

Pulso Brasil

E C O N O M Y . P O L I T I C S . S O C I E T Y

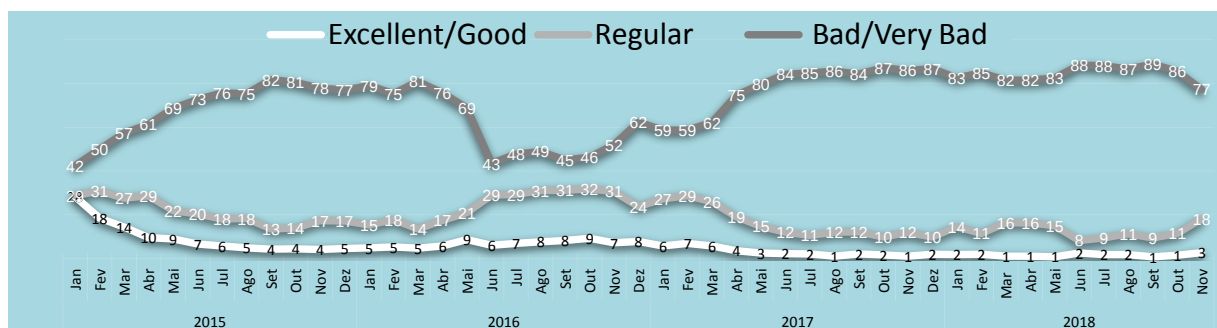
NOV 18

DIRECTIONS

After the elections, indicators that measure confidence and humor of Brazilians regarding the country is starting to change. The **right direction** perception rose to **26% in November** – a level considerably higher than those seen in the last 3 years. In October, this same indicator was at 8%. The **wrong direction** remains high, **67% in November**, but was 89% in the previous month.

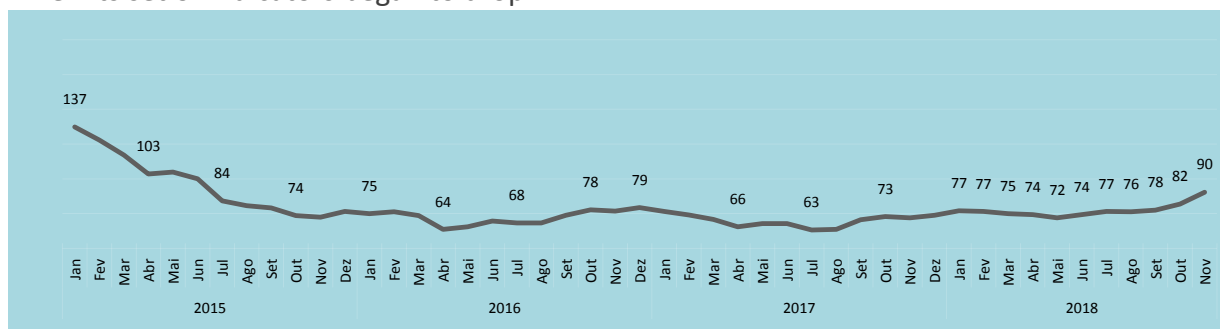
EVALUATION

At this time, Brazil witnesses the transition period between the current government and the elected president. On one side, there is Temer's administration, constantly poorly evaluated; on the other, there is 54% of Brazilians with positive or very positive expectations regarding the future of Bolsonaro's government, an indicator similar to the dynamics of the polls.



CONFIDENCE

Consumer confidence continues to rise and, in November, reached **90 points**, confirming the rising trend detected by the CCI in May. Comparing it to the same period of previous years, it recorded 72 points in November 2017; 77 in 2016; 72 in 2015 and 153 in November 2014, when its set of indicators began to drop.



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GAME CHANGERS

