



PULSO BRASIL

Ipsos

November | 2016

summary

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Pulso Brasil, request a quote:

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What is it?

1

It is the most comprehensive monitoring of political, economic and social indicators carried out in Brazil. It is carried out monthly by *Ipsos Public Affairs* since 2005.

2

It is especially useful for areas such as strategic planning, corporate image, economic planning and political strategies.

3

It provides decision-makers of the public, private and third sector areas with accurate and impartial information about the development of major issues that influence the directions Brazil takes today and will take tomorrow.

4

It provides simultaneously information for both specific decision-making and tracking long-term trends.

ADDRESSED AREAS

Politics, Economy, Consumption and Social Agenda



POLITICS

- Country's directions
- President's approval ratings
- Political barometer
- Electoral potential
- Political agenda



ECONOMY

- Consumer Confidence Index
- Main household expenses
- Disposable income
- Investment, savings and financial security



CONSUMPTION

- Impact of the crisis on consumption and *trading down*
- Behavior and purchase intention
- Consumer goods
- Durables



SOCIAL

- The country's main problems
- Public policies
- Economic and social agenda
- Values & behavior

METHODOLOGY

Sample

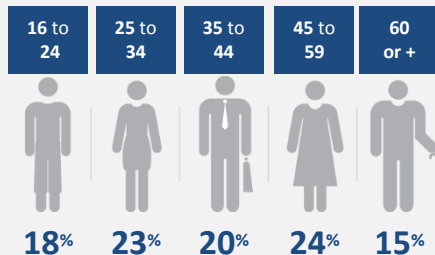
1,200 interviews,

personal and households, held monthly in

72 municipalities across Brazil.

Probabilistic sample, with quota in the last stage of selection and **± 3 percentage points margin of error, representative of the Brazilian population** in urban areas, according to official data of the IBGE (Census 2010 and PNAD 2014).

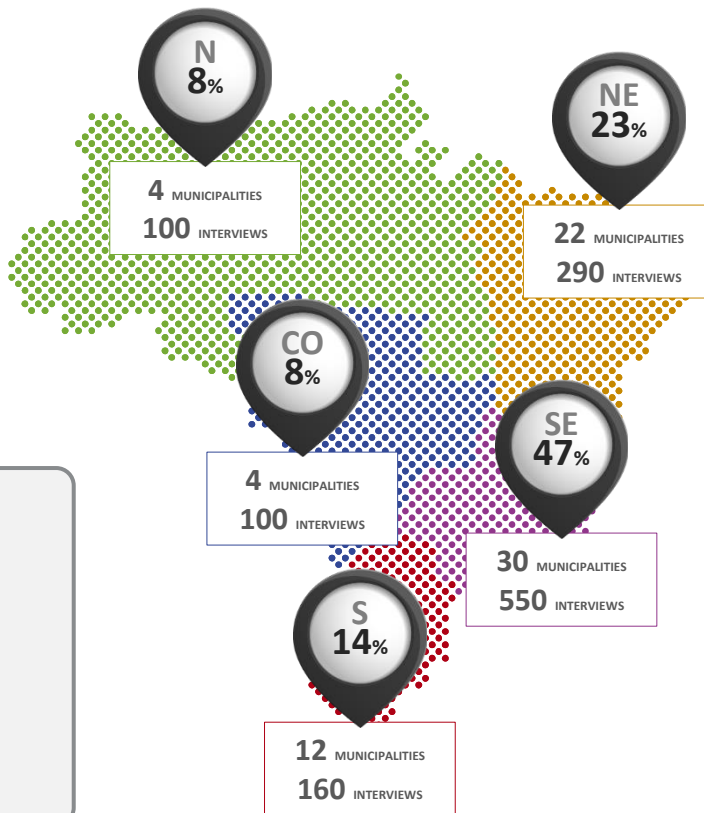
AGE RANGE



53%



47%



SIZE (NUMBER OF INHABITANTS)

Less than 100,000 24 MUNICIPALITIES
240 INTERVIEWS

100,000 to 500,000 13 MUNICIPALITIES
130 INTERVIEWS

500,000 to 1 million 20 MUNICIPALITIES
330 INTERVIEWS

More than 1 million 15 MUNICIPALITIES
500 INTERVIEWS

TYPE (NUMBER OF INHABITANTS)

Capitals 22 MUNICIPALITIES
570 INTERVIEWS

Interior 39 MUNICIPALITIES
450 INTERVIEWS

Metro Regions 11 MUNICIPALITIES
180 INTERVIEWS

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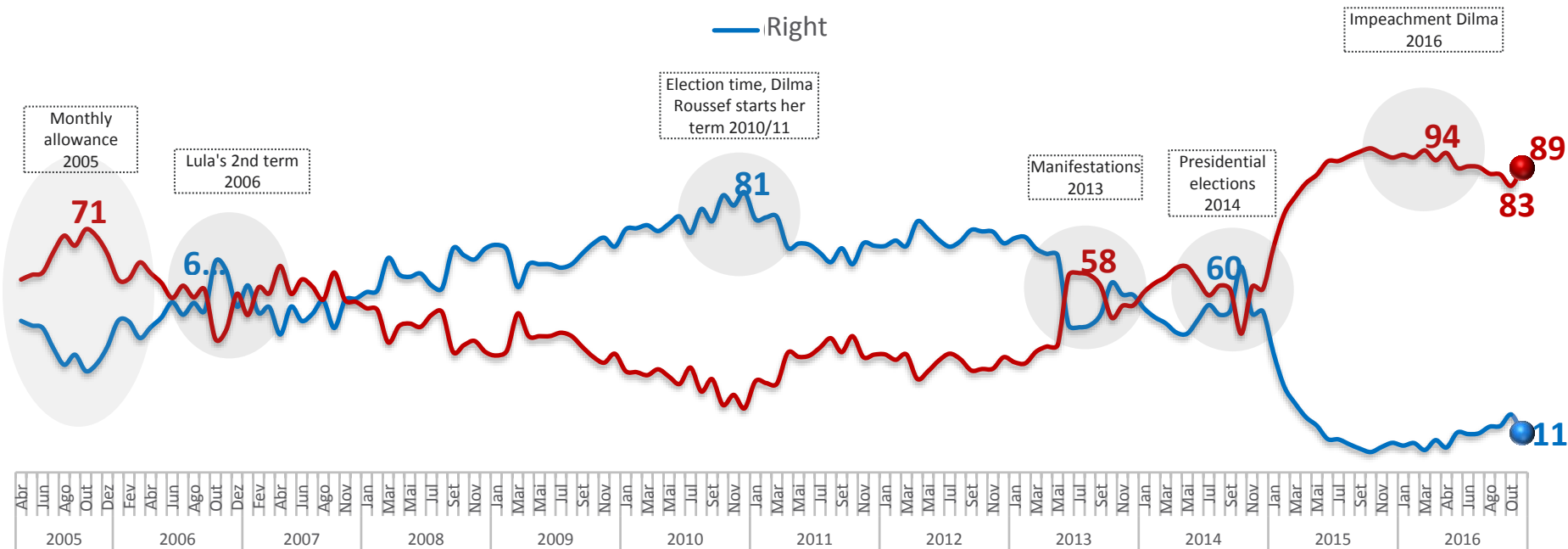
CONTEXT

Negative indicators of the country's direction and the President's evaluation get worse in November.

COUNTRY'S DIRECTIONS

April 2005 to November 2016

PERCEPTION OF WRONG DIRECTION INCREASED FROM 83% IN OCTOBER TO 89% IN NOVEMBER.

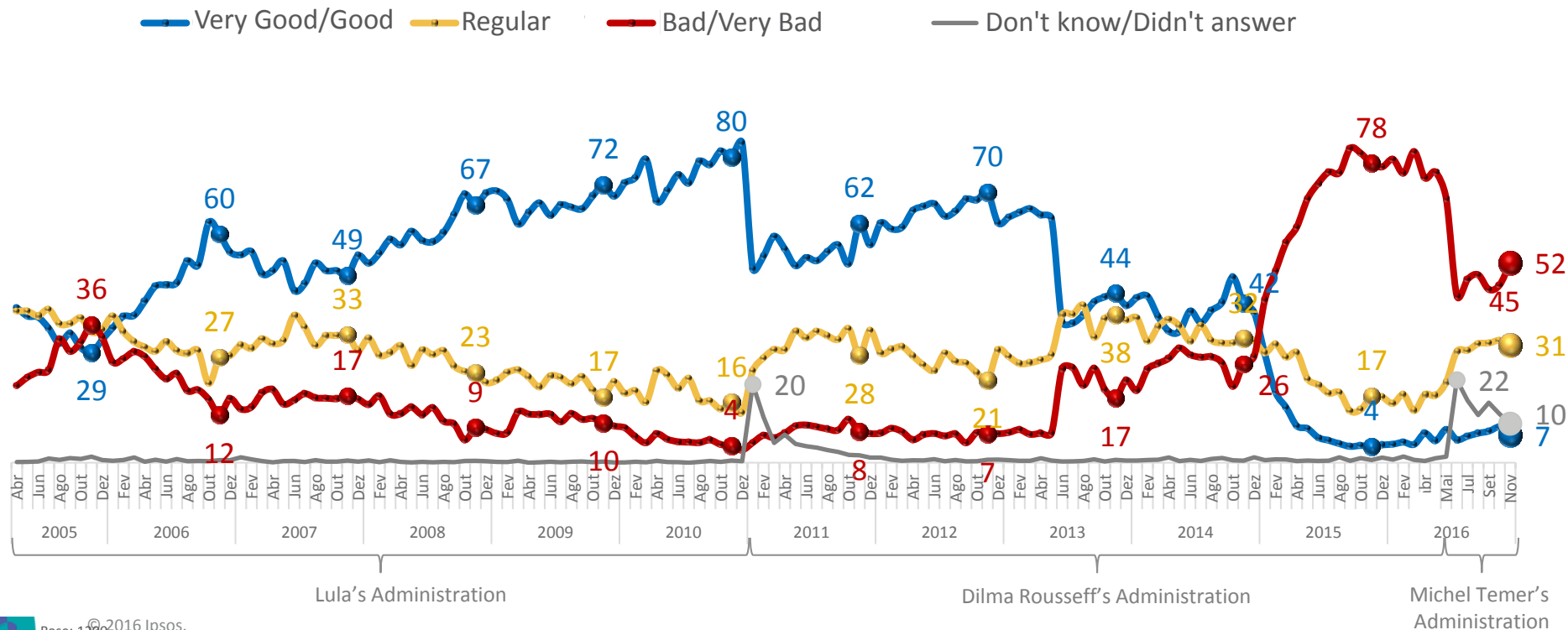


Base: 1200, © 2016 Ipsos.

PRESIDENT'S EVALUATION

April 2005 to November 2016

BAD/VERY BAD EVALUATION JUMPED FROM 45% IN OCTOBER TO 52% IN NOVEMBER.



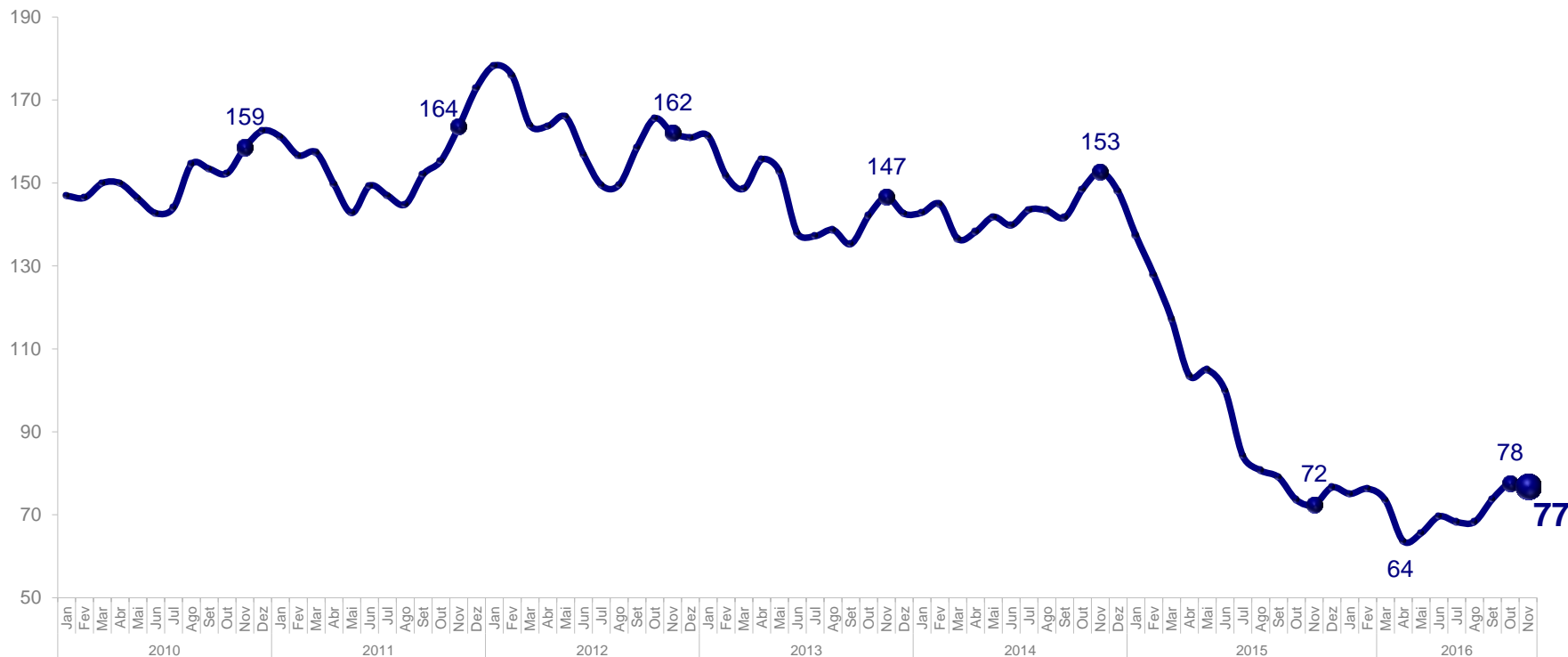
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FINANCE AND TRUST

Consumer confidence index in November reached 77 points - a drop of 1 point when compared to the previous month. Perspectives for the next 6 months, which were pointing to signs of improvement, in the previous readings, stagnated.

DOMESTIC CONSUMER CONFIDENCE INDEX

- 77 points in November (-1 points compared to October)
- Consumer confidence still continued to rise in the South, North and CO; it dropped in the Southeast and Northeast regions.
- Drop in confidence of SELs ABC and is high in social classes DE.



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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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