

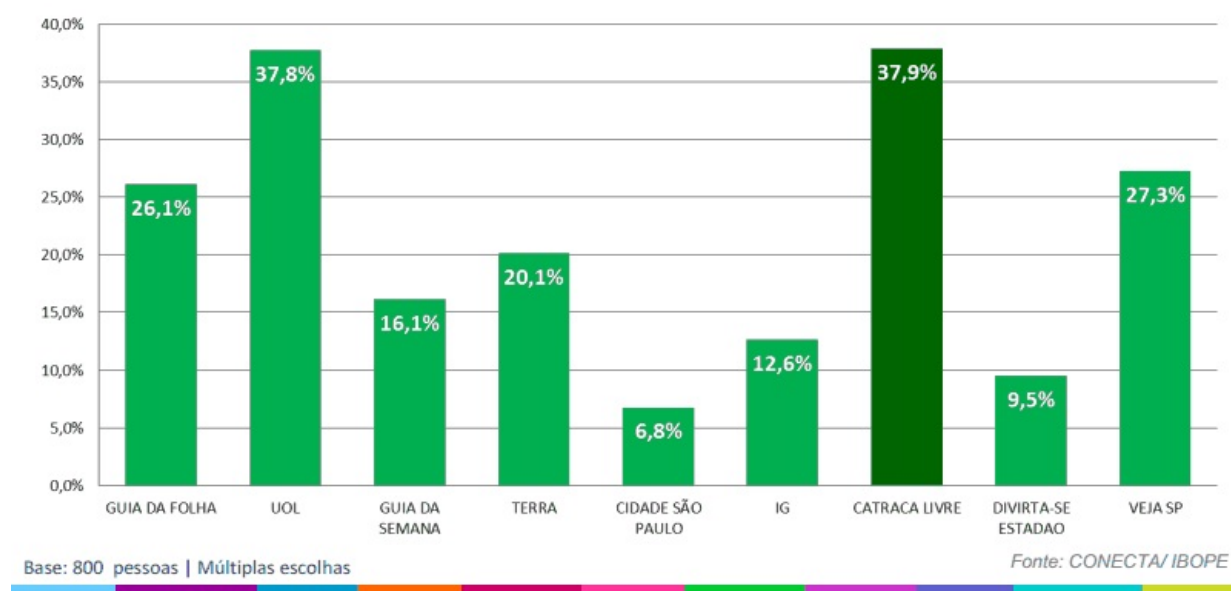
The cidadedesaopaulo.com website is one of the most sought after

According to a survey by Ibope disclosed on September 12th, 2013, 94.9% of people use the internet to search for cultural attractions in São Paulo. Among the most remembered websites is the city's official tourism website www.cidadedesaopaulo.com. The website is viewed about 650 thousand times a month.

The survey also pointed out that newspapers is the second most sought medium used by interviewees, with a 38.8% reach. Magazines (29.1%) are on third position. Other media (18.5%).

Conducted for 15 days in August, the survey interviewed 800 internet users from various age groups and social classes. The survey was commissioned by Catraca Livre to Ibope Inteligência. See the graphics below:

Quais são os sites que você prefere para encontrar atividades sociais e culturais na cidade?

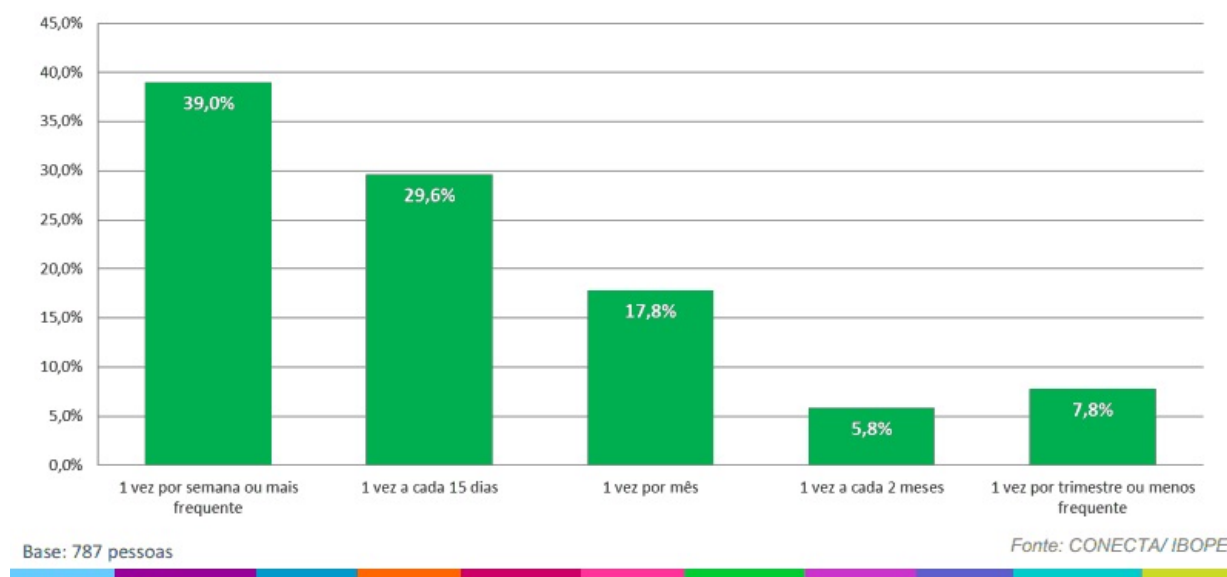


What websites do you prefer to find social and cultural activities in the city?

Source: CONECTA/IBOPE

Base: 800 people | Multiple choices

Com que frequência você sai para realizar alguma dessas atividades sociais e culturais?

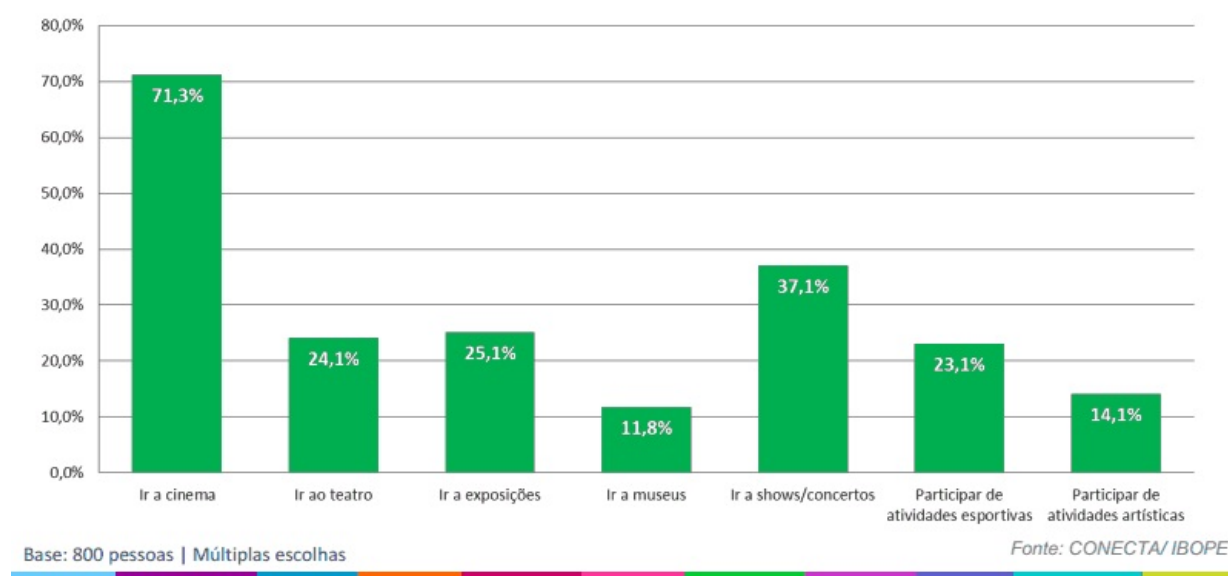


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Source: CONECTA/IBOPE

Base: 800 people | Multiple choices

O que você faz com maior frequência?



What sites do you prefer to find social and cultural activities in the city?

Source: CONECTA/IBOPE

Base: 800 people | Multiple choices