

Pulso Brasil

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

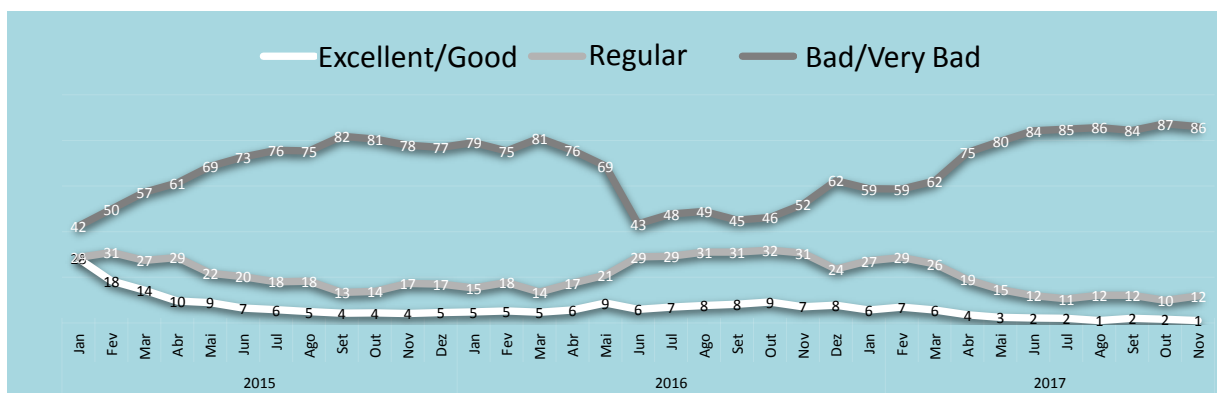
NOV 17

DIRECTIONS

The country is still **heading in the wrong direction** to **95% of Brazilians**, repeating the result of previous months. This confidence decline in Brazil was triggered in January 2015 and stabilized at very high levels since then.

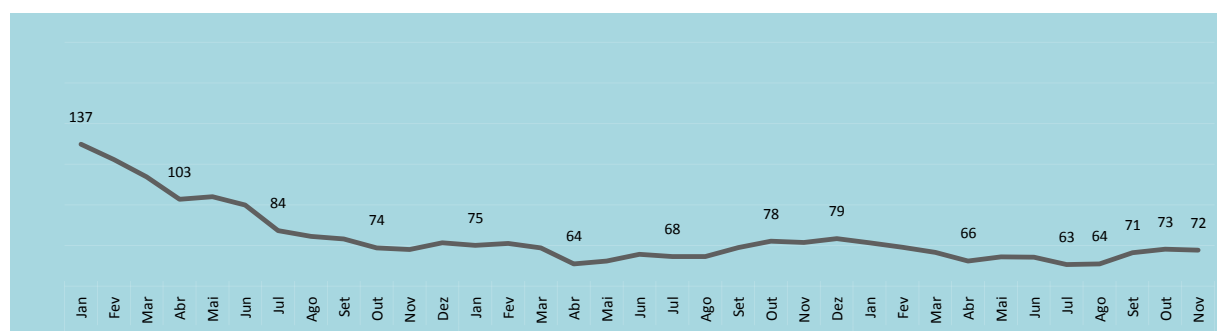
EVALUATION

The **President's evaluation** continues to be considered bad or very bad to most of the population. The percentage of negative evaluation dropped 1 percentage point (within the margin of error) vis-à-vis the previous month, now at 86%.



CONFIDENCE

Consumer Confidence plays a key role in the forecast of household spending, and, therefore, the time for the economy recovery. In November, it **remained stagnant**, at **72 points** - as predicted, the confidence recovery will be very slow.



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GAME CHANGERS

