

REALIZAÇÃO

GRUPO
AMANHÃ

PATROCÍNIO

 **impresul**
Comprando briga com o impossível.

PESQUISA


Engaje Pesquisas

**TOP
OF MIND
AMANHÃ
POA | 2020**

AS MARCAS DE
PORTO ALEGRE



TOP OF MIND POA Amostra

600
entrevistas

Entrevistas: Questionário online estruturado,
contendo somente questões abertas

Público: Moradores de 75 bairros foram
entrevistados

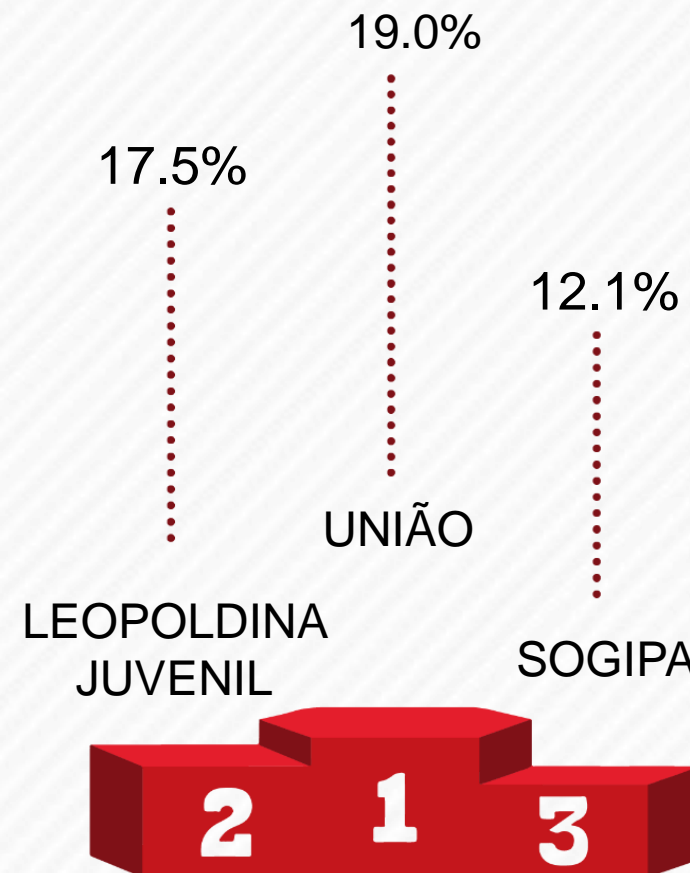
Grau de Confiança: 95%

Período das entrevistas: entre os dias 10 de abril a
26 de maio

SEGMENTOS	%
Masculino	46,0%
Feminino	54,0%
AB	35,0%
C	45,0%
DE	20,0%
16 a 24 anos	20,0%
25 a 39 anos	34,1%
40 a 70 anos	45,9%
Centro	33,4%
Leste	22,6%
Norte	33,8%
Sul	10,2%
BASE	600

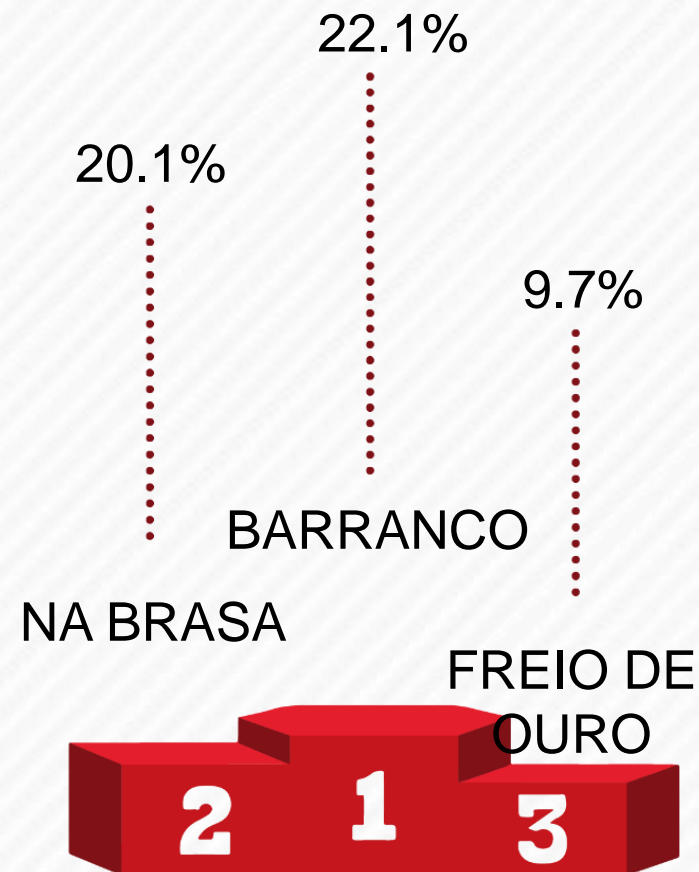


CLUBE SOCIAL



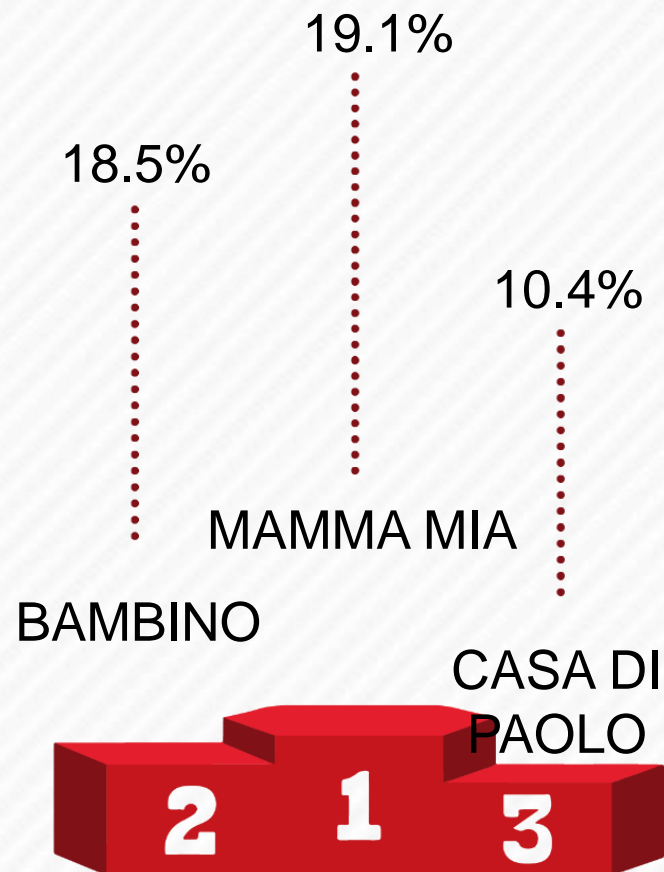


CHURRASCARIA



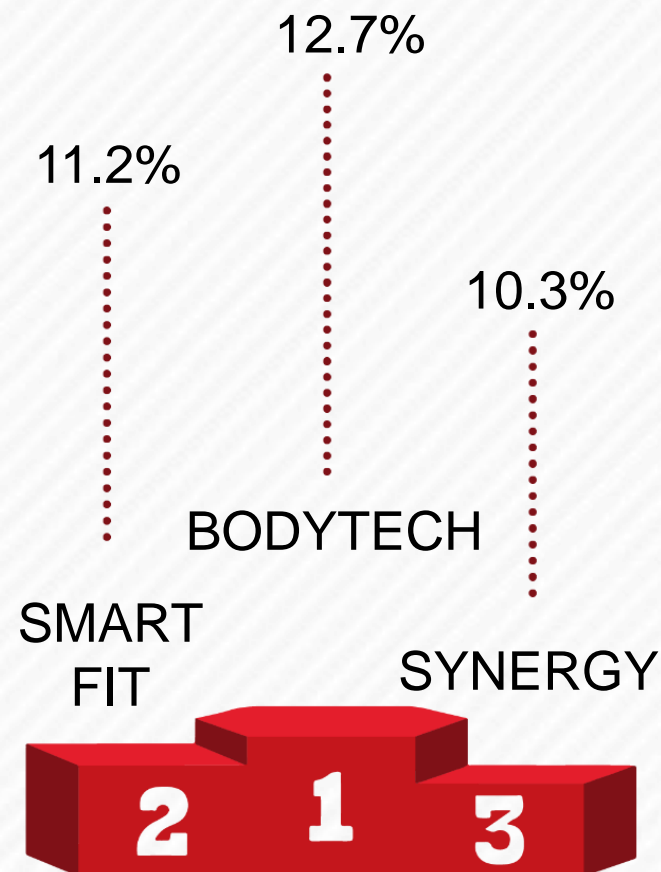


GALETERIA



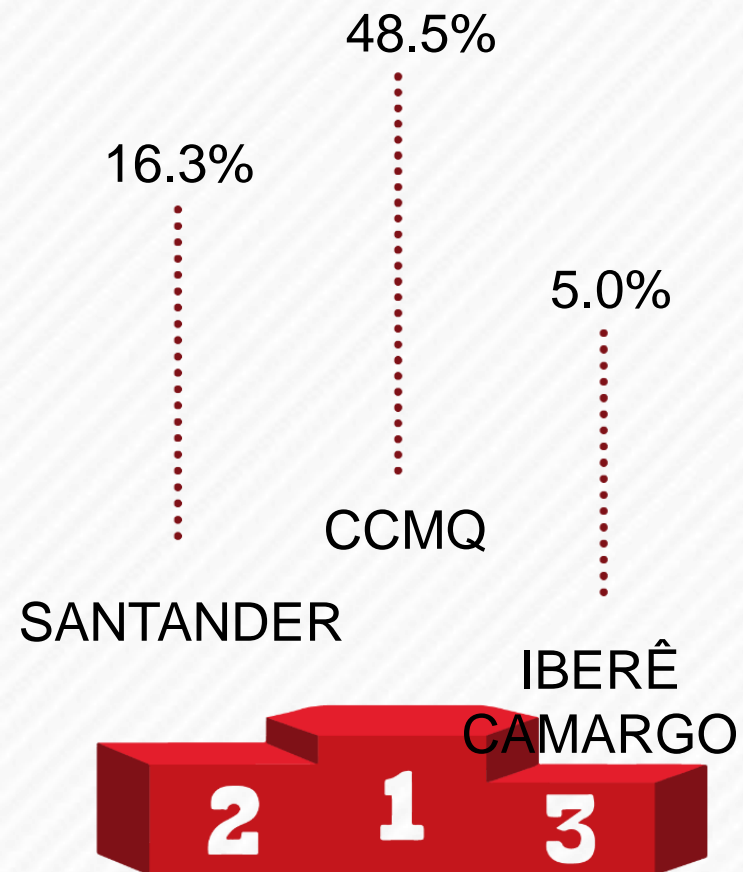


ACADEMIA



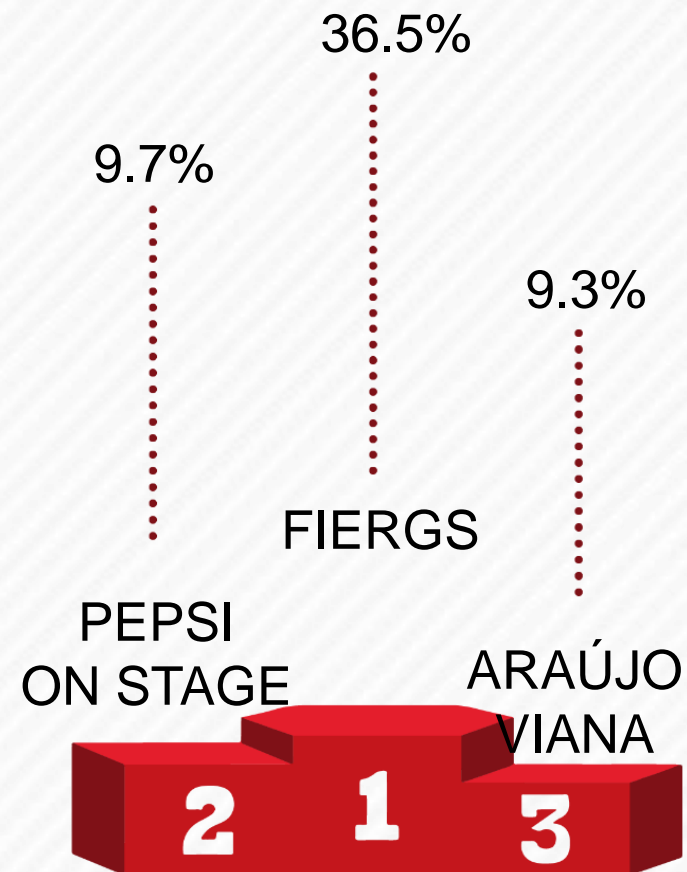


CENTRO CULTURAL



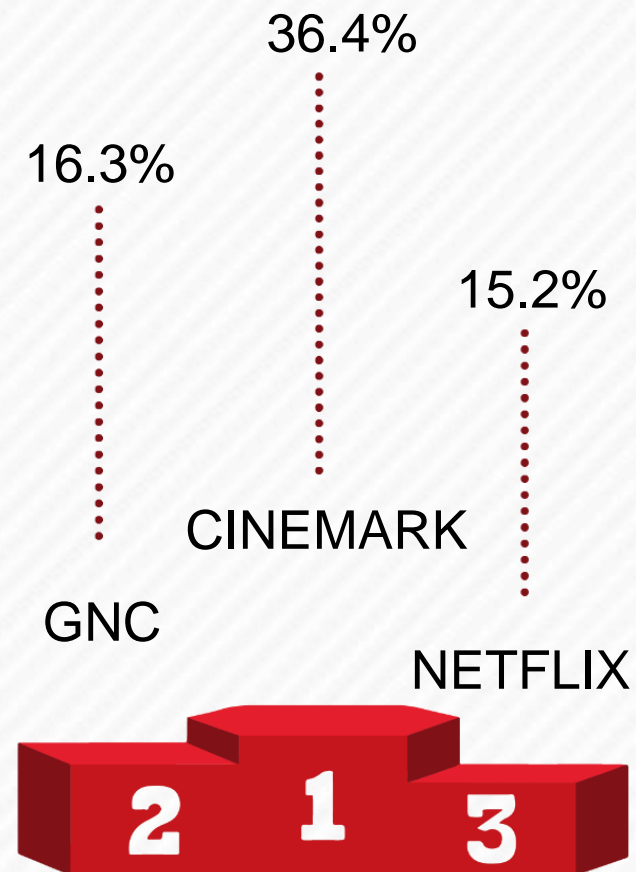


**CENTRO
DE EVENTOS**



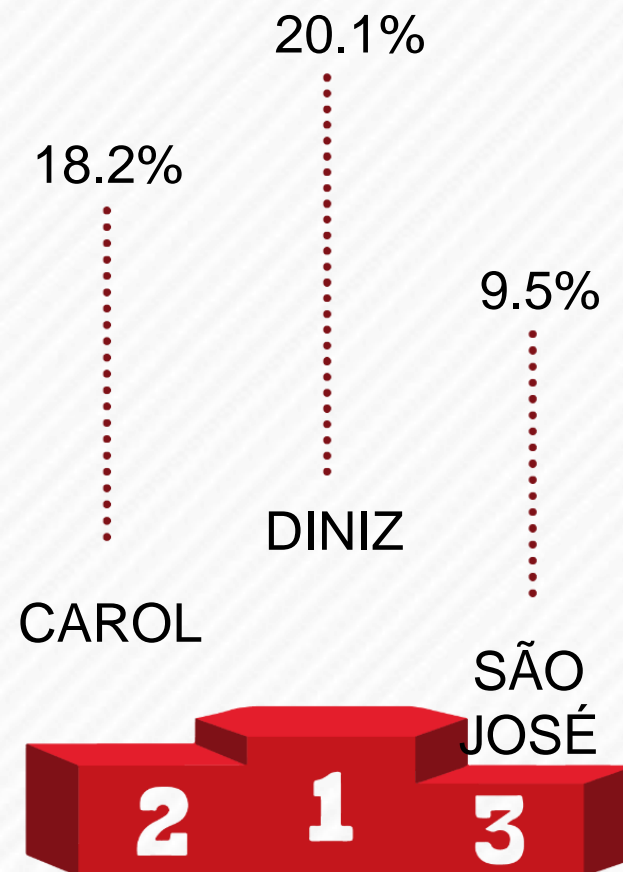


CINEMA



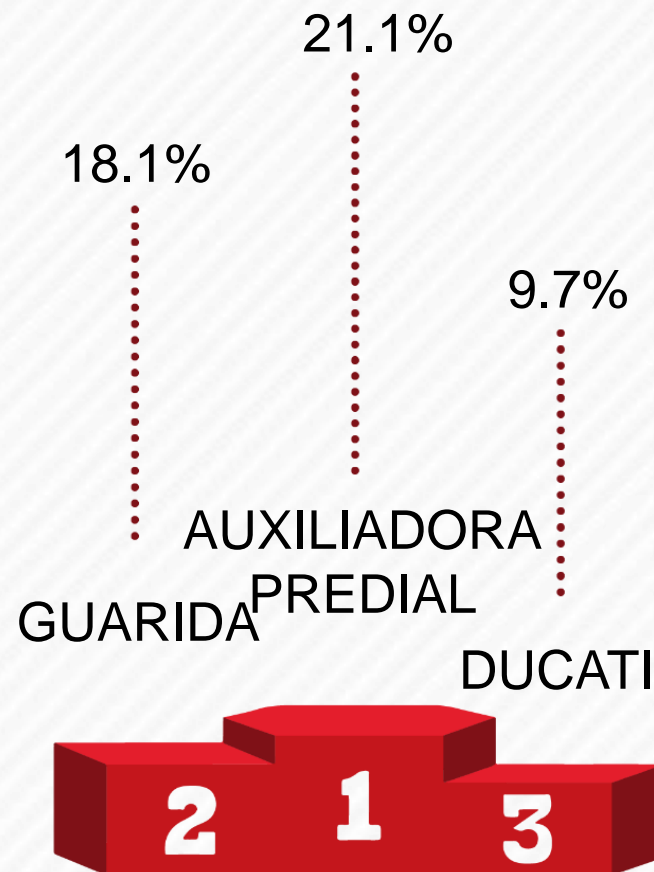


**ÓTICA/
RELOJOARIA**



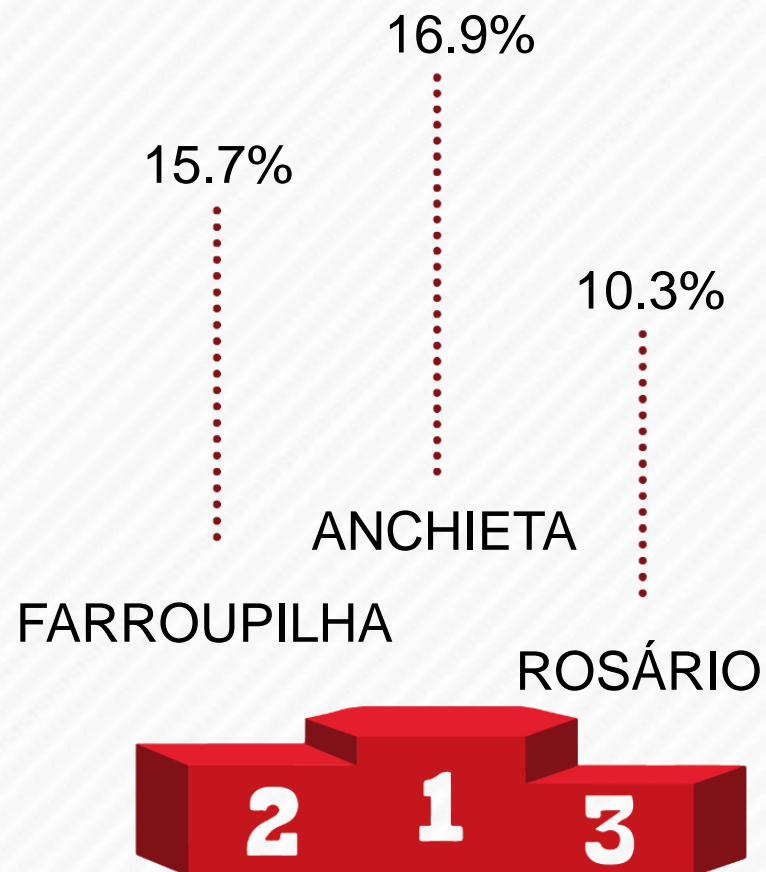


IMOBILIÁRIA



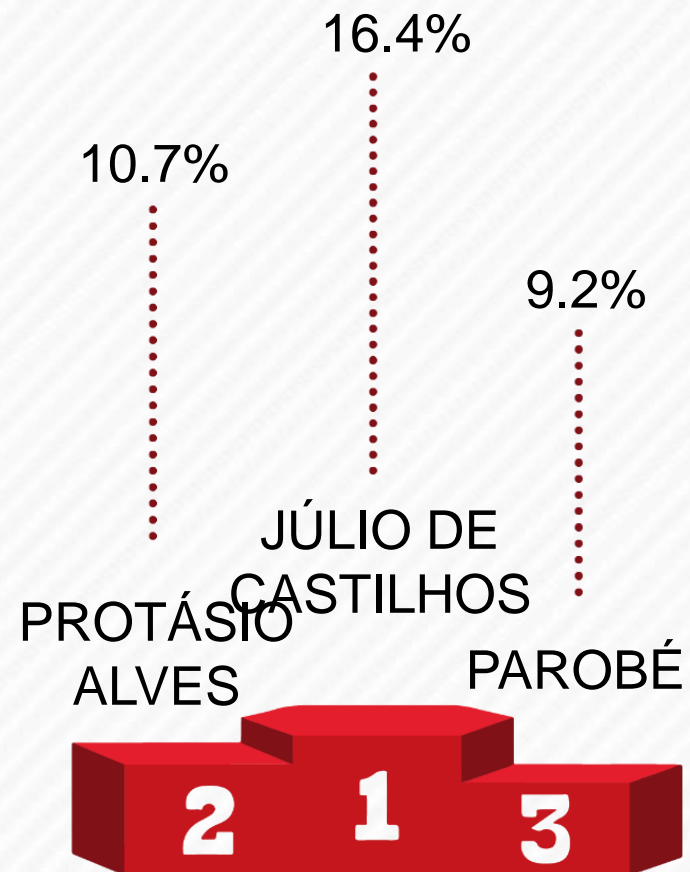


**ESCOLA
PARTICULAR**



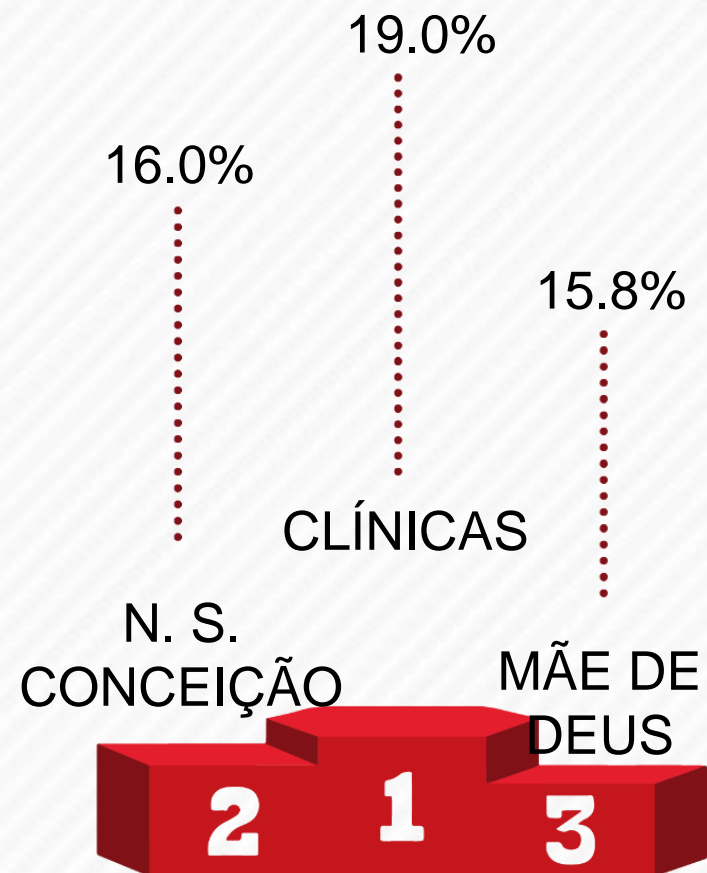


ESCOLA
PÚBLICA



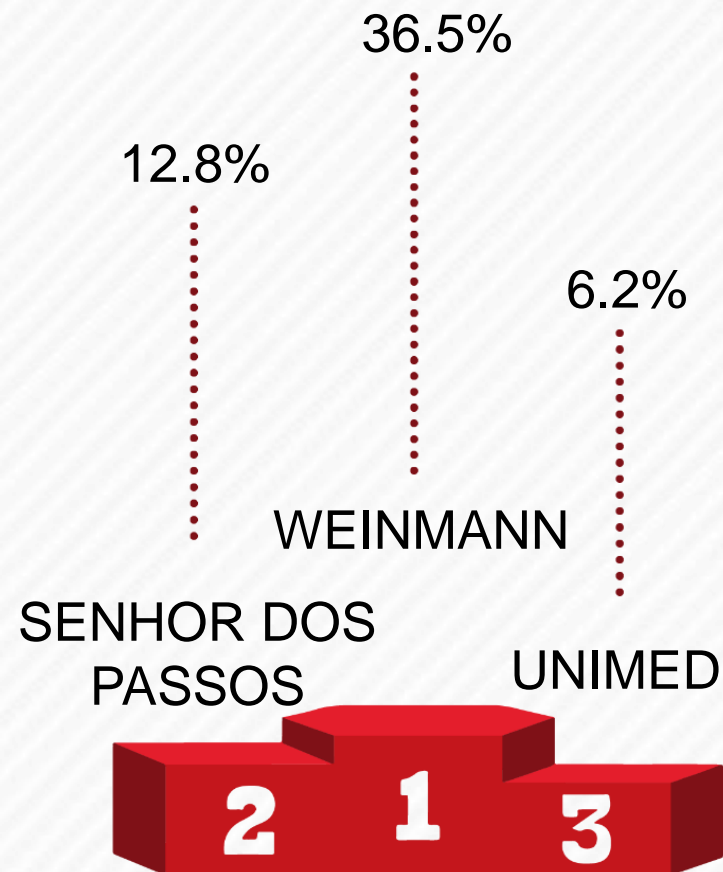


HOSPITAL



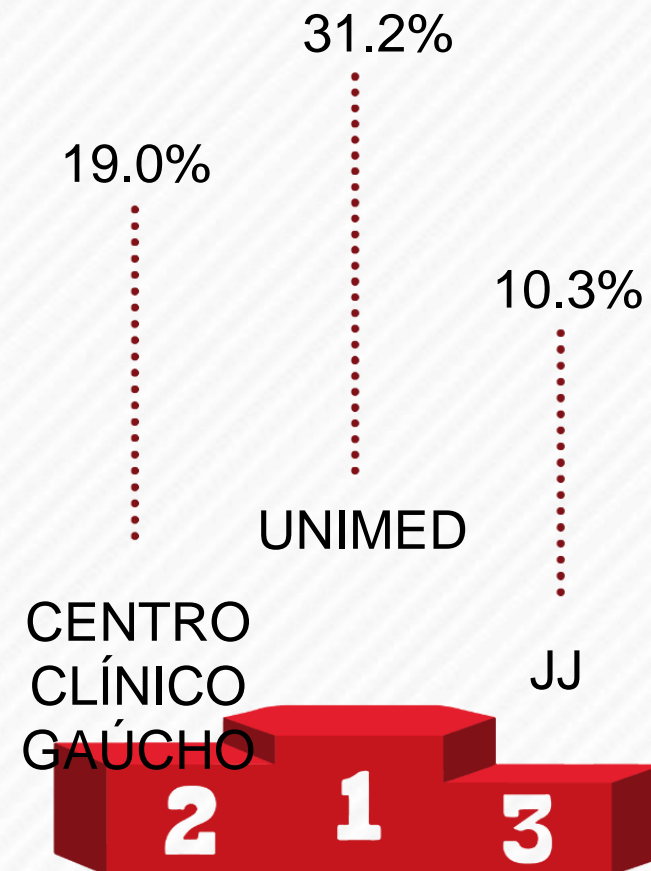


**LABORATÓRIO DE
ANÁLISES CLÍNICAS**



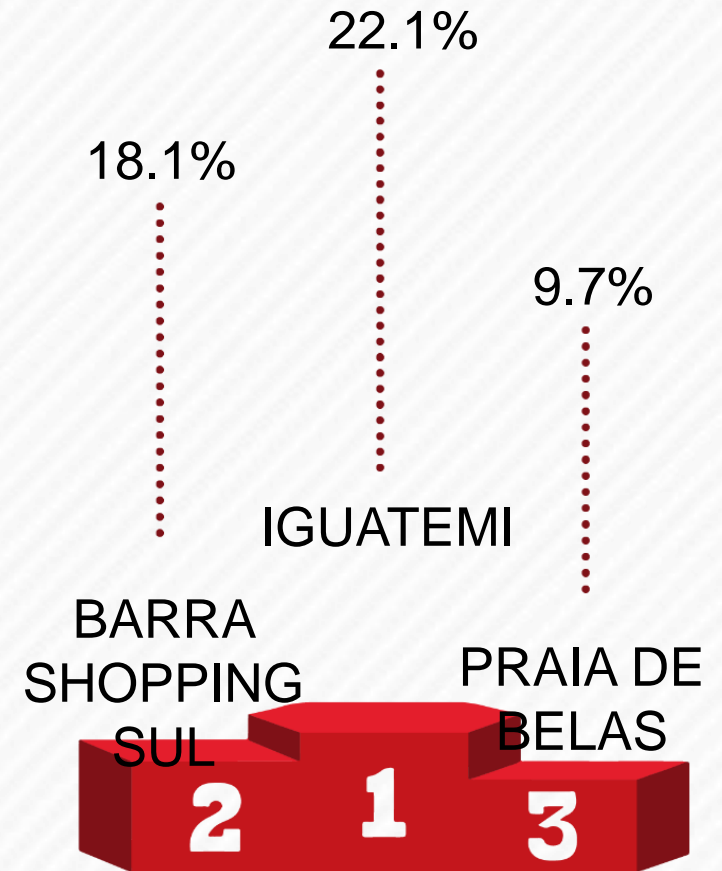


**CLÍNICA
MÉDICA**



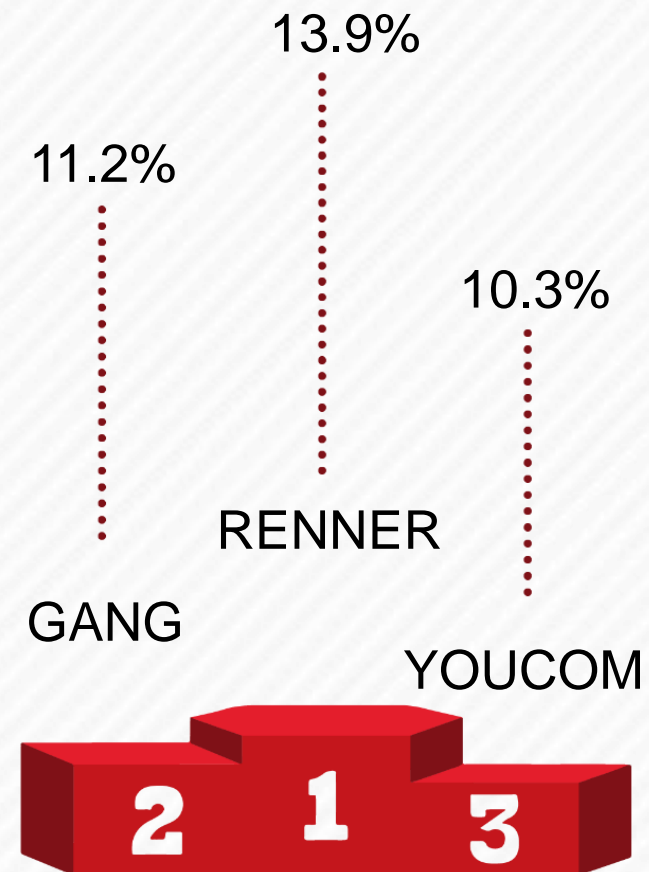


**SHOPPING
CENTER**



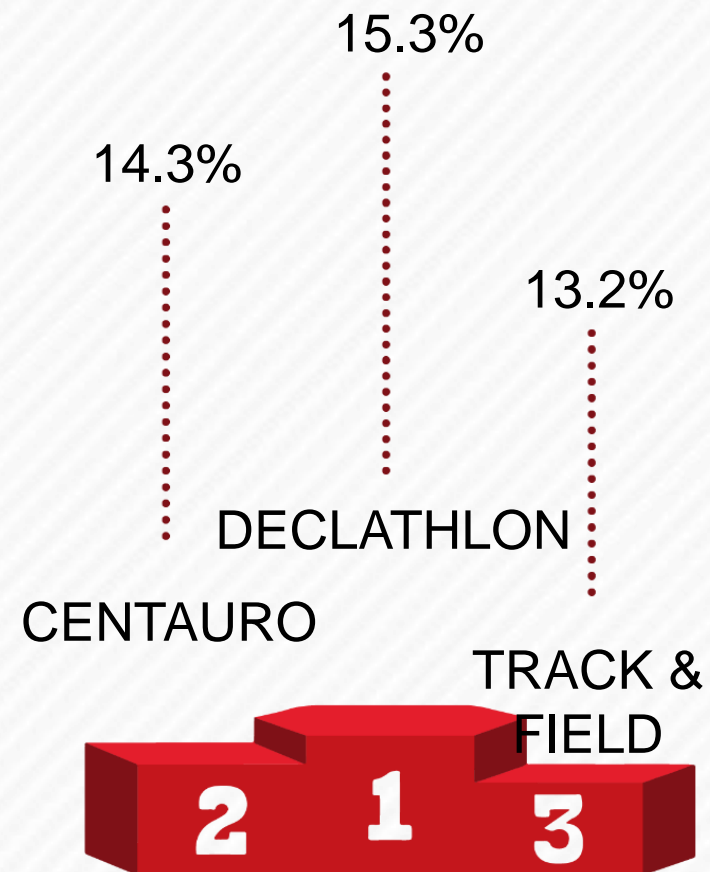


**LOJA DE
ROUPA JOVEM**



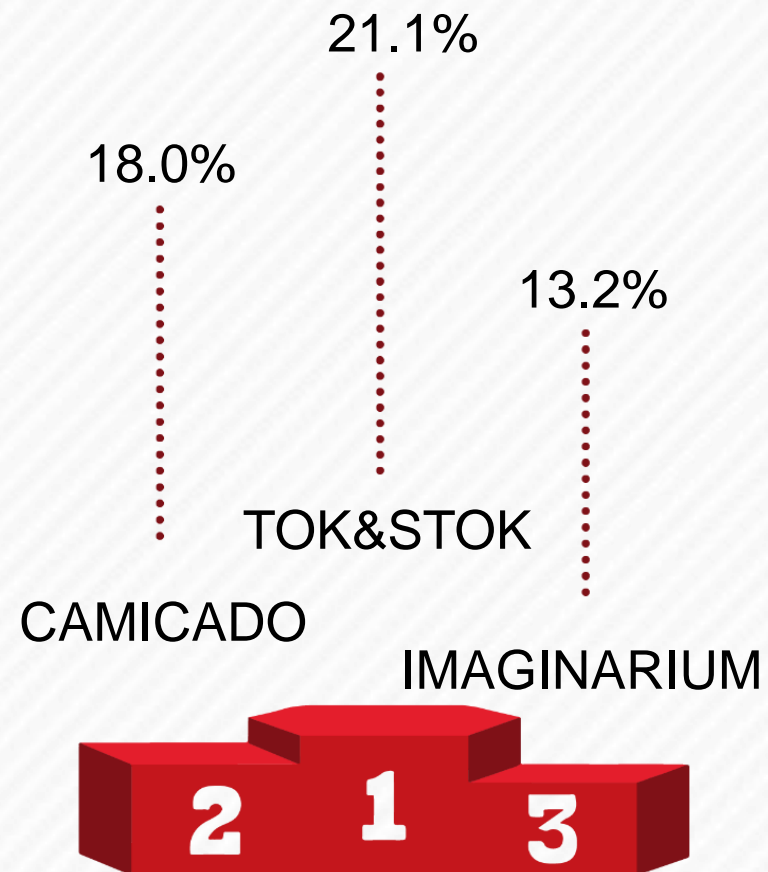


**LOJA DE
ARTIGO ESPORTIVO**



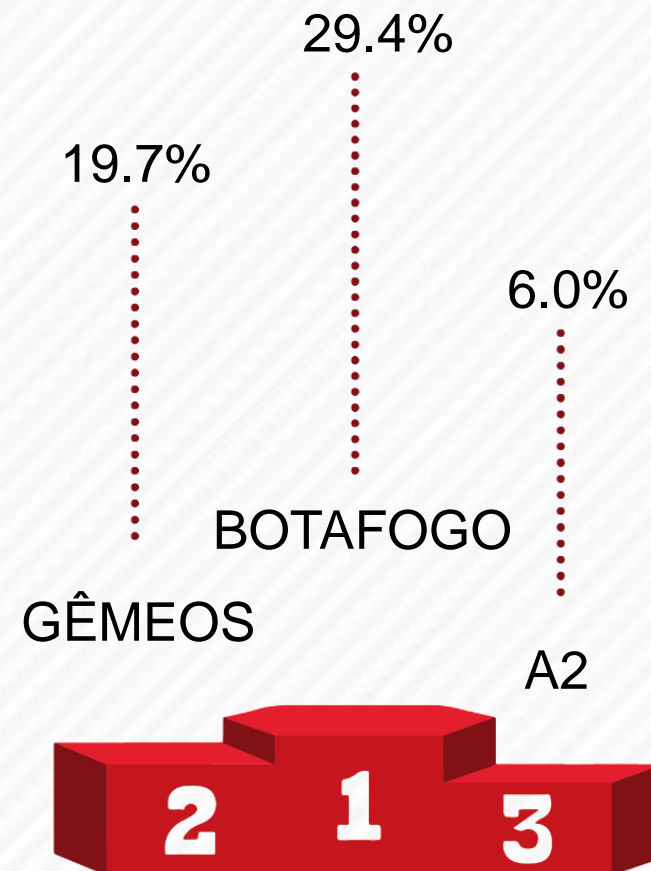


**LOJA DE
DECORAÇÃO**



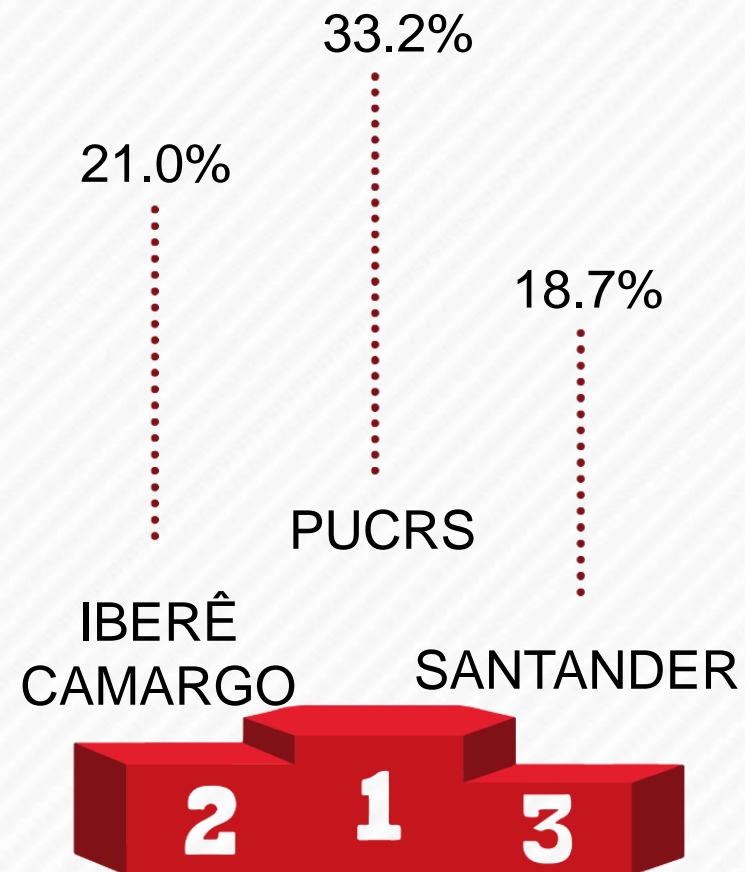


MOTEL



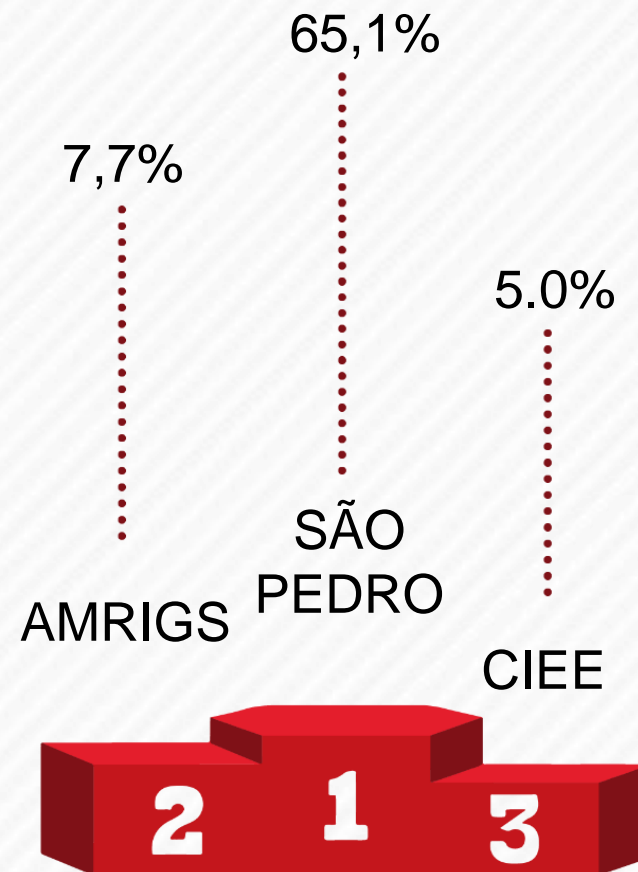


MUSEU



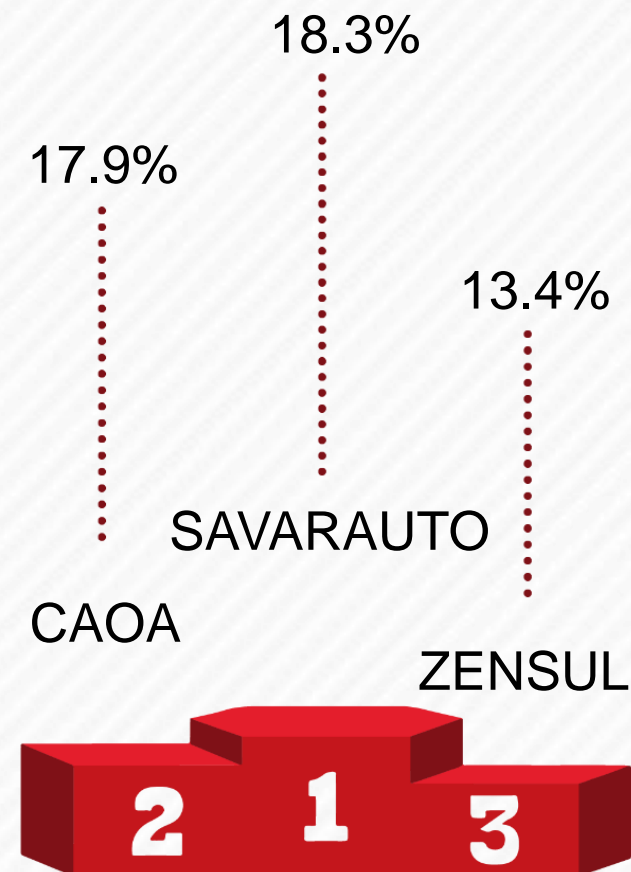


TEATRO



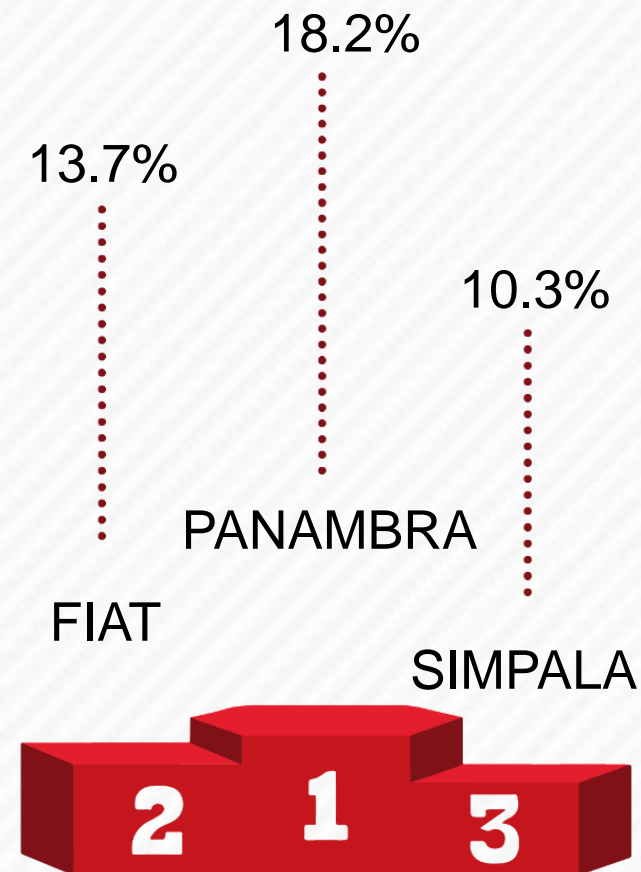


CONCESSIONÁRIA DE CARRO IMPORTADO



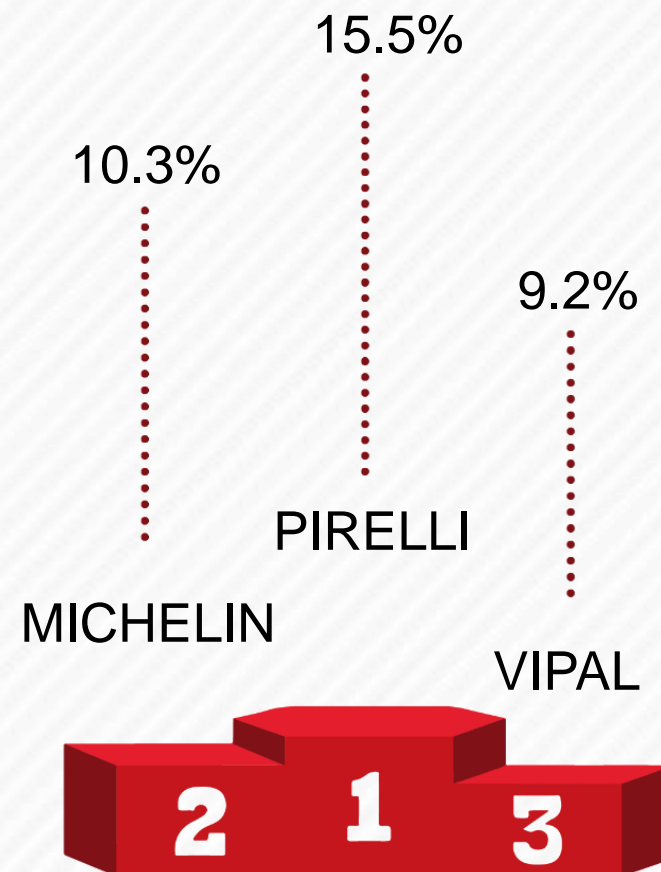


**CONCESSIONÁRIA DE
CARRO NACIONAL**



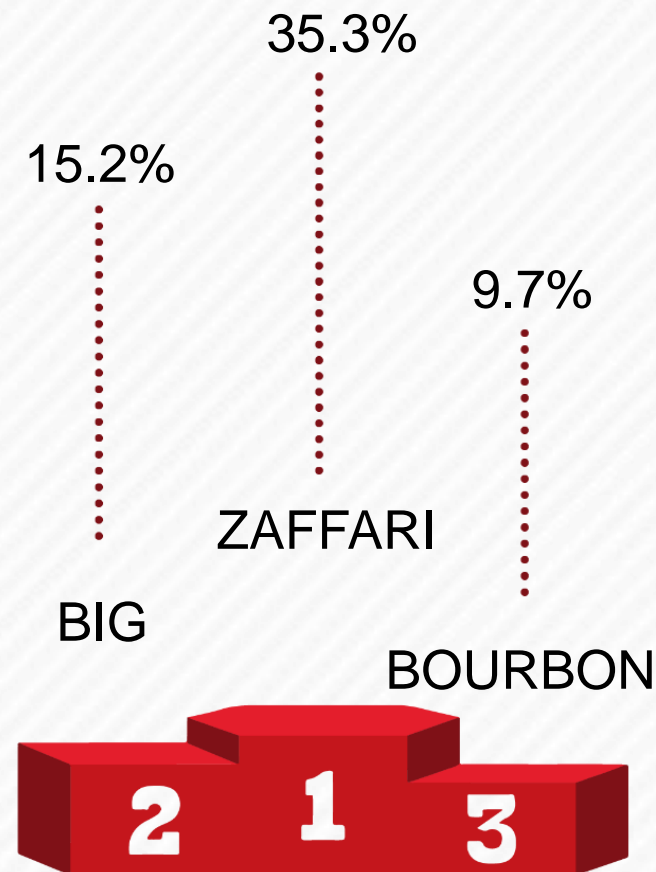


**LOJA DE
PNEUS**



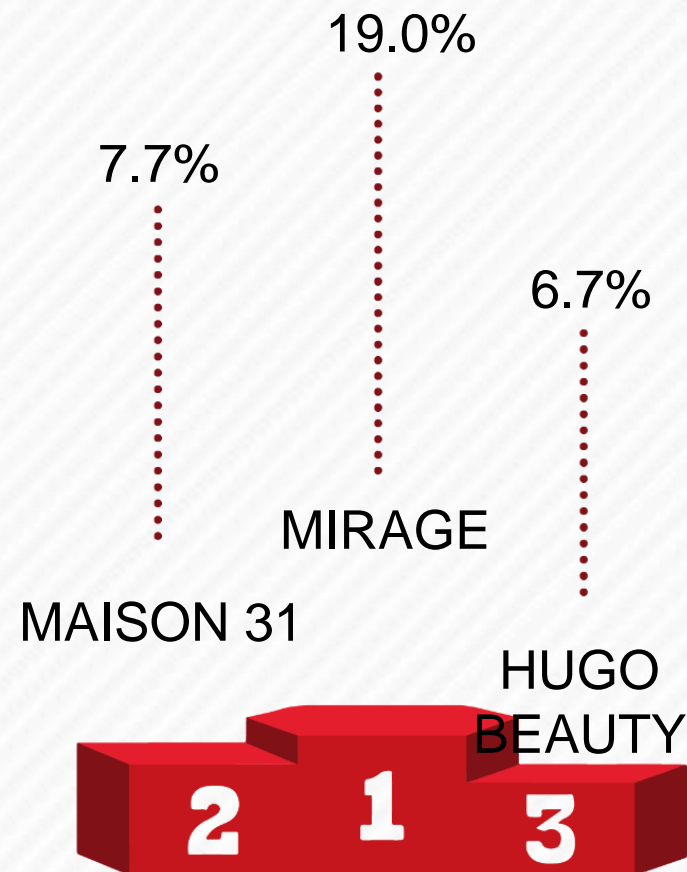


SUPERMERCADO



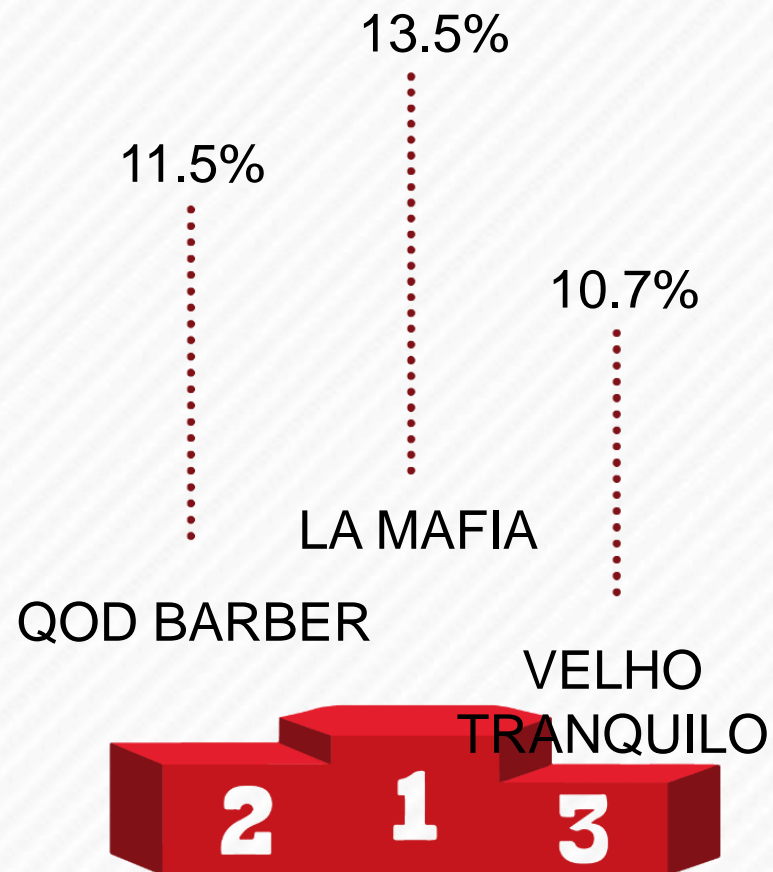


**SALÃO DE
BELEZA**



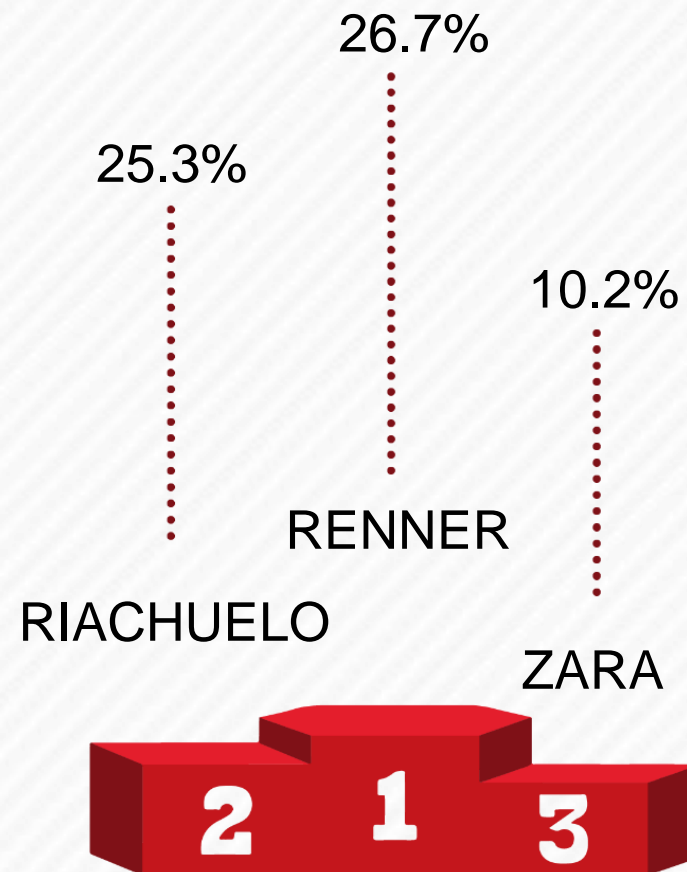


BARBEARIA



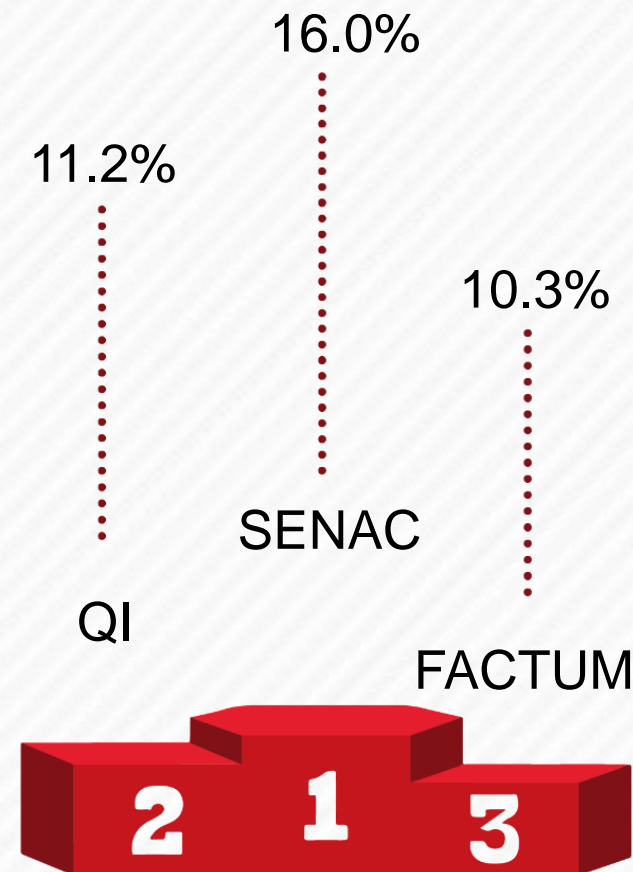


**LOJA DE
DEPARTAMENTO**



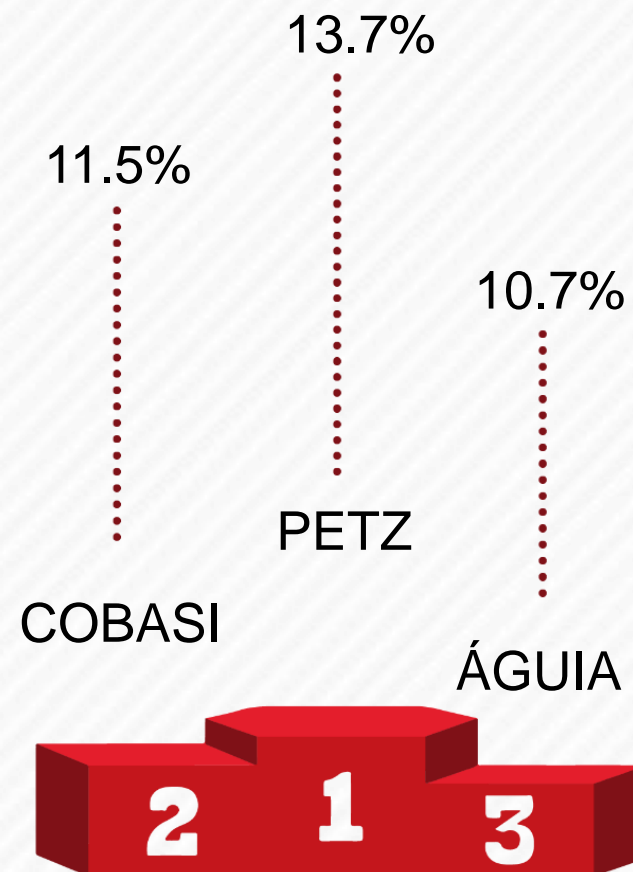


**ENSINO
TÉCNICO**



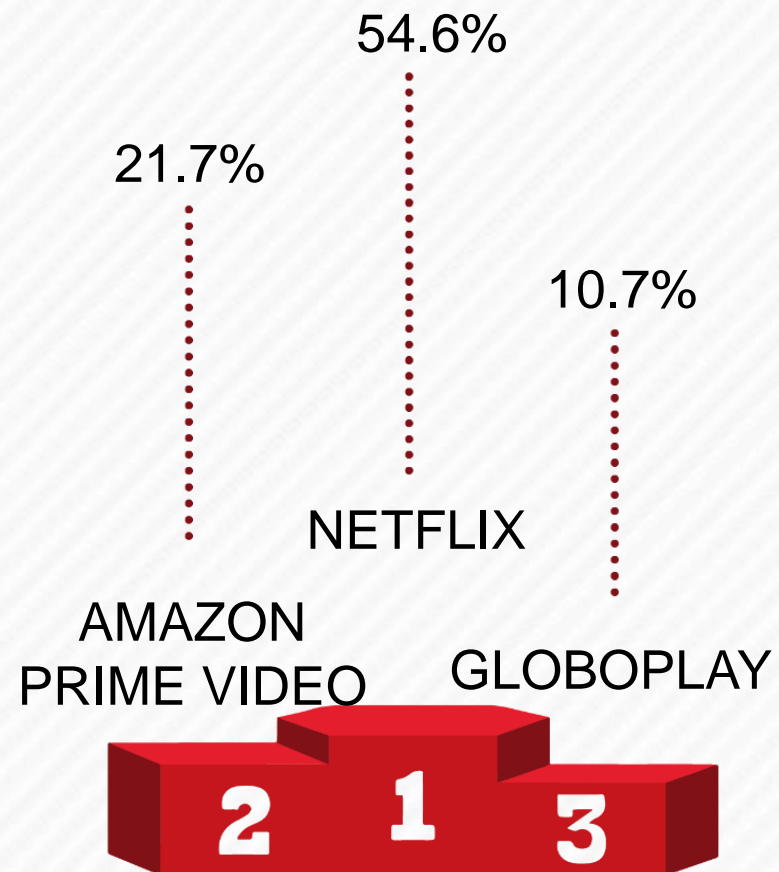


PETSHOP



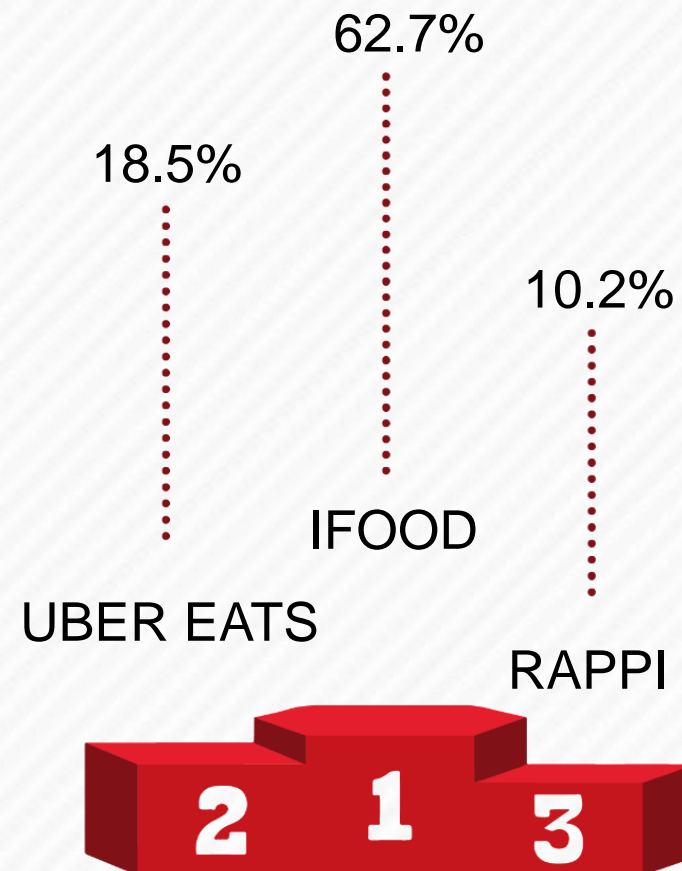


**PLATAFORMA
DE STREAMING**



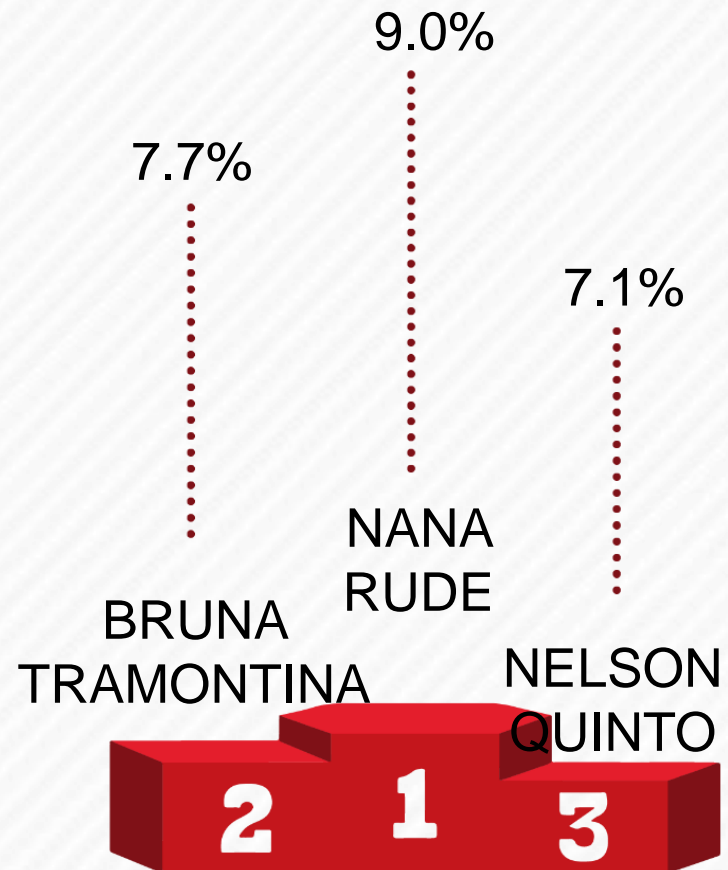


**APP DE
DELIVERY**



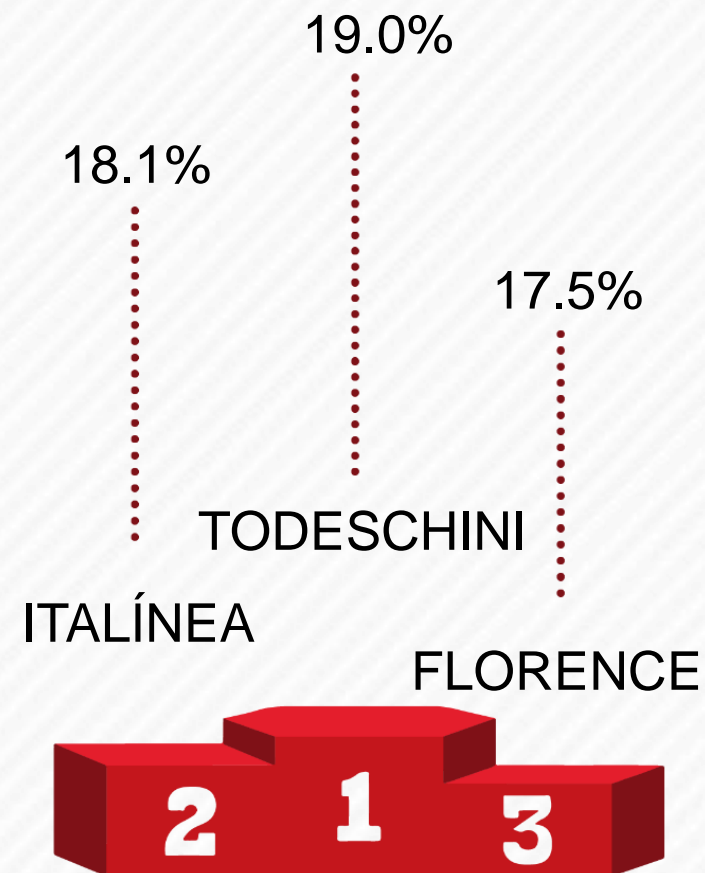


**INFLUENCIADOR
DIGITAL**





**MÓVEIS
PLANEJADOS**





**SERVIÇOS
FUNERÁRIOS**

