de passageiros / dia até 2015!



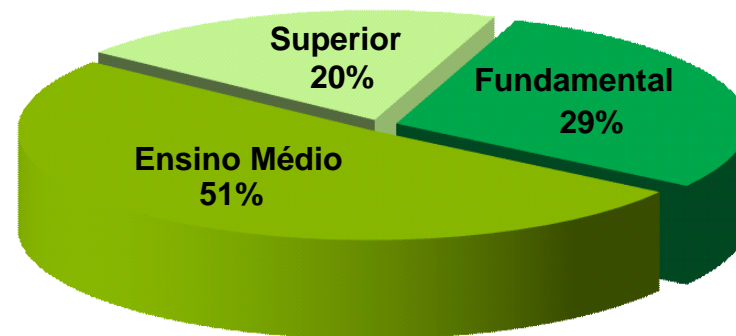
Pesquisa Total

Perfil do Cliente SuperVia

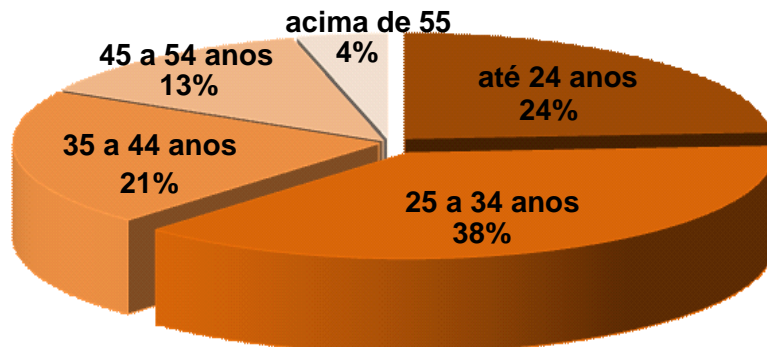
Classe Social



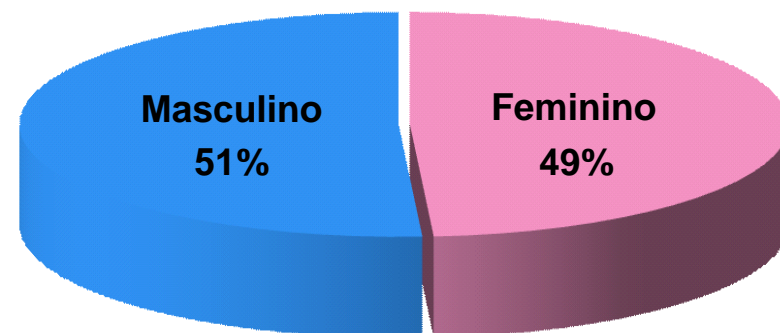
Grau de Instrução



Faixa Etária



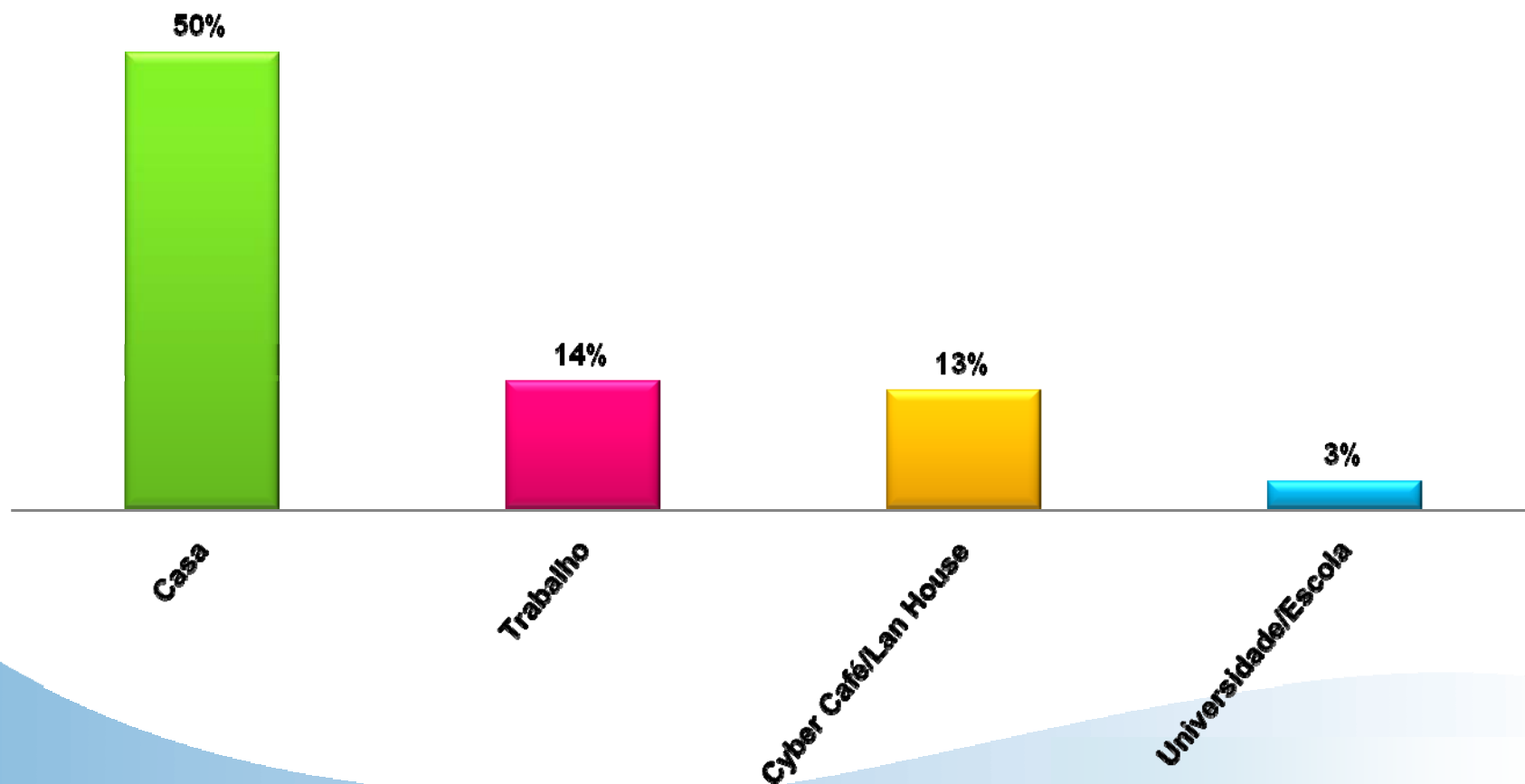
Sexo



Pesquisa Total

Hábitos de Consumo – Onde acessam a Internet

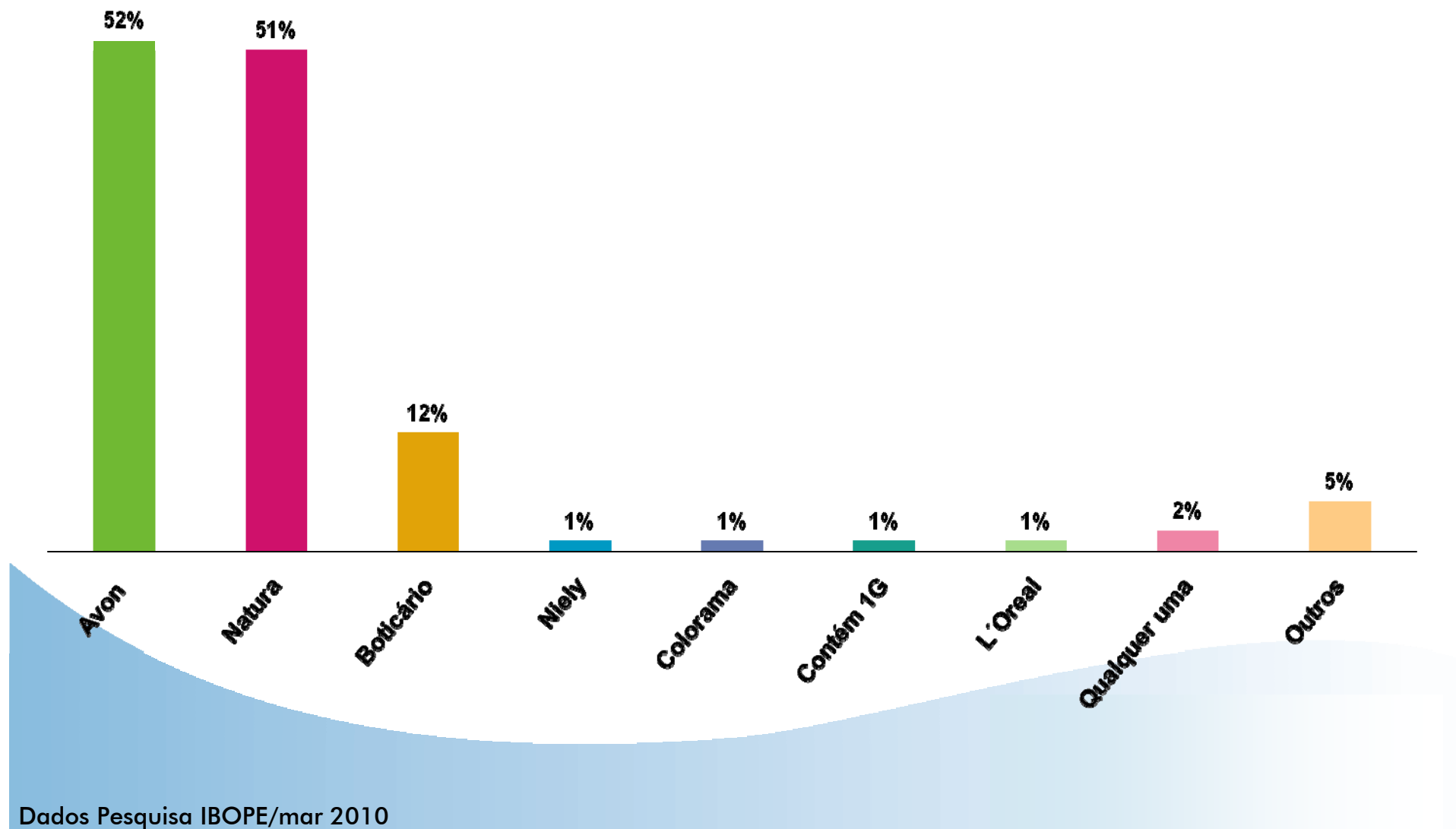
64% dos entrevistados costumam acessar



Pesquisa Total

Hábitos de Consumo – Produtos de Beleza

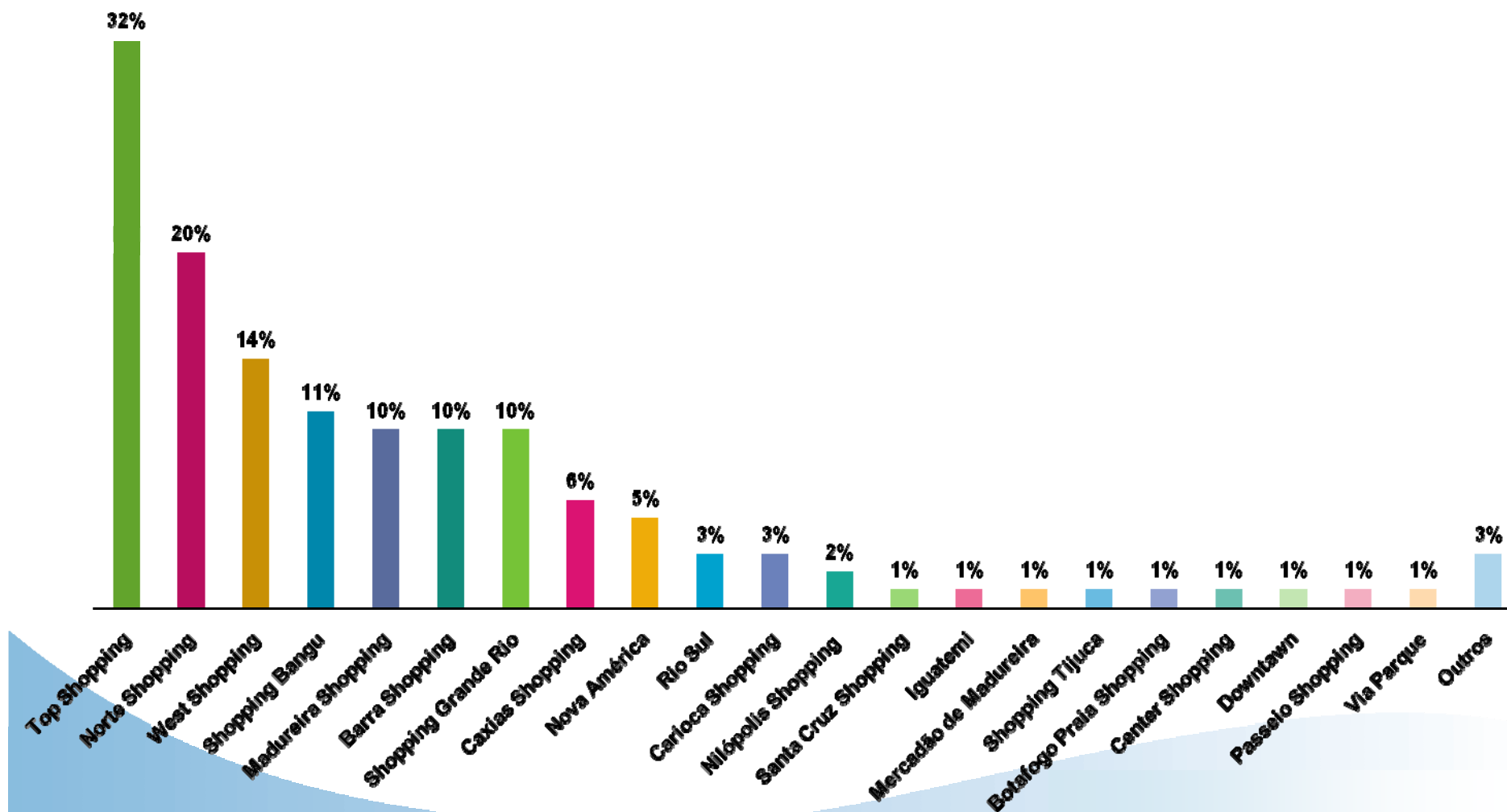
74% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Shopping

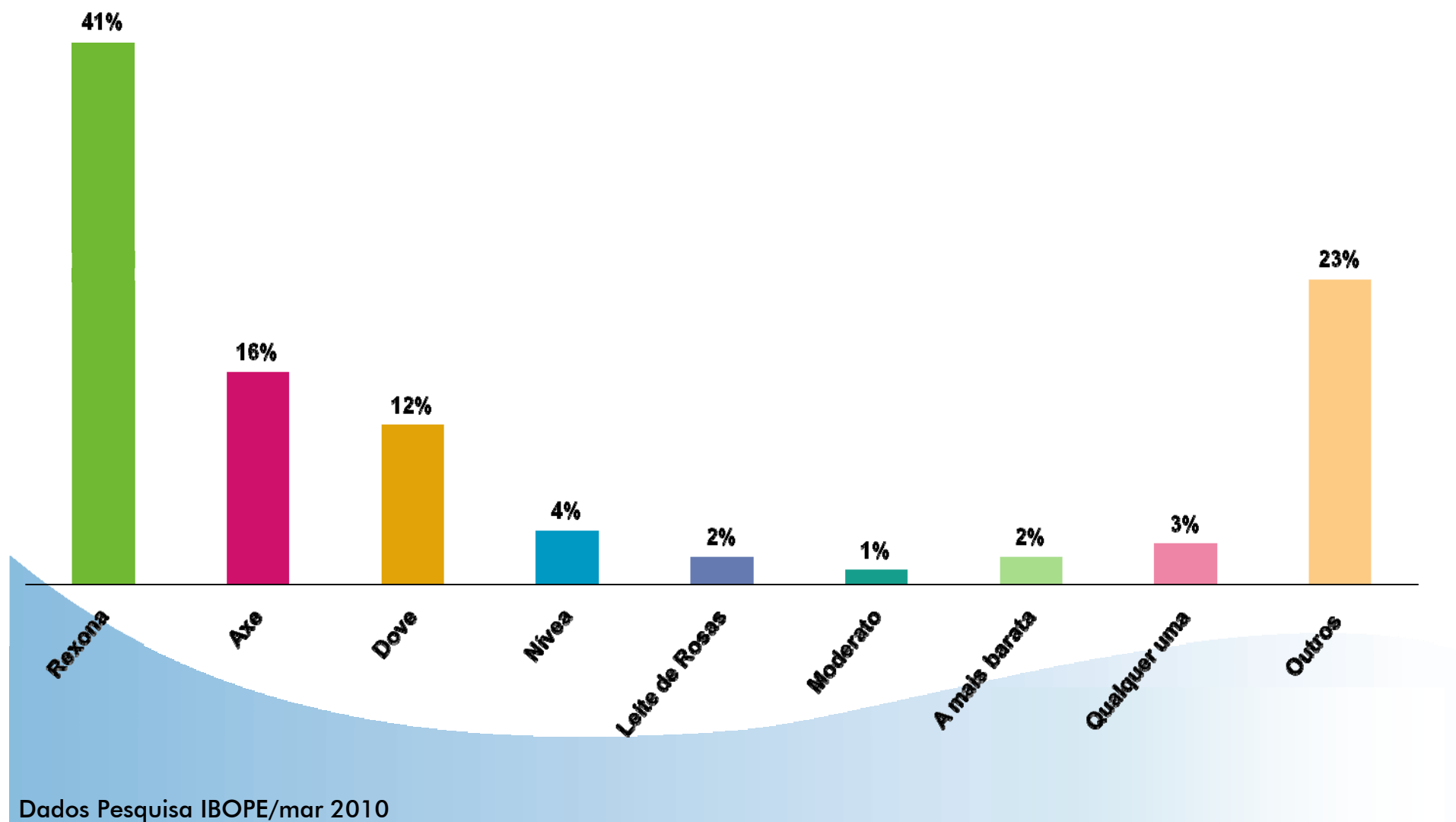
87% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Desodorante

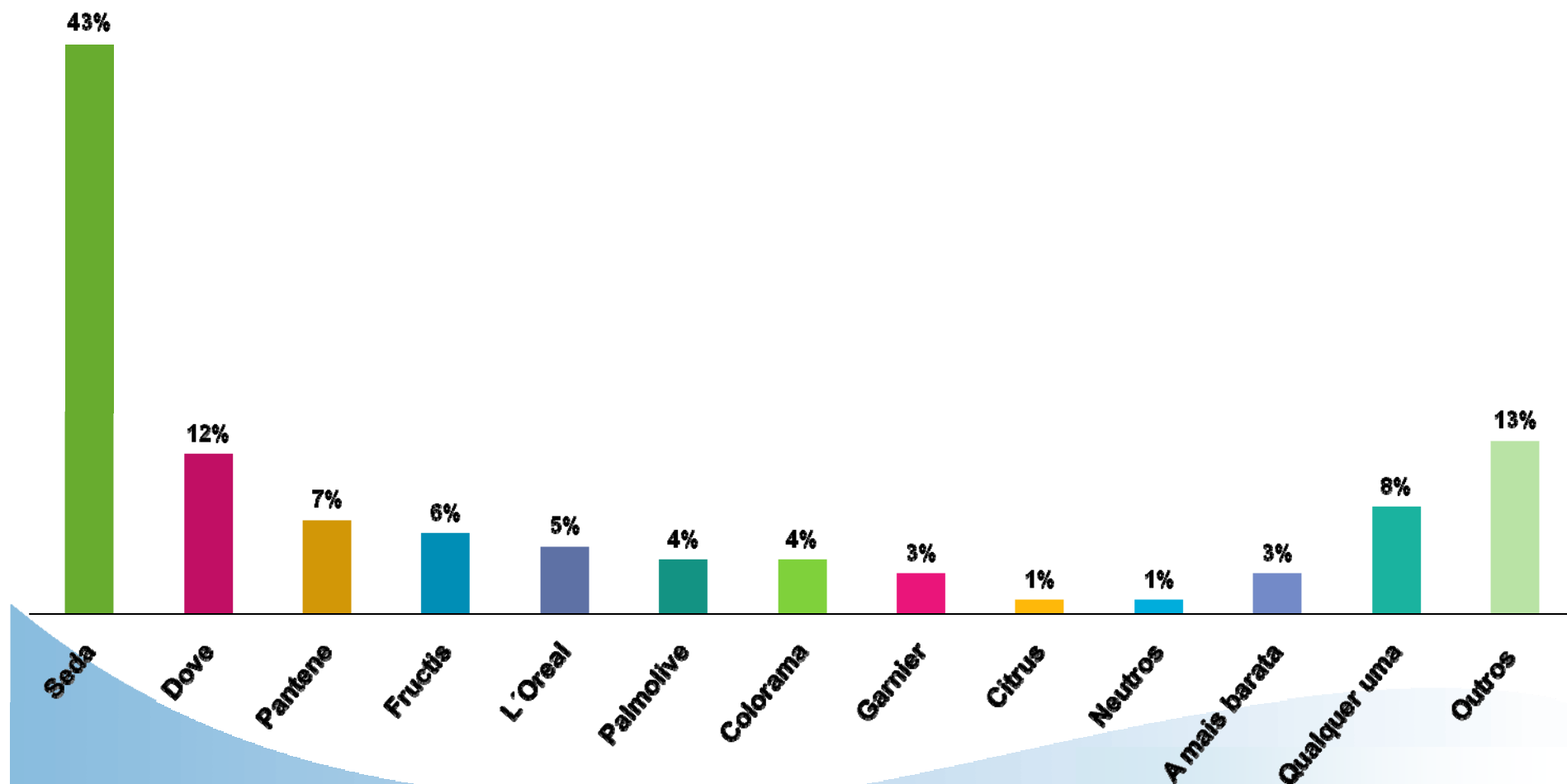
97% dos entrevistados usam



Pesquisa Total

Hábitos de Consumo – Shampoo

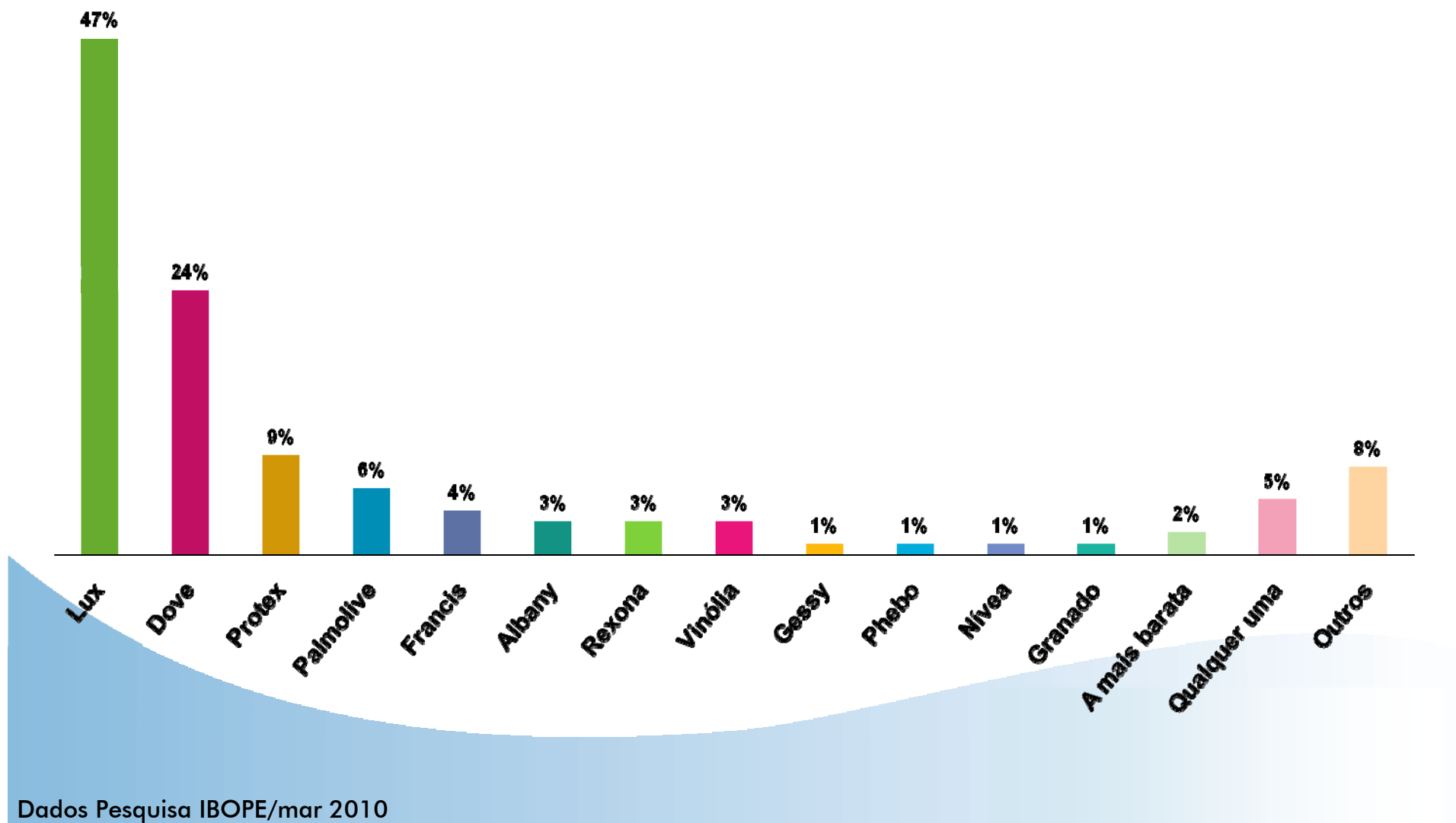
88% dos entrevistados usam



Pesquisa Total

Hábitos de Consumo – Sabonetes

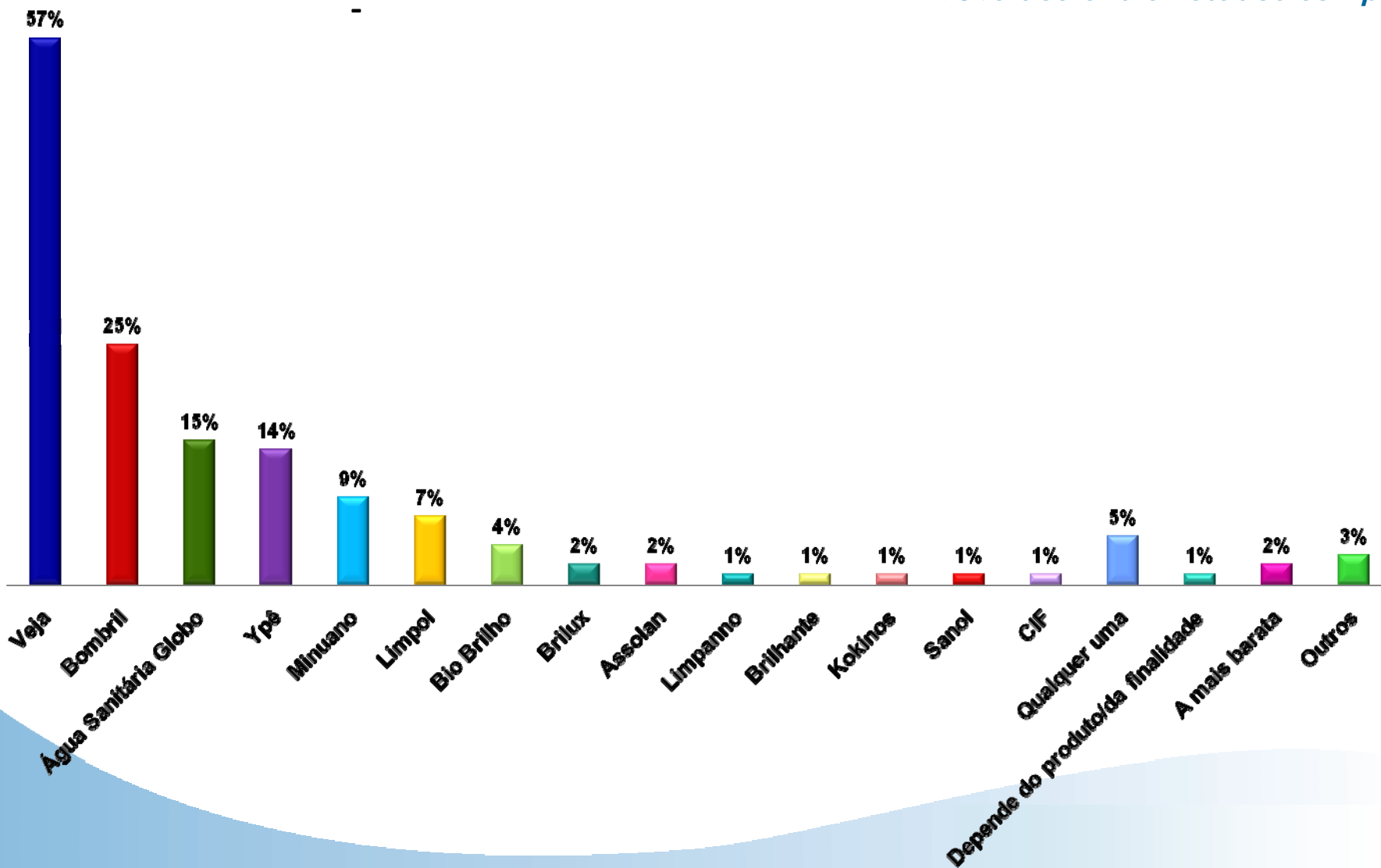
100% dos entrevistados usam



Pesquisa Total

Hábitos de Consumo – Produtos de Limpeza

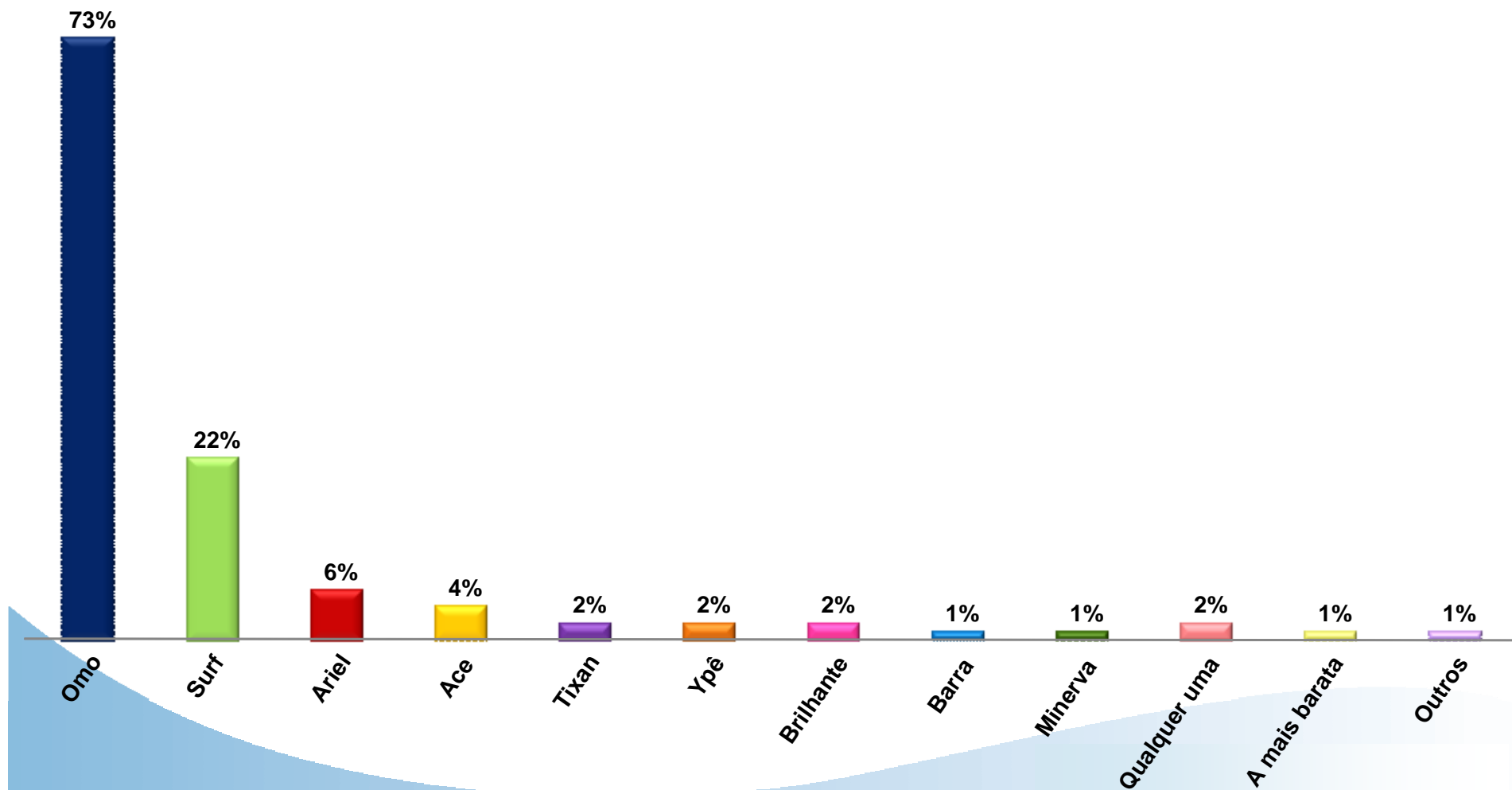
90% dos entrevistados compram



Pesquisa Total

Hábitos de Consumo – Sabão em Pó

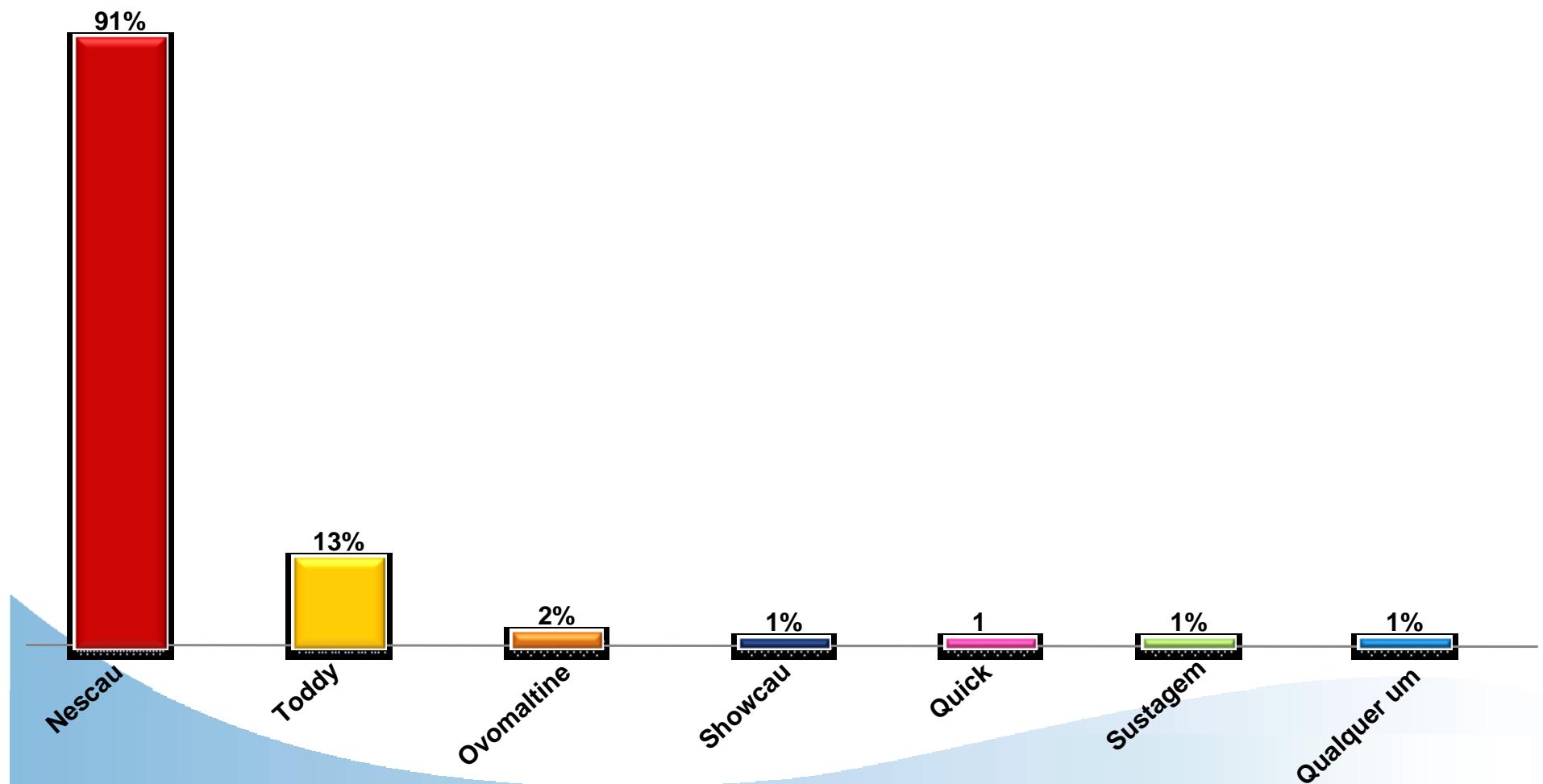
94% dos entrevistados usam



Pesquisa Total

Hábitos de Consumo – Achocolatados

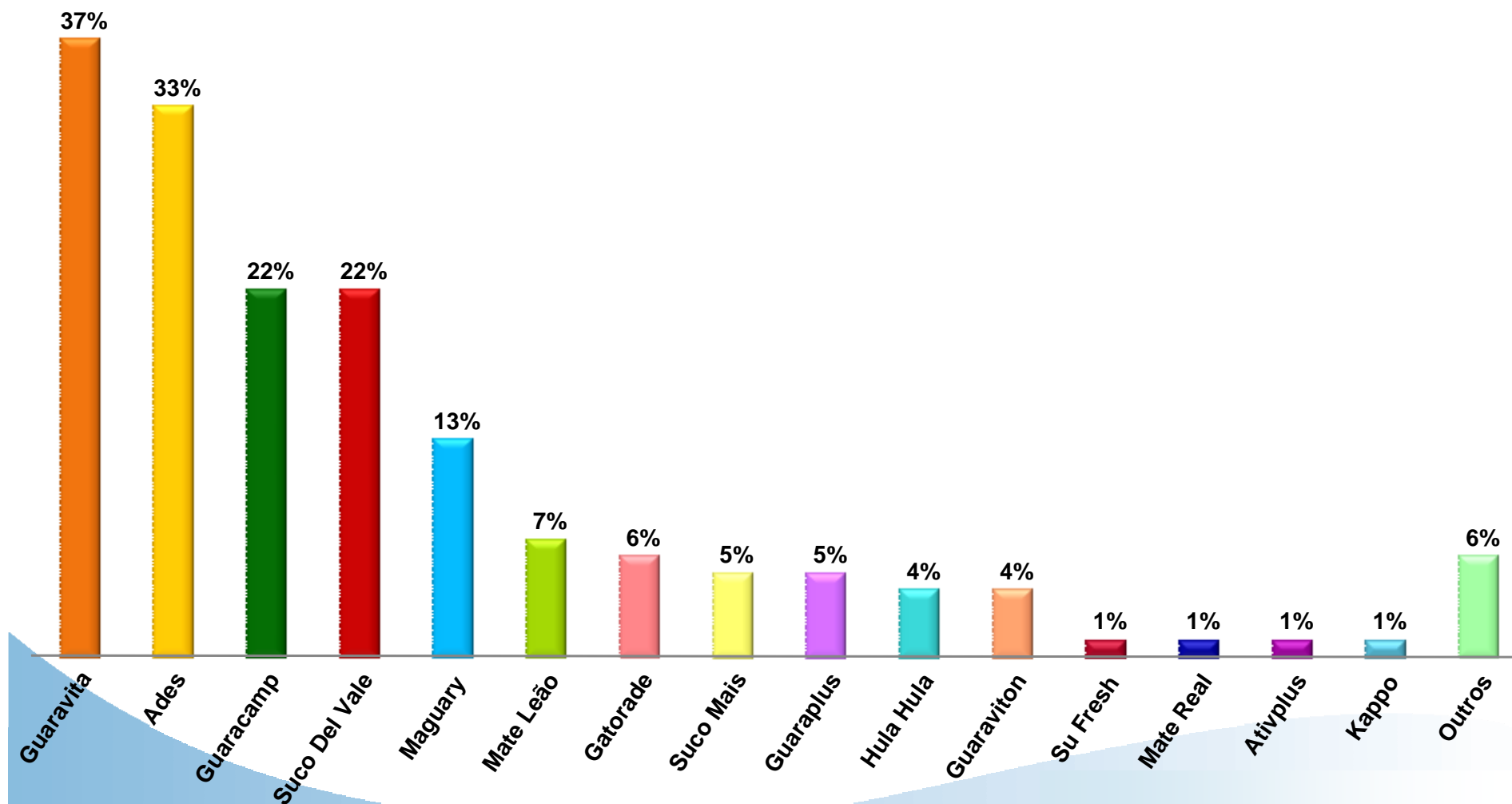
74% dos entrevistados compram



Pesquisa Total

Hábitos de Consumo – Sucos e Similares

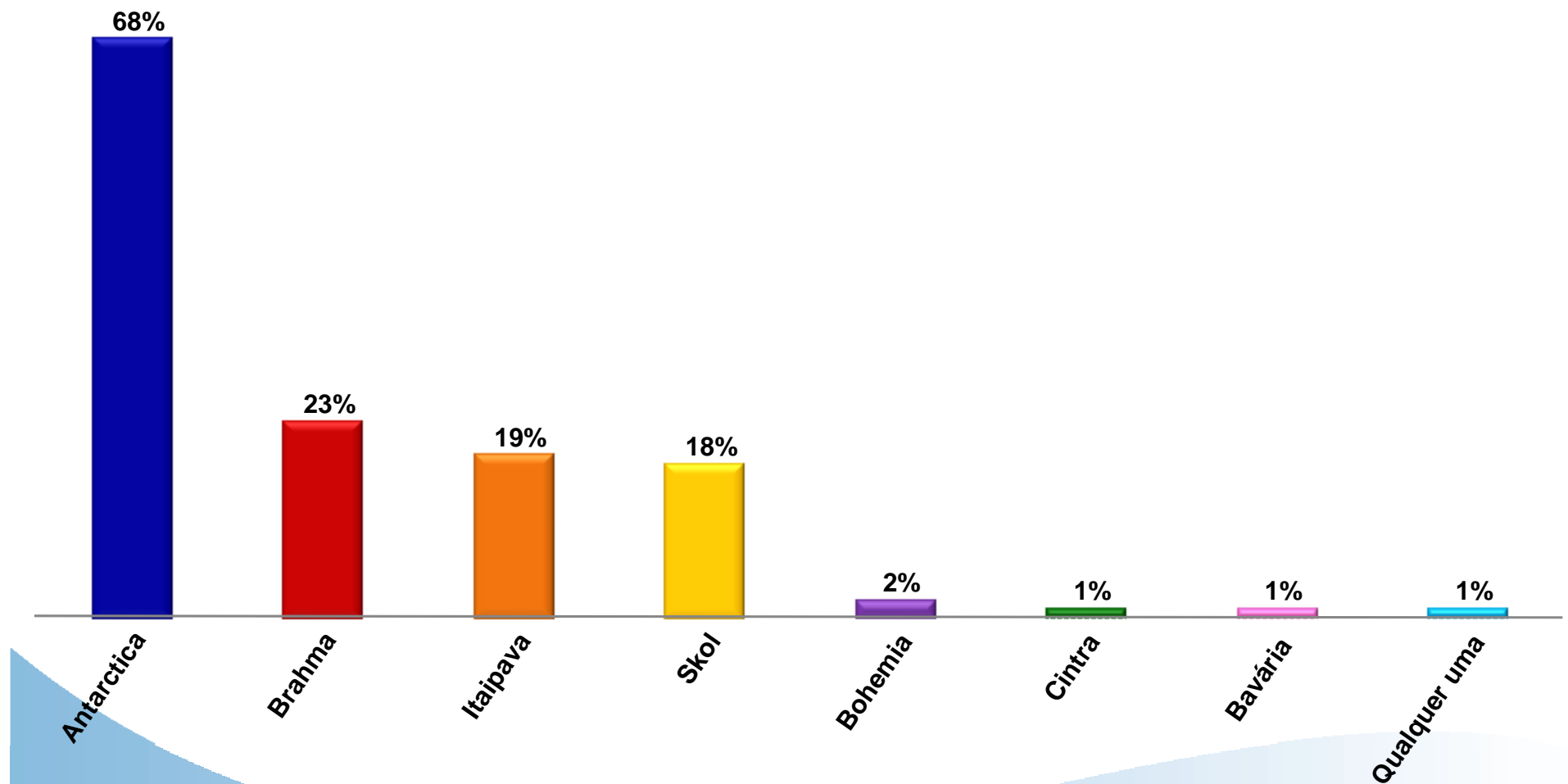
86% dos entrevistados bebem



Pesquisa Total

Hábitos de Consumo – Cerveja

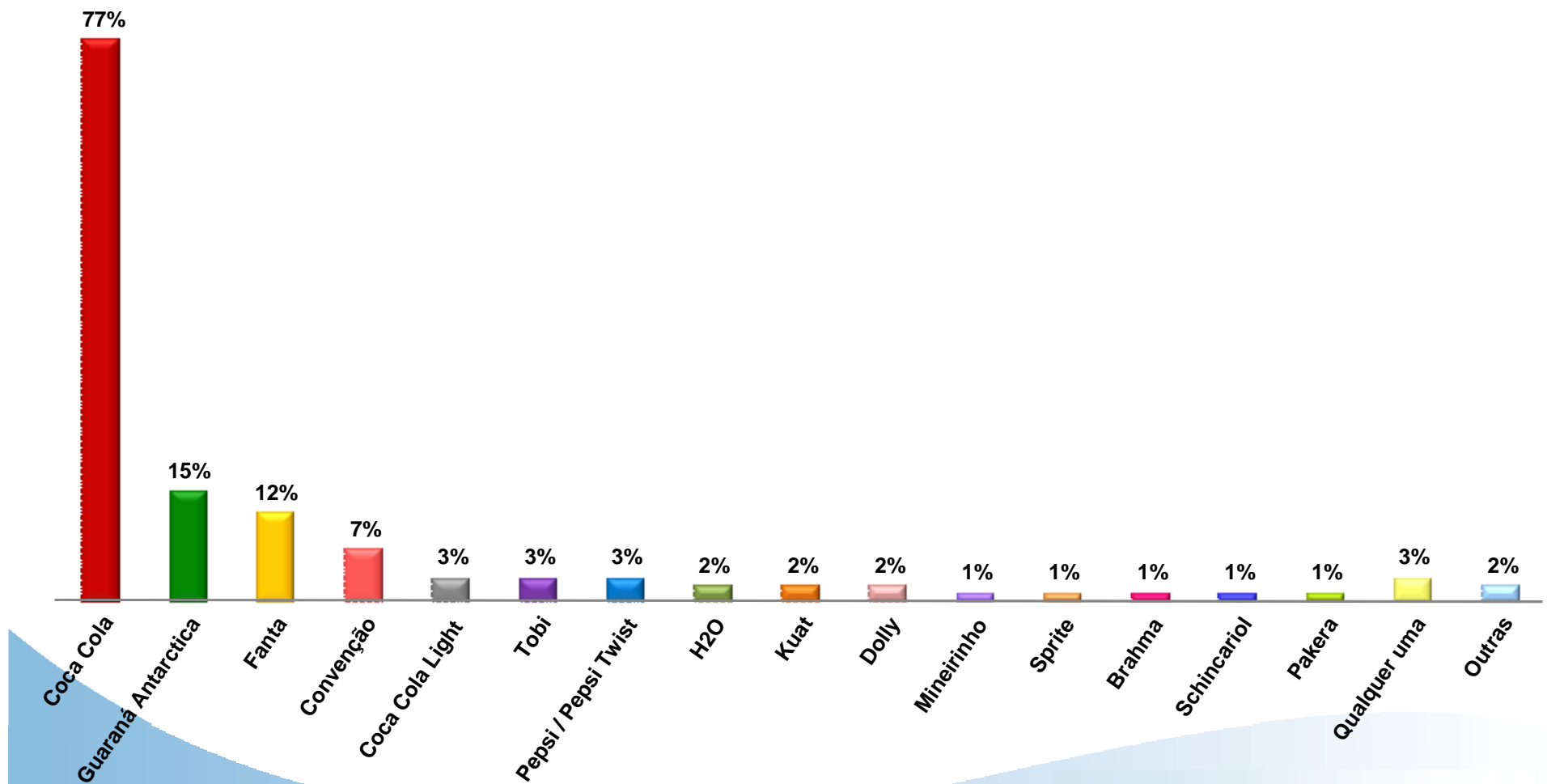
51% dos entrevistados bebem



Pesquisa Total

Hábitos de Consumo – Refrigerantes

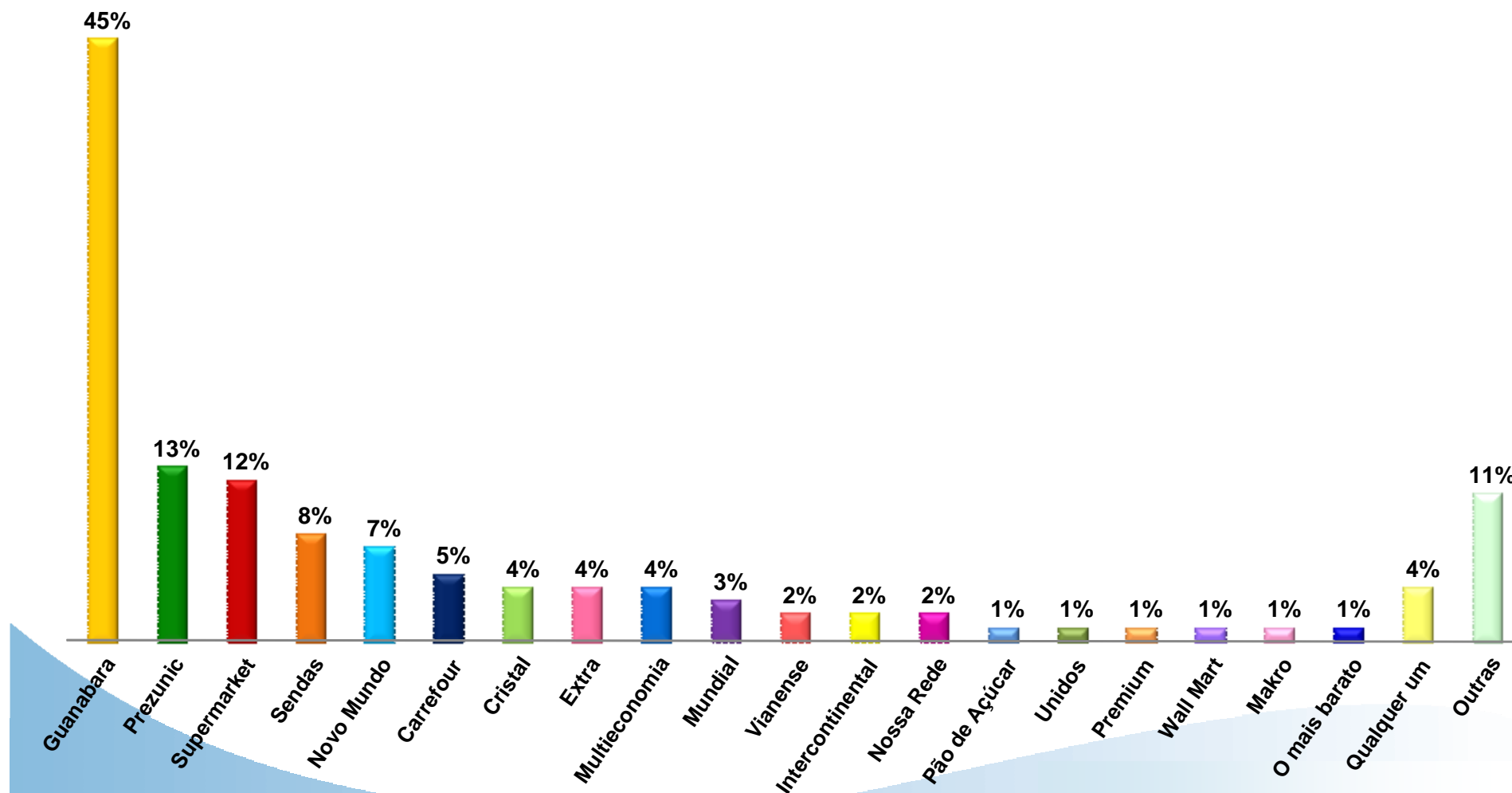
90% dos entrevistados bebem



Pesquisa Total

Hábitos de Consumo – Supermercado

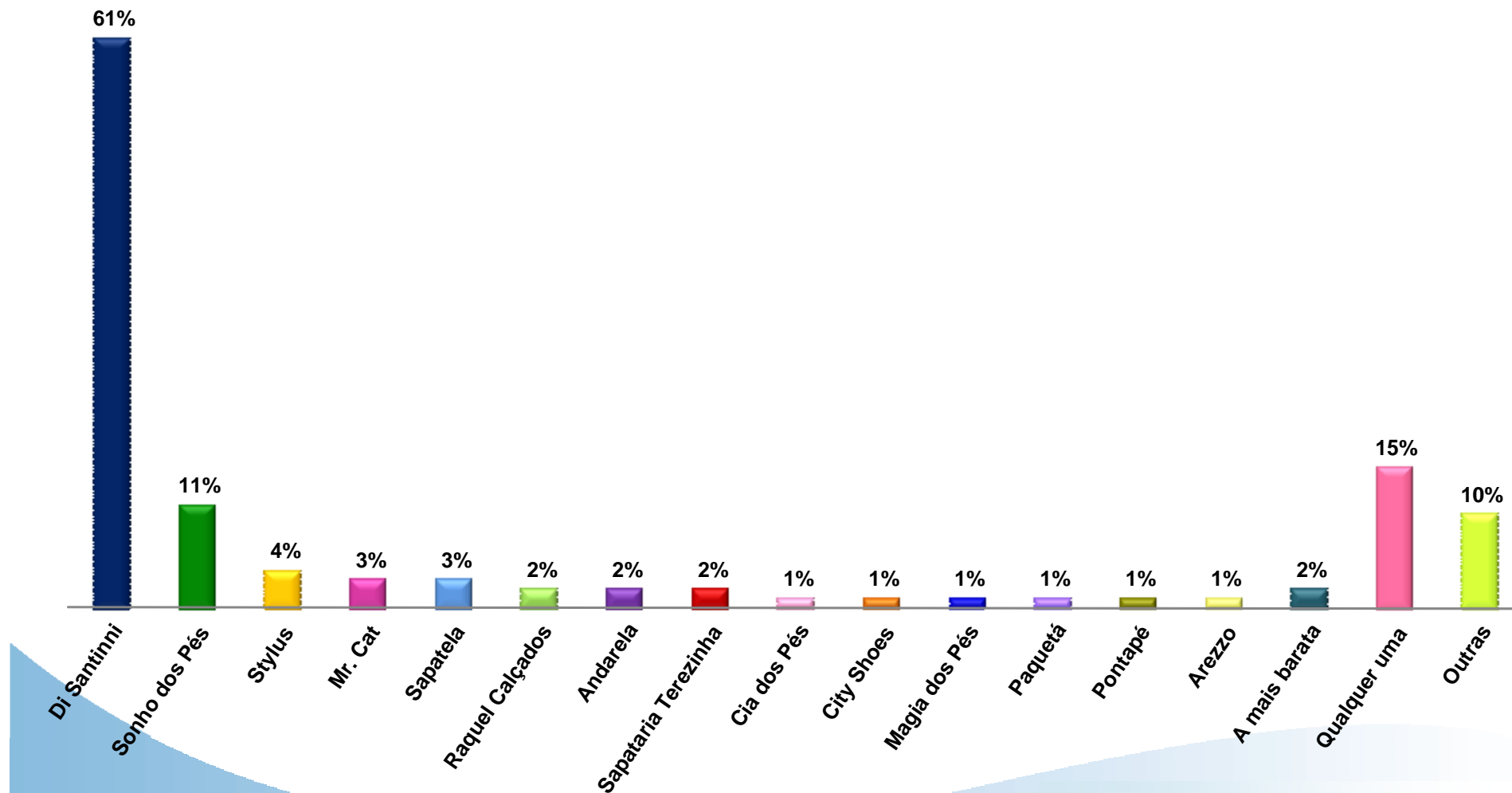
98% dos entrevistados costumam comprar



Pesquisa Total

Hábitos de Consumo – Calçados

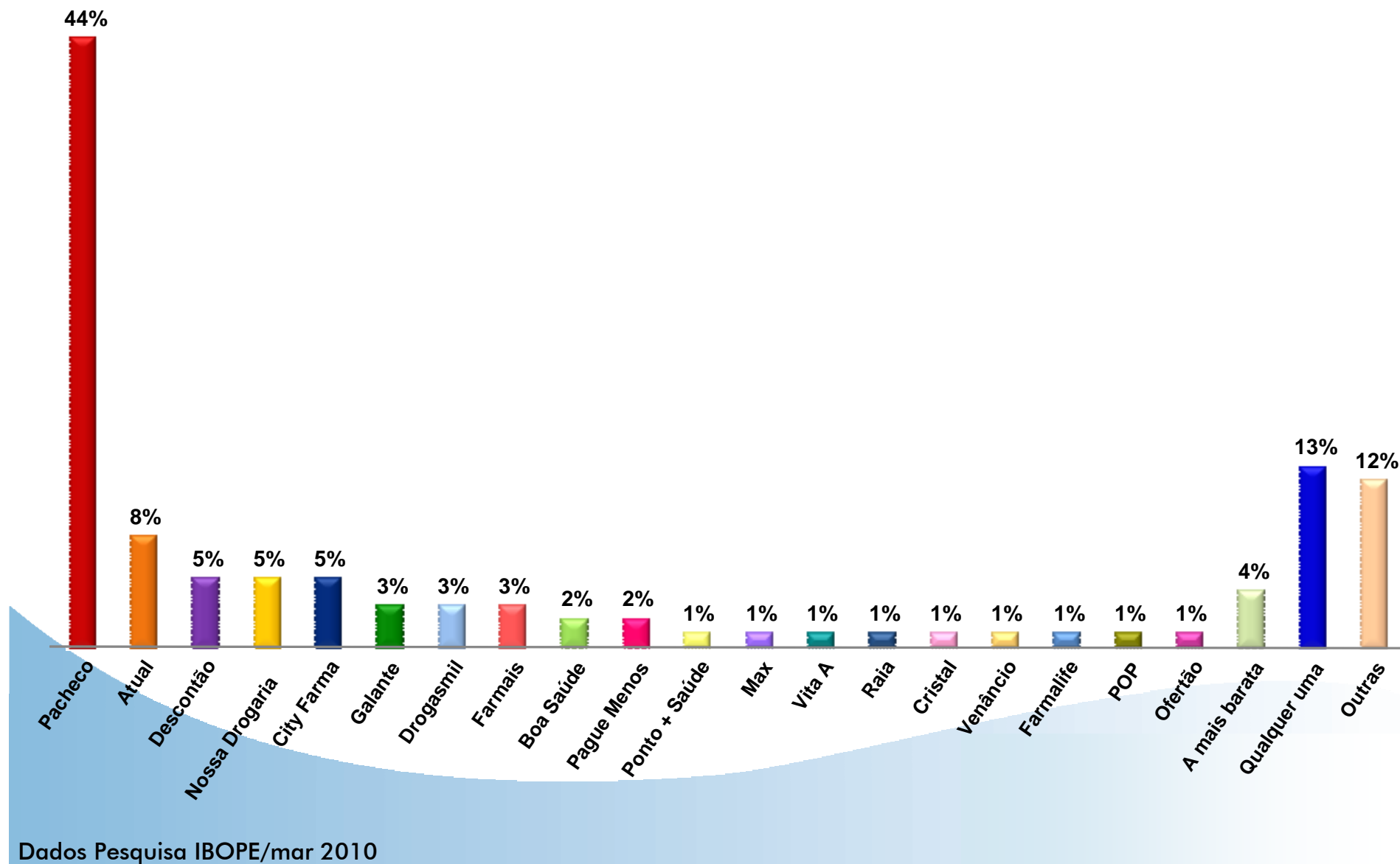
95% dos entrevistados costumam usar



Pesquisa Total

Hábitos de Consumo – Farmácias

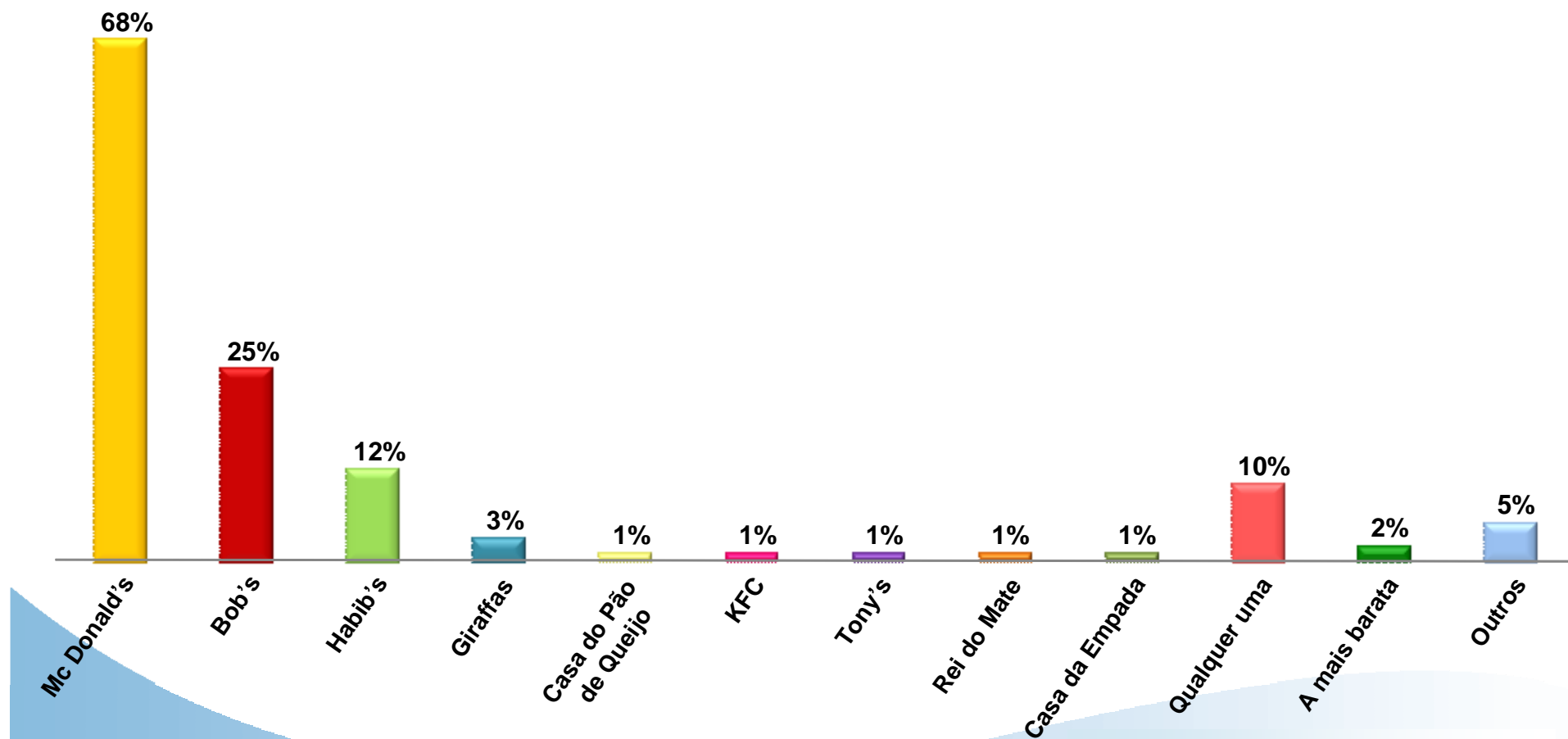
93% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Lanchonetes

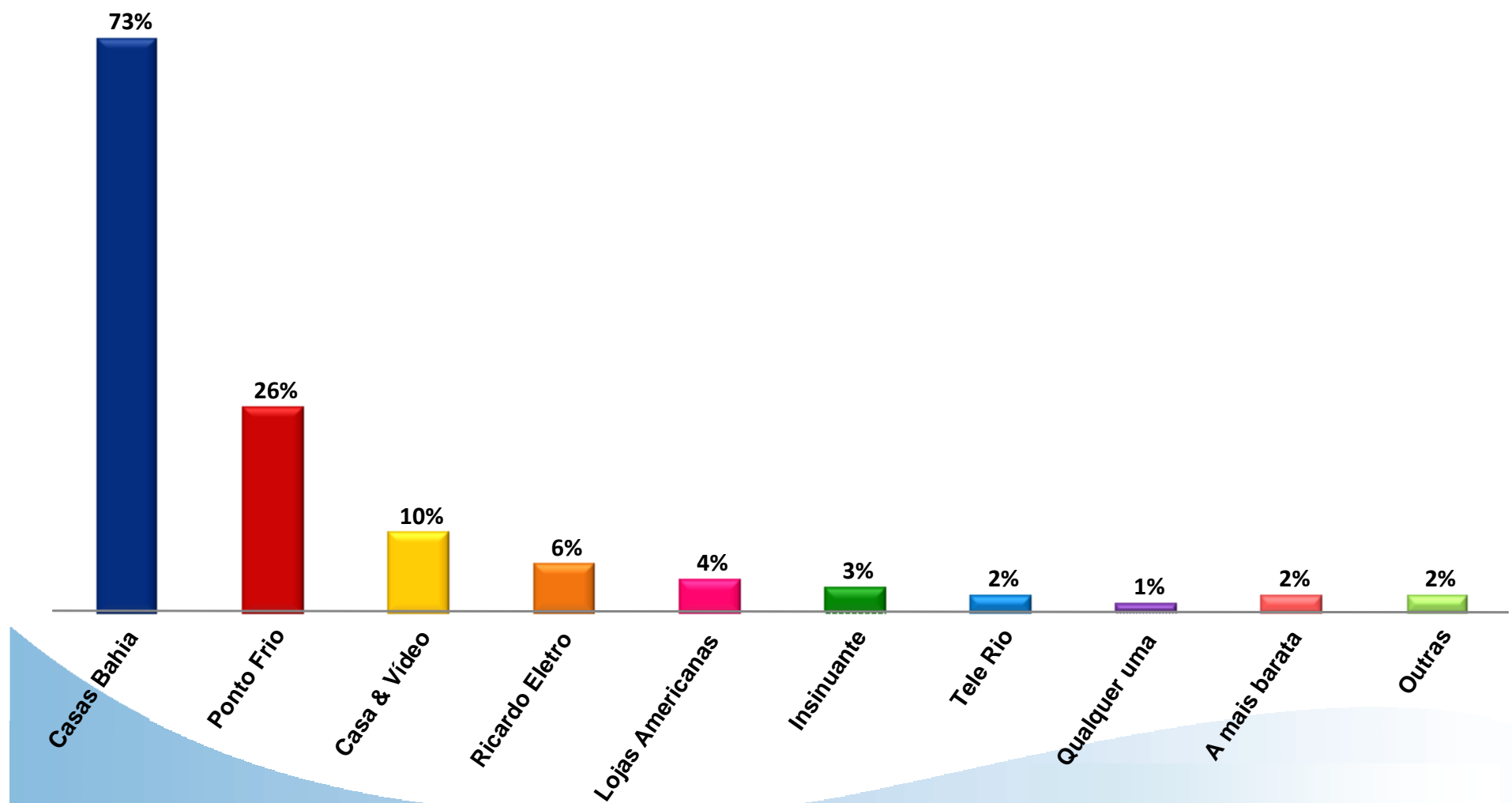
74% dos entrevistados freqüentam



Pesquisa Total

Hábitos de Consumo – Lojas de Eletrodomést.

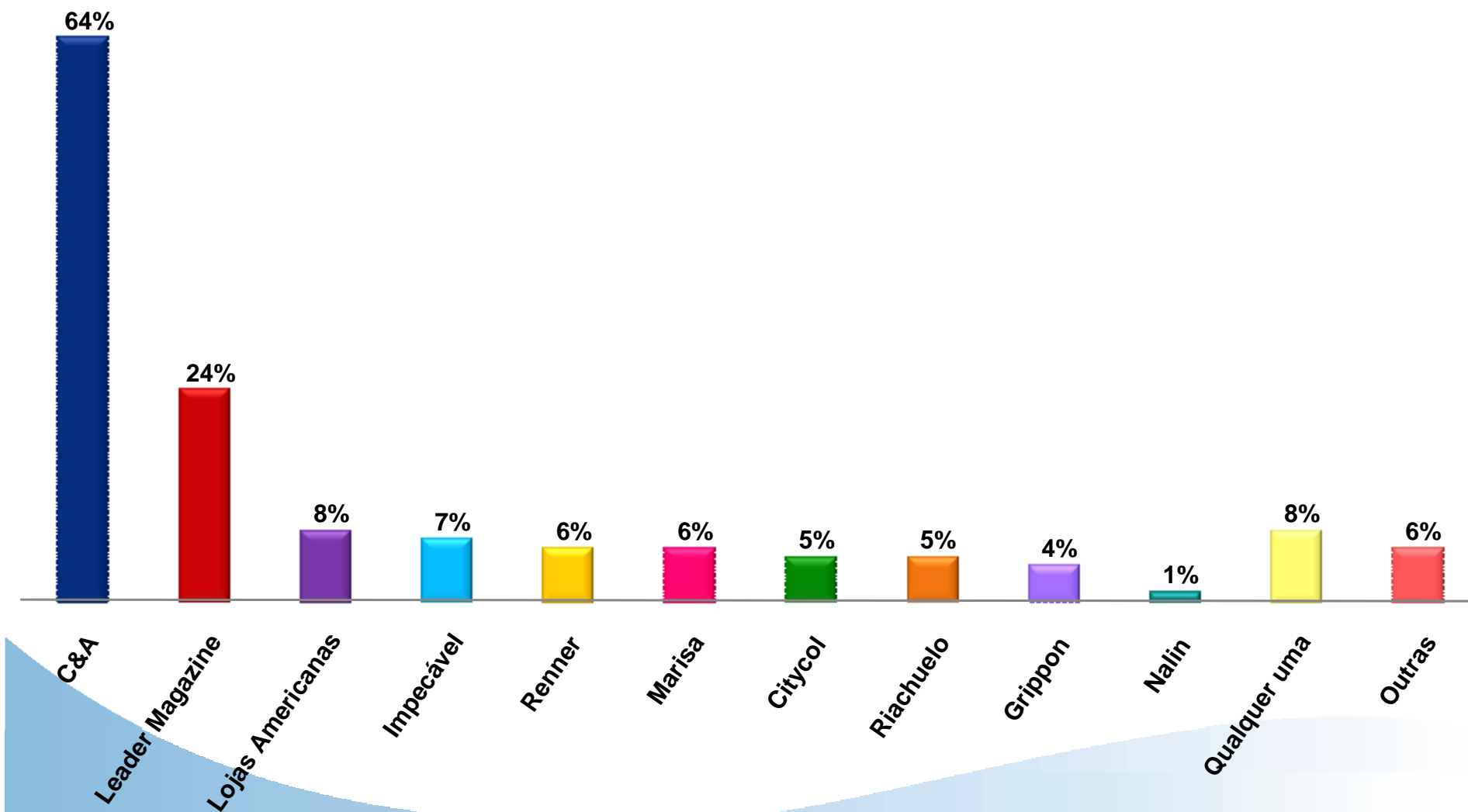
87% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Magazines

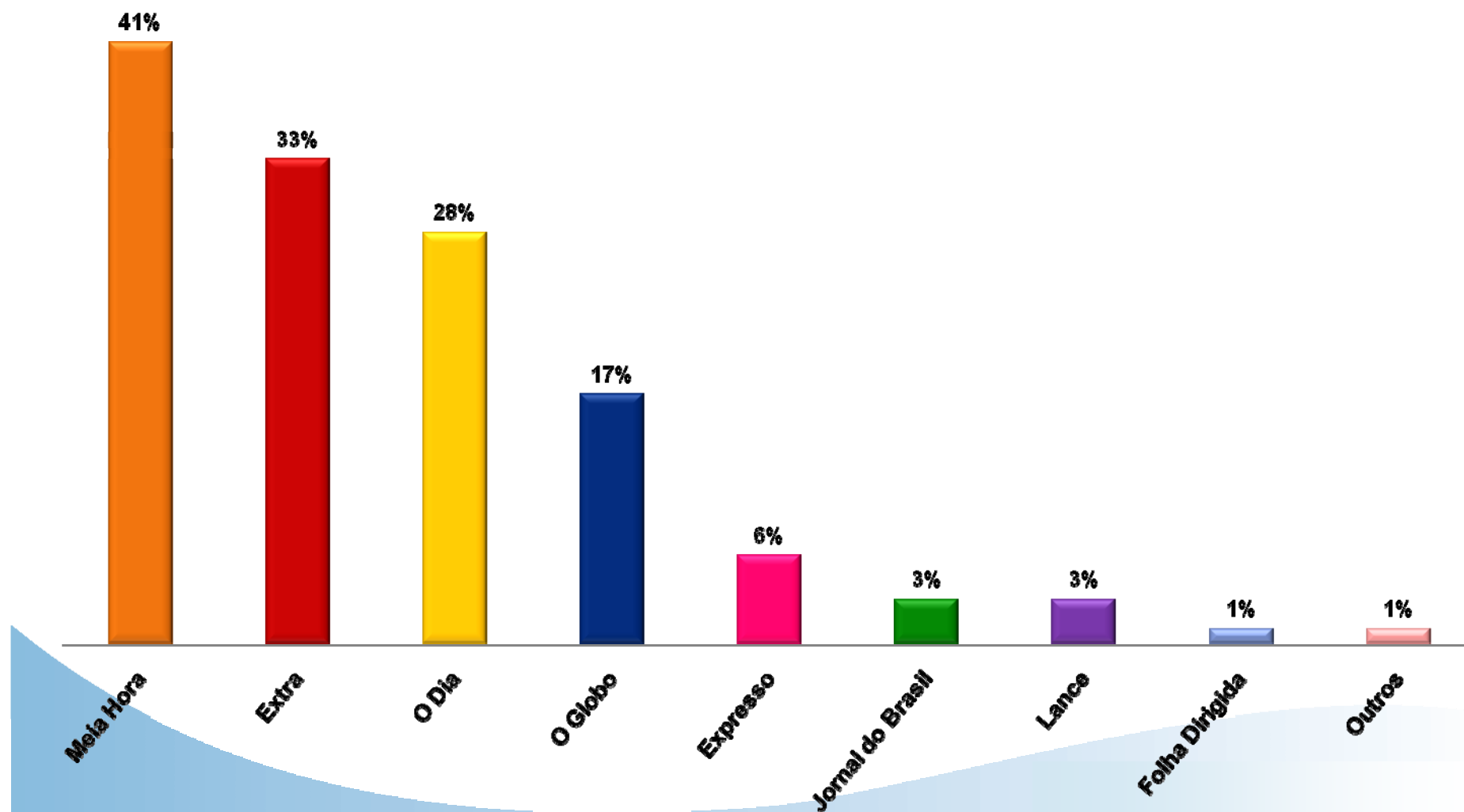
61% dos entrevistados compram



Pesquisa Total

Hábitos de Consumo – Jornal

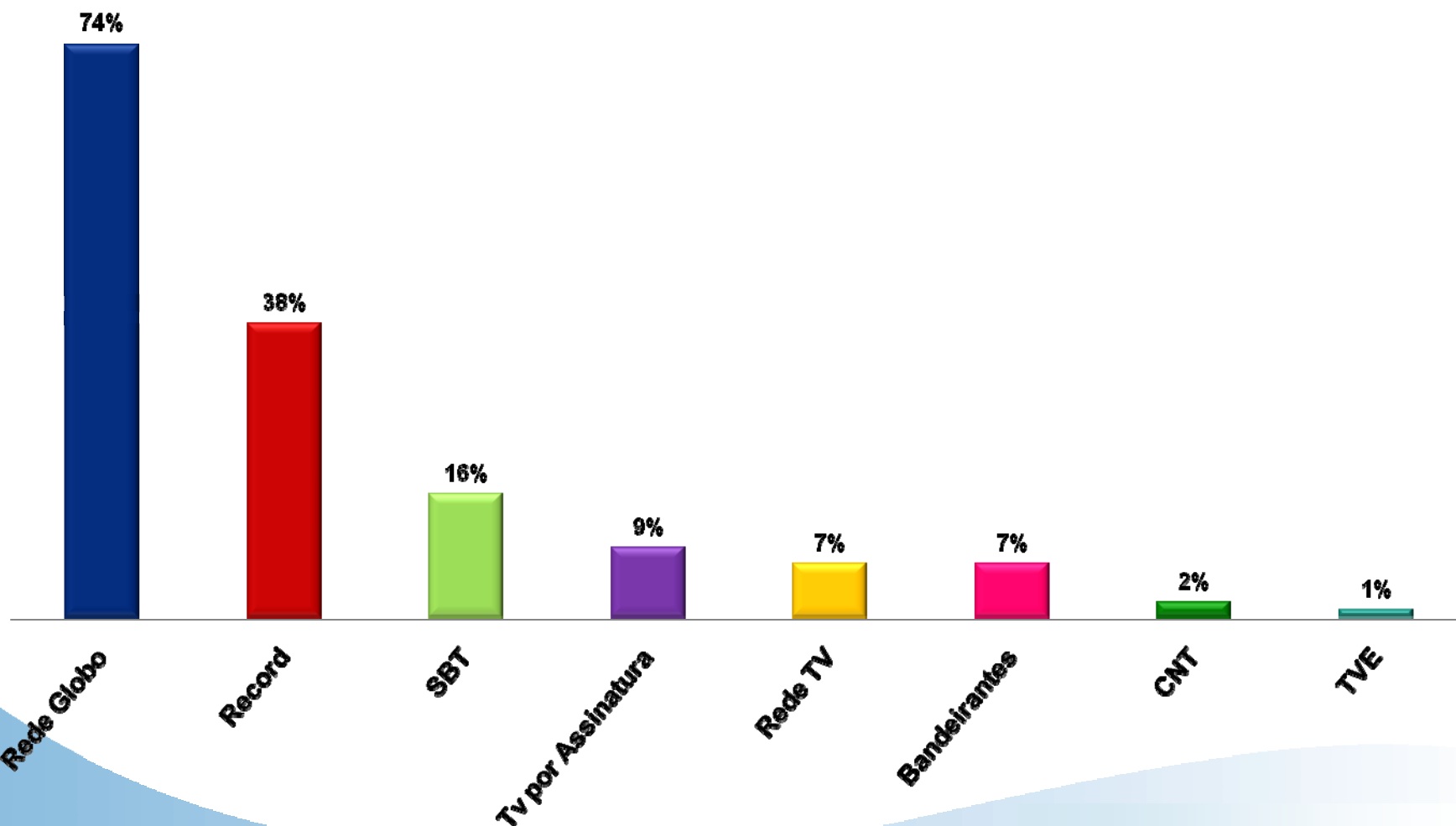
88% dos entrevistados lêem



Pesquisa Total

Hábitos de Consumo – Televisão

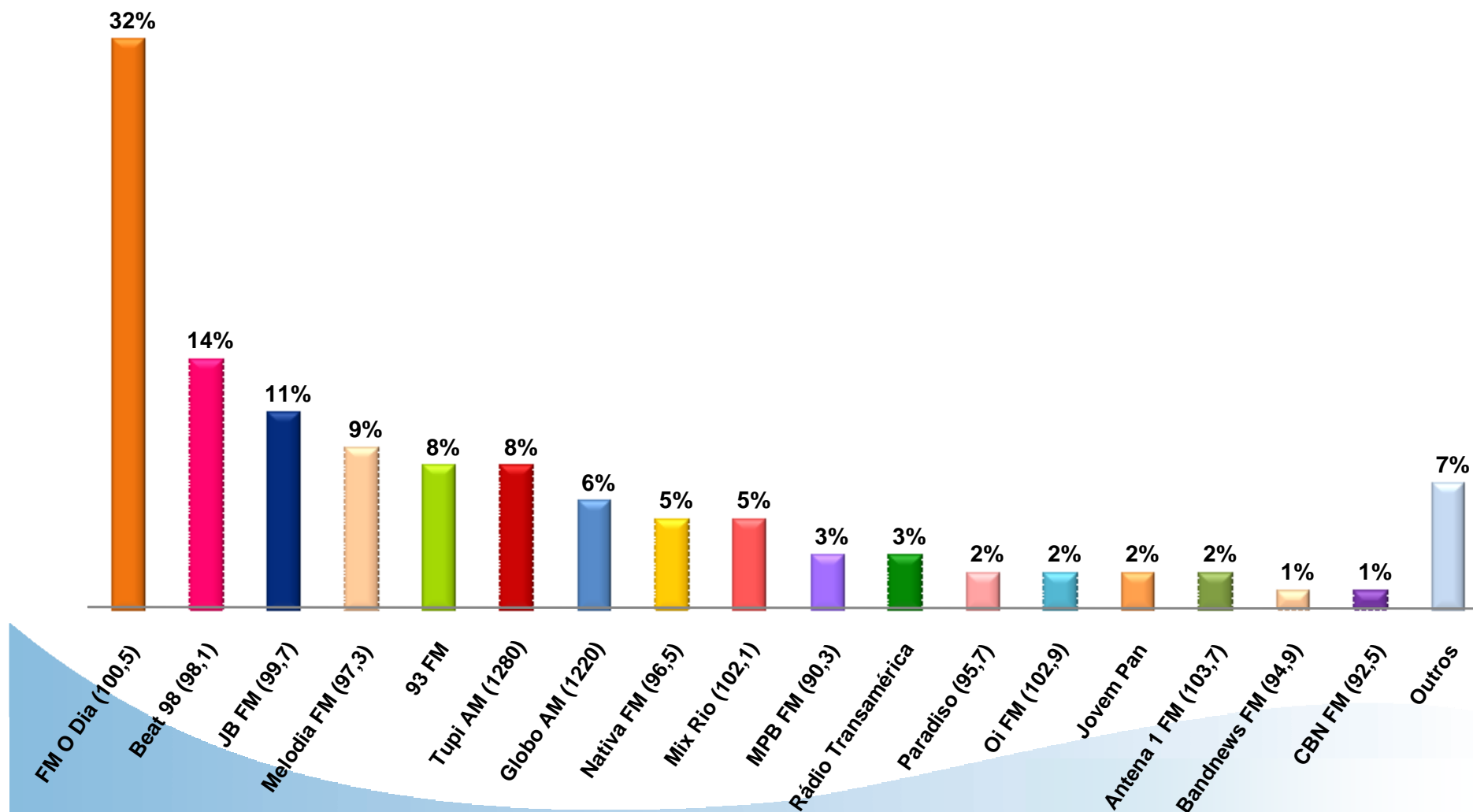
98% dos entrevistados assistem



Pesquisa Total

Hábitos de Consumo – Rádio

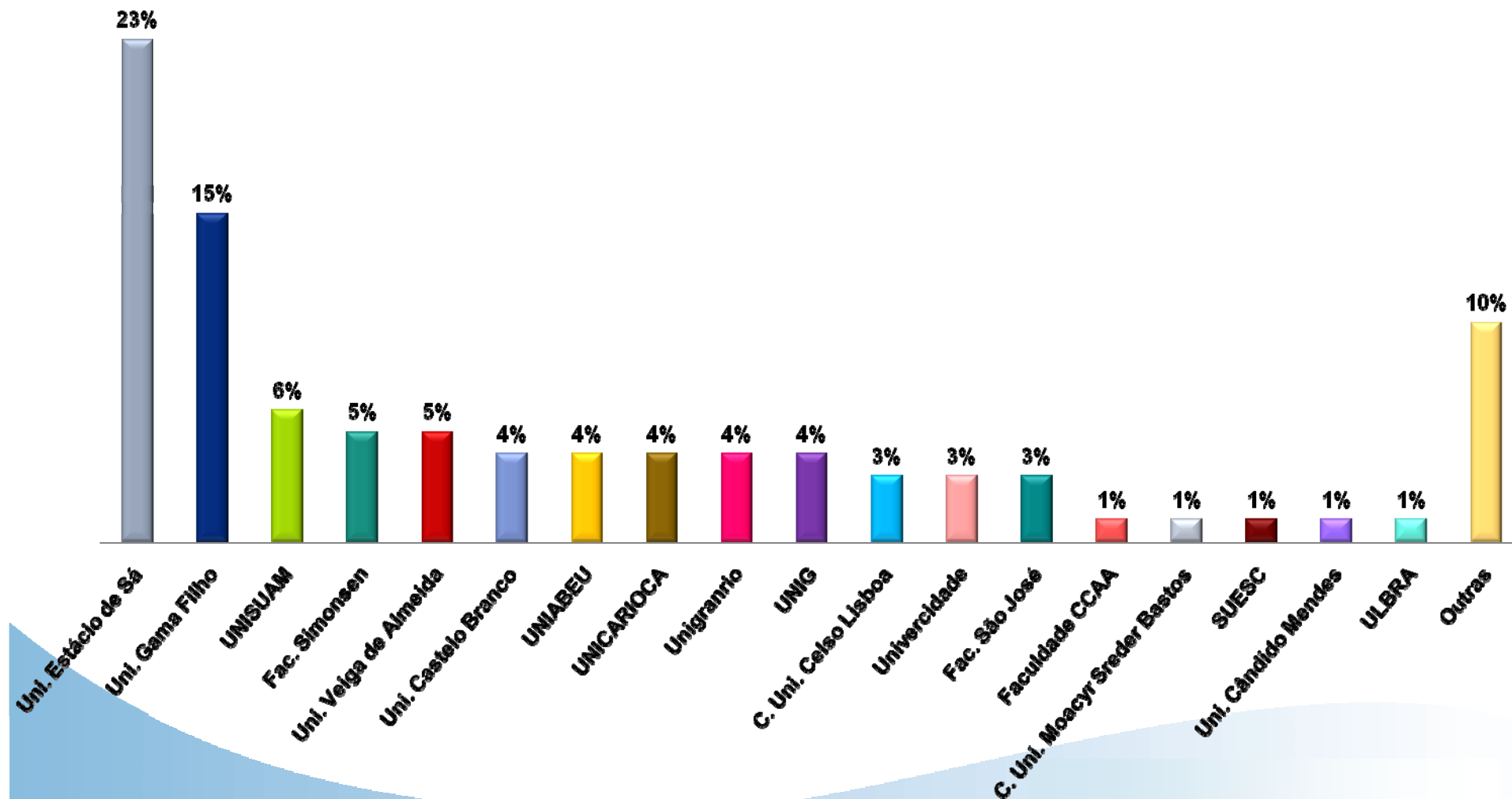
92% dos entrevistados escutam



Pesquisa Total

Hábitos de Consumo – Universidade Particular

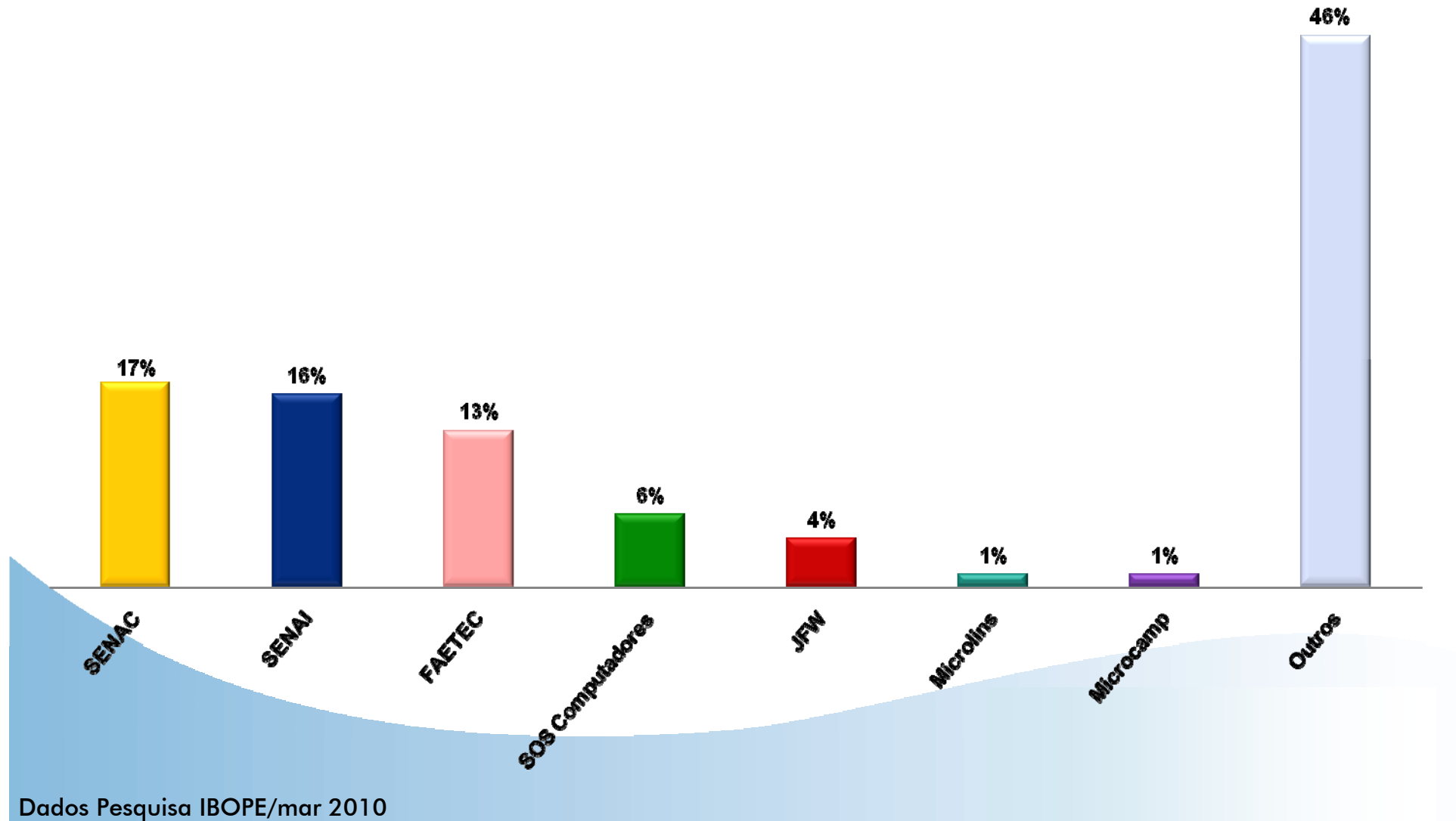
10% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Curso Profissionalizante

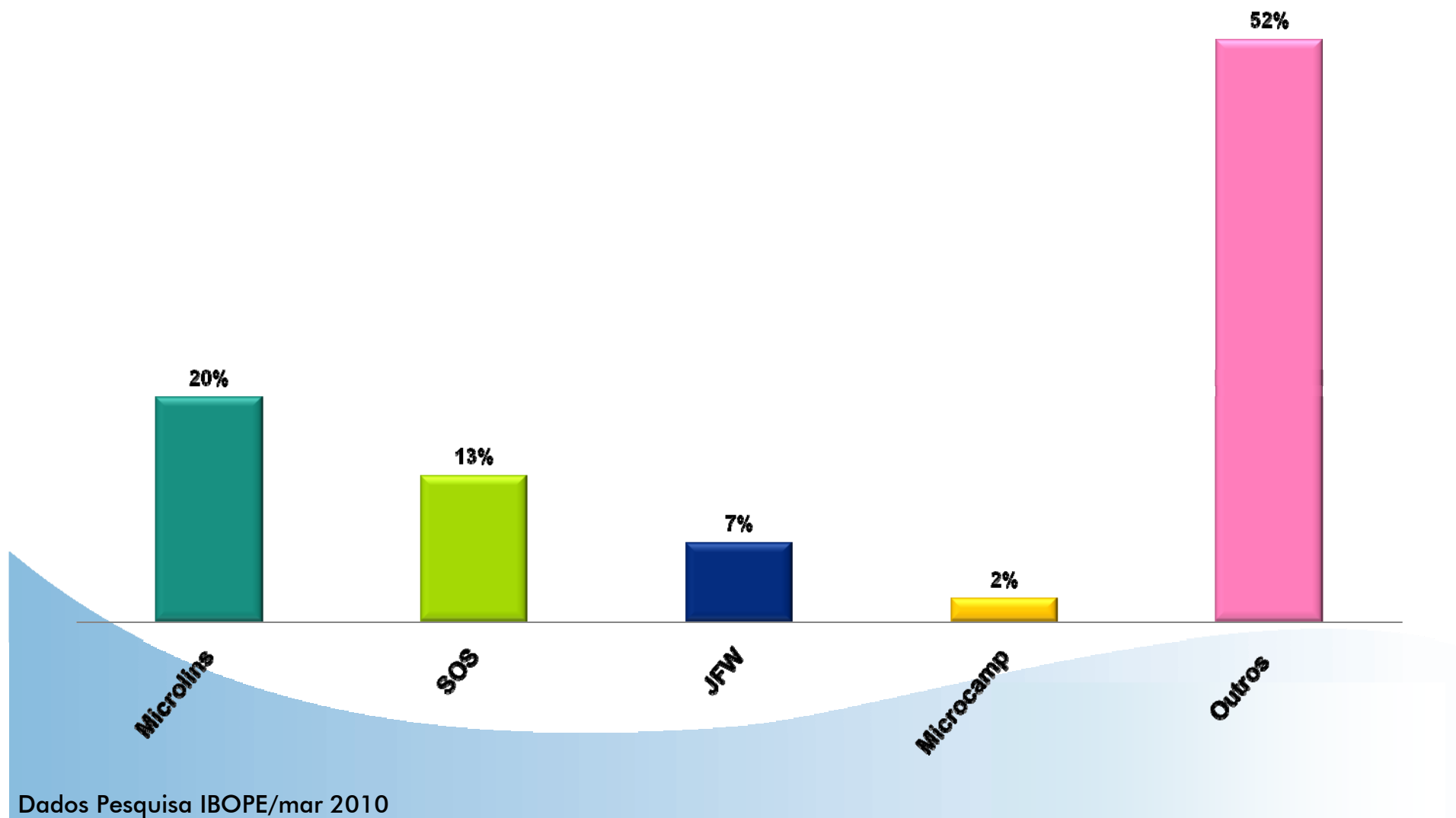
9% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Curso de Informática

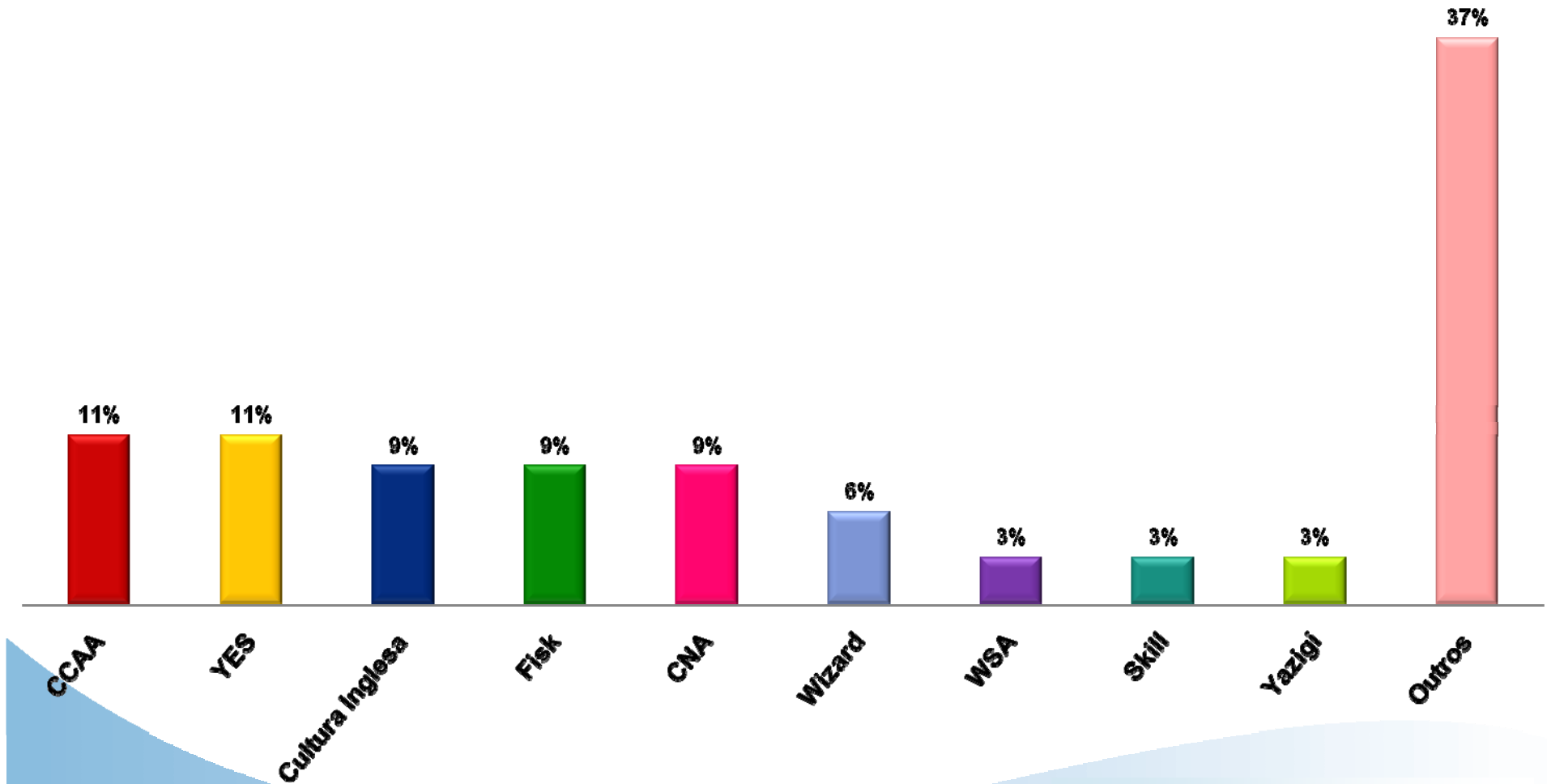
7% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Curso de Inglês

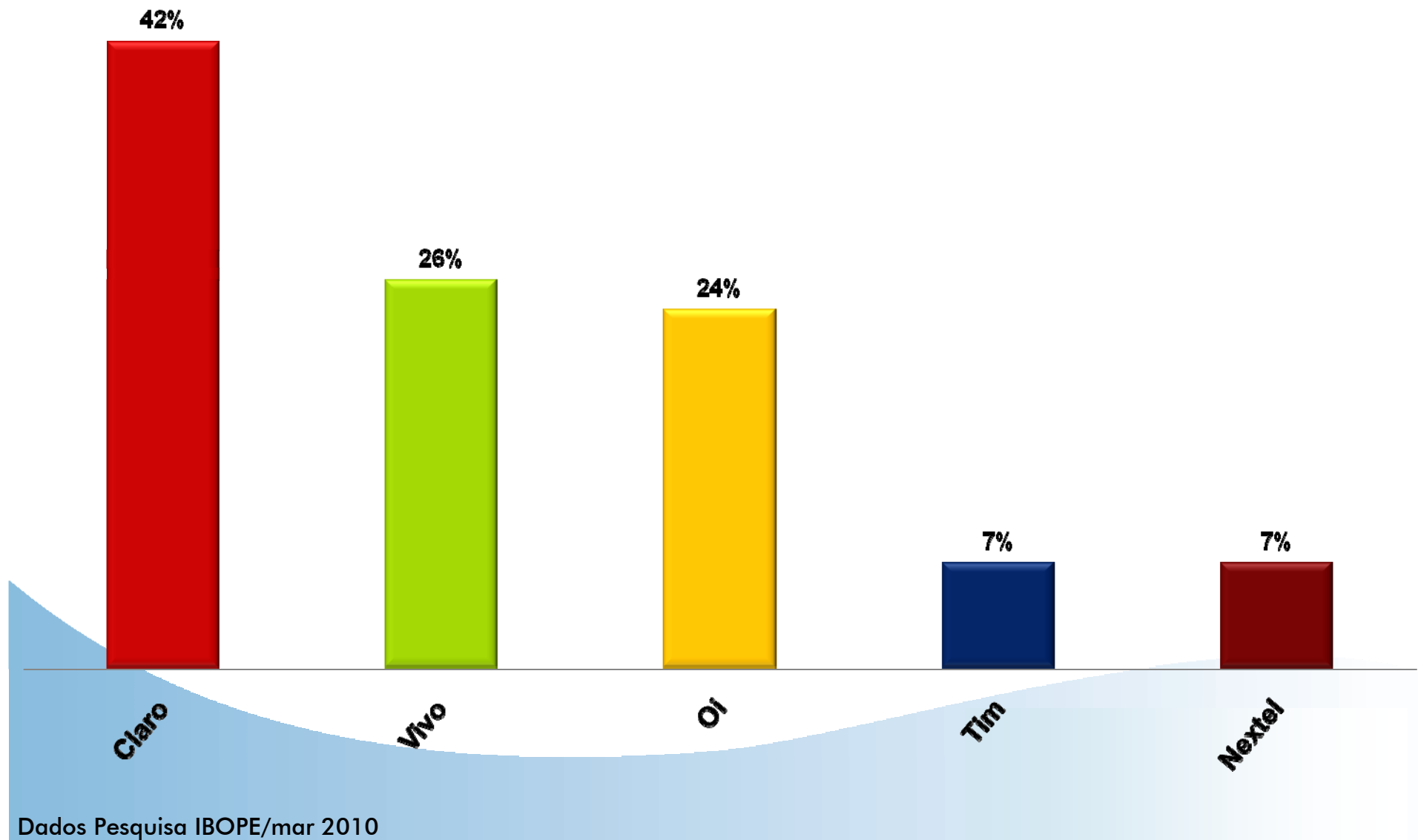
4% dos entrevistados frequentam



Pesquisa Total

Hábitos de Consumo – Operadoras de Celular

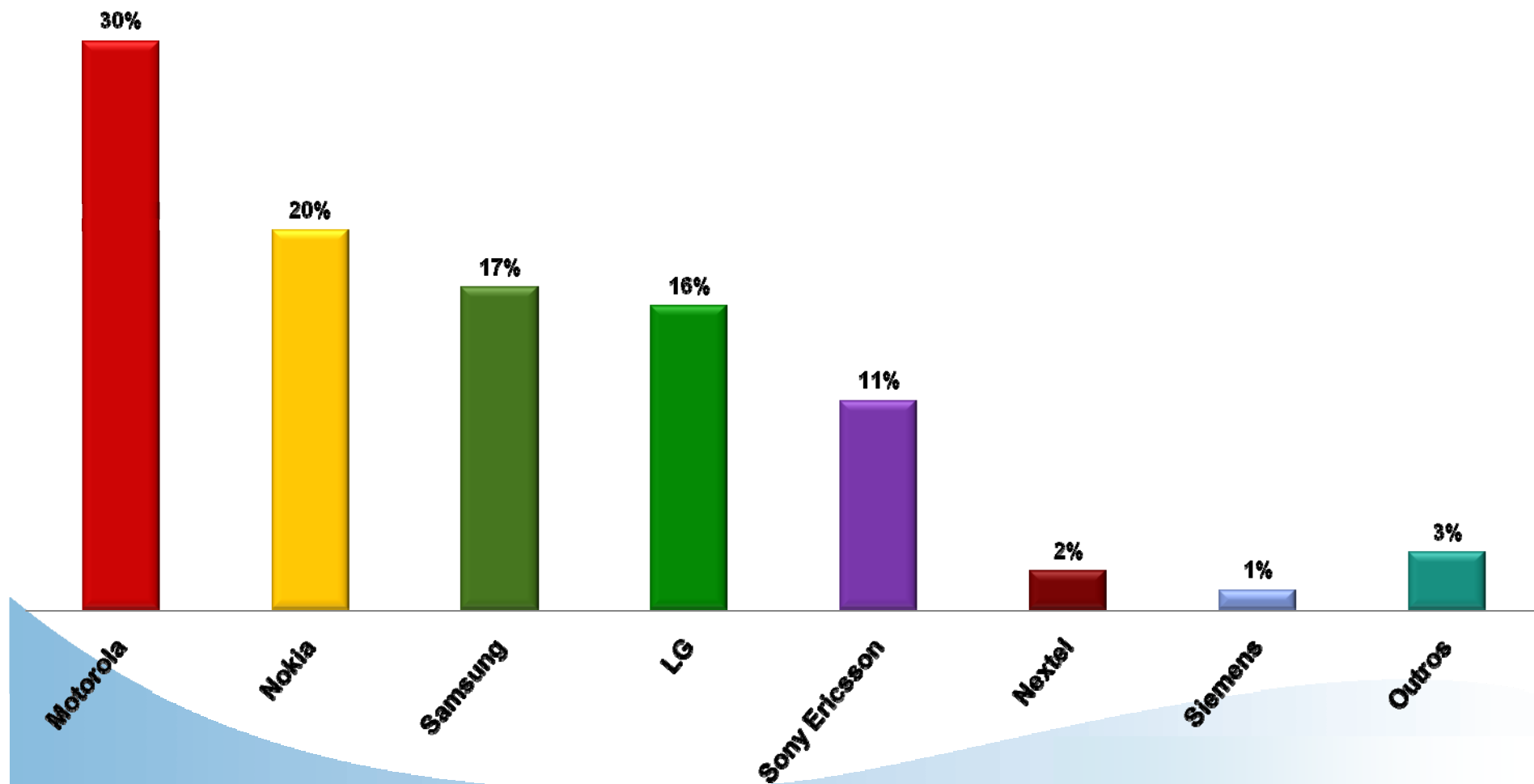
86% dos entrevistados possuem



Pesquisa Total

Hábitos de Consumo – Marcas de Celular

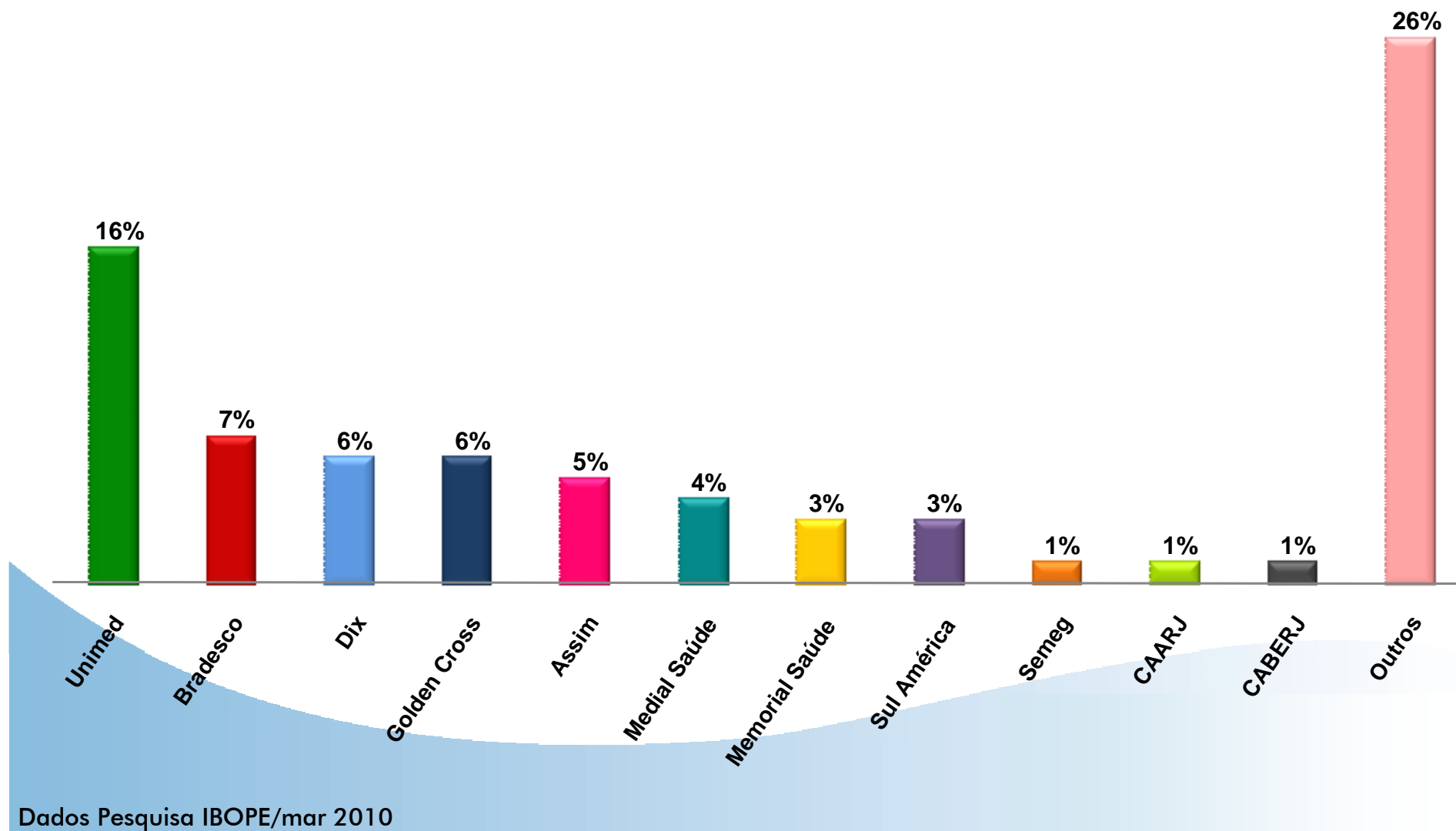
86% dos entrevistados possuem



Pesquisa Total

Hábitos de Consumo – Planos de Saúde

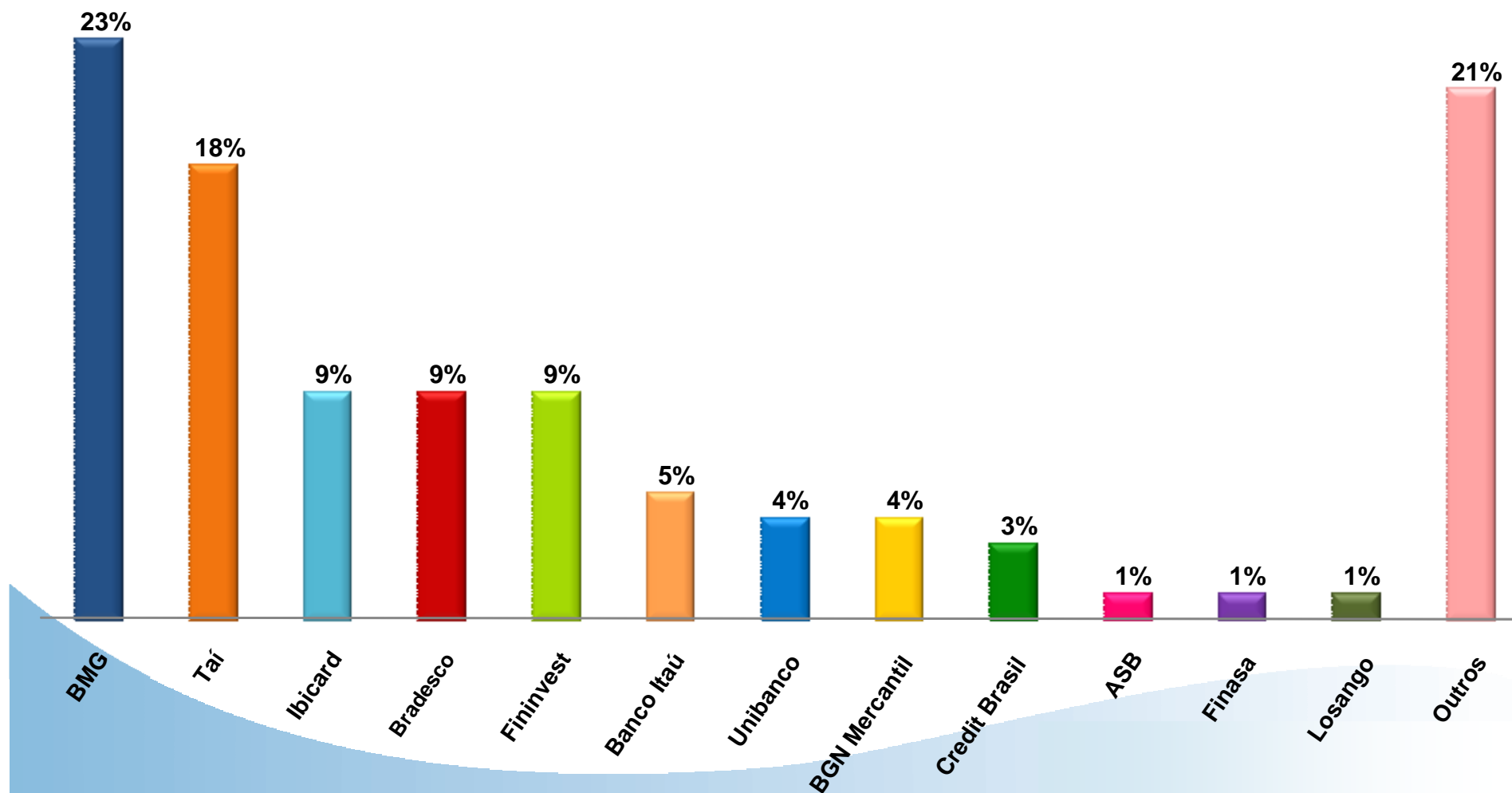
35% dos entrevistados possuem



Pesquisa Total

Hábitos de Consumo – Financeiras

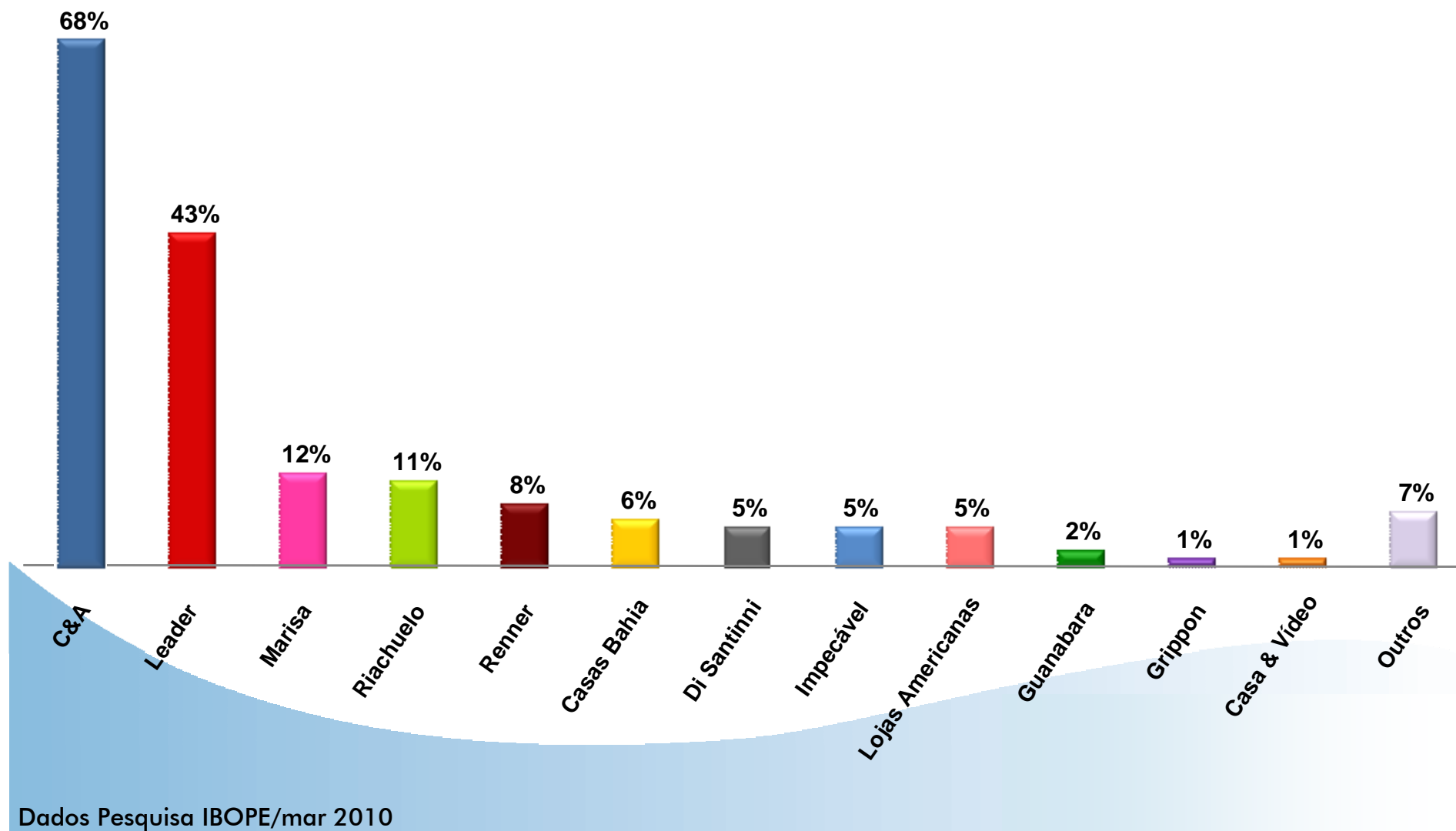
10% dos entrevistados faz uso



Pesquisa Total

Hábitos de Consumo – Cartão de Loja

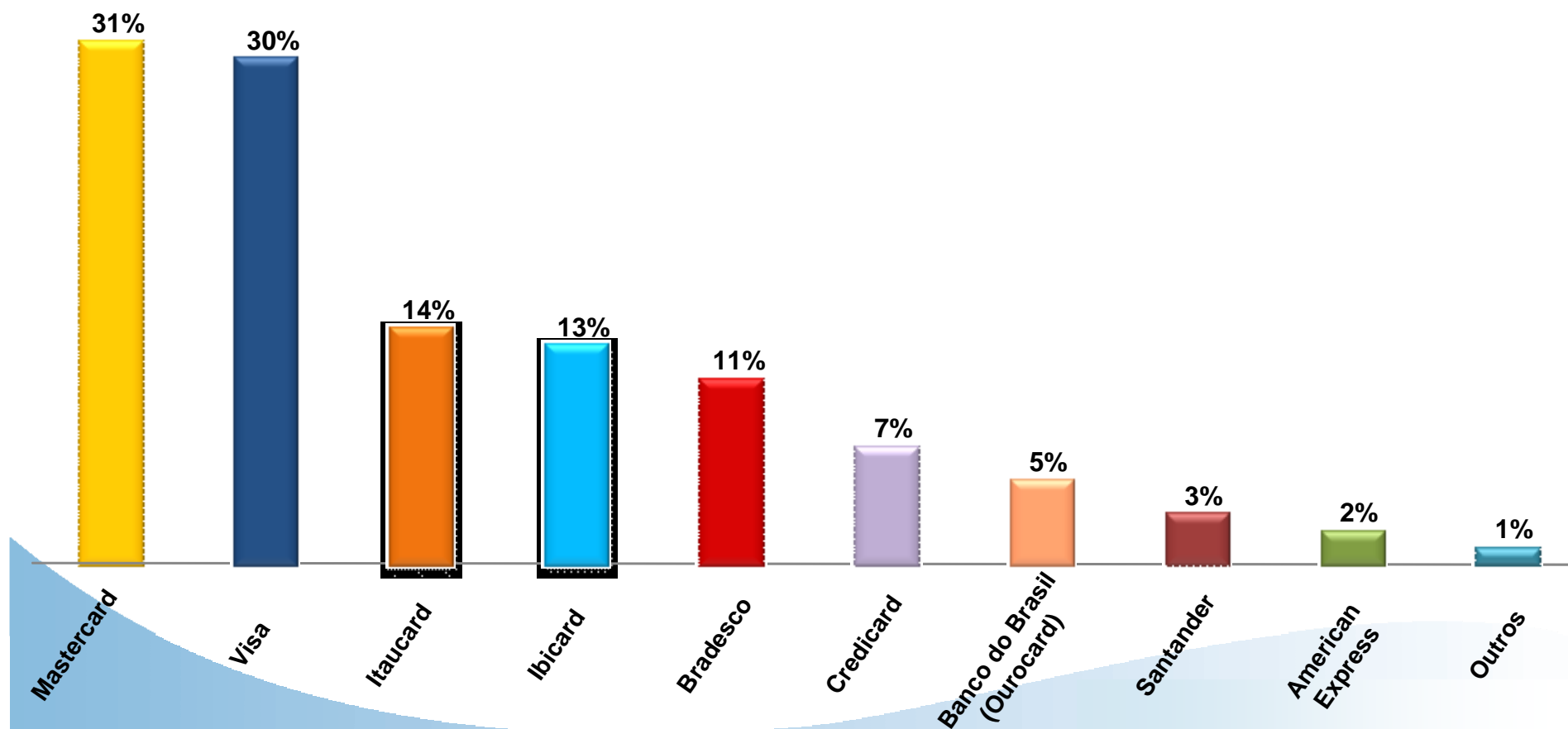
41% dos entrevistados possuem



Pesquisa Total

Hábitos de Consumo – Cartão de Crédito

48% dos entrevistados possuem



Pesquisa Total

Hábitos de Consumo – Banco

61% dos entrevistados utiliza

