XP Presidential Poll

June, 2018

XP Presidential Poll - Details

Conducted by:

Instituto de pesquisas sociais, políticas e econômicas (Ipespe)

Sample:

1000 interviews/each week

Coverage:

National

Method:

Phone call interviews

Margin of Error:

1000 interviews: 3.2. p.p.

XP Presidential Polls		
Month & Week	**Data Colection**	**TSE Register#**
May Wk3	May-15 to May-18	BR-09600/2018
May Wk4	May-21 to May-23	BR-05699/2018
May Wk5 (Truck Strike)	-	-
June Wk1	Jun-04 to Jun-06	BR-05997/2018
June Wk2	Jun-11 to Jun-13	BR-07273/2018
June Wk3	Jun-18 to Jun-20	BR-06647/2018

Voter profile: current week distribution

VOTER PROFILE (% OF TOTAL)			
GENDER		**REGION**	
MALE	48%	NORTH	8%
FEMALE	52%	NORTHEAST	27%
AGE		SOUTHEAST	43%
16 & 17 YO	1%	SOUTH	15%
18 TO 34 YO	33%	MIDWEST	7%
35 TO 54 YO	41%	**TYPE OF CITY**	
+55 YO	26%	CAPITAL TOWNS	25%
OCUPATION		OUTLYING TOWNS	14%
WORKING	64%	COUNTRY TOWNS	61%
NOT WORKING	36%	**CITY SIZE**	
INCOME (MW = USD260)		< 50.000 HAB	30%
E CLASS (< 1 MW)	20%	50.001 TO 200.000 HAB	22%
D CLASS (1 TO 2 MW)	30%	200.001 TO 500.000 HAB	15%
C CLASS (2 TO 5 MW)	33%	> 500.000 HAB	32%
B CLASS (5 TO 20 MW)	13%	**RELIGION**	
A CLASS (> 20 MW)	4%	CATHOLIC	61%
DIDN'T ANSWER	0%	EVANGELICAL	22%
EDUCATION LEVEL		HAVE NO RELIGION	0%
ELEMENTARY SCHOOL	13%	SPIRITTUALISM	3%
MIDDLE SCHOOL	21%	OTHER	6%
HIGH SCHOOL	45%	ADVENTITST	1%
HIGHER EDUCATION	21%	AFRICAN-BRAZILIAN	0%

Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Highlights

This week, XP Presidential Poll shows little or no change in first-round scenarios. In second-round scenarios, Bolsonaro continues to recede and fell between 1 p.p. and 2 p.p. (within the margin of error) in all four scenarios in which he is considered. He still looses to Lula (33% to 41%) and remains technically tied to Geraldo Alckmin (32% to 31%), Marina Silva (32% to 36%) and Ciro Gomes (33% to 32%).

The majority of the voters doesnt care about the elections yet. On the one hand, as the World Cup kicks in the number of voters uninterested in the election (not interested + bit interested) grew from 51% in the previous week to 56% now. On the other hand, even with the start of the most popular sport event in the world, it wasn't able to curb the rejection rate of the current administration that marked a new high at 85%

For the first time, the electorate was asked about their opinion on controversial themes. Bolsonaro's voters were those most in favor of the right to keep and bear arms, to reduce the legal age from 18 years to 16 years old, death penalty, military intervention and privatizations. Geraldo Alckmin's voters, however were those most in favor of a pension reform.

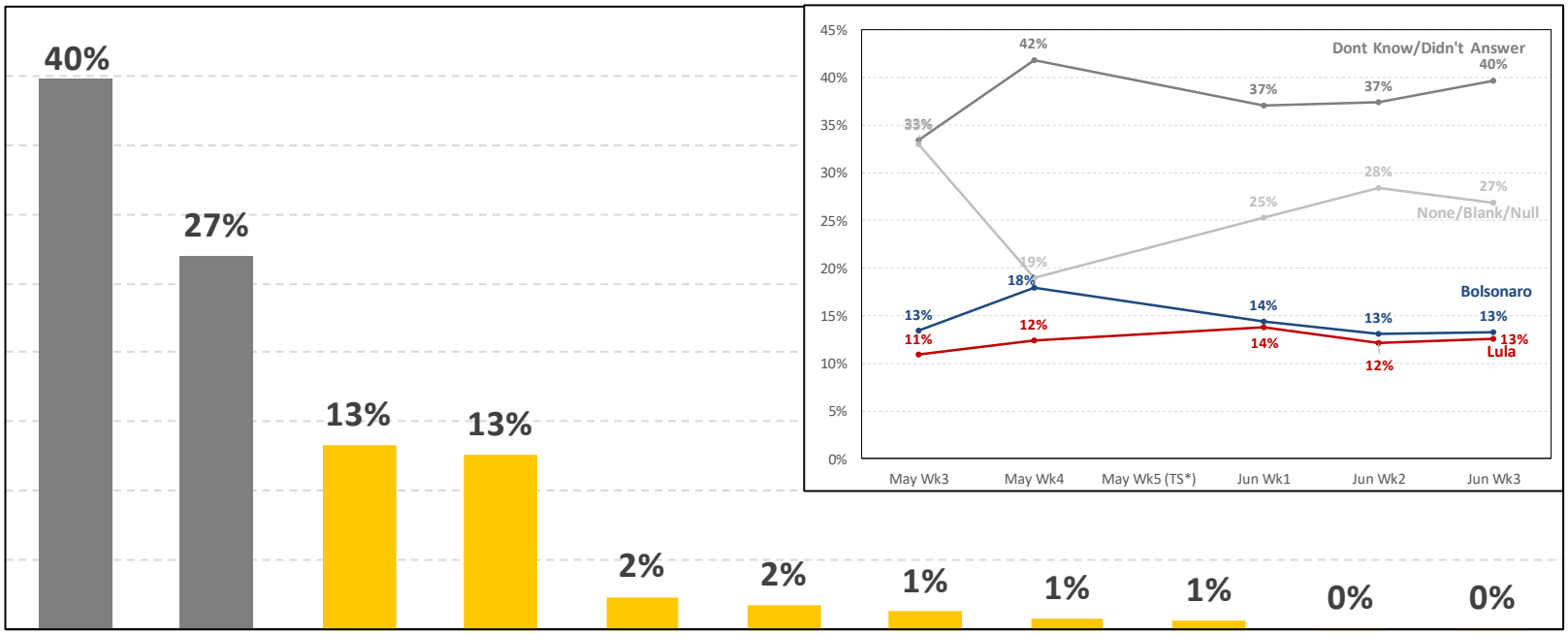
1. Electoral Scenarios

2. Assessing the electorate & Microdata Analysis

Voting Intention - Spontaneous

June Week 3

IF THE ELECTION WAS TODAY, WHO'D YOU VOTE FOR? (SPONTANEOUS)



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Scenario 1 – PT presents no candidate

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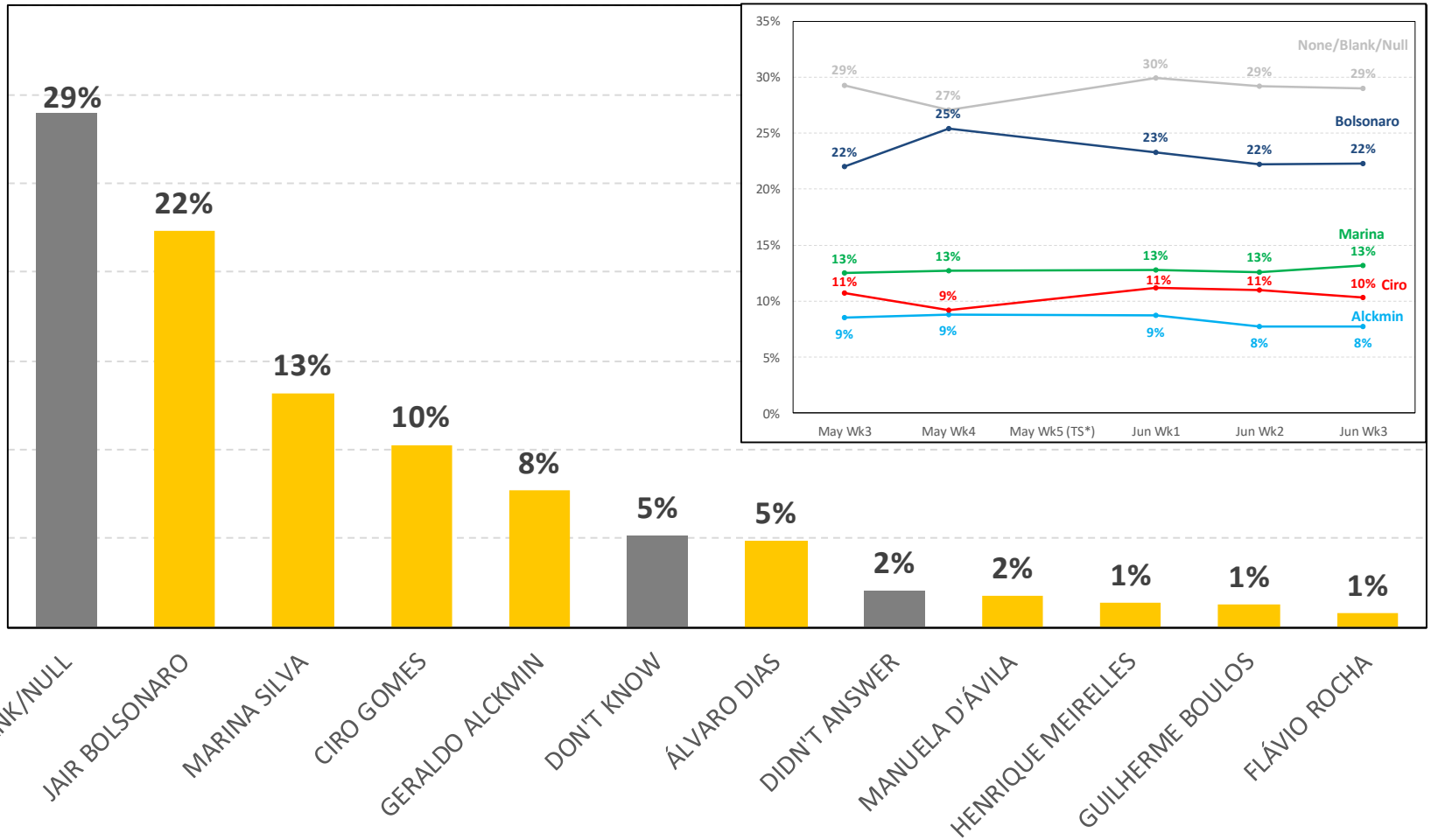
June Week 3

IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?

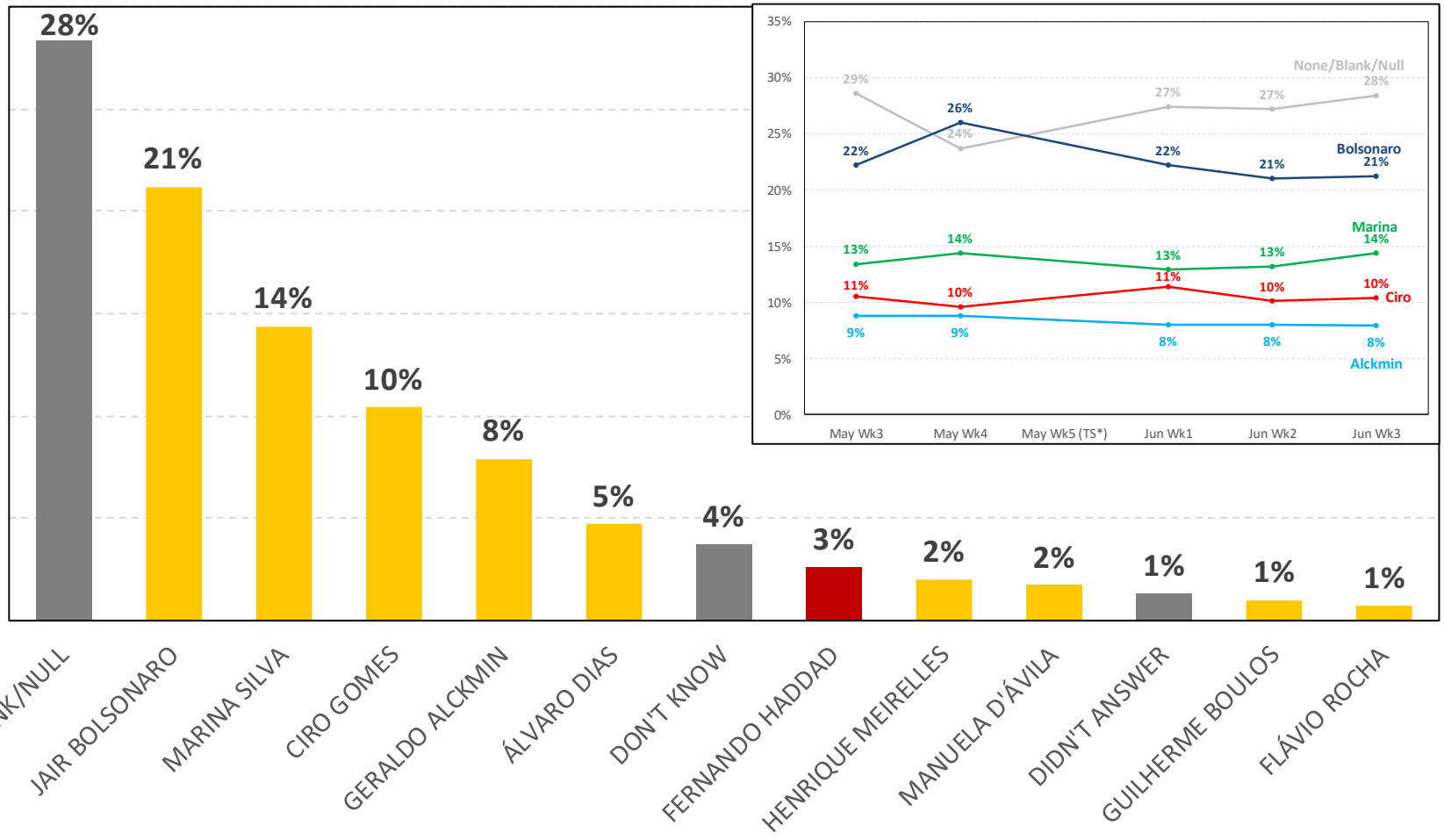


Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Scenario 2 – with Fernando Haddad (PT)

June Week 3

IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?

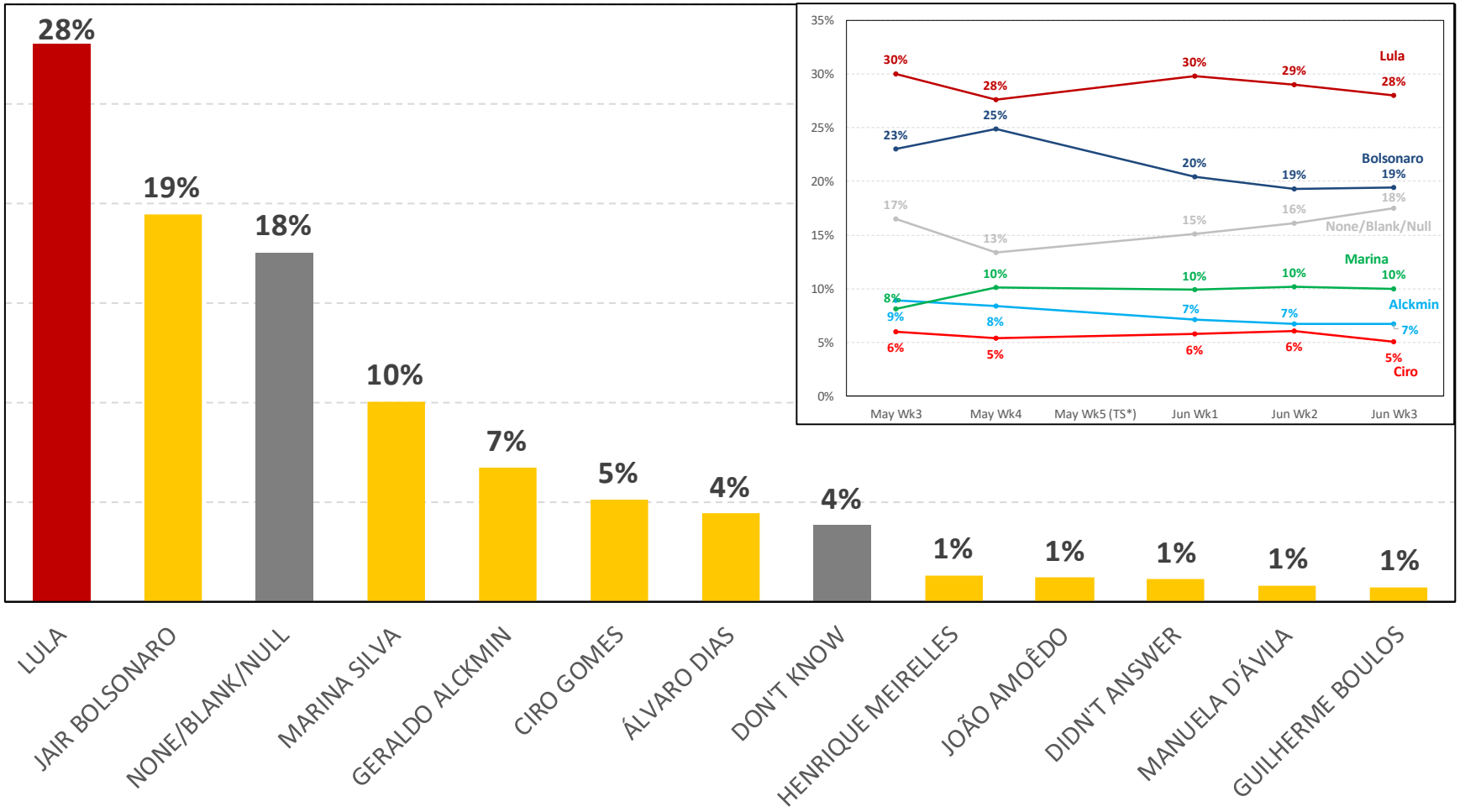


Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Scenario 3 – with Lula (PT)

June Week 3

IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?

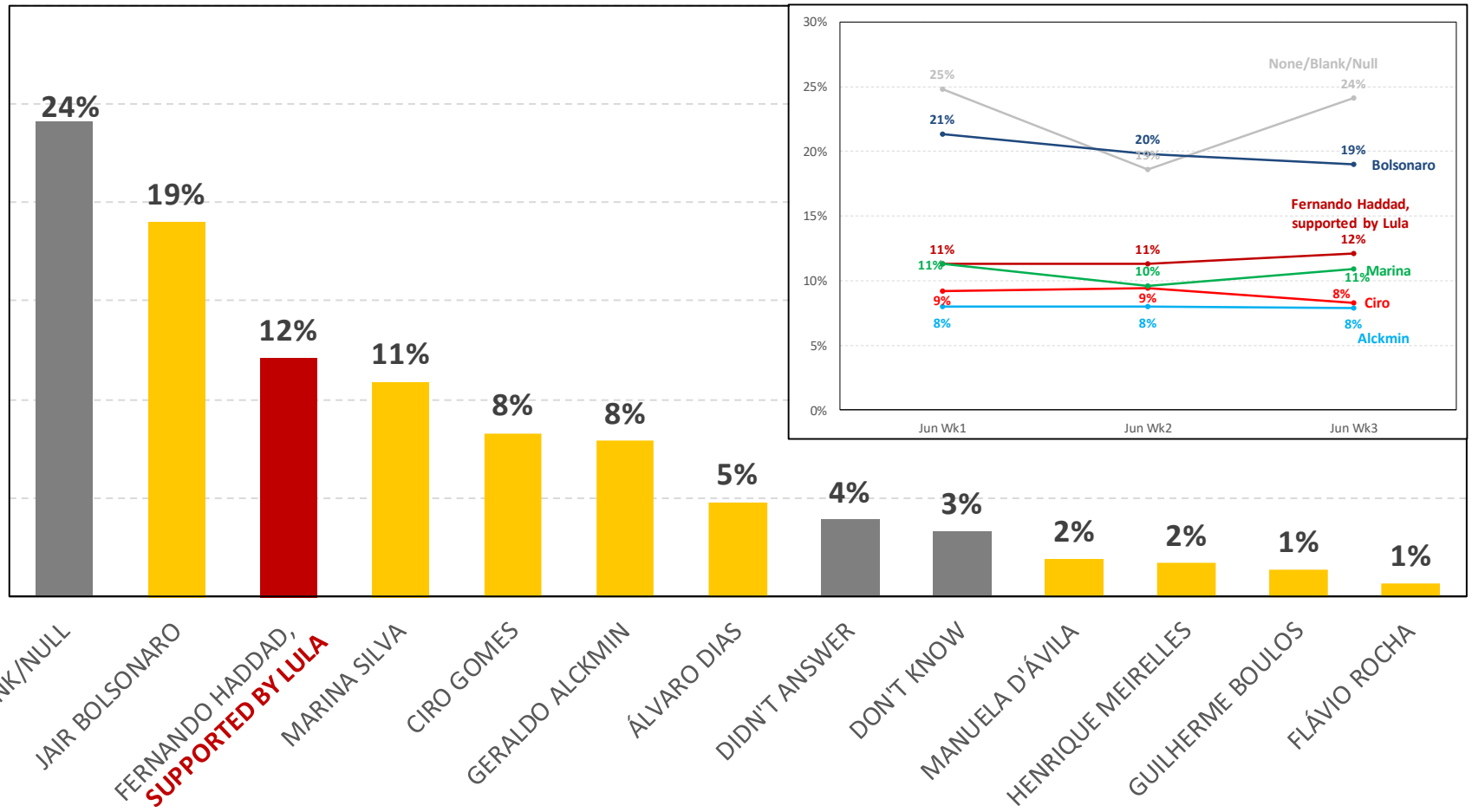


Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Scenario 4 – Haddad with Lula's support

June Week 3

IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Vote Migration

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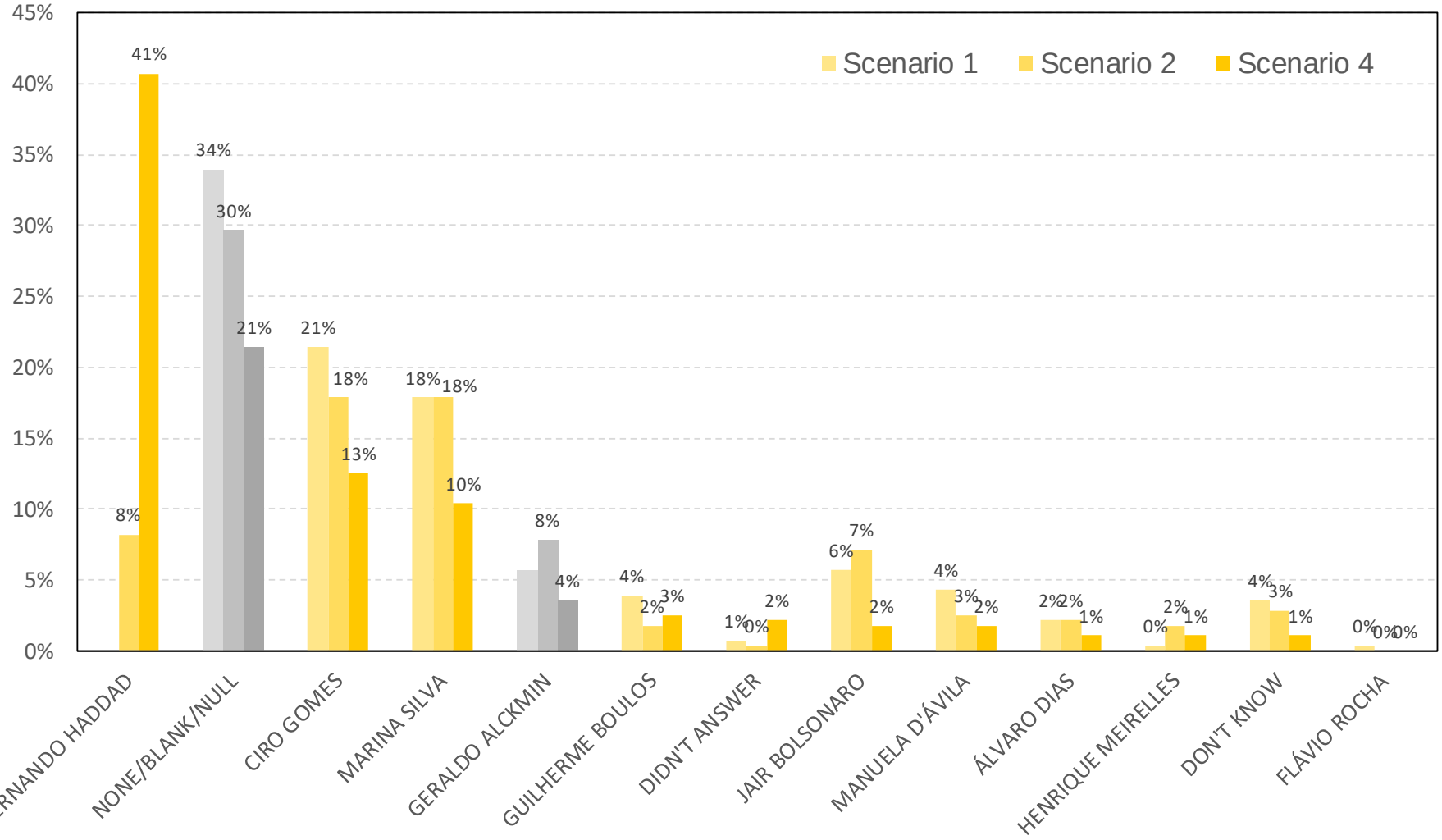
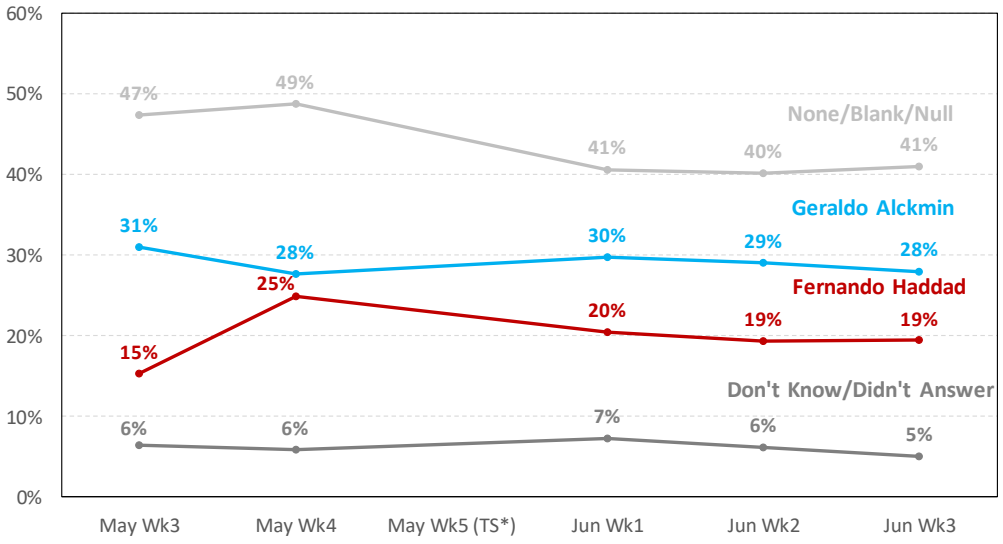
Lula's Vote Migration



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

2nd Round Scenarios

IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:



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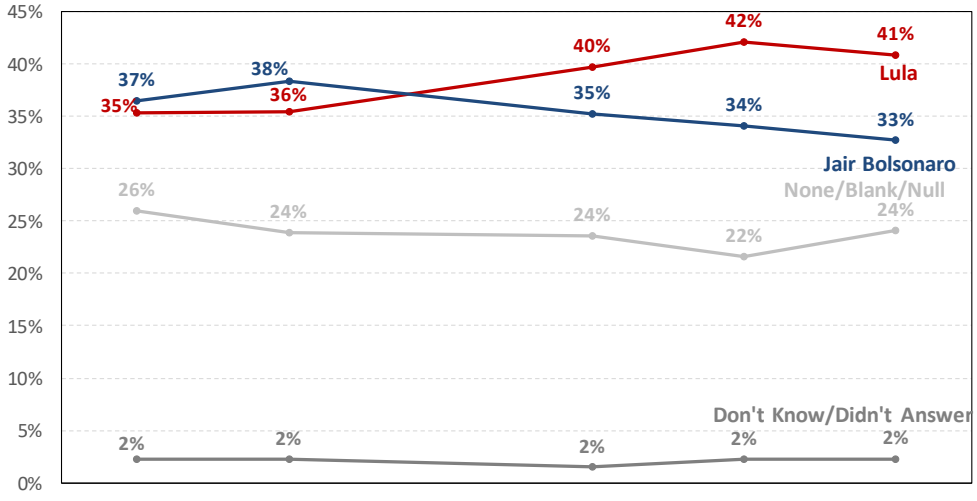

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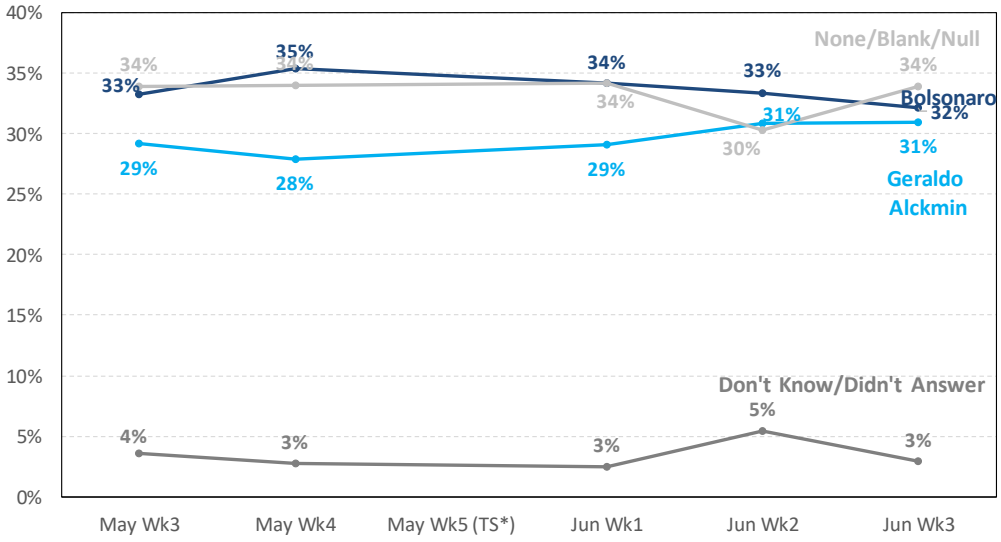

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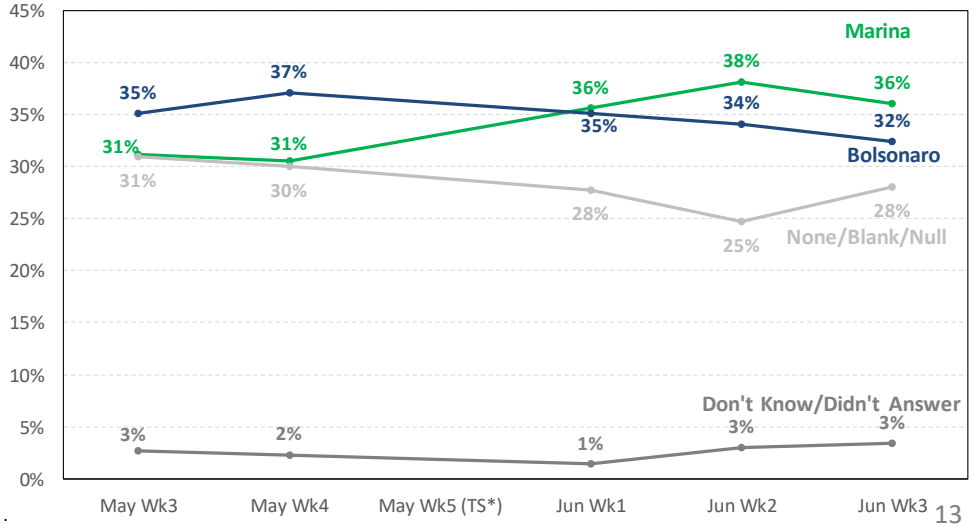

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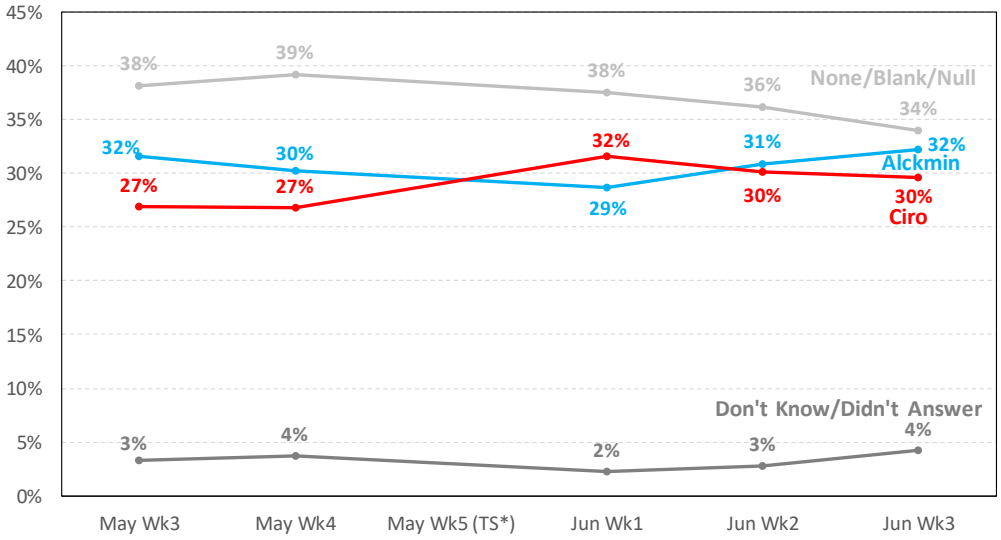

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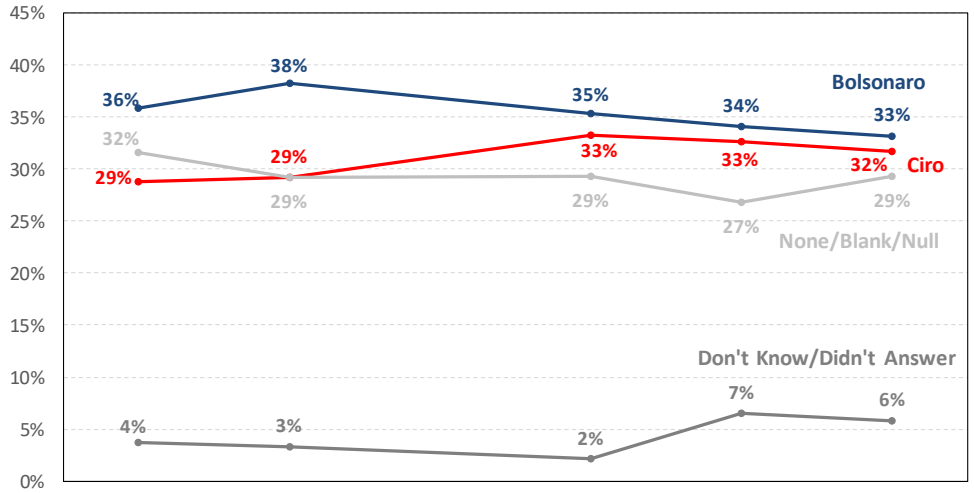
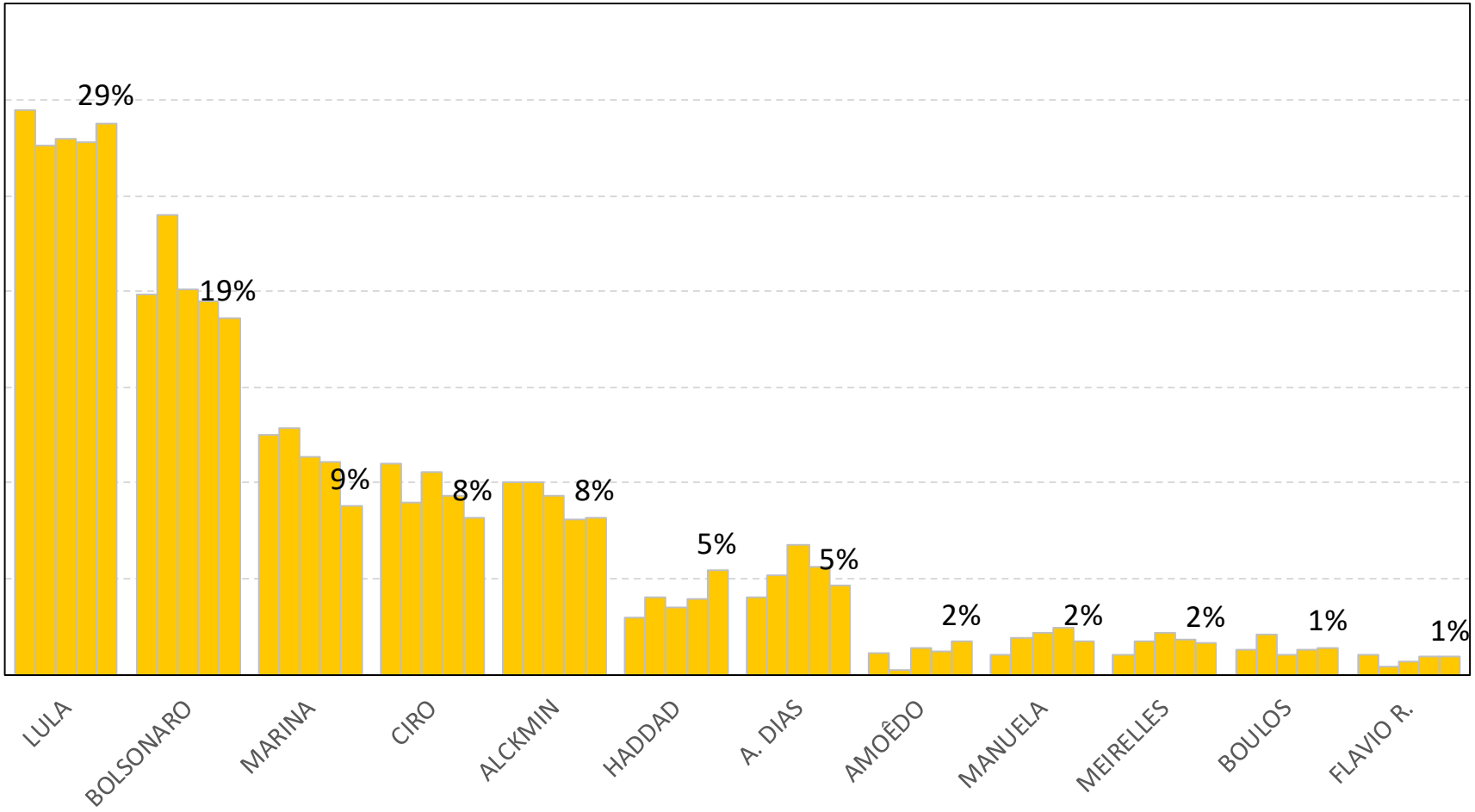


Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Candidates Strong-Minded Votes

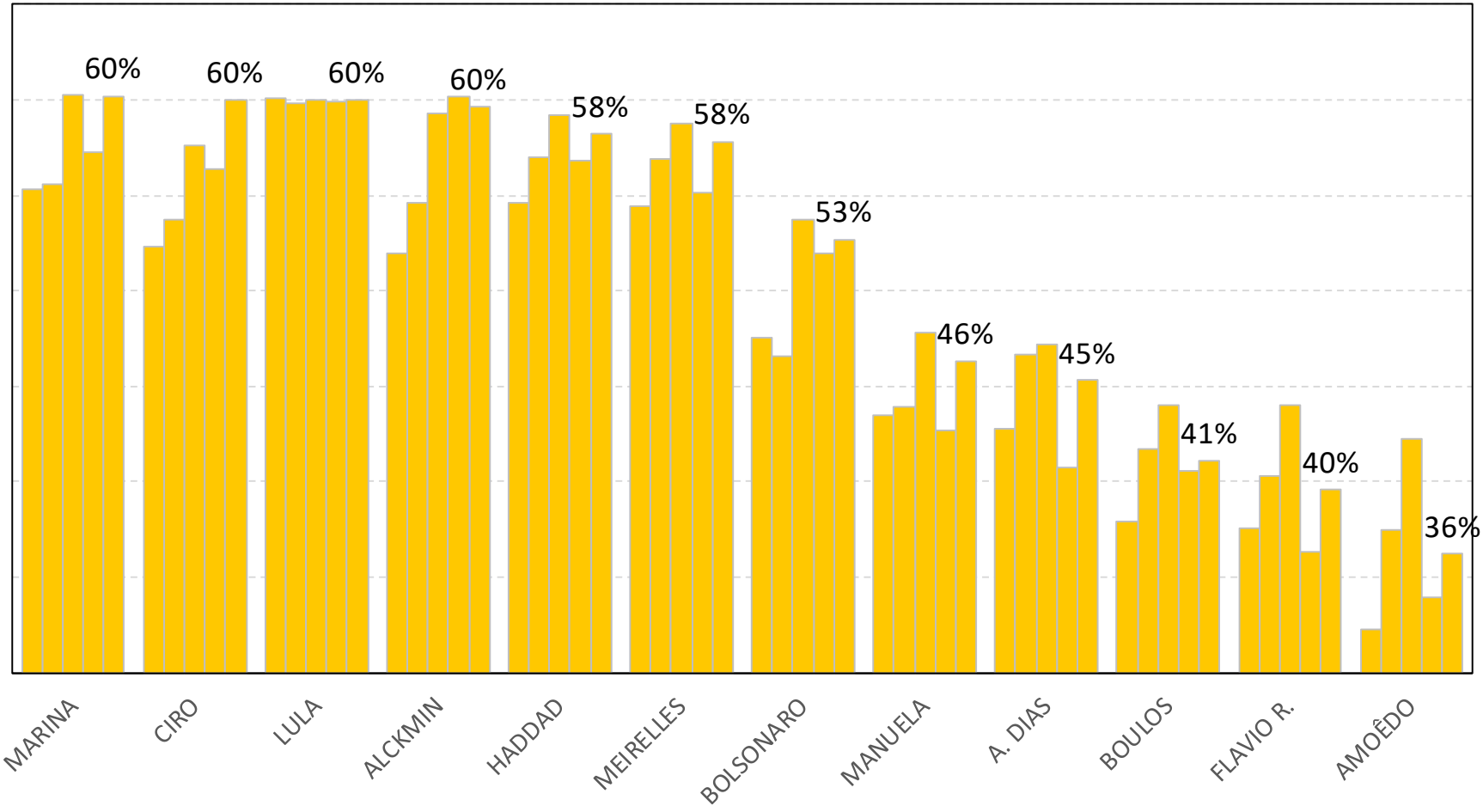
- 'Will surely vote for' -



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Candidates Rejection

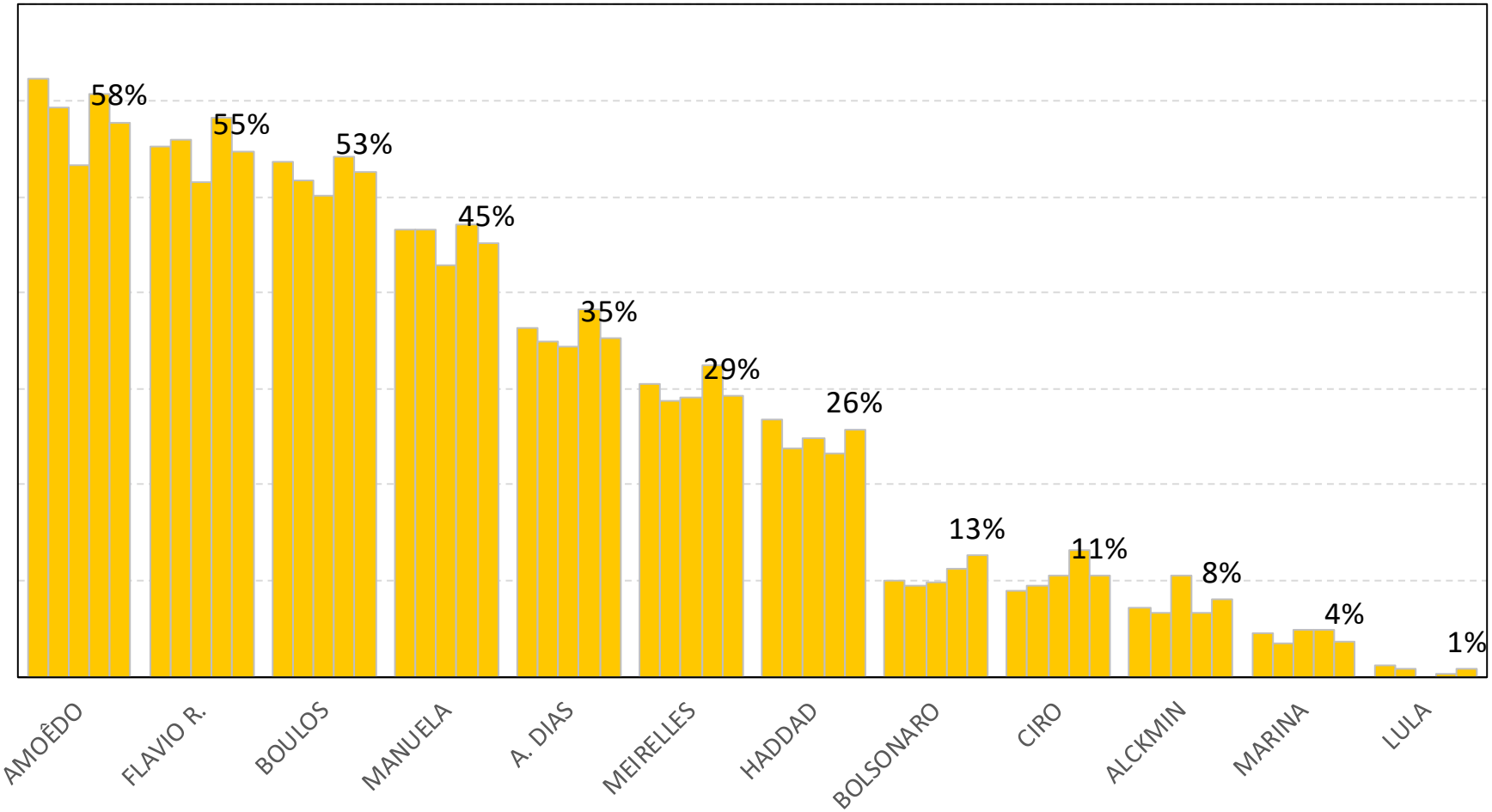
- 'Wouldn't vote in any scenario' -



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Unfamiliarity Rate

- 'Don't know enough' -



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Conviction, recognition and rejection.

June Week 3

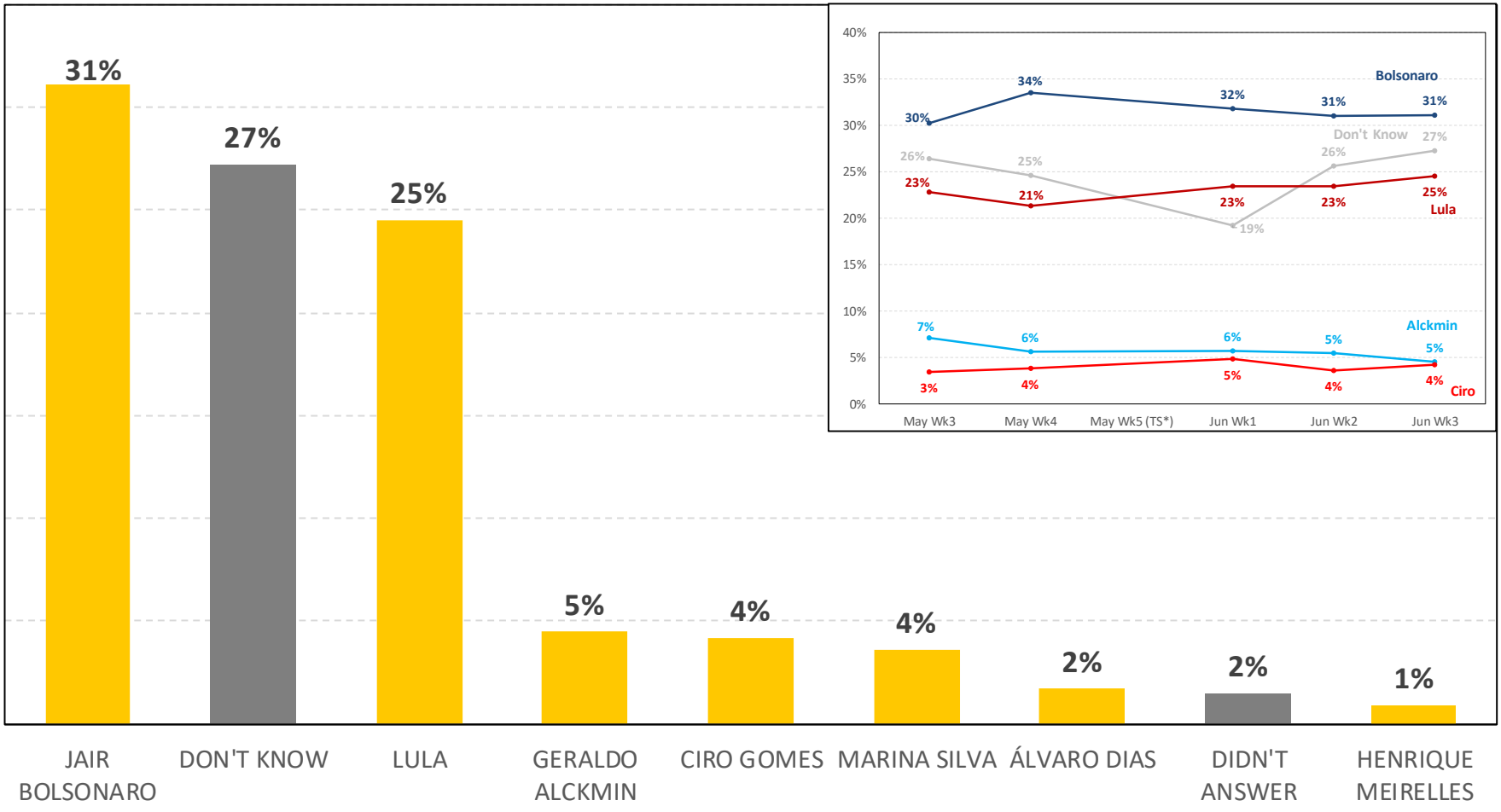
I'D LIKE YOU TO SAY IF YOU'D SURELY VOTE FOR HIM, COULD VOTE FOR HIM, WOULDN'T VOTE IN ANY SCENARIOS OR IF YOU DON'T KNOW HIM ENOUGH TO SAY.						
	Would Surely Vote	Could Vote	Wouldn't Vote	Dont't Know Enough	Don'tKnow/ Didn'tAnswer	Total
LULA	29%	10%	60%	1%	1%	100%
BOLSONARO	19%	12%	53%	13%	4%	100%
MARINA	9%	27%	60%	4%	1%	100%
CIRO	8%	21%	60%	11%	1%	100%
ALCKMIN	8%	20%	60%	8%	4%	100%
HADDAD	5%	10%	58%	26%	0%	100%
A. DIAS	5%	14%	45%	35%	1%	100%
AMOÊDO	2%	4%	36%	58%	1%	100%
MANUELA	2%	7%	46%	45%	0%	100%
MEIRELLES	2%	11%	58%	29%	1%	100%
BOULOS	1%	5%	41%	53%	0%	100%
FLAVIO R.	1%	4%	40%	55%	0%	100%

Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Expectation of Victory

June Week 3

IN YOUR OPINION, WHO'S GOING TO WIN THE ELECTION FOR PRESIDENT ?



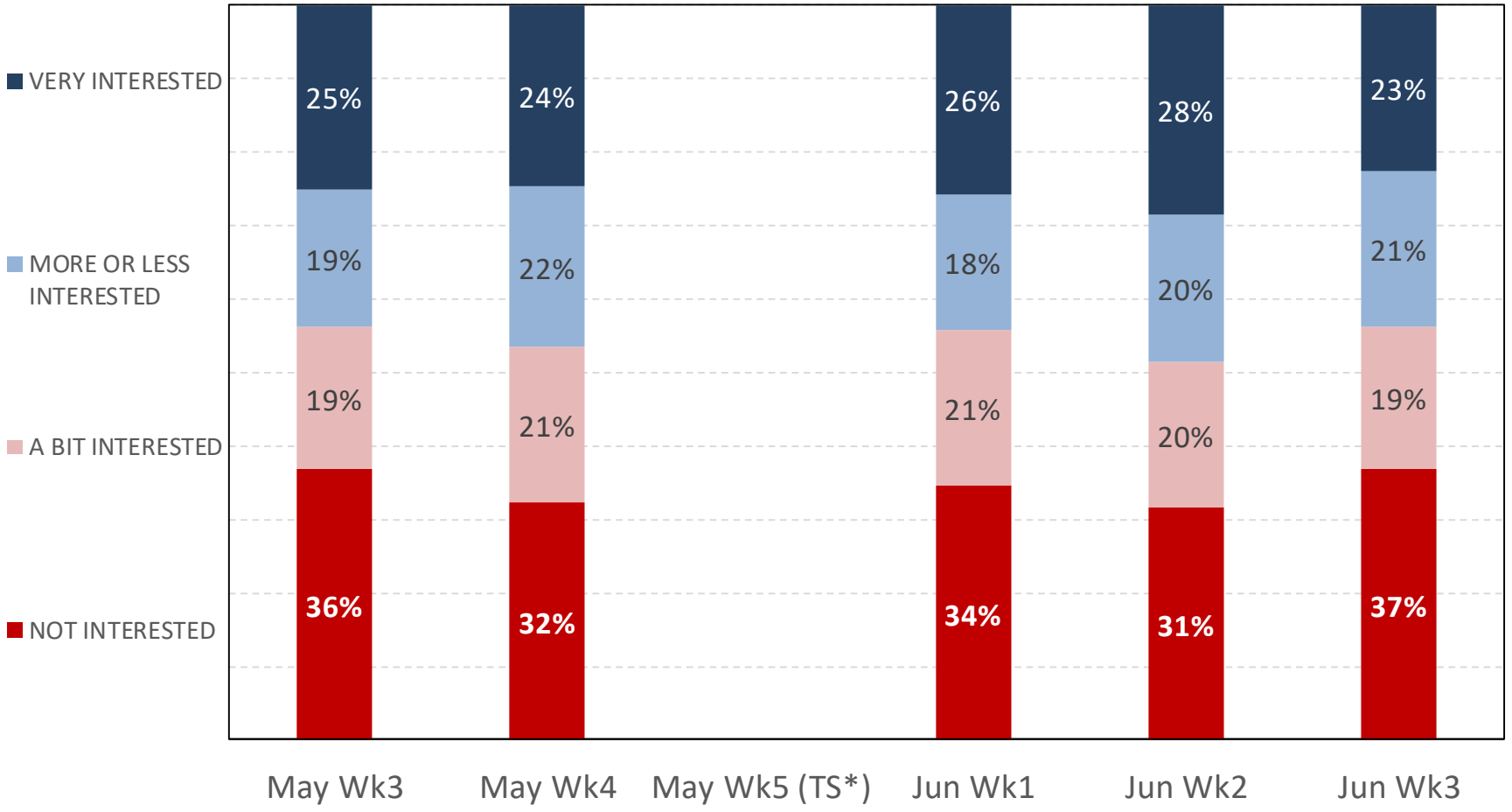
Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

1. Electoral Scenarios

2. Assessing the electorate & Microdata Analysis

Interest in the election

HOW INTERESTED ARE YOU IN THE ELECTIONS THAT WILL HAPPEN IN OCTOBER?



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Voter Profile

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MICRODATA SPECIAL

Undecided w/o PT candidate

UNDECIDED'S VOTER PROFILE (% OF TOTAL) -SCENARIO 1

Deviation to Population Average

GENDER		REGION	
MALE	-8%	NORTH	0%
FEMALE	8%	NORTHEAST	7%
AGE		SOUTHEAST	-1%
16 & 17 YO	0%	SOUTH	-3%
18 TO 34 YO	2%	MIDWEST	-3%
35 TO 54 YO	1%	**TYPE OF CITY**	
+55 YO	-3%	CAPITAL TOWNS	2%
OCUPATION		OUTLYING TOWNS	2%
WORKING	-1%	COUNTRY TOWNS	-4%
NOT WORKING	1%	**CITY SIZE**	
INCOME (MW = USD260)		< 50.000 HAB	-7%
E CLASS (< 1 MW)	9%	50.001 TO 200.000 HAB	3%
D CLASS (1 TO 2 MW)	4%	200.001 TO 500.000 HAB	4%
C CLASS (2 TO 5 MW)	-7%	> 500.000 HAB	0%
B CLASS (5 TO 20 MW)	-3%	**RELIGION**	
A CLASS (> 20 MW)	-2%	CATHOLIC	1%
DIDN'T ANSWER	0%	EVANGELICAL	-2%
EDUCATION LEVEL		HAVE NO RELIGION	0%
ELEMENTARY SCHOOL	3%	SPIRITTUALISM	0%
MIDDLE SCHOOL	2%	OTHER	0%
HIGH SCHOOL	-3%	ADVENTITST	1%
HIGHER EDUCATION	-2%	AFRICAN-BRAZILIAN	0%

Slightly prevalence of: female, with lower income from the NE.

Undecided w/o Lula

UNDECIDED'S VOTER PROFILE (% OF TOTAL) -SCENARIO 2

Deviation to Population Average

GENDER		REGION	
MALE	-10%	NORTH	0%
FEMALE	10%	NORTHEAST	0%
AGE		SOUTHEAST	2%
16 & 17 YO	0%	SOUTH	0%
18 TO 34 YO	-1%	MIDWEST	-2%
35 TO 54 YO	5%	**TYPE OF CITY**	
+55 YO	-4%	CAPITAL TOWNS	-1%
OCUPATION		OUTLYING TOWNS	3%
WORKING	-4%	COUNTRY TOWNS	-3%
NOT WORKING	4%	**CITY SIZE**	
INCOME (MW = USD260)		< 50.000 HAB	-6%
E CLASS (< 1 MW)	8%	50.001 TO 200.000 HAB	2%
D CLASS (1 TO 2 MW)	5%	200.001 TO 500.000 HAB	5%
C CLASS (2 TO 5 MW)	-6%	> 500.000 HAB	-1%
B CLASS (5 TO 20 MW)	-5%	**RELIGION**	
A CLASS (> 20 MW)	-3%	CATHOLIC	0%
DIDN'T ANSWER	0%	EVANGELICAL	-1%
EDUCATION LEVEL		HAVE NO RELIGION	0%
ELEMENTARY SCHOOL	3%	SPIRITTUALISM	1%
MIDDLE SCHOOL	2%	OTHER	0%
HIGH SCHOOL	0%	ADVENTITST	0%
HIGHER EDUCATION	-4%	AFRICAN-BRAZILIAN	0%

Slightly prevalence of: female, with lower income.

Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Voter Profile

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MICRODATA SPECIAL

Core Undecided

UNDECIDED'S VOTER PROFILE (% OF TOTAL) -SCENARIO 3

Deviation to Population Average

GENDER	
MALE	-7%
FEMALE	7%
AGE	
16 & 17 YO	0%
18 TO 34 YO	0%
35 TO 54 YO	1%
+55 YO	-1%
OCUPATION	
WORKING	-4%
NOT WORKING	4%
INCOME (MW = USD260)	
E CLASS (< 1 MW)	4%
D CLASS (1 TO 2 MW)	5%
C CLASS (2 TO 5 MW)	-6%
B CLASS (5 TO 20 MW)	-2%
A CLASS (> 20 MW)	-1%
DIDN'T ANSWER	0%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	4%
MIDDLE SCHOOL	0%
HIGH SCHOOL	-1%
HIGHER EDUCATION	-3%

REGION	
NORTH	-1%
NORTHEAST	-5%
SOUTHEAST	6%
SOUTH	1%
MIDWEST	-2%
TYPE OF CITY	
CAPITAL TOWNS	1%
OUTLYING TOWNS	2%
COUNTRY TOWNS	-3%
CITY SIZE	
< 50.000 HAB	-6%
50.001 TO 200.000 HAB	3%
200.001 TO 500.000 HAB	3%
> 500.000 HAB	1%
RELIGION	
CATHOLIC	-3%
EVANGELICAL	1%
HAVE NO RELIGION	0%
SPIRITTUALISM	2%
OTHER	2%
ADVENTITST	0%
AFRICAN-BRAZILIAN	0%

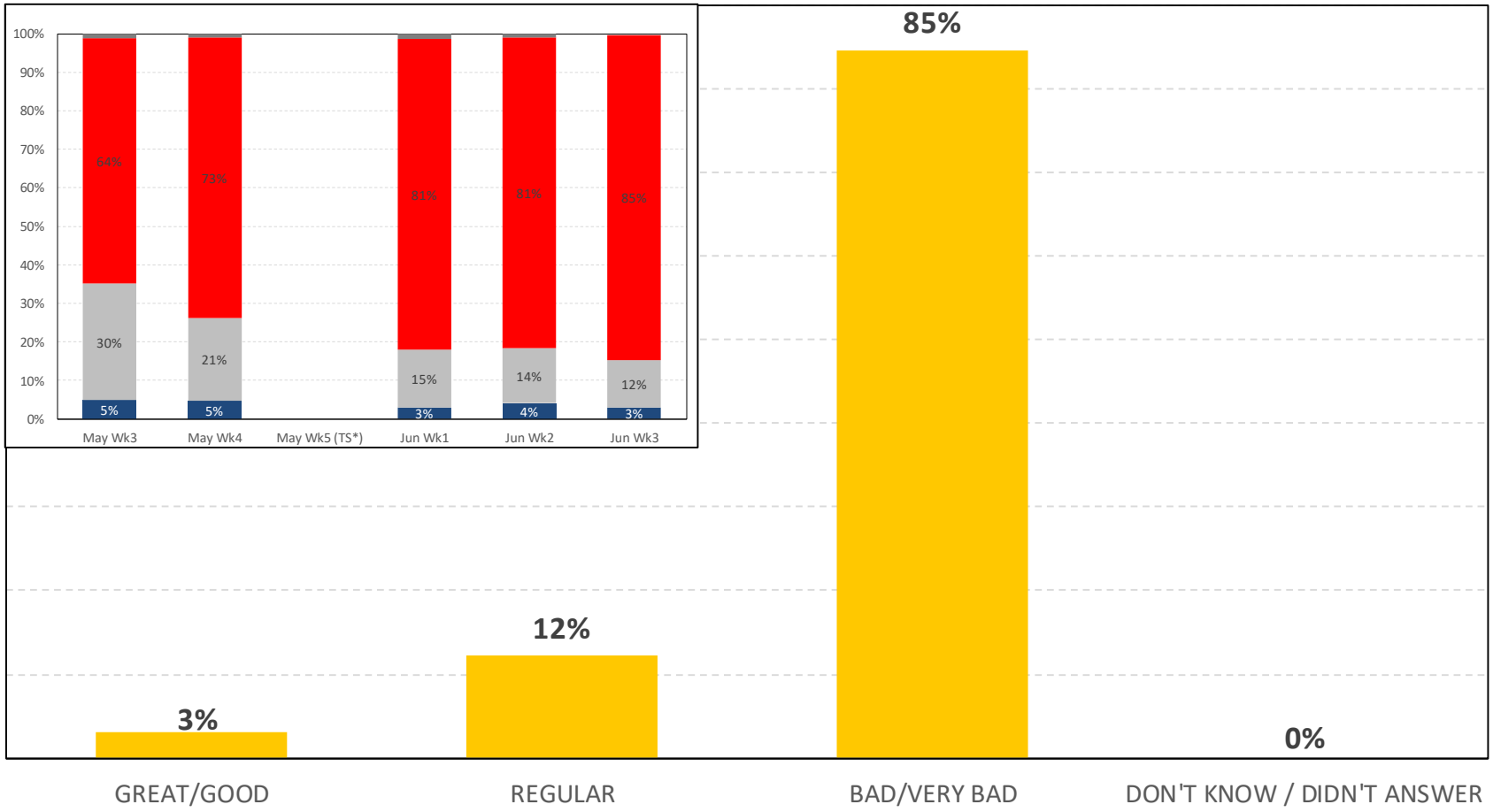
Slightly prevalence of: female, from big cities from the SE.

Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

President Approval

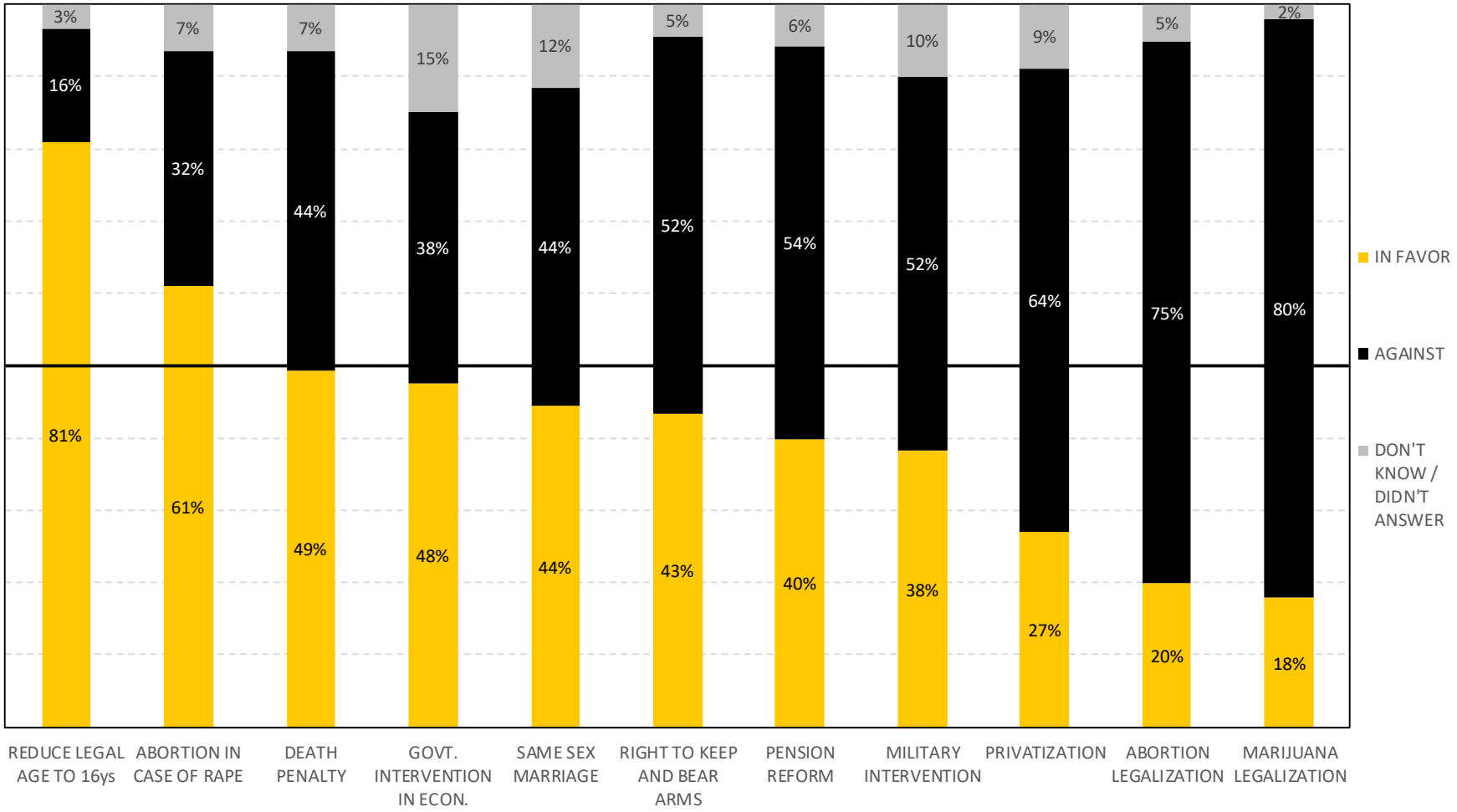
June Week 3

HOW DO YOU EVALUATE MICHEL TEMER'S GOVERNMENT SO FAR?



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

ARE YOU IN FAVOR OR AGAINST _____:



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Major Themes by Candidate

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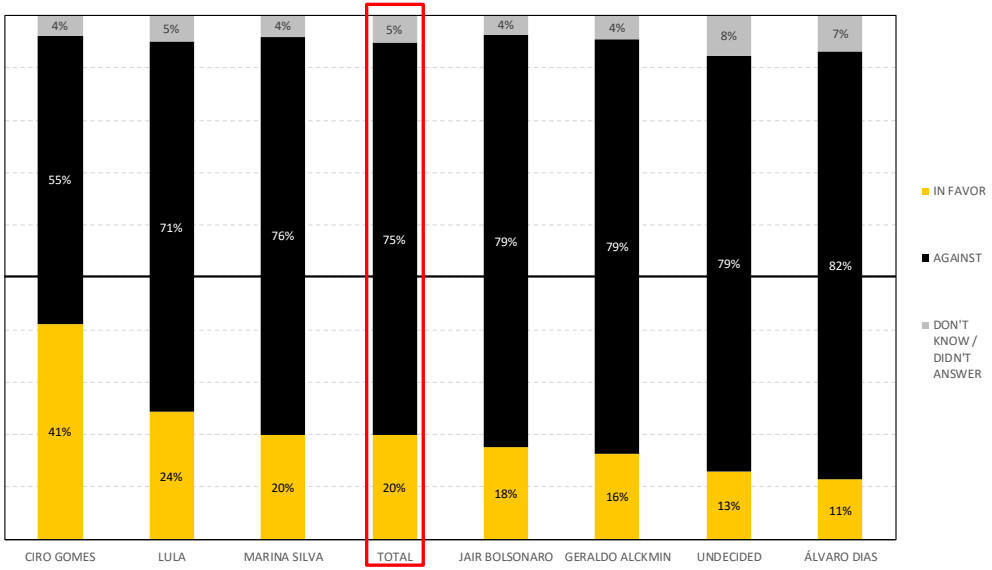
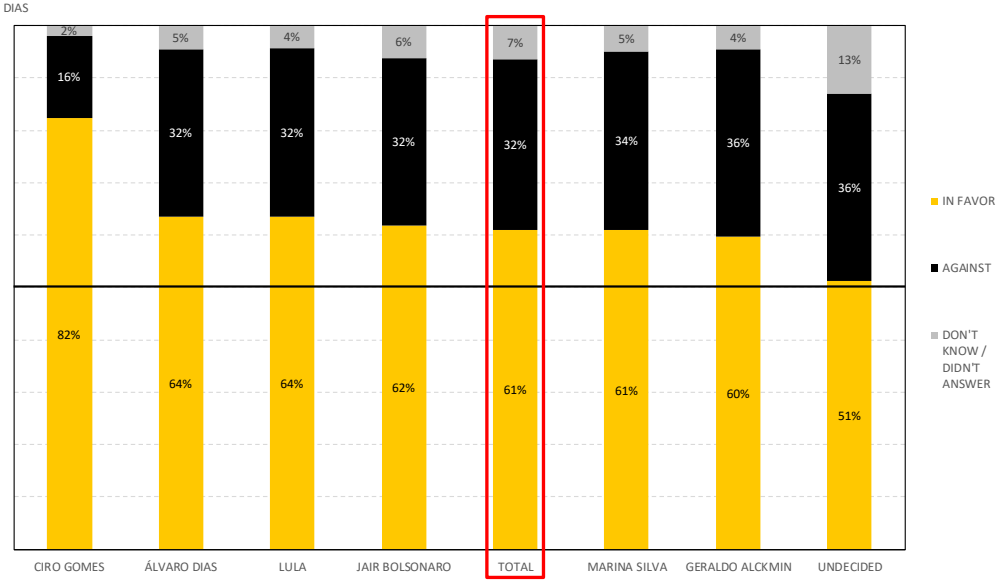
MICRODATA SPECIAL

ABORTION LEGALIZATION



ABORTION IN CASE OF RAPE



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Major Themes by Candidate

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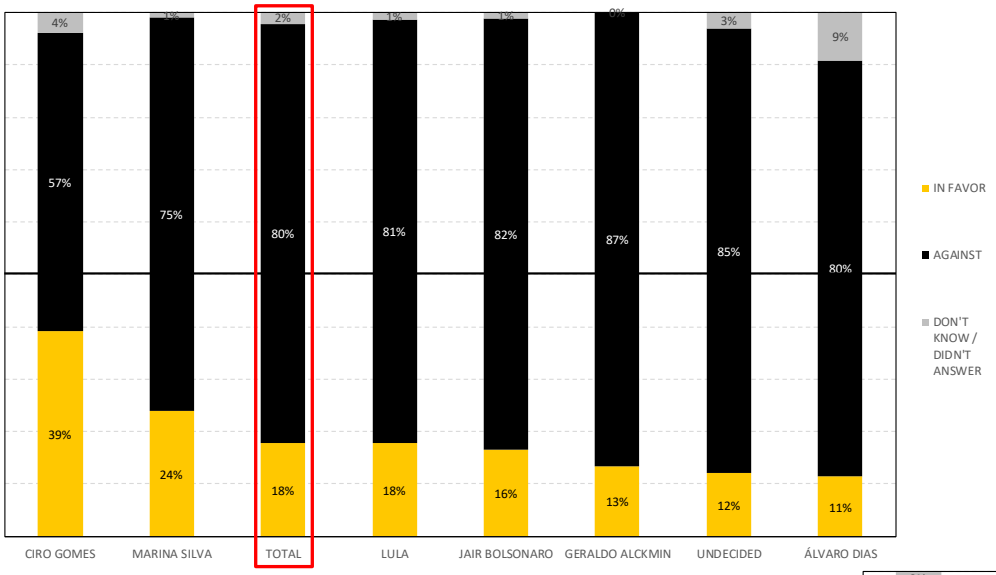
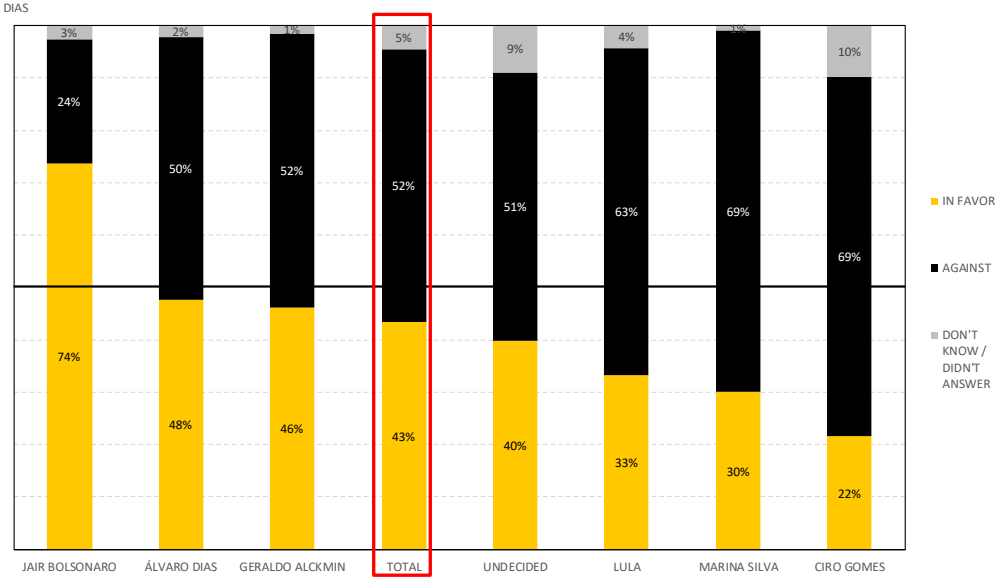
MICRODATA SPECIAL

MARIJUANA LEGALIZATION



RIGHT TO KEEP AND BEAR ARMS



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Major Themes by Candidate

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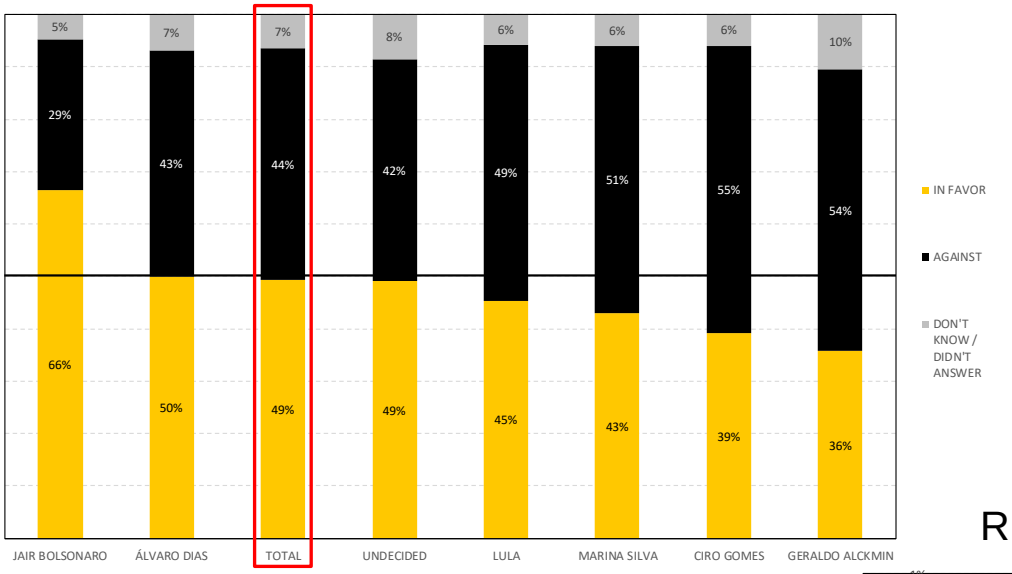
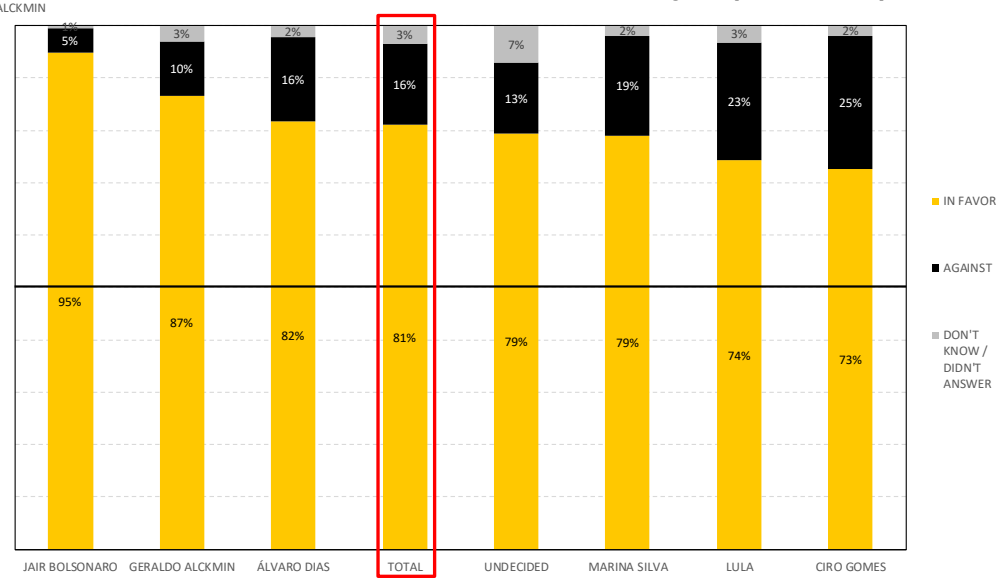
MICRODATA SPECIAL

DEATH PENALTY



REDUCE LEGAL AGE TO 16ys (from 18)



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Major Themes by Candidate

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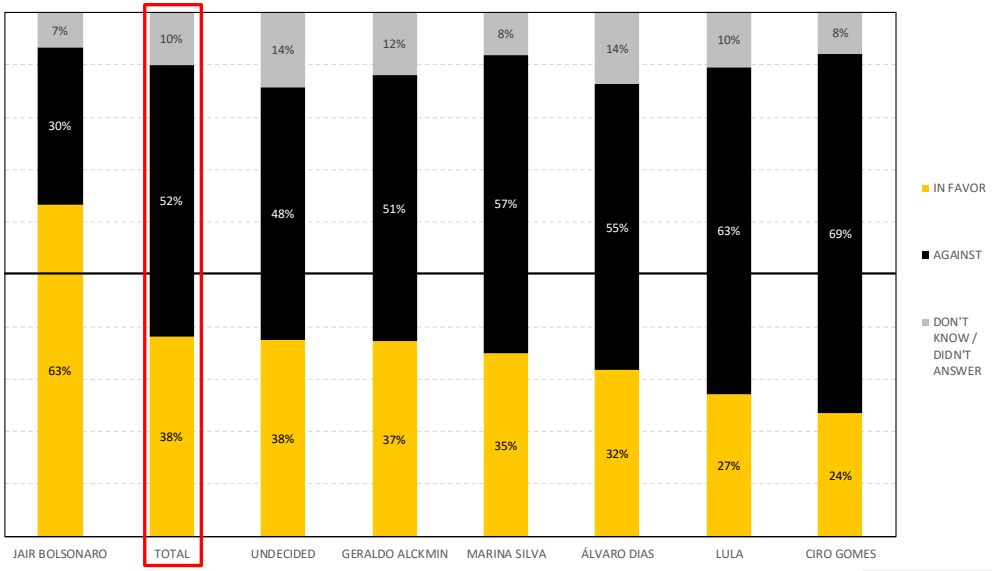
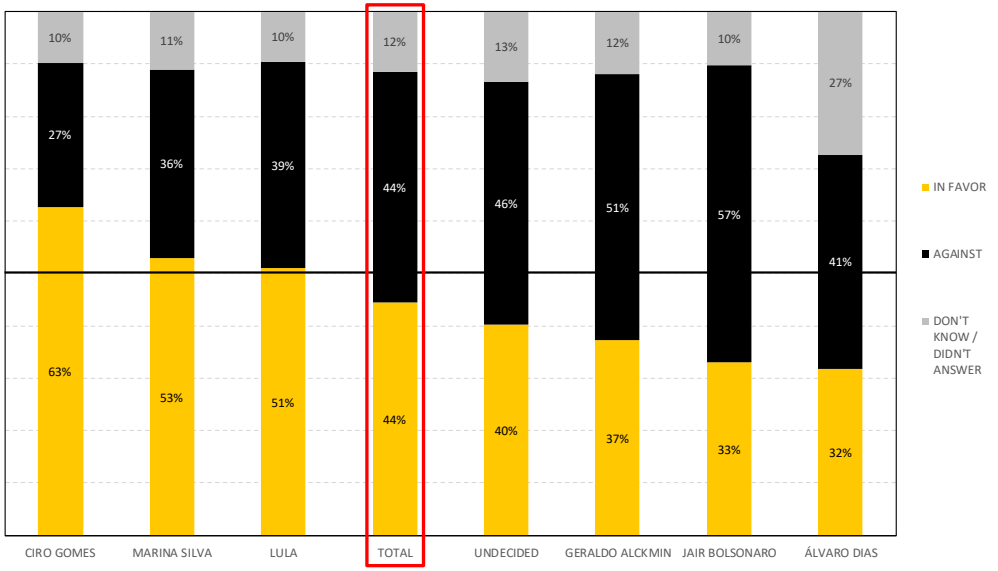
MICRODATA SPECIAL

MILITARY INTERVENTION



SAME SEX MARRIAGE



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Major Themes by Candidate

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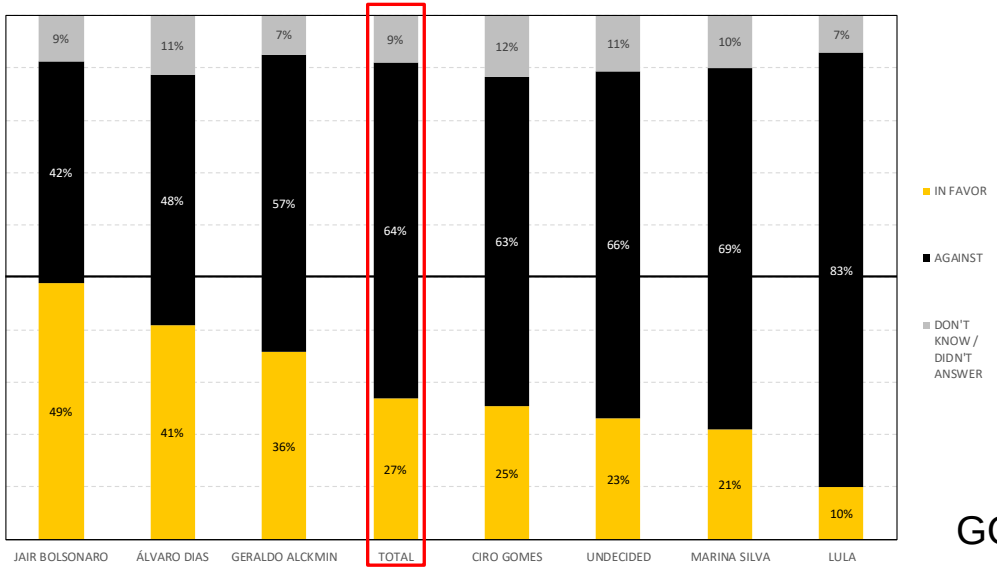
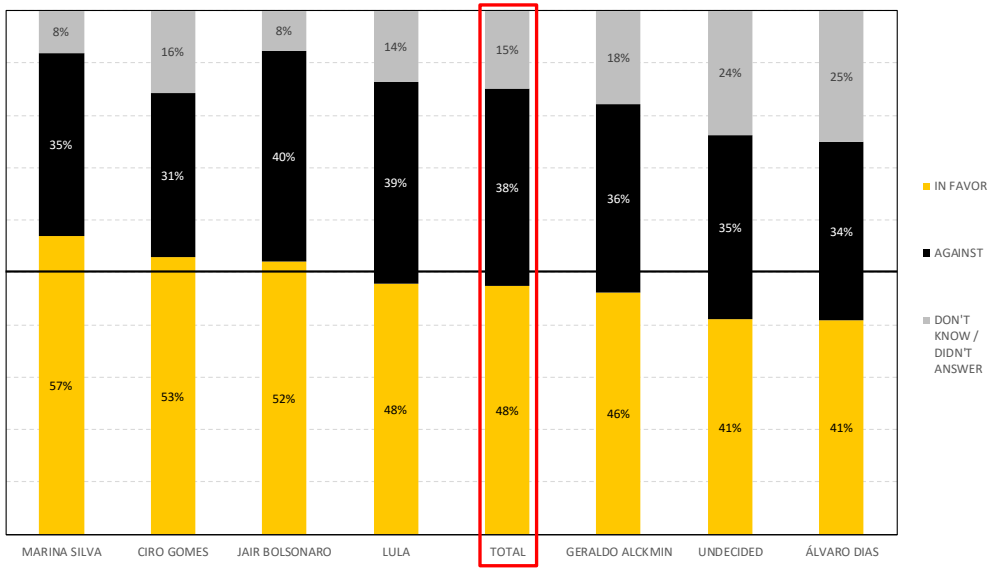
MICRODATA SPECIAL

PRIVATIZATIONS



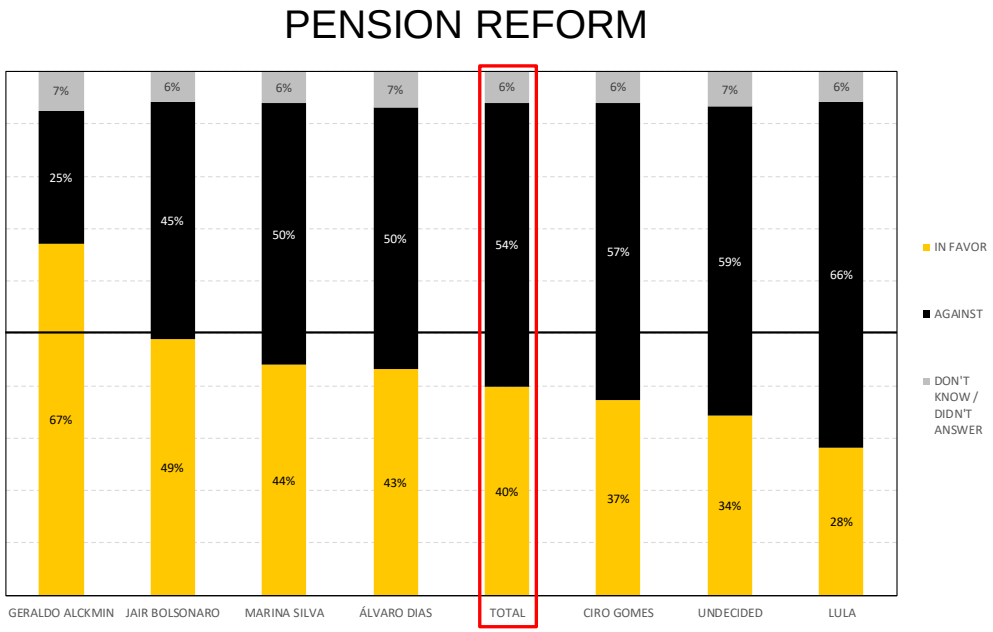
GOVT. INTERVENTION IN THE ECONOMY



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Major Themes by Candidate

MICRODATA SPECIAL



Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

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