

Pulso Brasil

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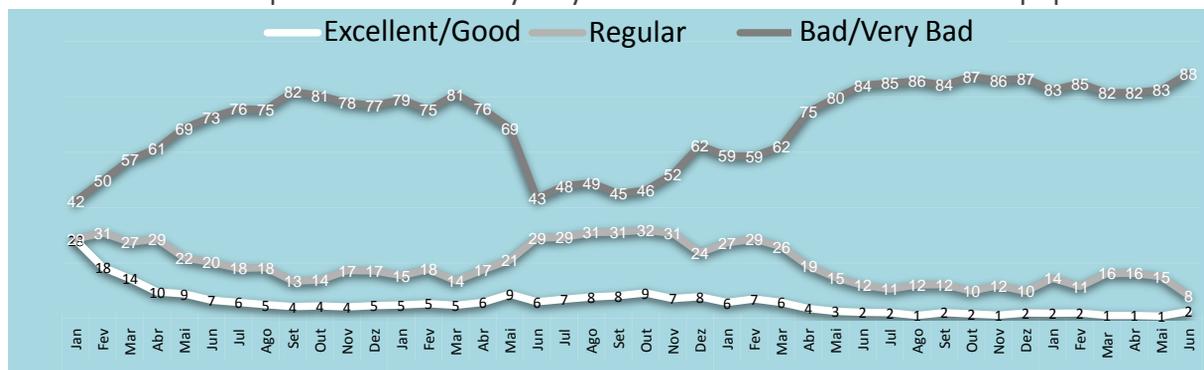
JUN 18

DIRECTIONS

The country is still heading in the **wrong direction** to **95% of Brazilians**, being at this very high level of 'wrong direction' since July 2017. To **85% of Brazilians** the mood regarding the future of Brazil is of concern or outrage. With pride at a low, the *anti-establishment* feeling is more and more ingrained in the Brazilian society: a perfect 'storm' for populist speeches and charismatic leaders.

EVALUATION

The **evaluation of the President** is considered to be **bad or very bad** to **88% of the Brazilian**, an increase of 5 p.p. when compared to May. The overall worsening of the political, social and economic indicators gained an additional factor to the already known problems: the **truckers' strike** that preceded this study may have influenced the mood of the population.



CONFIDENCE

Consumer Confidence increased 2 percentage points against May and reached **74 points**. The indicators of job security are still extremely high, affecting consumer confidence in different areas, such as small and medium-sized purchases and investments in the future. Unemployment remains the main problem of the country considering the public opinion.



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GAME CHANGERS

