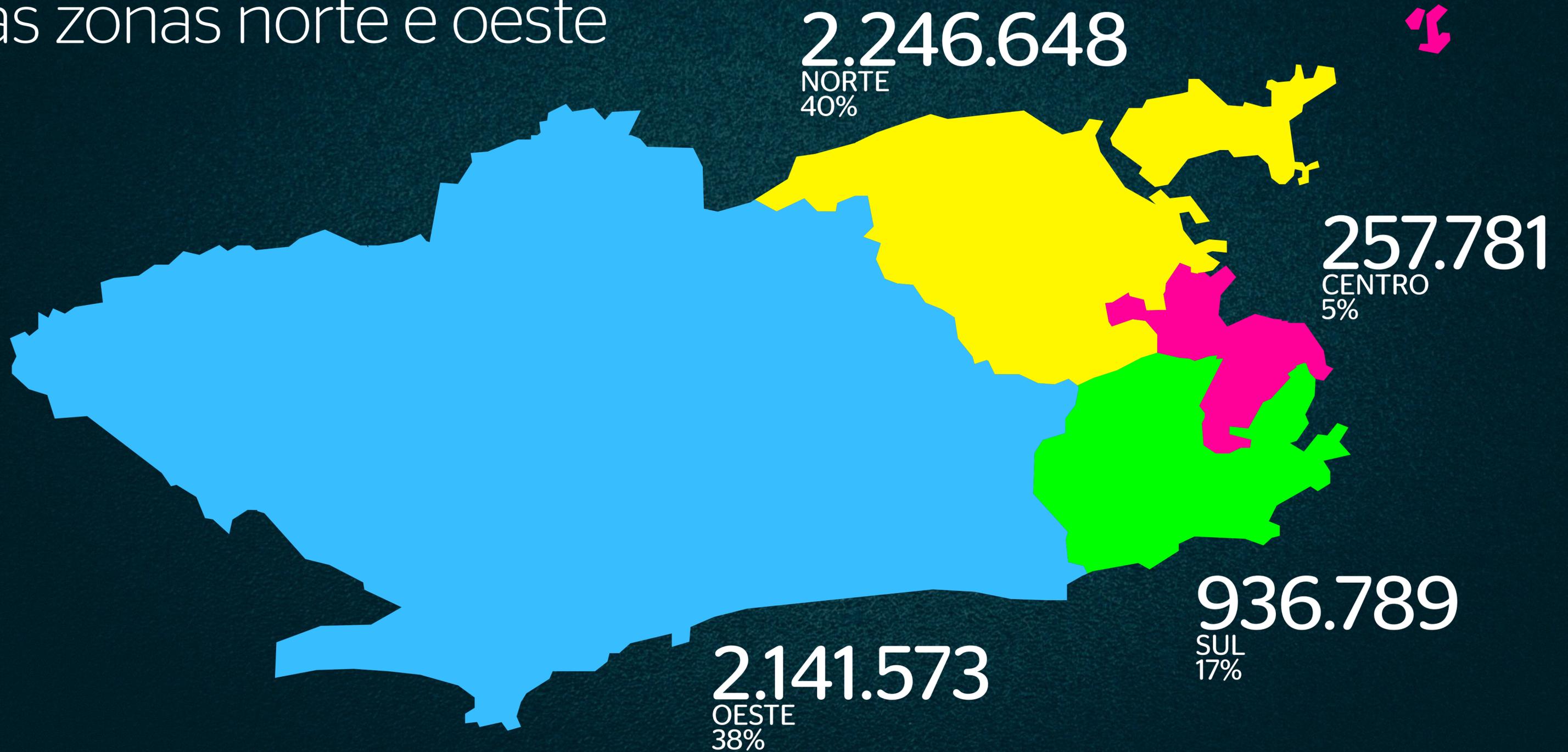
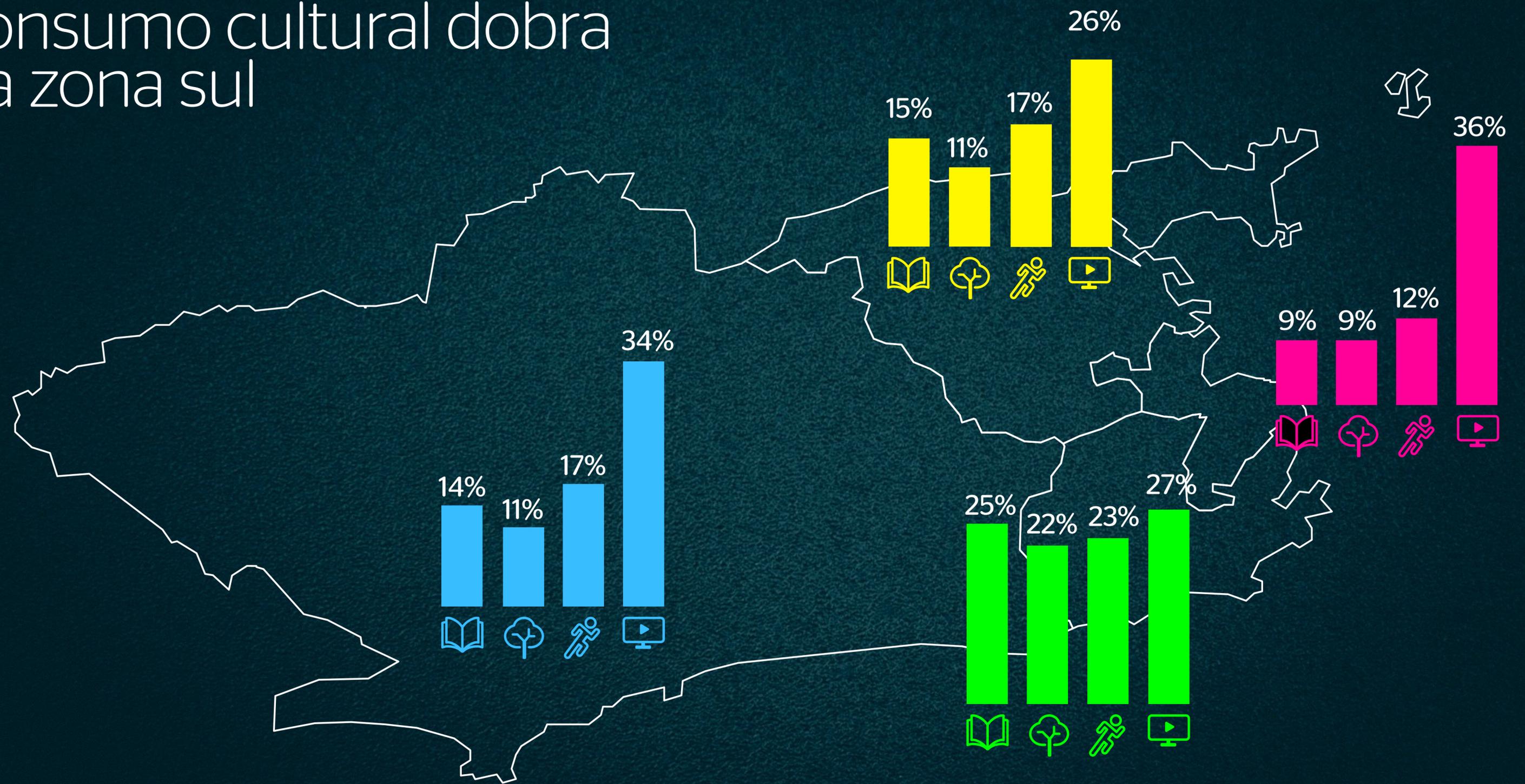


territórios  
da cultura carioca

78% dos cariocas vivem nas zonas norte e oeste



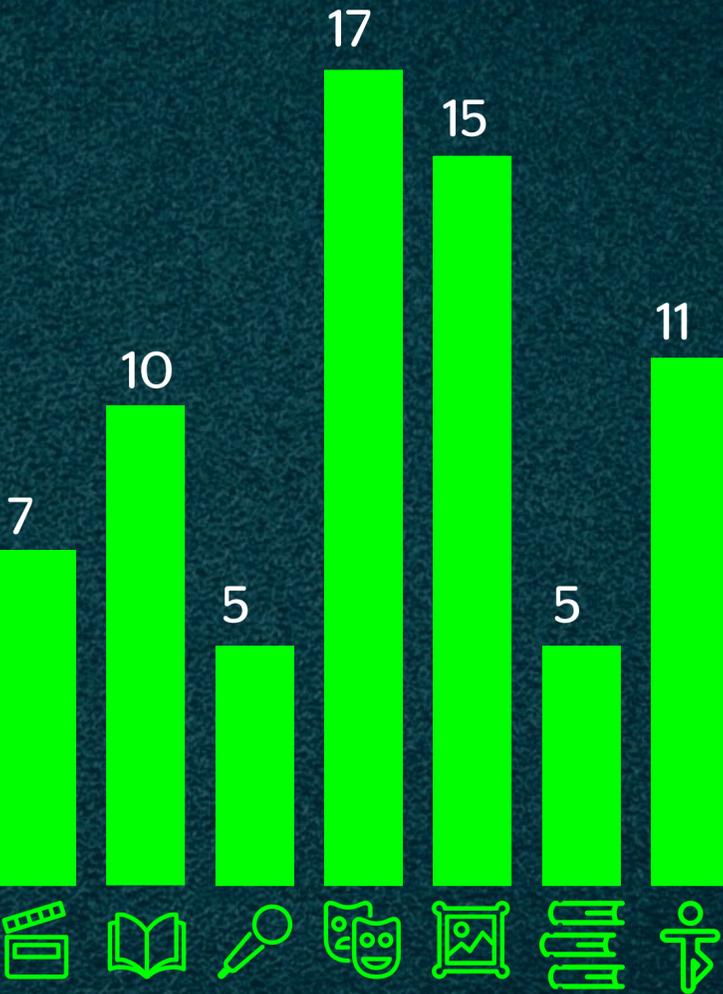
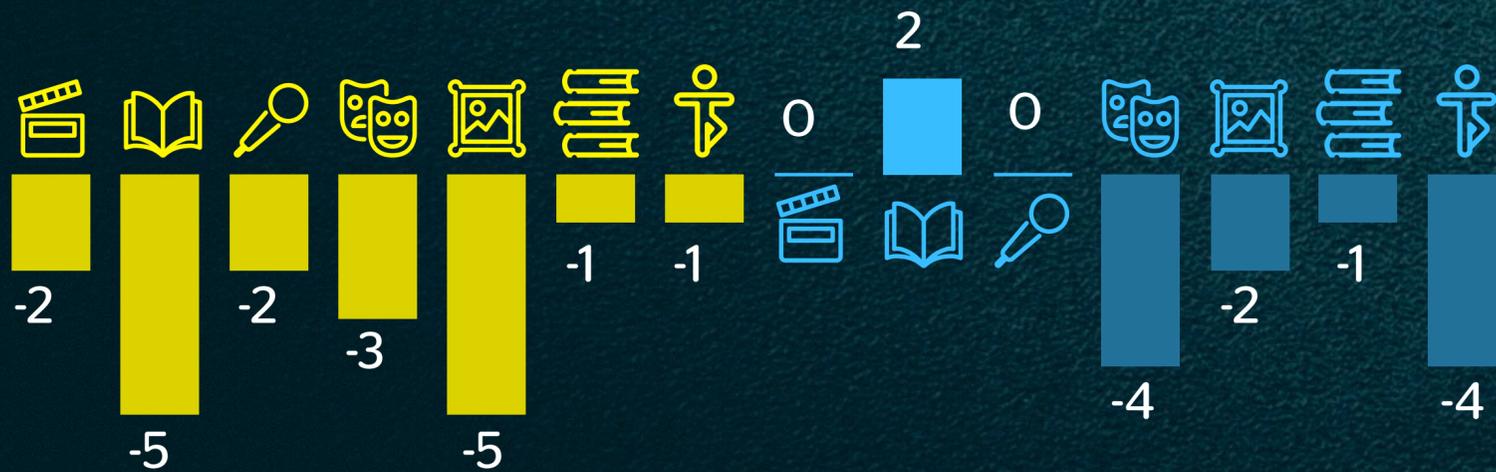
# consumo cultural dobra na zona sul



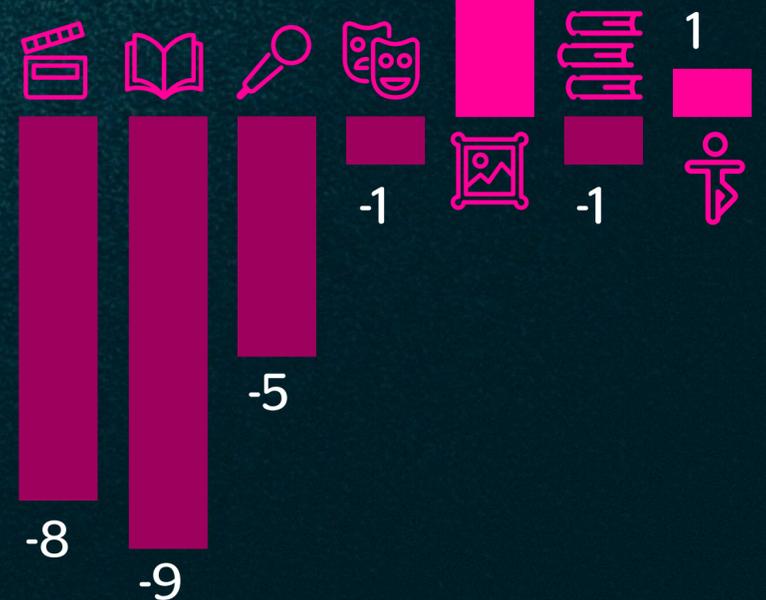
# variação do hábito cultural em relação à média



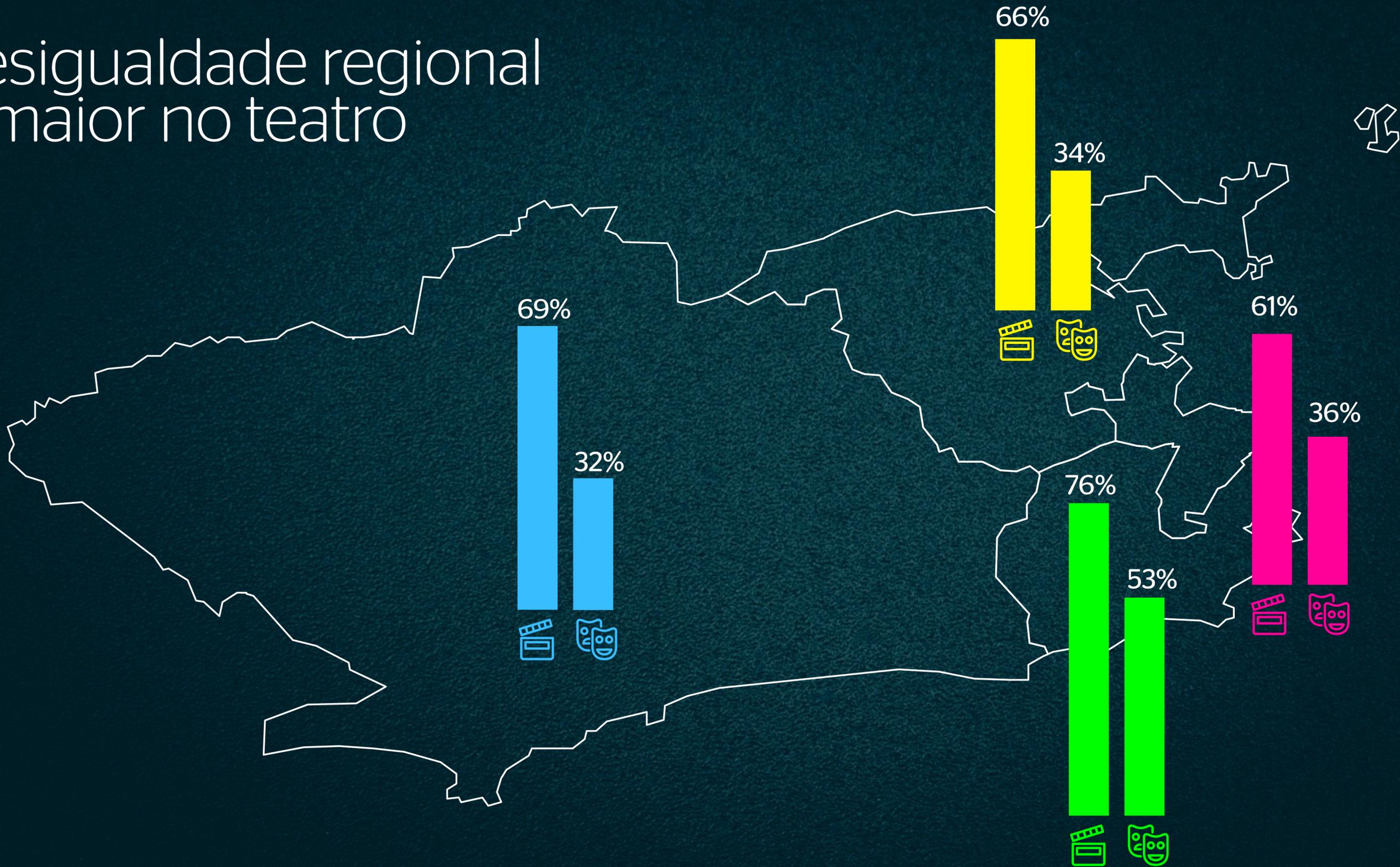
**40%**  
NA ZONA NORTE



**17%**  
NA ZONA SUL

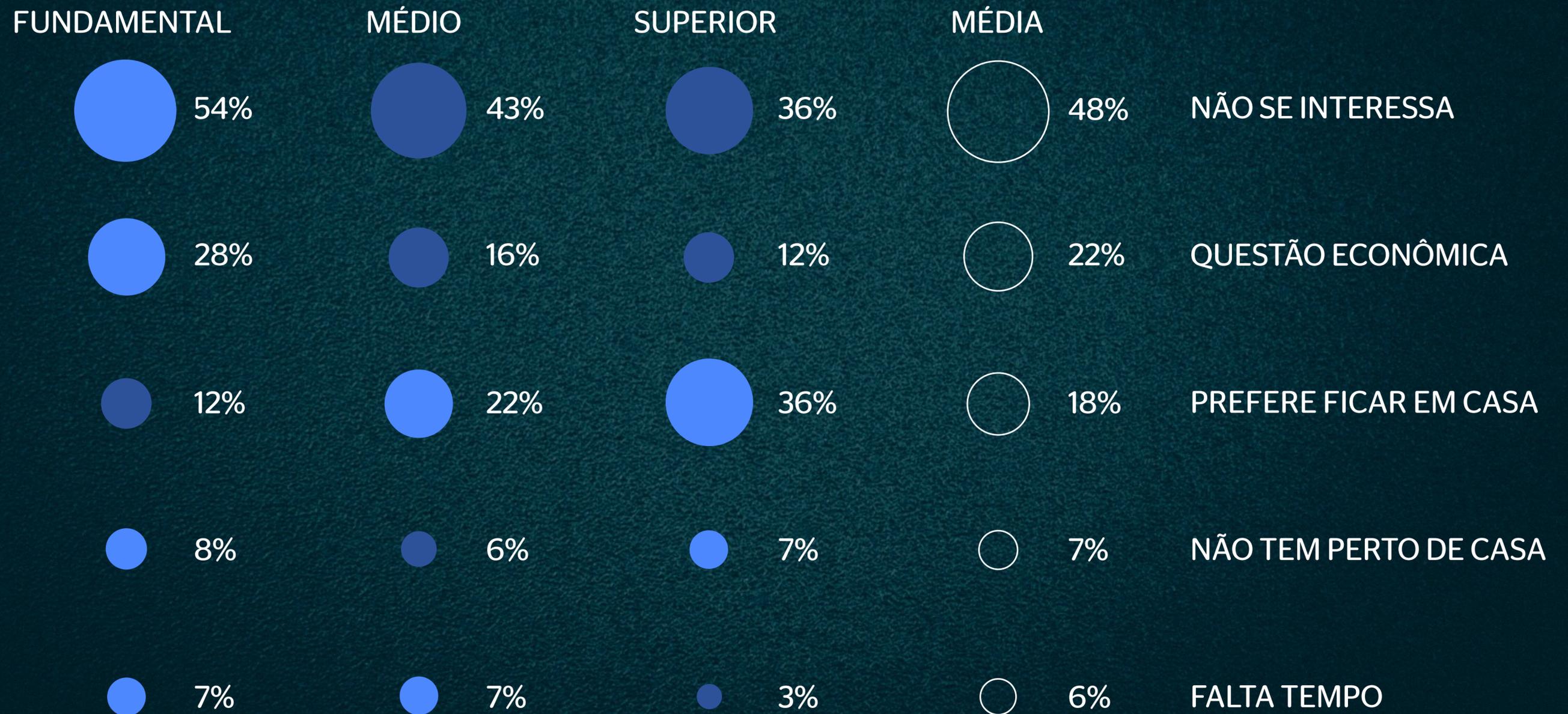


# desigualdade regional é maior no teatro

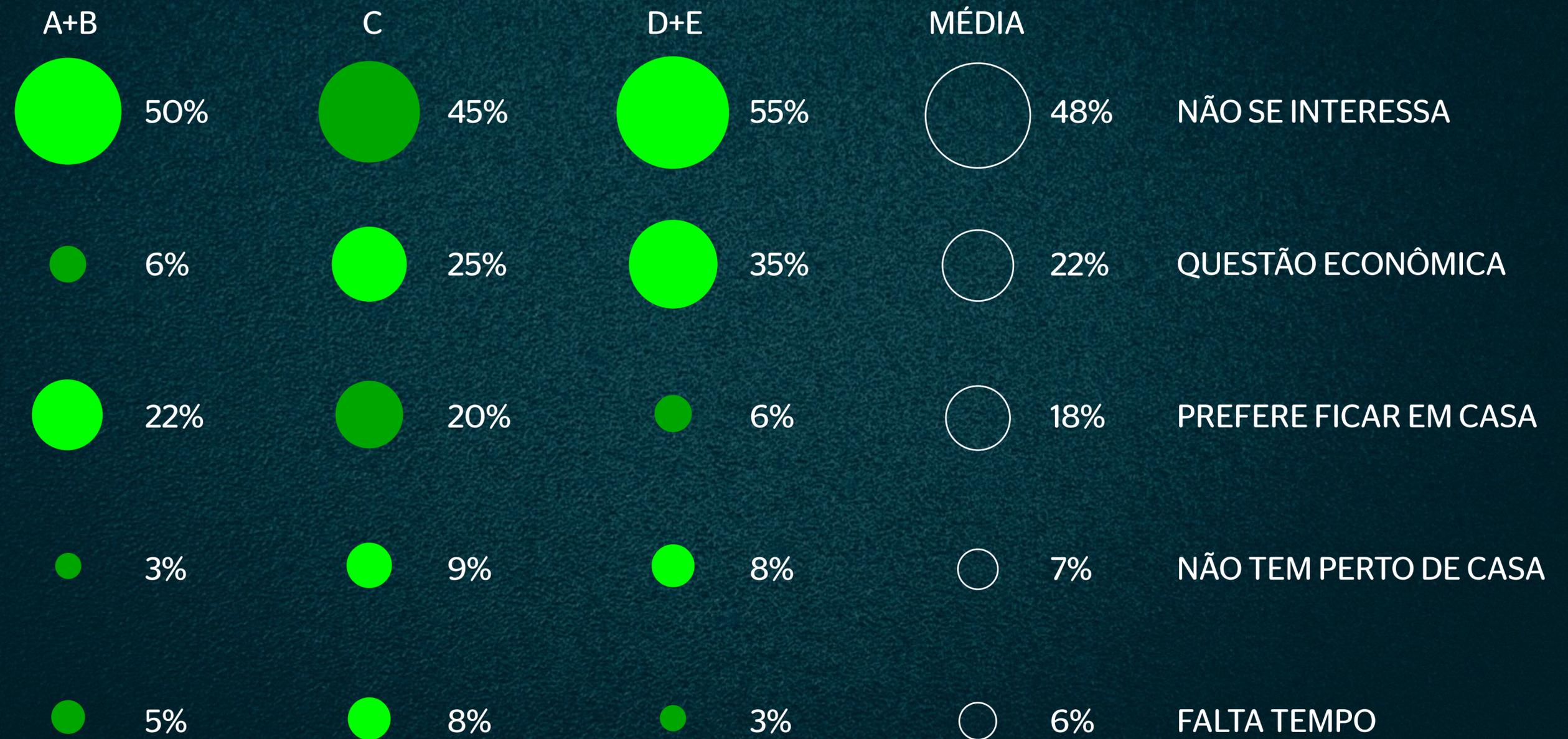


barreiras  
de acesso

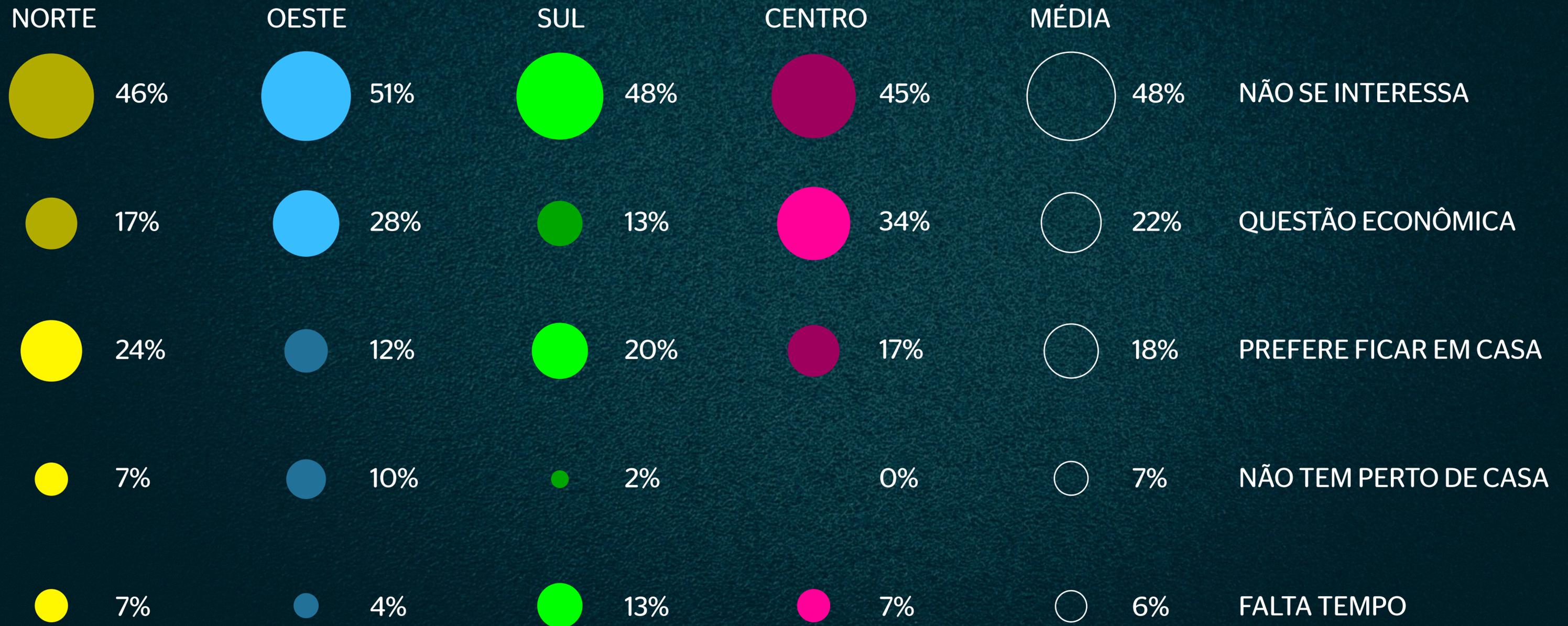
# razões para não ir ao **cinema**



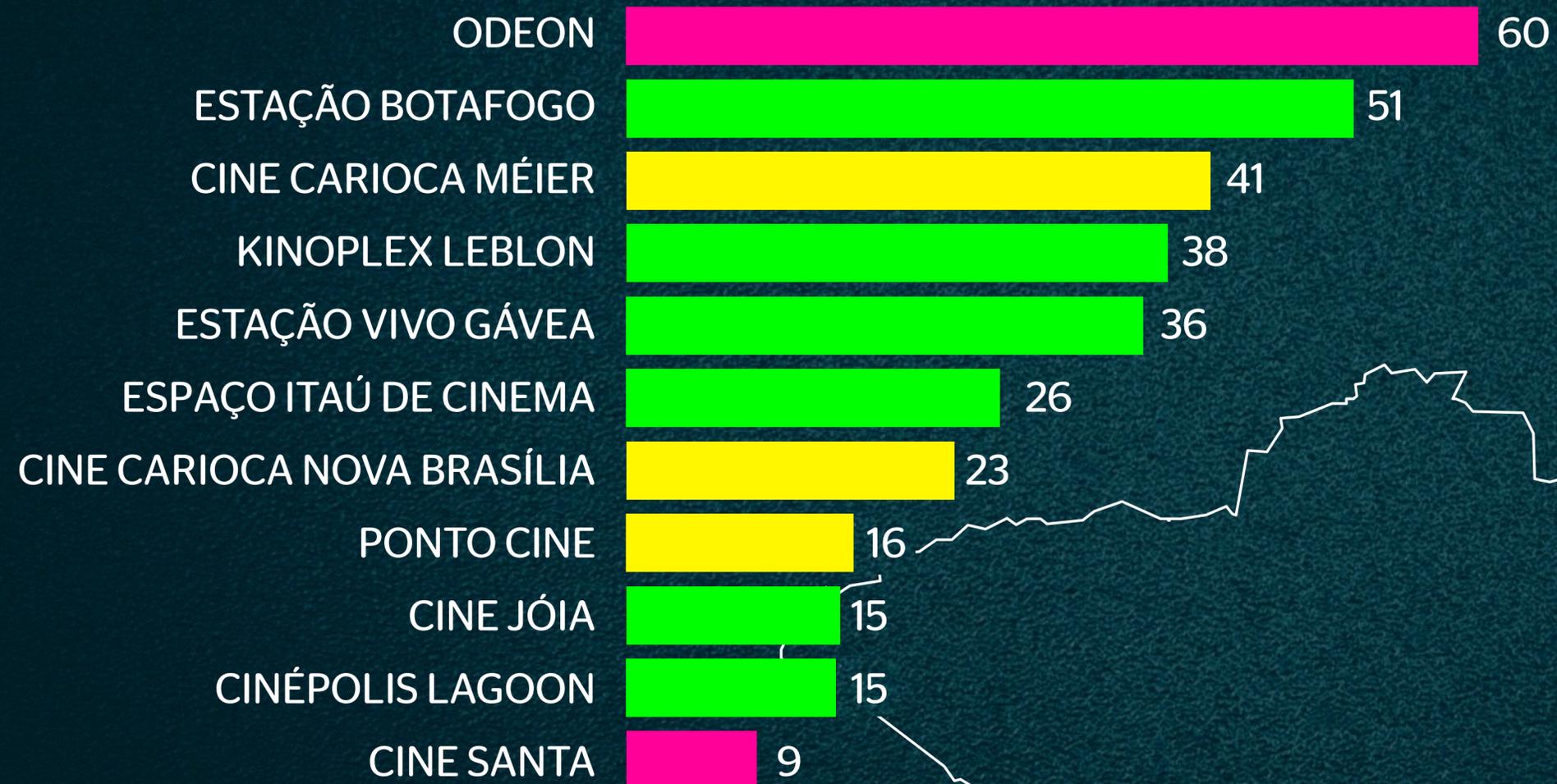
# razões para não ir ao **cinema**



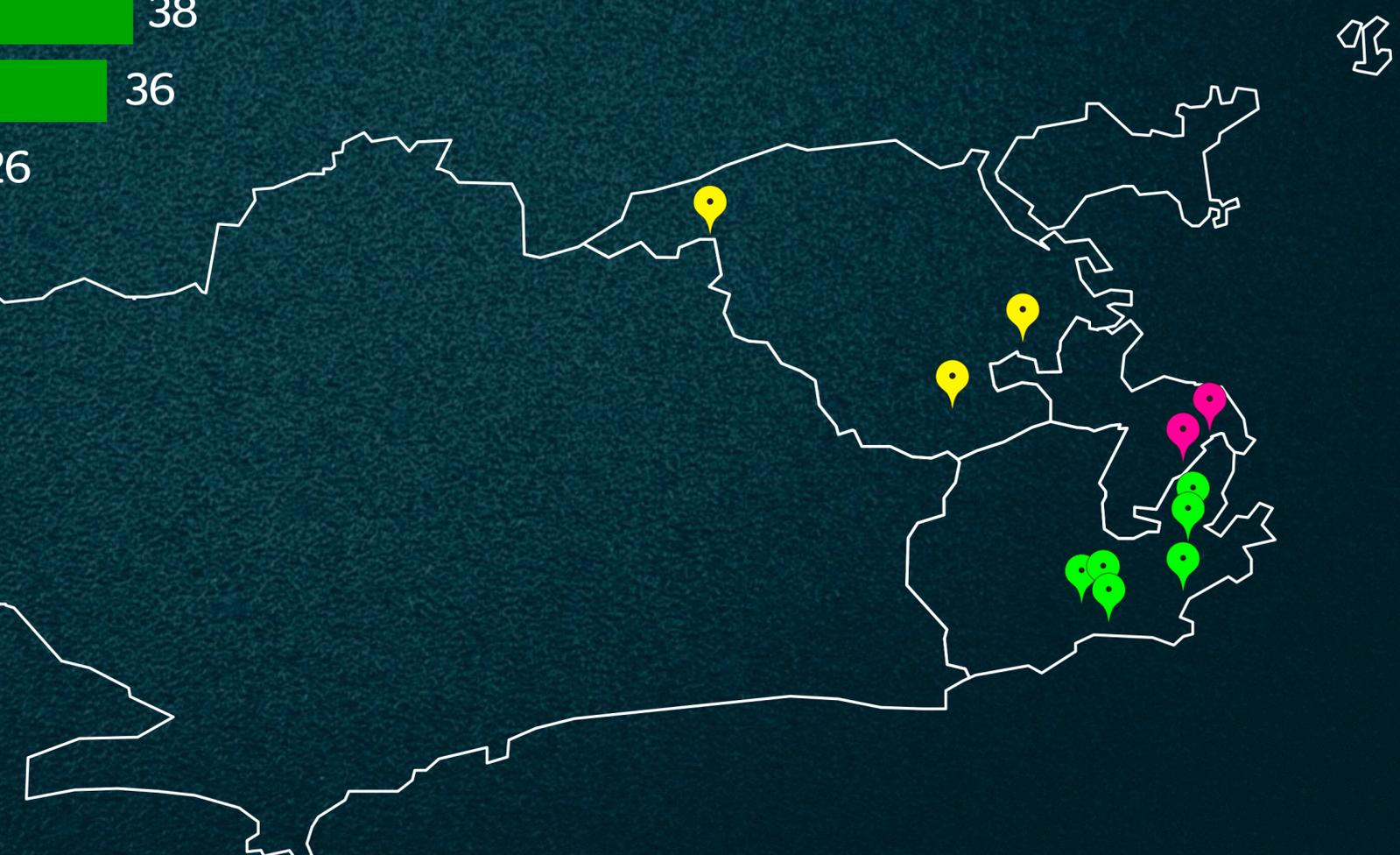
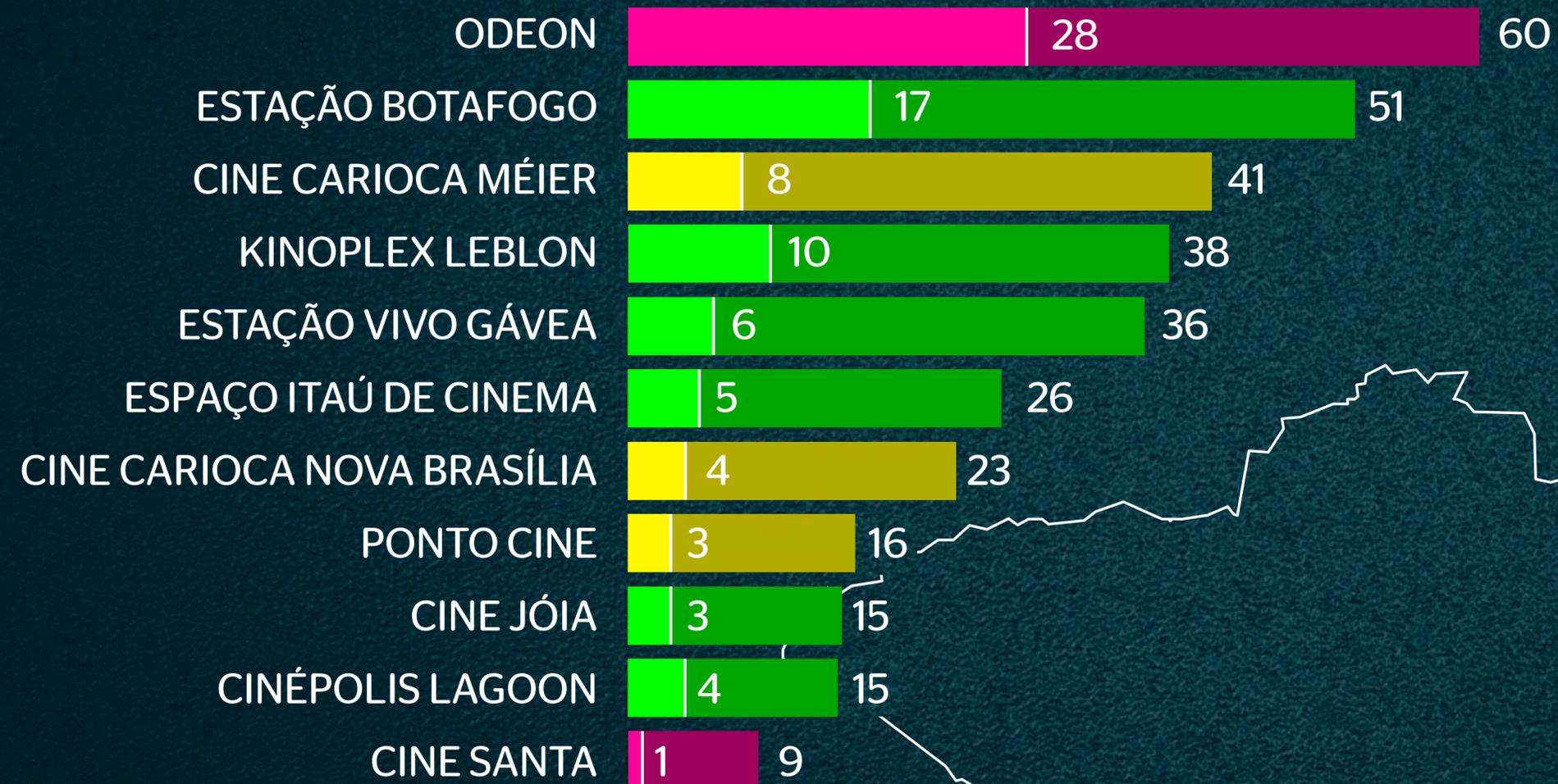
# razões para não ir ao **cinema**



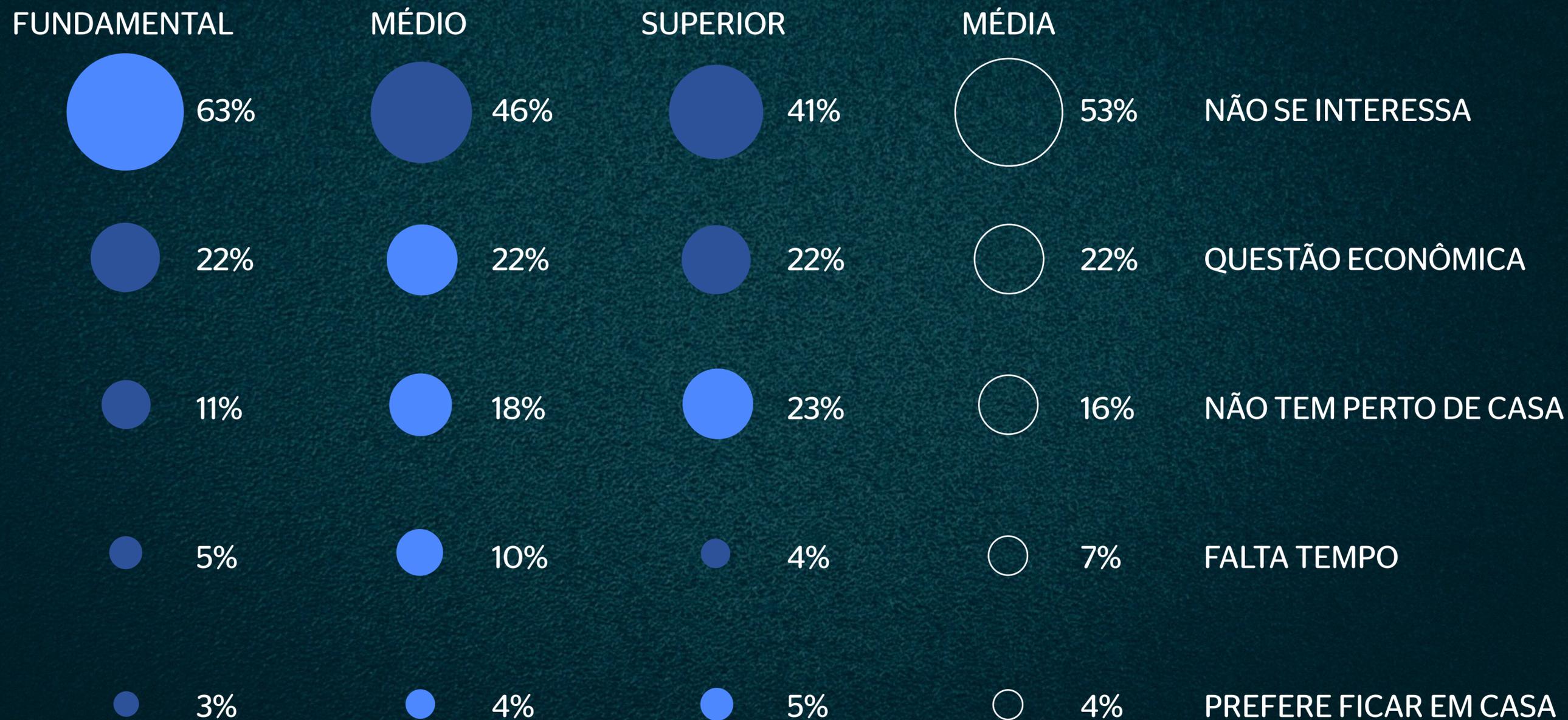
# cinemas: conhece



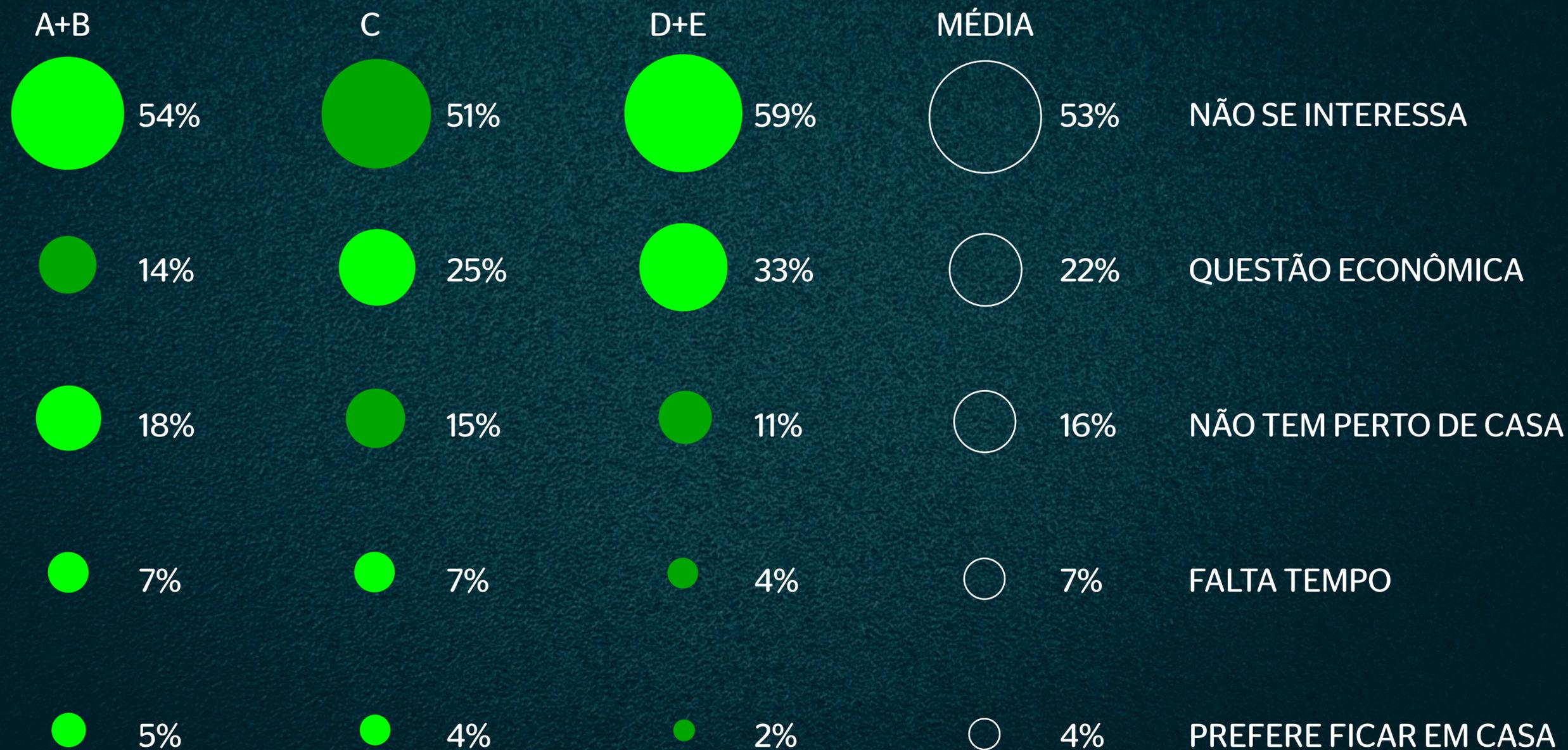
# cinemas: conhece / já foi



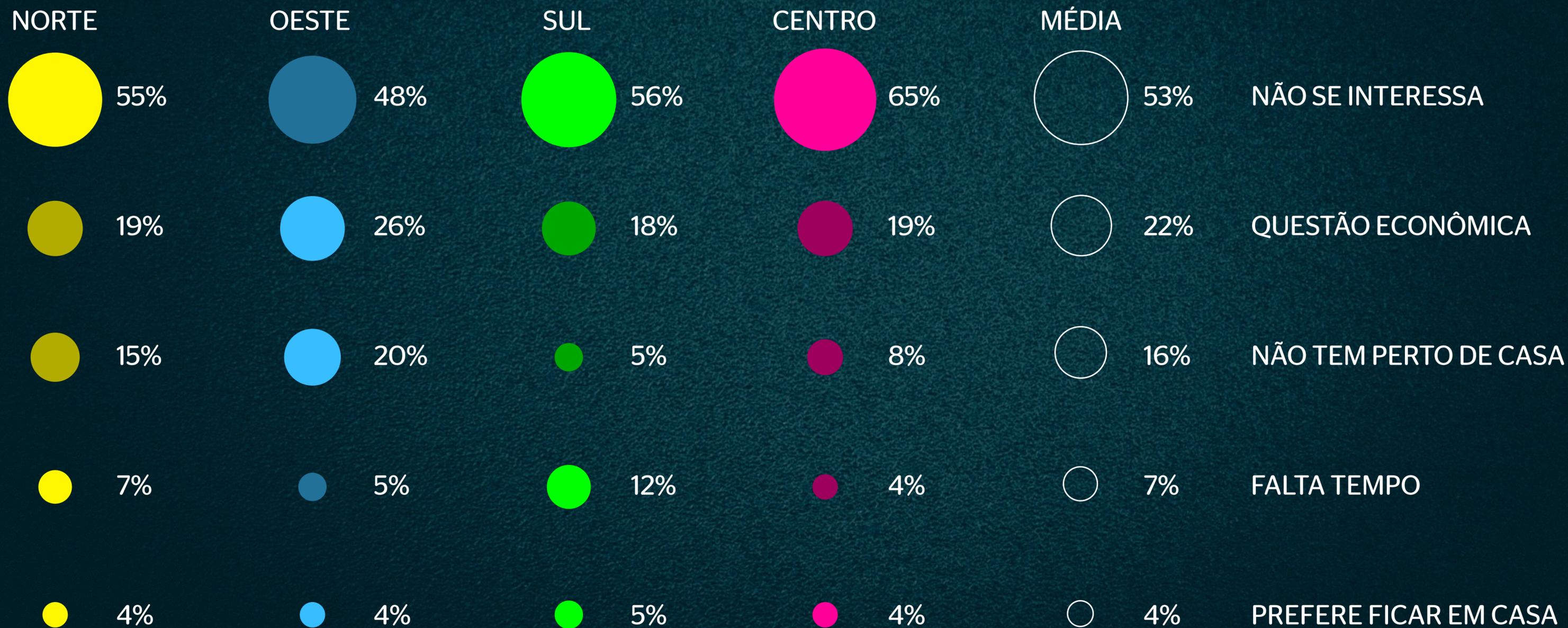
# razões para não ir ao **teatro**



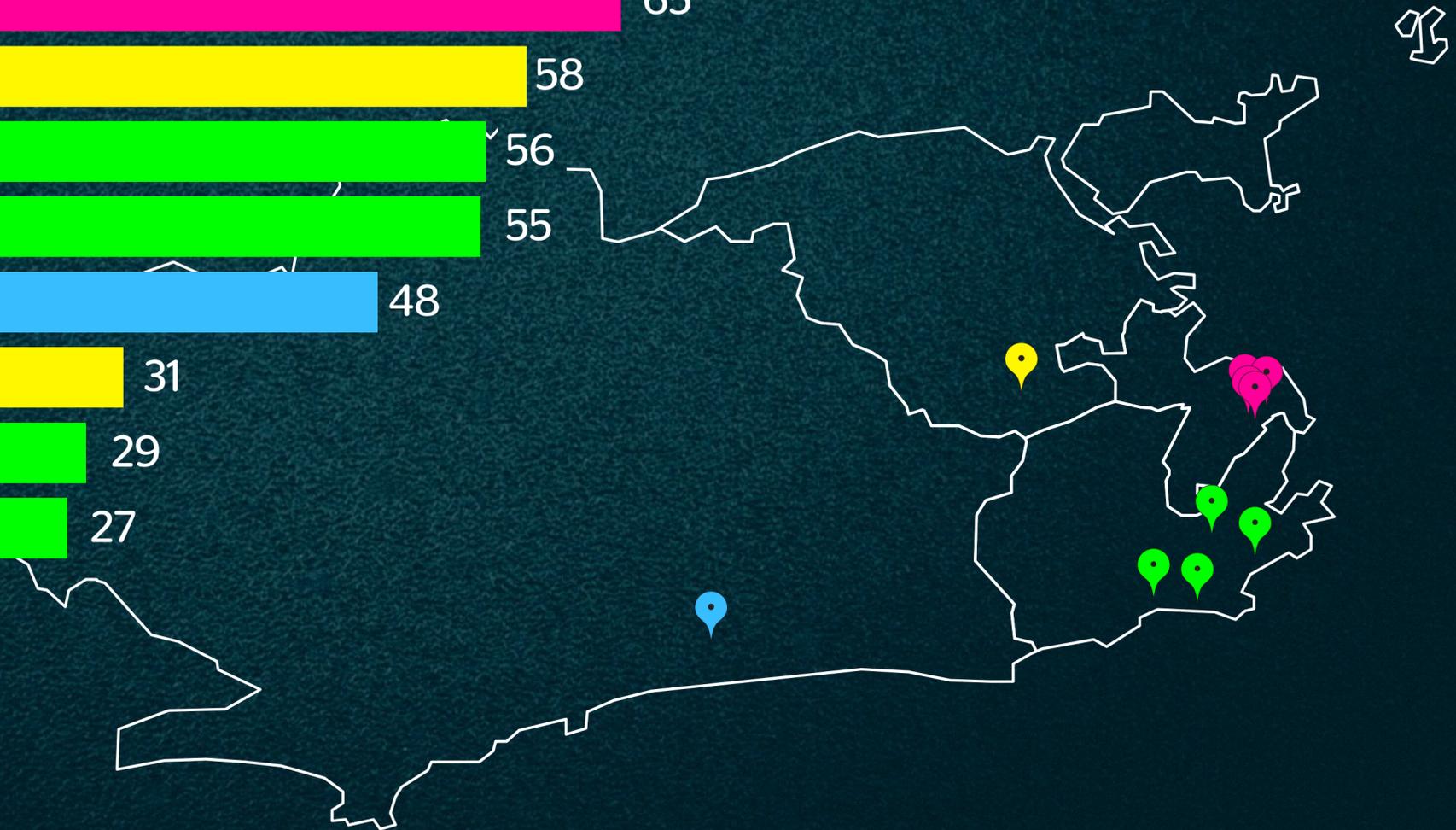
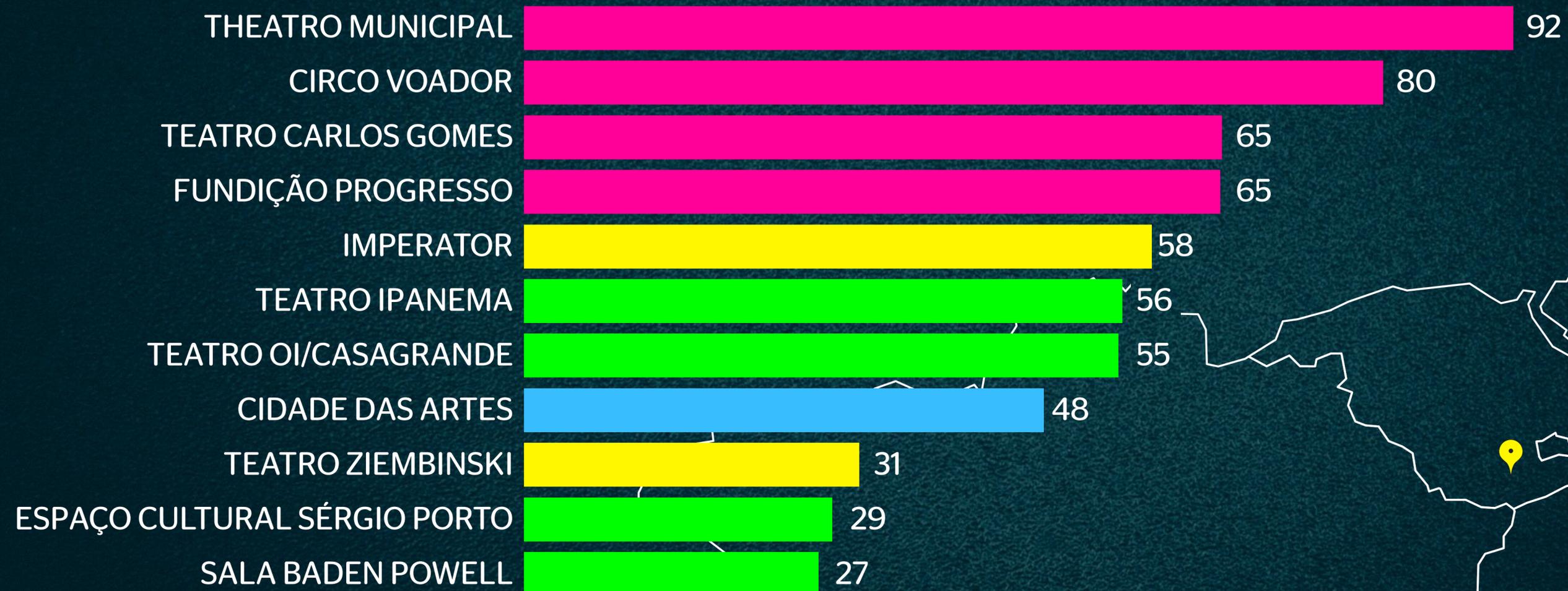
# razões para não ir ao **teatro**



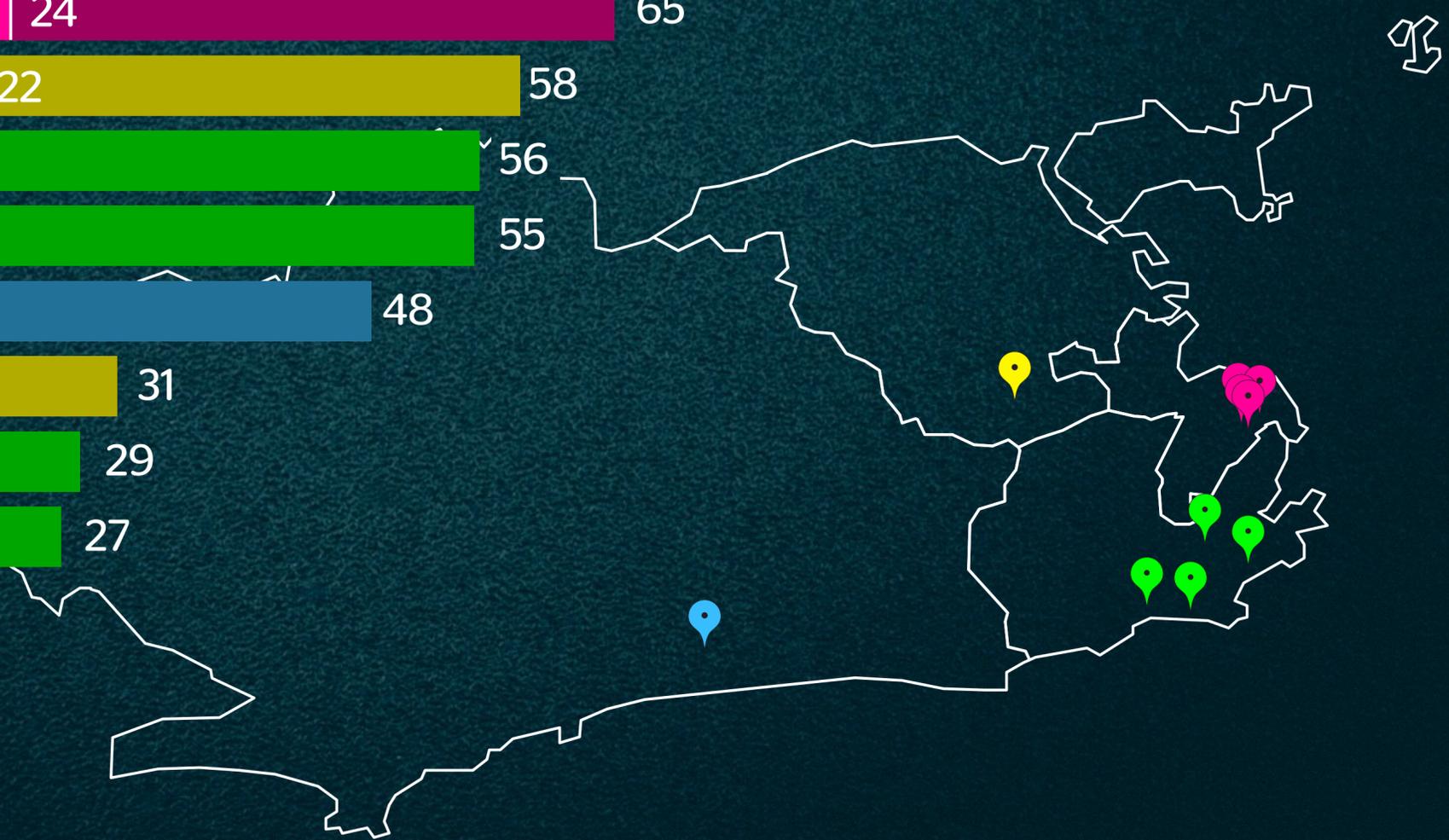
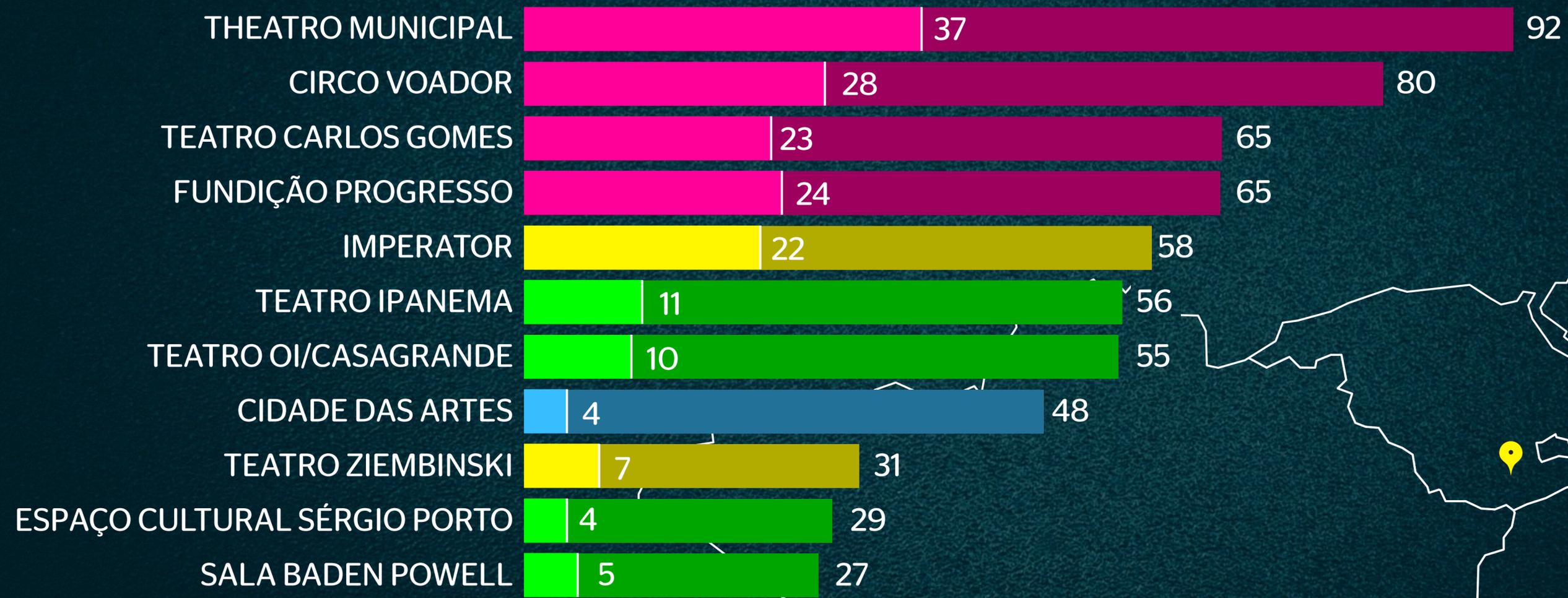
# razões para não ir ao **teatro**



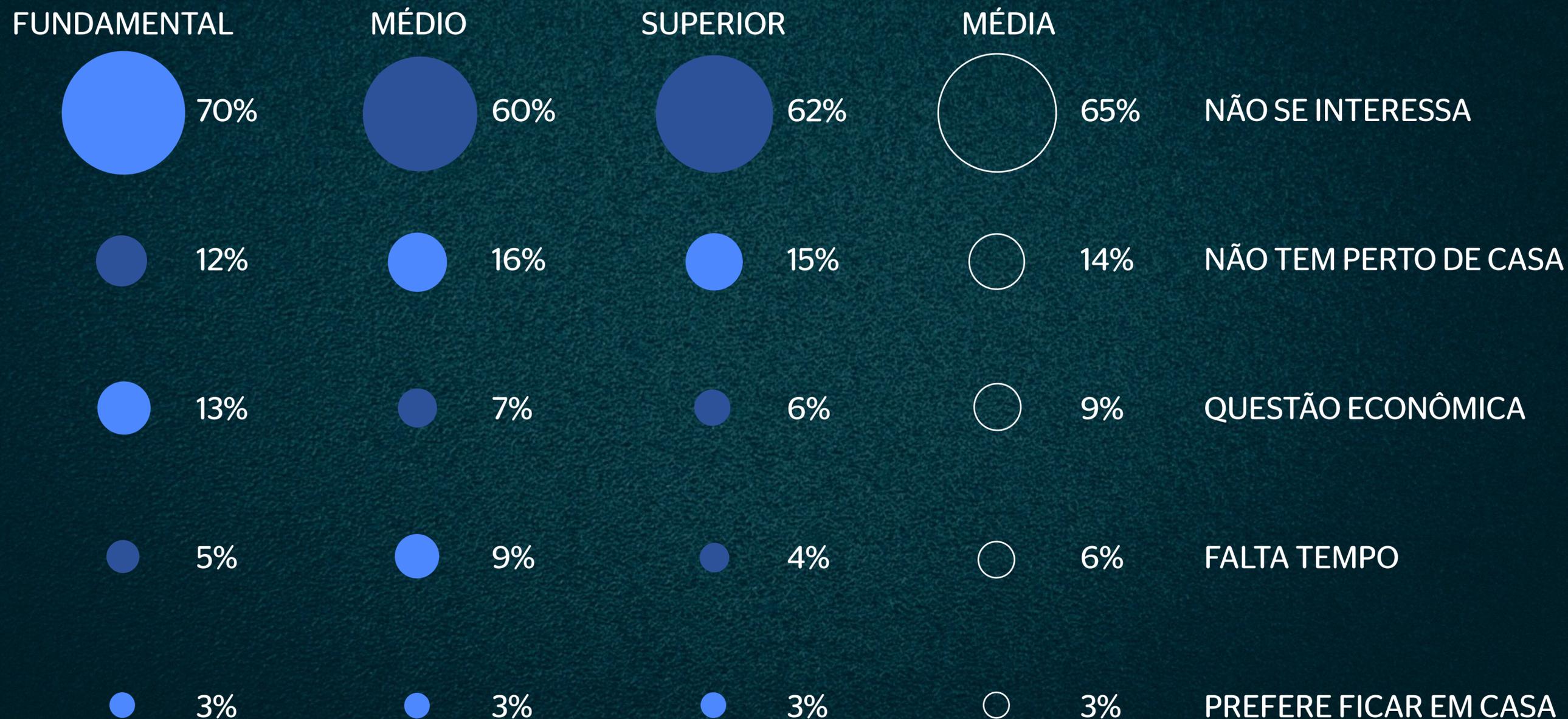
# teatros e casas de show: conhece



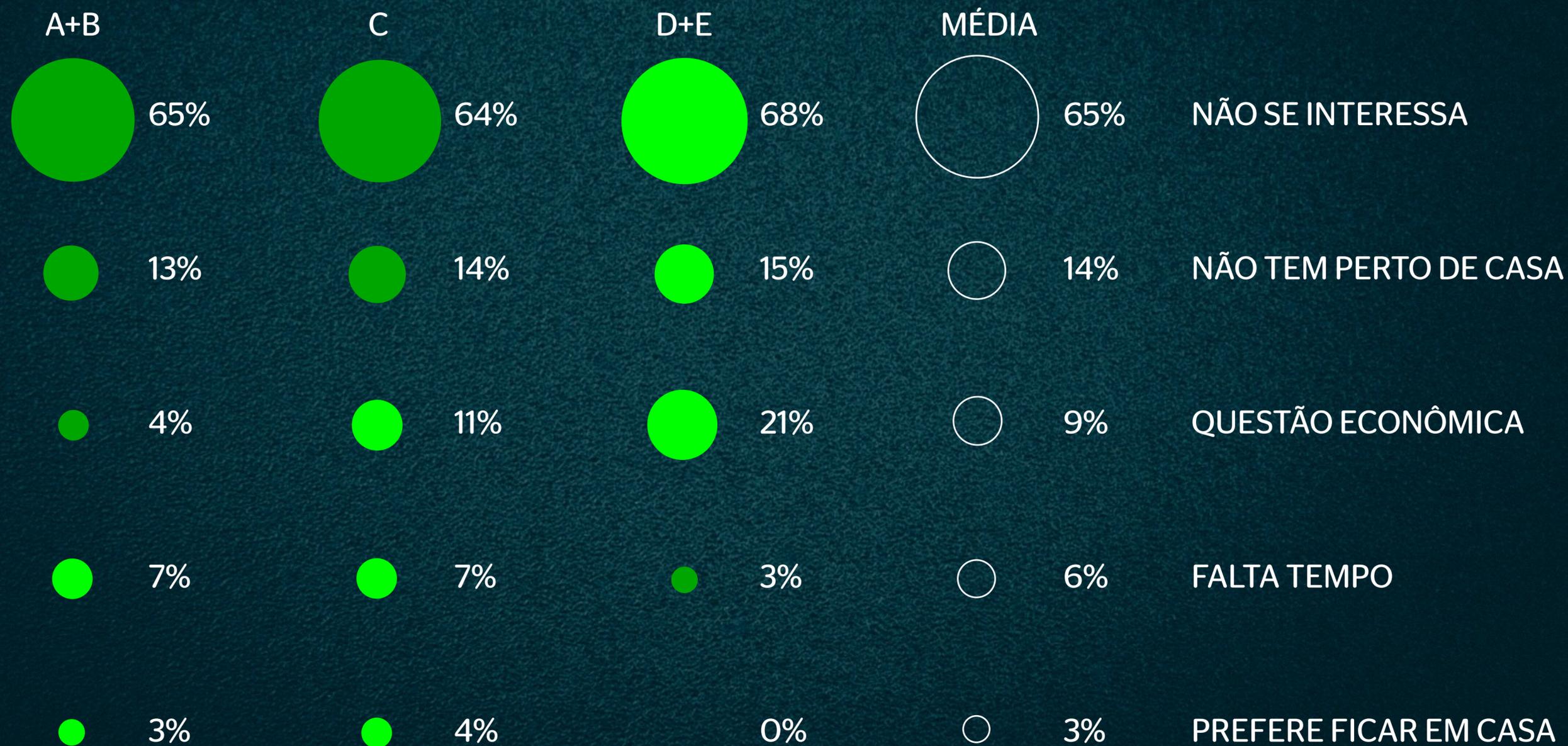
# teatros e casas de show: conhece / já foi



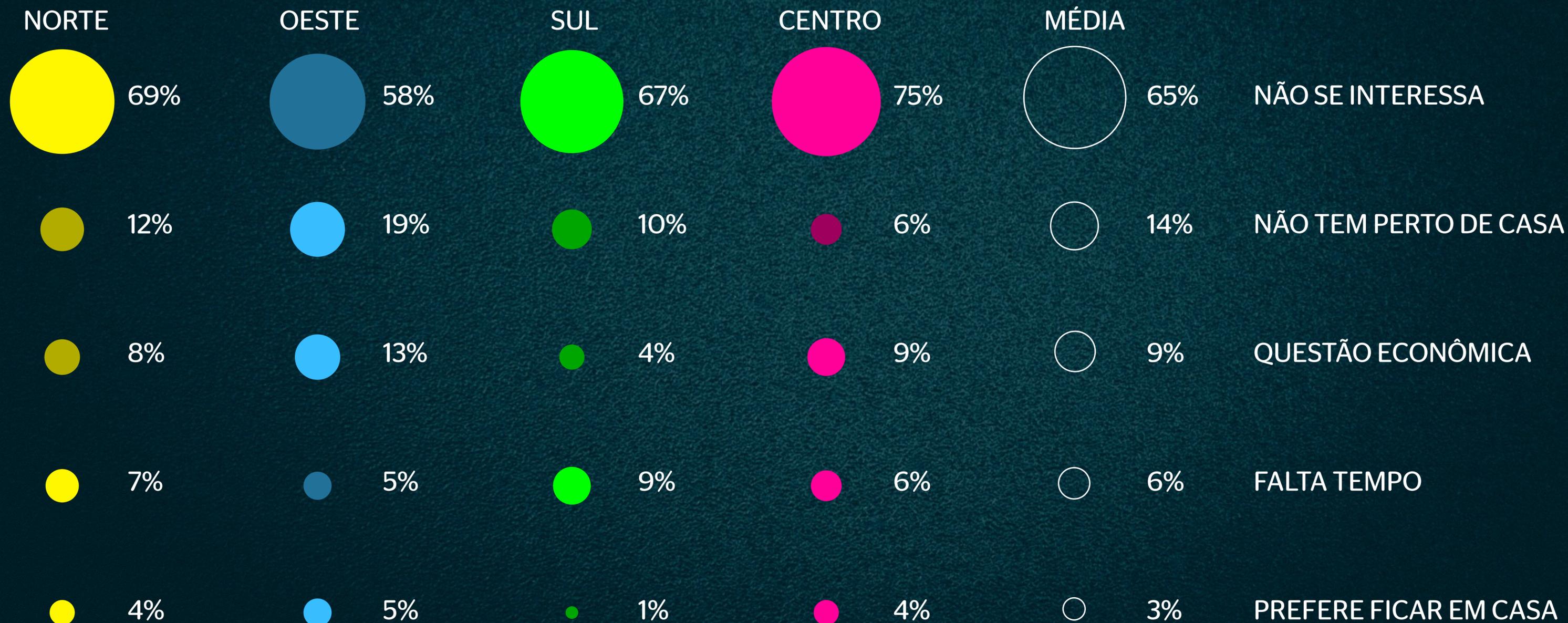
# razões para não ir ao **museu**



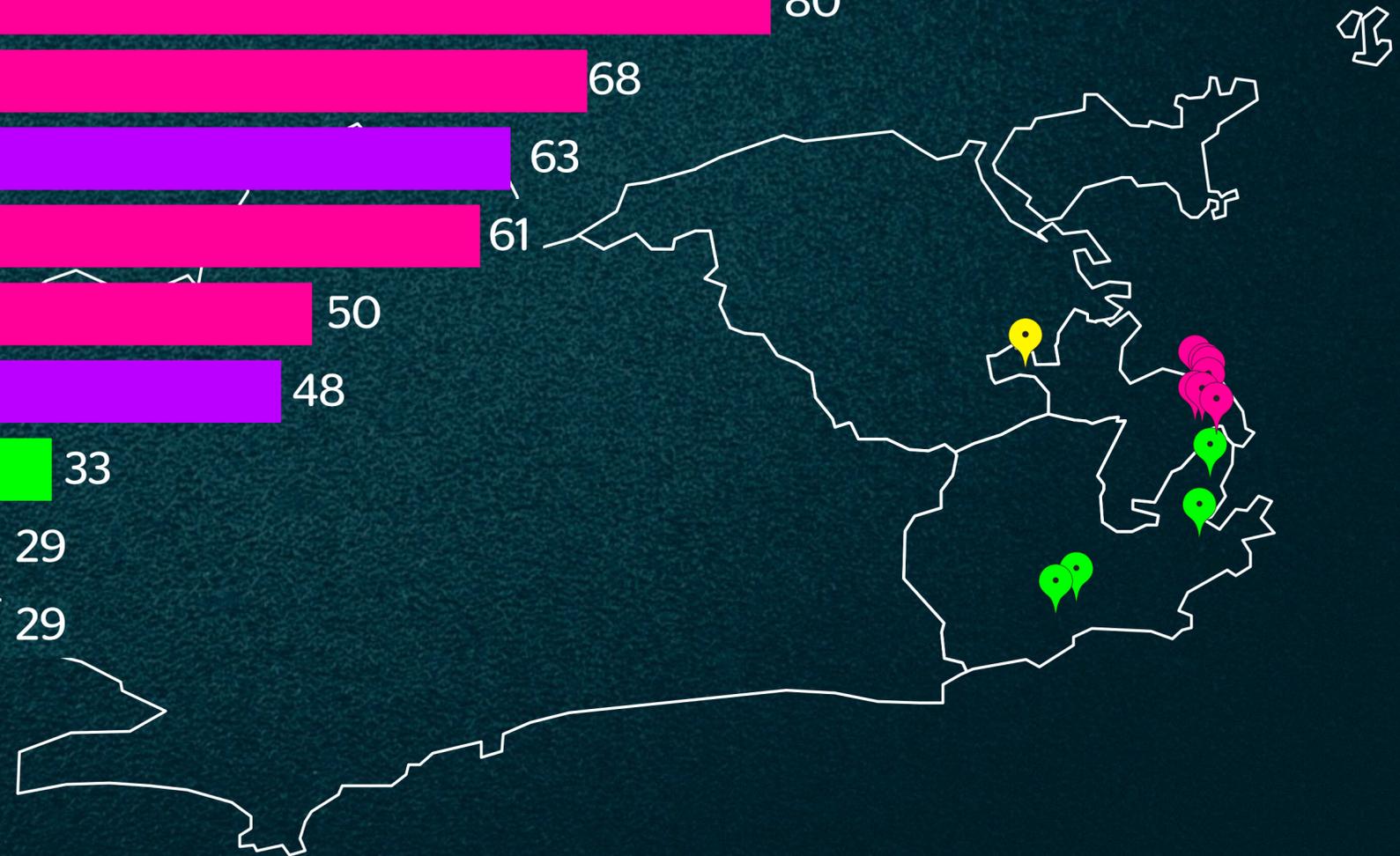
# razões para não ir ao **museu**



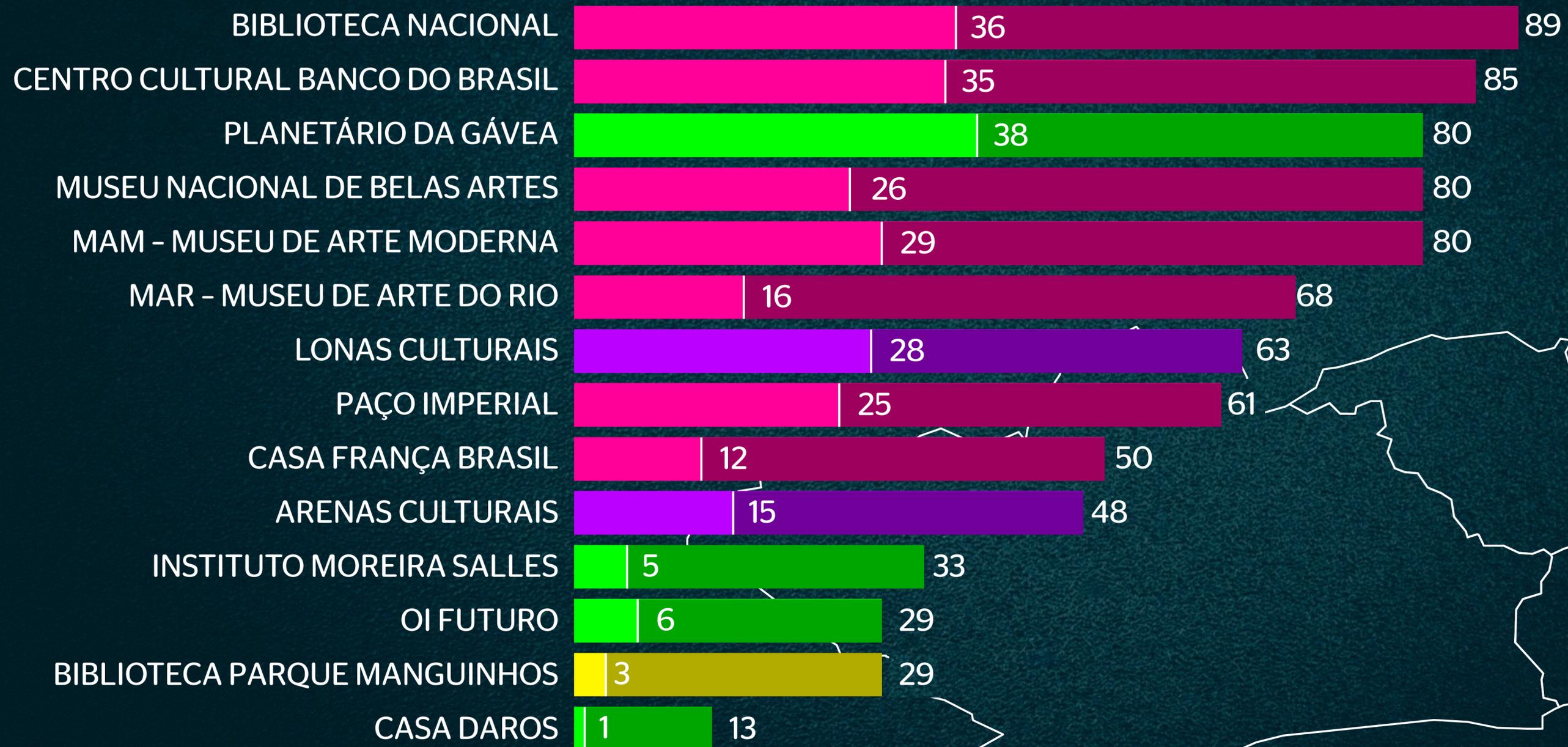
# razões para não ir ao **museu**



# museus e casas de cultura: conhece

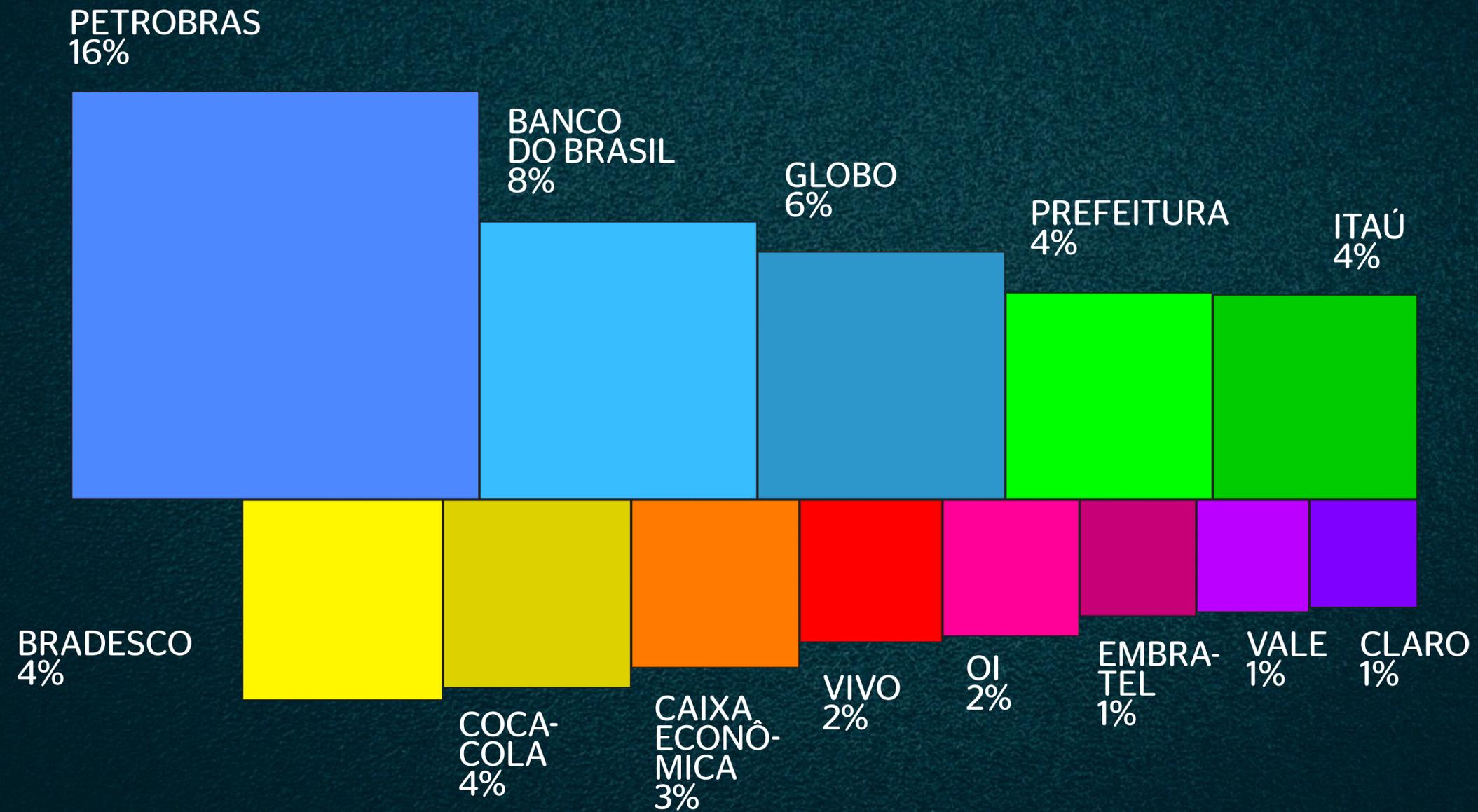


# museus e casas de cultura: conhece / já foi



recall de  
patrocínio

# recall de patrocínio



REALIZAÇÃO



CONTEÚDO



PESQUISA



DESIGN



APOIO

