

Pulso Brasil

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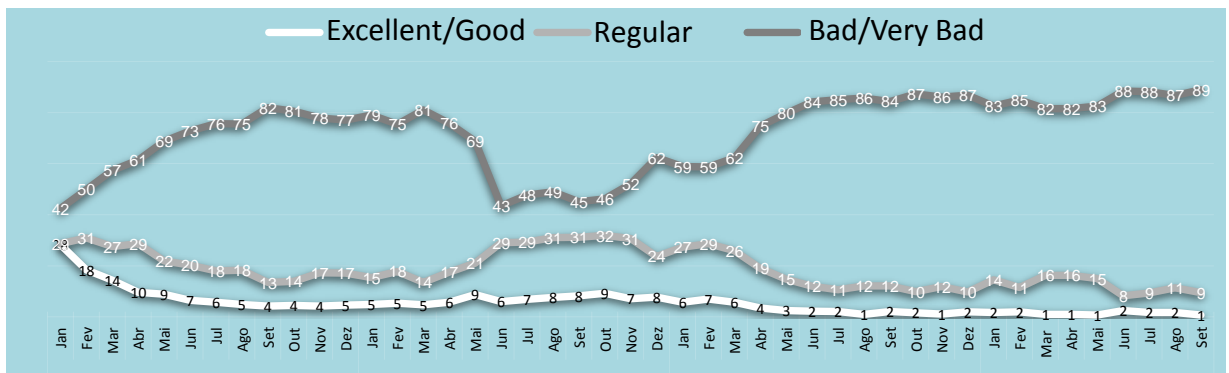
SEP 18

DIRECTIONS

The country continues in the **wrong direction** to **95% of Brazilians**, and has been at this level since June 2017. For **85% of the population**, the mood regarding Brazil's future is of concern or outrage. The same also happens to the feelings regarding the elections – the fierce polarization between the candidacies of Jair Bolsonaro and Fernando Haddad can exacerbate this already very troubled scenario.

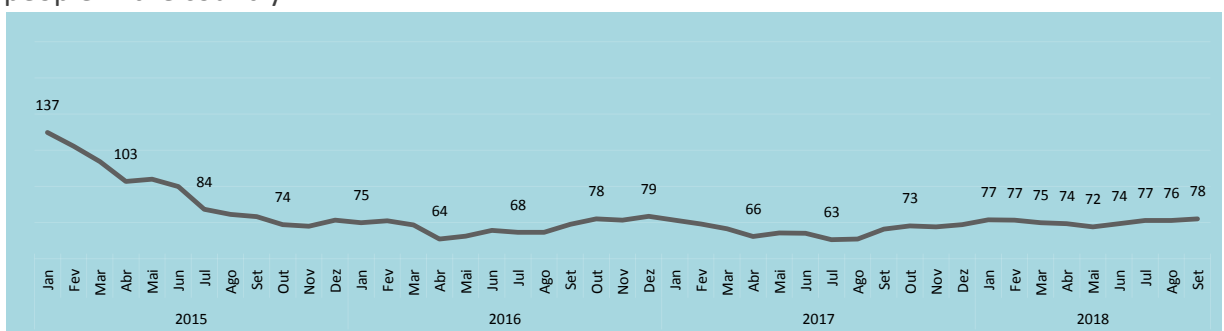
EVALUATION

The **evaluation of the president is bad or very bad** to **89%** of Brazilians, a disapproval record in the historical series since 2005. The reflection of the widespread bad mood regarding politicians can also influence the re-election of the current governors.



CONFIDENCE

Consumer confidence grows 2 p.p. in September and has remained at **78 points**, indicating a positive economic movement just before the presidential elections. However, although the latest unemployment figures show a slight retraction, there are still 12.7 million unemployed people in the country.



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GAME CHANGERS

