

Pulso Brasil

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

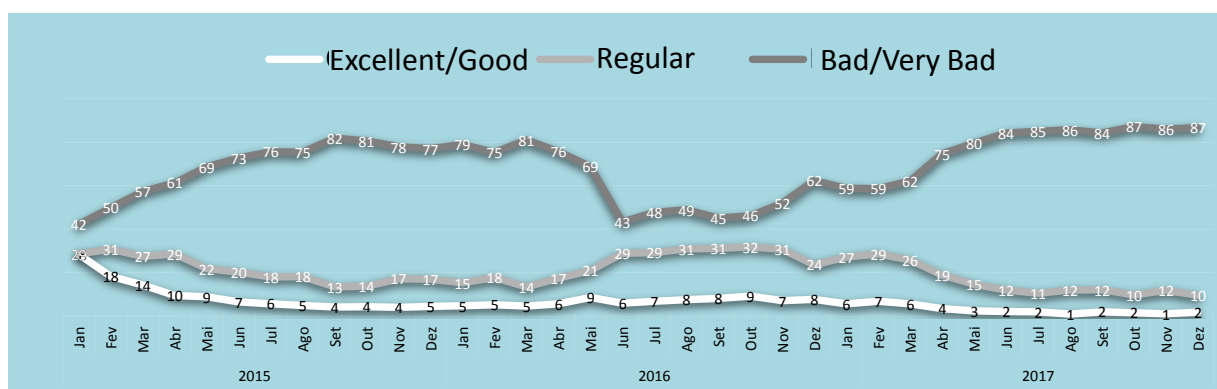
DEC 17

DIRECTIONS

The country is still in **heading in the wrong direction** to **94% of Brazilians**, repeating the result of previous months. This decline in confidence in Brazil was triggered in January 2015 and stabilized at very high levels since then.

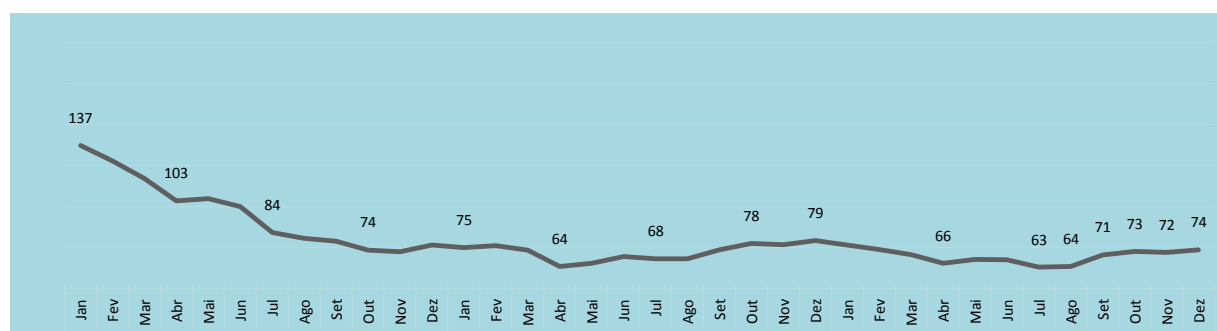
EVALUATION

The **President's evaluation** continues to be considered bad or very bad to most of the population. The negative evaluation grew 1 percent point (within the margin of error) vis-à-vis the preceding month, and now, at the end of 2017 it is again at 87%.



CONFIDENCE

Consumer Confidence plays a key role in the forecast of household spending, and, therefore, the time for the economy's recovery. In December, it varied little vis-à-vis November, and is at **74 points** - below the 79 points seen in December 2016



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GAME CHANGERS

