



XP Presidential Poll

May, 2018



XP Presidential Poll

Date:

From May-15 to May-18
From May-21 to May-23

Sample:

1000 interviews/each

Coverage:

National

Method:

Phone call interviews

Margin of Error:

2000 interviews: 2.2. p.p.
1000 interviews: 3.2. p.p.

VOTER PROFILE (% OF TOTAL)	
GENDER	
MALE	48%
FEMALE	52%
AGE	
16 & 17 YO	1%
18 TO 34 YO	33%
35 TO 54 YO	35%
+55 YO	31%
OCUPATION	
WORKING	58%
NOT WORKING	42%
INCOME (MW = USD260)	
E CLASS (< 1 MW)	21%
D CLASS (1 TO 2 MW)	28%
C CLASS (2 TO 5 MW)	32%
B CLASS (5 TO 20 MW)	15%
A CLASS (> 20 MW)	2%
DIDN'T ANSWER	2%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	11%
MIDDLE SCHOOL	21%
HIGH SCHOOL	46%
HIGHER EDUCATION	22%
REGION	
NORTH	8%
NORTHEAST	28%
SOUTHEAST	42%
SOUTH	15%
MIDWEST	7%
TYPE OF CITY	
CAPITAL TOWNS	26%
OUTLYING TOWNS	14%
COUNTRY TOWNS	60%
CITY SIZE	
< 50.000 HAB	33%
50.001 TO 200.000 HAB	21%
200.001 TO 500.000 HAB	15%
> 500.000 HAB	31%
RELIGION	
CATHOLIC	58%
EVANGELICAL	24%
HAVE NO RELIGION	8%
SPIRITTUALISM	4%
OTHER	4%
ADVENTITST	1%
AFRICAN-BRAZILIAN	1%

Inst. de Pesq. Sociais, políticas e econômicas (IPESPE).
Registered BR-09600/2018 & BR-05699/2018

Four months to the first round and the first XP Poll shows that the majority of voters is not activated yet as 54% is a bit or not interested in the elections that will happen in October (slide 19)

As a result, the number of undecided voters (none, blank, null, don't know) dominates in roughly all the scenarios which opens the door for changes down the road as we move closer to the ballots

By our findings, the undecided voters' profile presents a slightly prevalence of: a) women; b) senior; c) low-income class and; d) with education higher than average.

Yet, the candidate Jair Bolsonaro stands out as he leads in 1) the spontaneous scenario (slide 5); 2) Both first round scenarios in which Lula isn't considered (slides 6 and 7) and; 3) beats all candidates in the second round scenarios (slides 10-12)

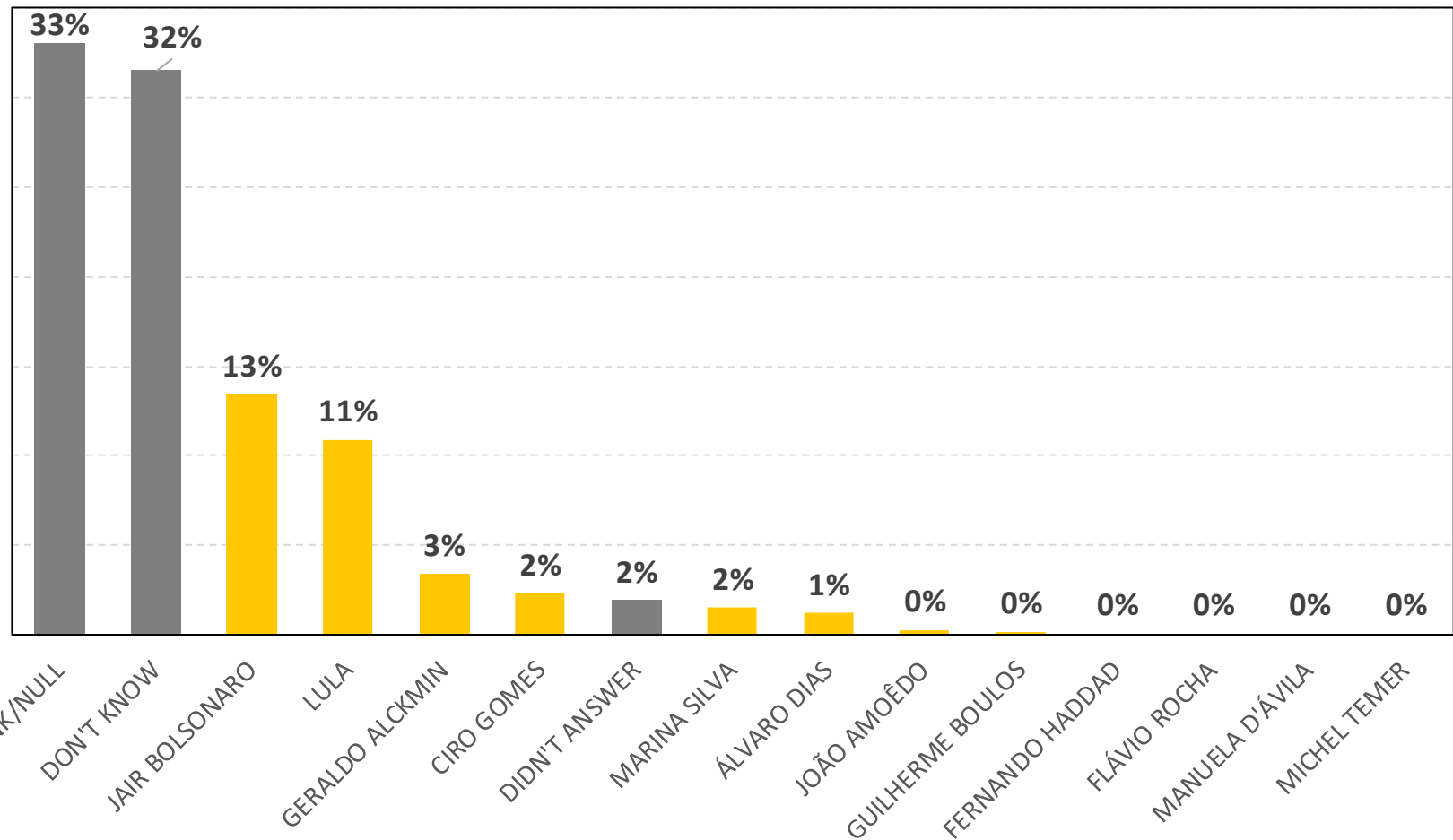
Within the center-right, Geraldo Alckmin (9%) stands out when compared to those fighting for the support of the same political parties. If in one hand, his current vote intention isn't encouraging, on the other it's enough for him to remain as the viable candidate of that group (slides 6, 7 and 29).

When considered as a candidate, Lula leads the first round (29%); Marina Silva and Ciro Gomes are the most benefited from voting migration when Lula is not considered as they receive between 16% to 17% of his votes (slides 8 and 9).

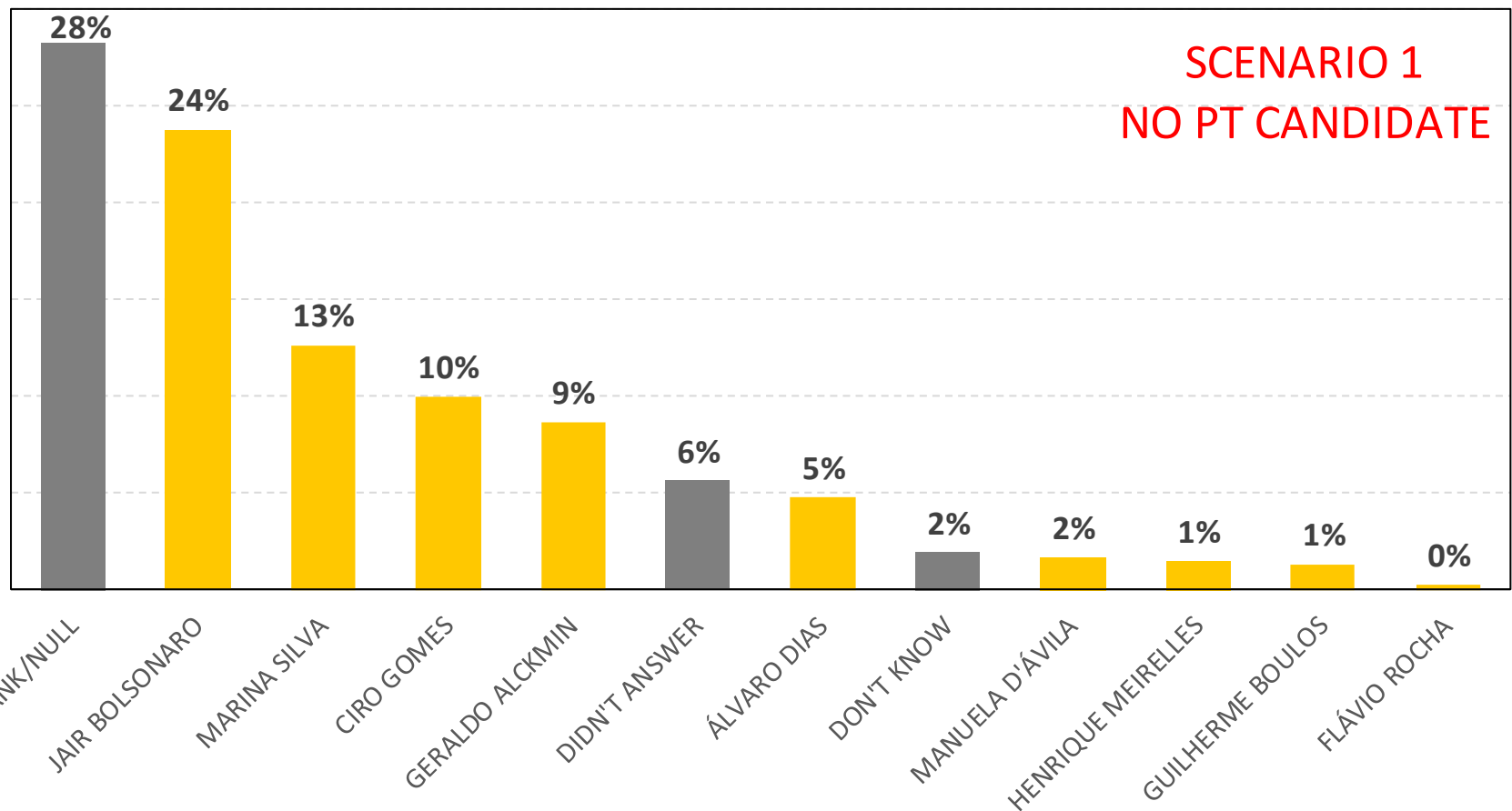
1. Electoral Scenarios

2. Assessing the electorate & Microdata Analysis

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

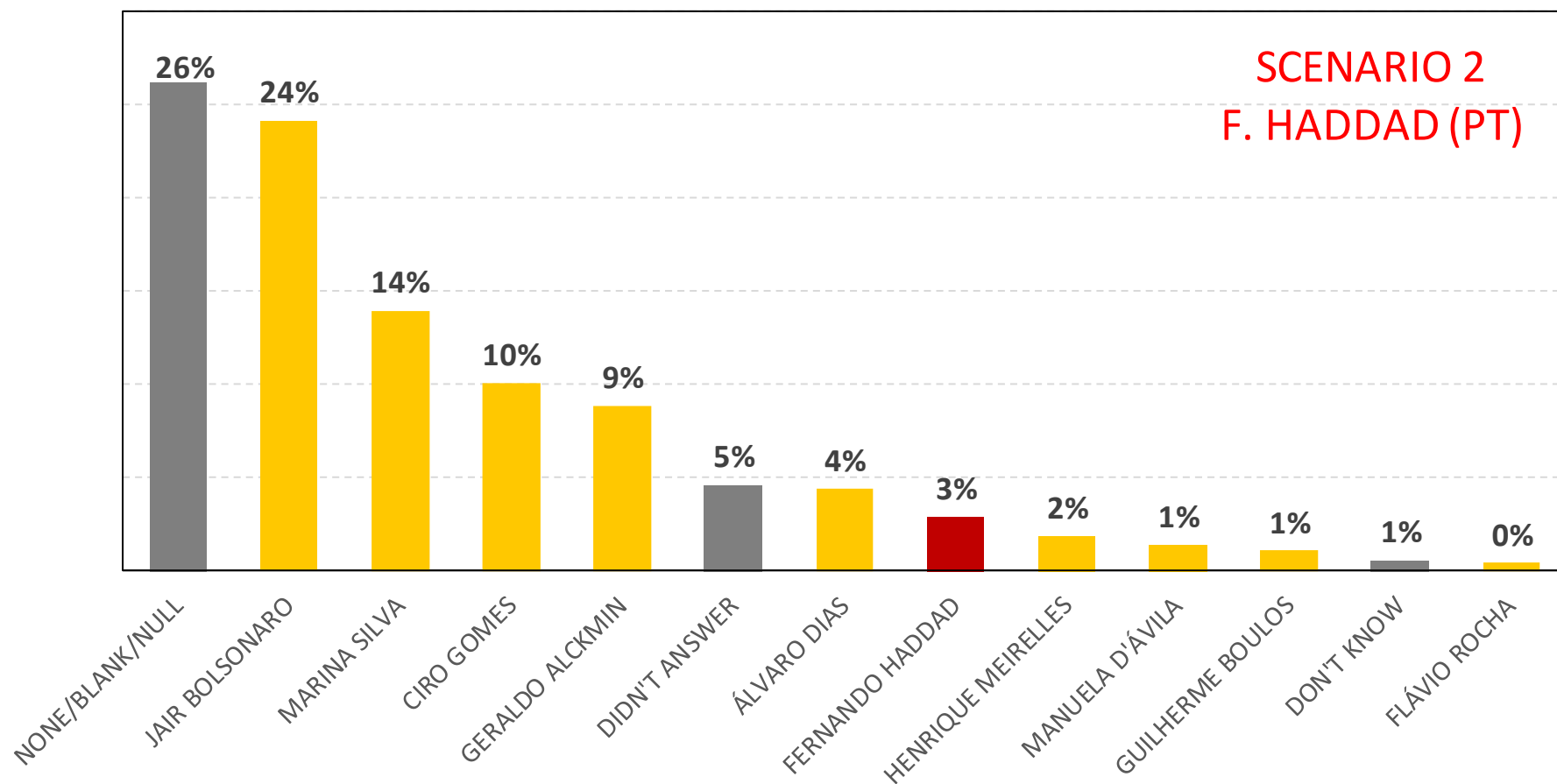


IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?

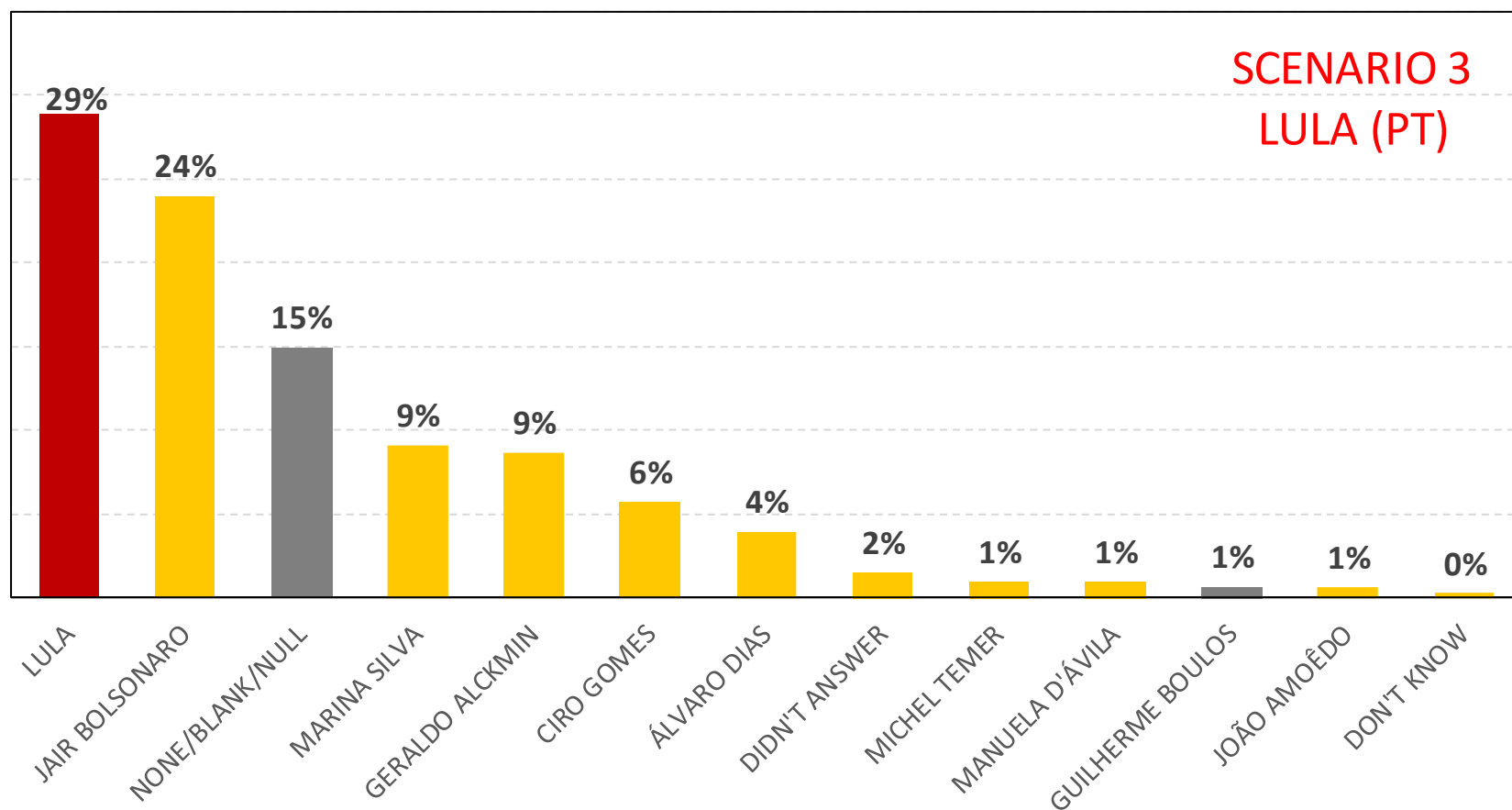


Source: XP Polls [BR-09600/2018 & BR-05699/2018]

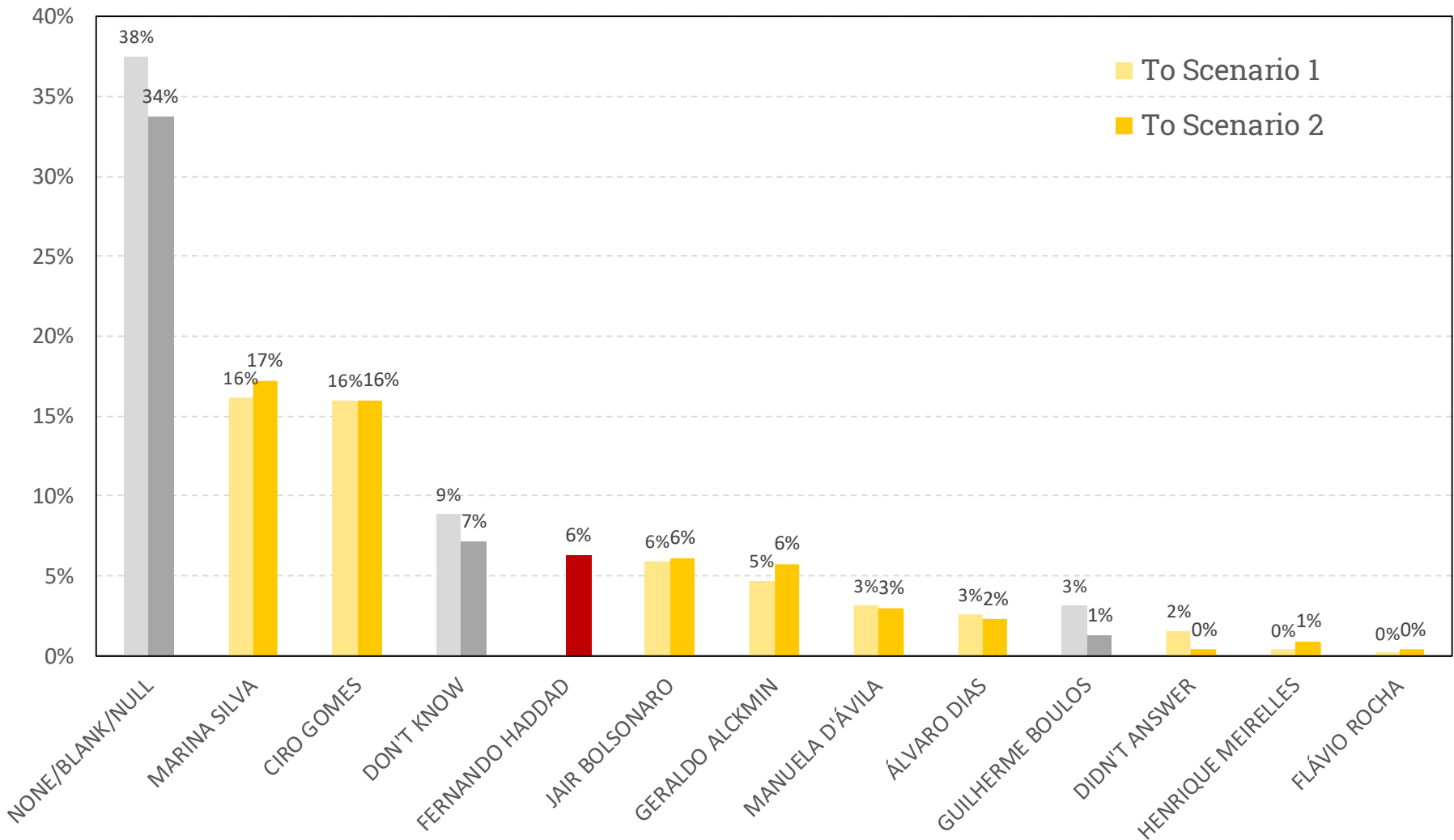
IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?



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

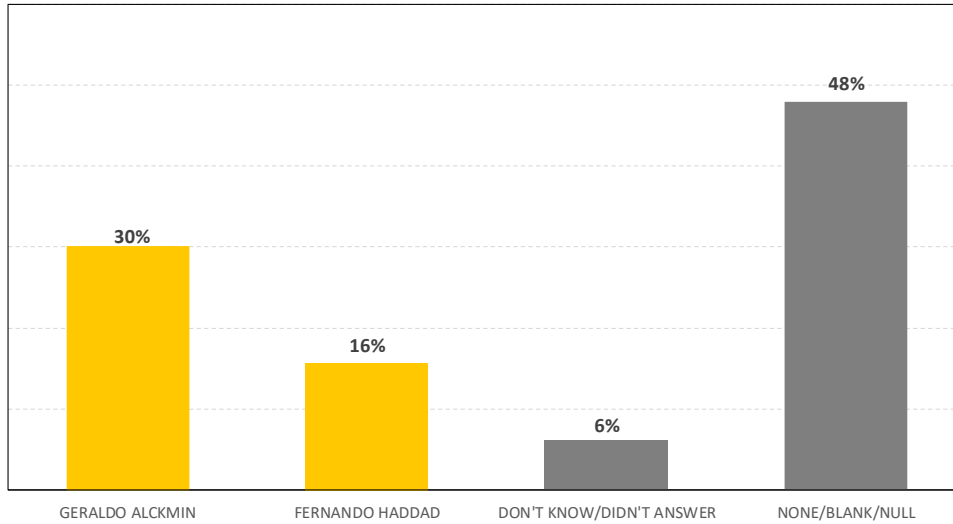


Lula's Vote Migration

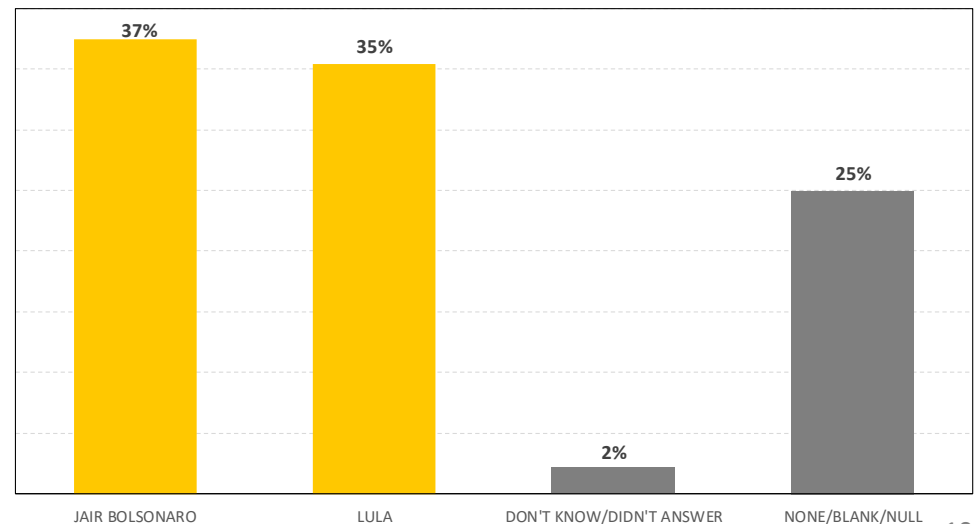


Source: XP Polls [BR-09600/2018 & BR-05699/2018]

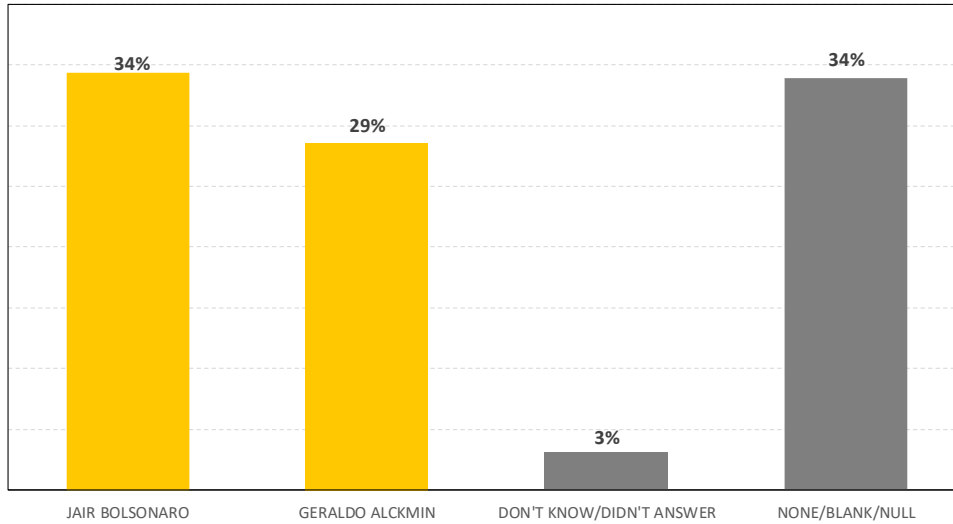
IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:



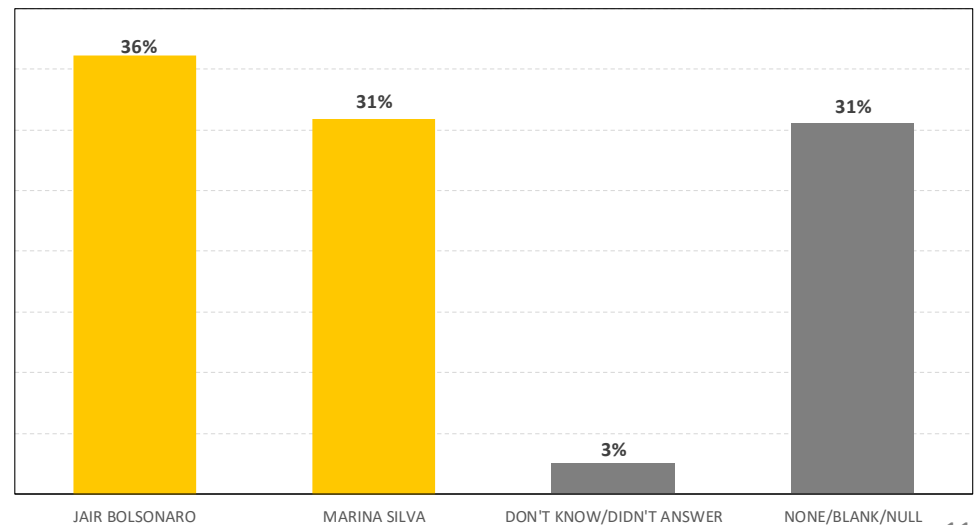
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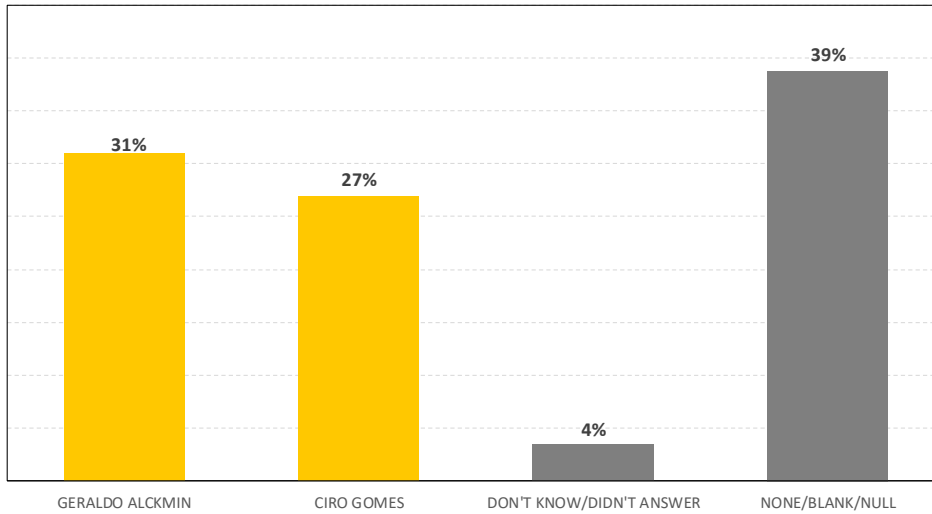
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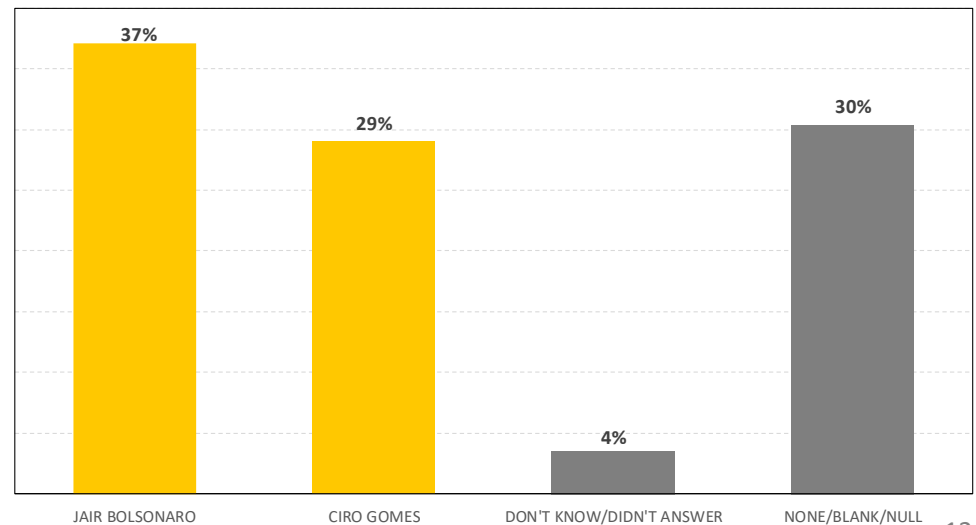
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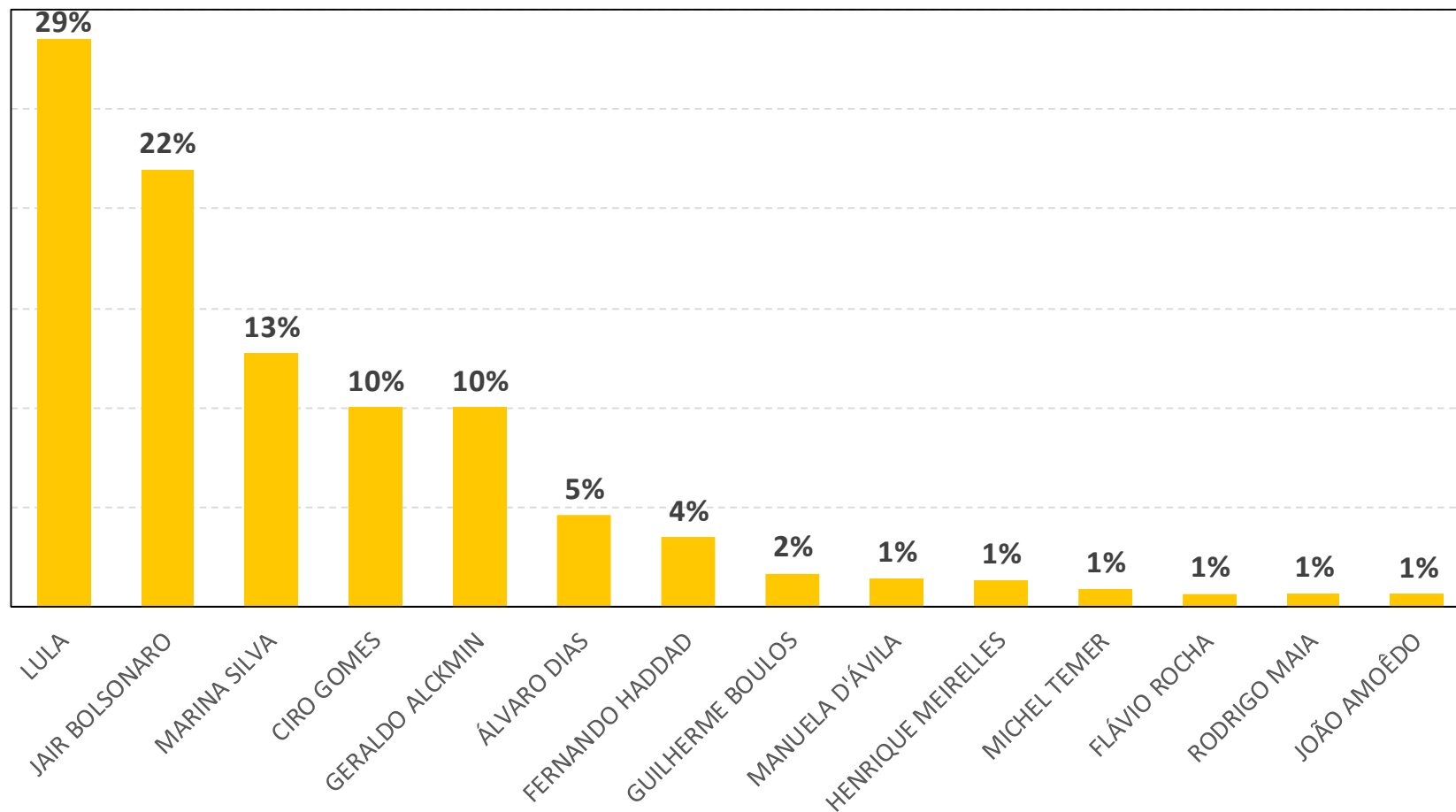


IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:

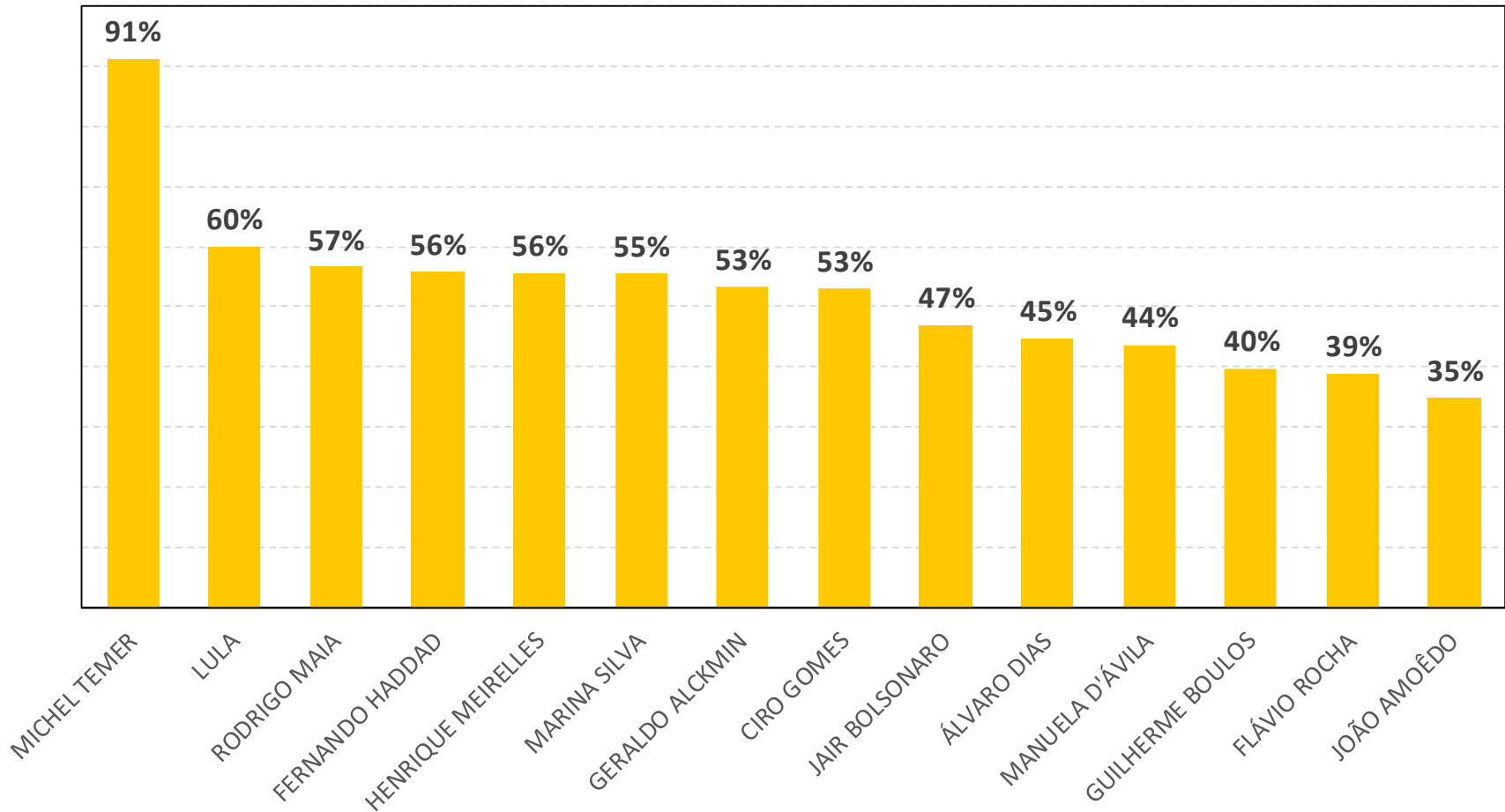


Candidates Strong-Minded Votes

- 'Will surely vote for' -

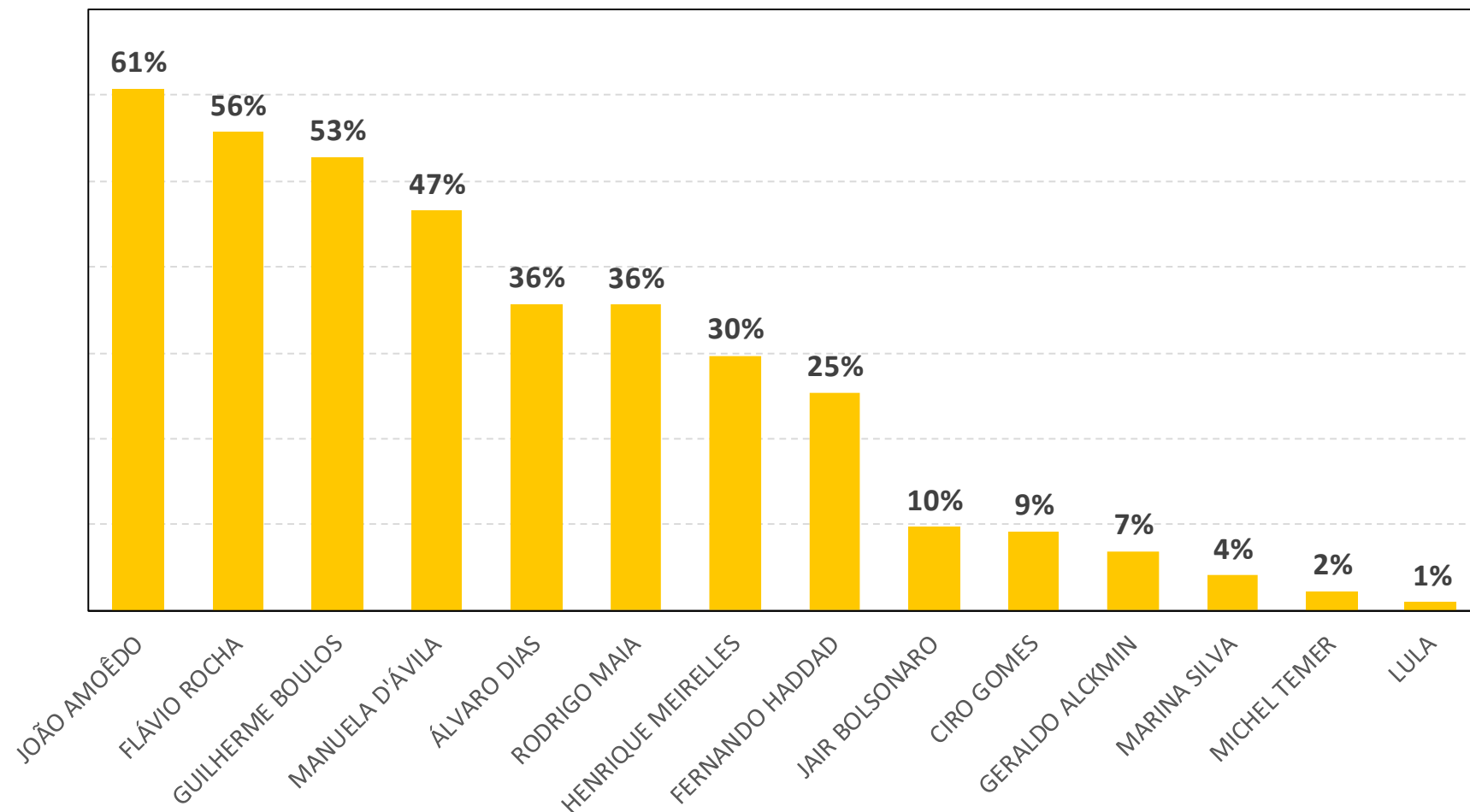


Candidates Rejection - 'Wouldn't vote in any scenario' -



Unfamiliarity Rate

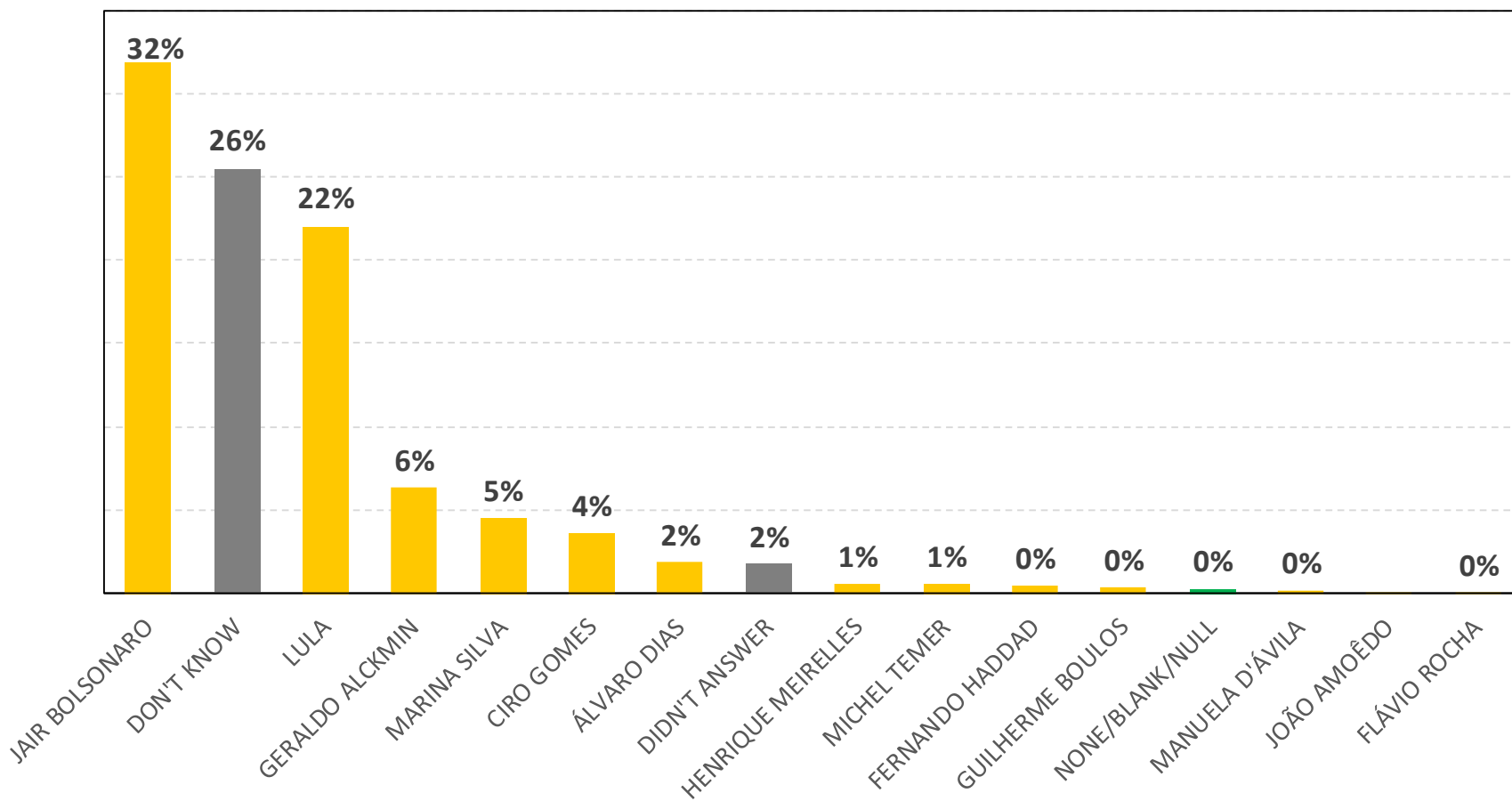
- 'Don't know enough' -



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.

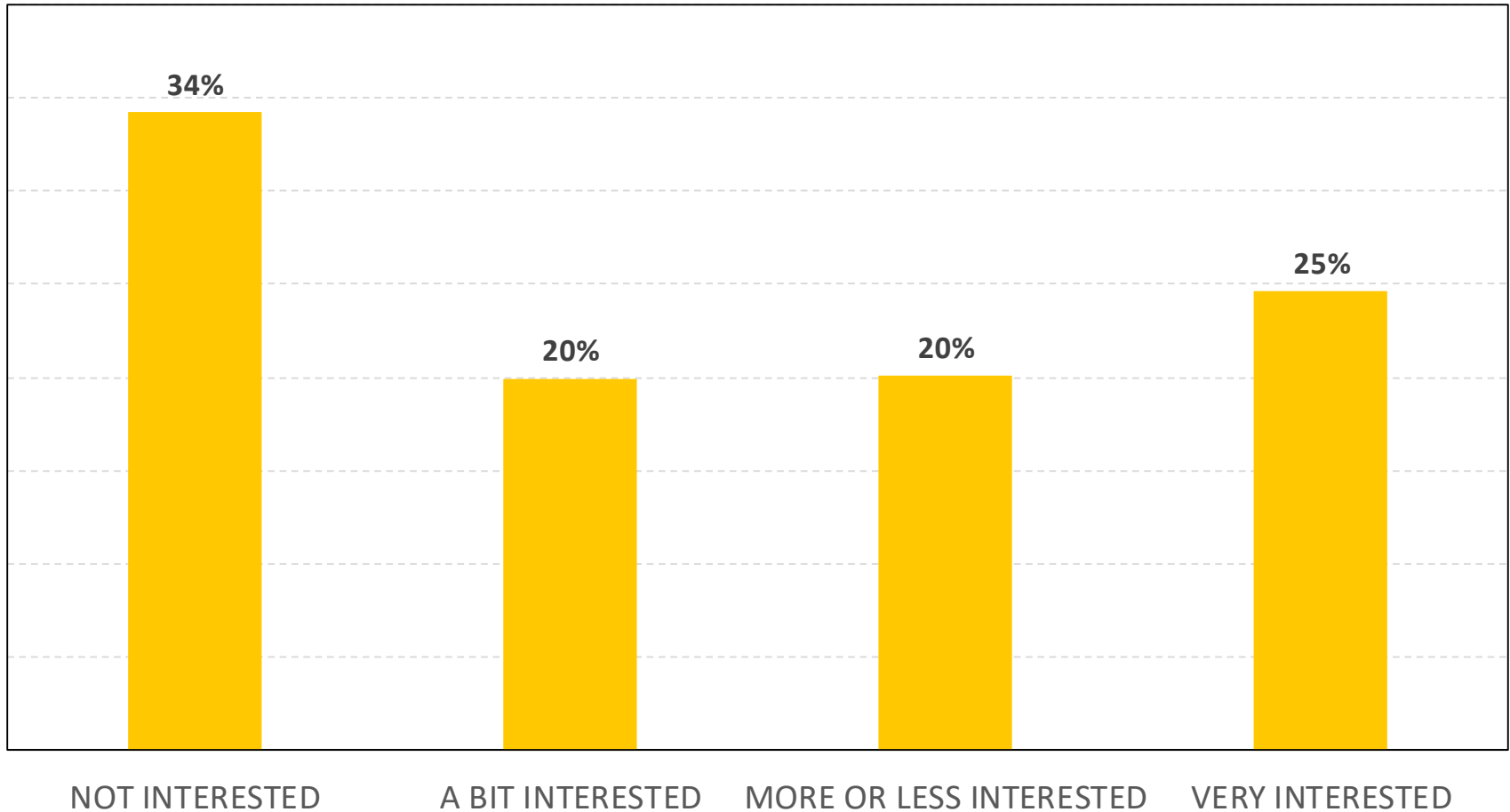
	Would Surely Vote	Could Vote	Wouldn't Vote	Don't Know Enough	Don't Know/ Didn't Answer	Total
LULA	29%	8%	60%	1%	2%	100%
JAIR BOLSONARO	22%	19%	47%	10%	2%	100%
MARINA SILVA	13%	26%	55%	4%	2%	100%
GERALDO ALCKMIN	10%	28%	53%	7%	2%	100%
CIRO GOMES	10%	26%	53%	9%	2%	100%
ÁLVARO DIAS	5%	13%	45%	36%	2%	100%
FERNANDO HADDAD	4%	14%	56%	25%	2%	100%
GUILHERME BOULOS	2%	5%	40%	53%	1%	100%
MANUELA D'ÁVILA	1%	7%	44%	47%	1%	100%
HENRIQUE MEIRELLES	1%	12%	56%	30%	1%	100%
MICHEL TEMER	1%	5%	91%	2%	1%	100%
RODRIGO MAIA	1%	6%	57%	36%	1%	100%
FLÁVIO ROCHA	1%	4%	39%	56%	1%	100%
JOÃO AMOÊDO	1%	3%	35%	61%	1%	100%

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



1. Electoral Scenarios
- 2. Assessing the electorate & Microdata Analysis**

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



Voter Profile

MICRODATA SPECIAL

LULA'S VOTER PROFILE (% OF TOTAL)

Deviation to Population Average

GENDER		REGION	
MALE	+7%	NORTH	0%
FEMALE	-7%	NORTHEAST	+14%
AGE		SOUTHEAST	+8%
16 & 17 YO	0%	SOUTH	+4%
18 TO 34 YO	+5%	MIDWEST	+3%
35 TO 54 YO	-1%	TYPE OF CITY	
+55 YO	-5%	CAPITAL TOWNS	+2%
OCUPATION		OUTLYING TOWNS	+3%
WORKING	+3%	COUNTRY TOWNS	+5%
NOT WORKING	-3%	CITY SIZE	
INCOME (MW = USD260)		< 50.000 HAB	+2%
E CLASS (< 1 MW)	+9%	50.001 TO 200.000 HAB	0%
D CLASS (1 TO 2 MW)	+3%	200.001 TO 500.000 HAI	0%
C CLASS (2 TO 5 MW)	+5%	> 500.000 HAB	+2%
B CLASS (5 TO 20 MW)	+5%	RELIGION	
A CLASS (> 20 MW)	+1%	CATHOLIC	+6%
DIDN'T ANSWER	0%	EVANGELICAL	+4%
EDUCATION LEVEL		HAVE NO RELIGION	+1%
ELEMENTARY SCHOO	+3%	SPIRITTUALISM	0%
MIDDLE SCHOOL	+3%	OTHER	+1%
HIGH SCHOOL	+2%	ADVENTITST	+1%
HIGHER EDUCATION	+8%	AFRICAN-BRAZILIAN	0%

BOLSONARO'S VOTER PROFILE (% OF TOTAL)

Deviation to Population Average

GENDER		REGION	
MALE	+17%	NORTH	+3%
FEMALE	-17%	NORTHEAST	-10%
AGE		SOUTHEAST	0%
16 & 17 YO	+1%	SOUTH	+3%
18 TO 34 YO	+7%	MIDWEST	+4%
35 TO 54 YO	-4%	TYPE OF CITY	
+55 YO	-3%	CAPITAL TOWNS	-3%
OCUPATION		OUTLYING TOWNS	-1%
WORKING	+8%	COUNTRY TOWNS	+4%
NOT WORKING	-8%	CITY SIZE	
INCOME (MW = USD260)		< 50.000 HAB	+3%
E CLASS (< 1 MW)	-1%	50.001 TO 200.000 HAB	+2%
D CLASS (1 TO 2 MW)	-2%	200.001 TO 500.000 HAI	-2%
C CLASS (2 TO 5 MW)	+6%	> 500.000 HAB	-3%
B CLASS (5 TO 20 MW)	+5%	RELIGION	
A CLASS (> 20 MW)	0%	CATHOLIC	-7%
DIDN'T ANSWER	+1%	EVANGELICAL	+10%
EDUCATION LEVEL		HAVE NO RELIGION	-2%
ELEMENTARY SCHOO	-5%	SPIRITTUALISM	-1%
MIDDLE SCHOOL	-1%	OTHER	0%
HIGH SCHOOL	+1%	ADVENTITST	0%
HIGHER EDUCATION	+5%	AFRICAN-BRAZILIAN	0%

Slightly prevalence of: female, young, poor and less educated and from Northeast.

Slightly prevalence of: male, young, rich, evangelical and from South/Midwest.

Voter Profile

MICRODATA SPECIAL

ALCKMIN'S VOTER PROFILE (% OF TOTAL)	
Deviation to Population Average	
GENDER	REGION
MALE 4%	NORTH 3%
FEMALE -4%	NORTHEAST -11%
AGE	SOUTHEAST 23%
16 & 17 YO 0%	SOUTH -7%
18 TO 34 YO -13%	MIDWEST 1%
35 TO 54 YO -5%	TYPE OF CITY
+55 YO 7%	CAPITAL TOWNS 2%
OCUPATION	OUTLYING TOWNS 1%
WORKING -6%	COUNTRY TOWNS 3%
NOT WORKING 6%	CITY SIZE
INCOME (MW = USD260)	< 50.000 HAB 5%
E CLASS (< 1 MW) 0%	50.001 TO 200.000 HAB 2%
D CLASS (1 TO 2 MW) 1%	200.001 TO 500.000 HAI -5%
C CLASS (2 TO 5 MW) -4%	> 500.000 HAB 2%
B CLASS (5 TO 20 MW) 5%	RELIGION
A CLASS (> 20 MW) 0%	CATHOLIC 10%
DIDN'T ANSWER 0%	EVANGELICAL -7%
EDUCATION LEVEL	HAVE NO RELIGION 2%
ELEMENTARY SCHOO 5%	SPIRITTUALISM 1%
MIDDLE SCHOOL 0%	OTHER 2%
HIGH SCHOOL -10%	ADVENTITST 1%
HIGHER EDUCATION 5%	AFRICAN-BRAZILIAN 1%

MARINA'S VOTER PROFILE (% OF TOTAL)	
Deviation to Population Average	
GENDER	REGION
MALE -15%	NORTH 6%
FEMALE 15%	NORTHEAST 0%
AGE	SOUTHEAST 0%
16 & 17 YO 0%	SOUTH -5%
18 TO 34 YO 5%	MIDWEST -1%
35 TO 54 YO -3%	TYPE OF CITY
+55 YO -2%	CAPITAL TOWNS 10%
OCUPATION	OUTLYING TOWNS -3%
WORKING -4%	COUNTRY TOWNS -8%
NOT WORKING 4%	CITY SIZE
INCOME (MW = USD260)	< 50.000 HAB -4%
E CLASS (< 1 MW) 5%	50.001 TO 200.000 HAB -2%
D CLASS (1 TO 2 MW) 3%	200.001 TO 500.000 HAI 0%
C CLASS (2 TO 5 MW) -2%	> 500.000 HAB 7%
B CLASS (5 TO 20 MW) -4%	RELIGION
A CLASS (> 20 MW) -1%	CATHOLIC -1%
DIDN'T ANSWER -1%	EVANGELICAL 11%
EDUCATION LEVEL	HAVE NO RELIGION 3%
ELEMENTARY SCHOO 4%	SPIRITTUALISM -1%
MIDDLE SCHOOL -1%	OTHER 0%
HIGH SCHOOL -1%	ADVENTITST 0%
HIGHER EDUCATION -2%	AFRICAN-BRAZILIAN -1%

Slightly prevalence of: male, older, catholic and from the Southeast

Slightly prevalence of: female, poor, evangelical and from the North.

Voter Profile

MICRODATA SPECIAL

CIRO'S VOTER PROFILE (% OF TOTAL)	
Deviation to Population Average	
GENDER	REGION
MALE 4%	NORTH -3%
FEMALE -4%	NORTHEAST 9%
AGE	SOUTHEAST 0%
16 & 17 YO -1%	SOUTH -5%
18 TO 34 YO -4%	MIDWEST -1%
35 TO 54 YO 3%	TYPE OF CITY
+55 YO 2%	CAPITAL TOWNS -2%
OCUPATION	OUTLYING TOWNS -2%
WORKING 5%	COUNTRY TOWNS 4%
NOT WORKING -5%	CITY SIZE
INCOME (MW = USD260)	< 50.000 HAB -3%
E CLASS (< 1 MW) -6%	50.001 TO 200.000 HAB 0%
D CLASS (1 TO 2 MW) 3%	200.001 TO 500.000 HAI 2%
C CLASS (2 TO 5 MW) 6%	> 500.000 HAB 1%
B CLASS (5 TO 20 MW) -3%	RELIGION
A CLASS (> 20 MW) 2%	CATHOLIC 7%
DIDN'T ANSWER -1%	EVANGELICAL -10%
EDUCATION LEVEL	HAVE NO RELIGION 0%
ELEMENTARY SCHOOL -3%	SPIRITTUALISM 1%
MIDDLE SCHOOL 9%	OTHER 1%
HIGH SCHOOL -4%	ADVENTITST -1%
HIGHER EDUCATION -3%	AFRICAN-BRAZILIAN 2%

ALVARO DIAS'S VOTER PROFILE (% OF TOTAL)	
Deviation to Population Average	
GENDER	REGION
MALE 9%	NORTH 7%
FEMALE -9%	NORTHEAST -15%
AGE	SOUTHEAST -15%
16 & 17 YO 0%	SOUTH 35%
18 TO 34 YO -18%	MIDWEST 2%
35 TO 54 YO 2%	TYPE OF CITY
+55 YO 16%	CAPITAL TOWNS -11%
OCUPATION	OUTLYING TOWNS 2%
WORKING 6%	COUNTRY TOWNS 8%
NOT WORKING -6%	CITY SIZE
INCOME (MW = USD260)	< 50.000 HAB 12%
E CLASS (< 1 MW) -14%	50.001 TO 200.000 HAB -6%
D CLASS (1 TO 2 MW) -3%	200.001 TO 500.000 HAI 6%
C CLASS (2 TO 5 MW) 1%	> 500.000 HAB -12%
B CLASS (5 TO 20 MW) 9%	RELIGION
A CLASS (> 20 MW) 6%	CATHOLIC 14%
DIDN'T ANSWER -1%	EVANGELICAL -11%
EDUCATION LEVEL	HAVE NO RELIGION 4%
ELEMENTARY SCHOOL 3%	SPIRITTUALISM 1%
MIDDLE SCHOOL 2%	OTHER 1%
HIGH SCHOOL 1%	ADVENTITST 1%
HIGHER EDUCATION 5%	AFRICAN-BRAZILIAN 1%

Slightly prevalence of: male, older, poor, less educated, catholic from the Northeast.

Slightly prevalence of: male, older, rich, from the South.

Voter Profile

Undecided with Lula

MICRODATA SPECIAL

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

UNDECIDED'S VOTER PROFILE (% OF TOTAL) -SCENARIO 1	
Deviation to Population Average	
GENDER	REGION
MALE -9%	NORTH -1%
FEMALE 9%	NORTHEAST 6%
AGE	SOUTHEAST 0%
16 & 17 YO -1%	SOUTH -3%
18 TO 34 YO -2%	MIDWEST -2%
35 TO 54 YO 5%	TYPE OF CITY
+55 YO -2%	CAPITAL TOWNS 0%
OCUPATION	OUTLYING TOWNS 1%
WORKING -3%	COUNTRY TOWNS -1%
NOT WORKING 3%	CITY SIZE
INCOME (MW = USD260)	< 50.000 HAB -1%
E CLASS (< 1 MW) 3%	50.001 TO 200.000 HAB 0%
D CLASS (1 TO 2 MW) 1%	200.001 TO 500.000 HAI -1%
C CLASS (2 TO 5 MW) -1%	> 500.000 HAB 2%
B CLASS (5 TO 20 MW) -3%	RELIGION
A CLASS (> 20 MW) -1%	CATHOLIC 1%
DIDN'T ANSWER 0%	EVANGELICAL -1%
EDUCATION LEVEL	HAVE NO RELIGION 1%
ELEMENTARY SCHOO 0%	SPIRITTUALISM 1%
MIDDLE SCHOOL -1%	OTHER 0%
HIGH SCHOOL 4%	ADVENTITST 0%
HIGHER EDUCATION -3%	AFRICAN-BRAZILIAN 0%

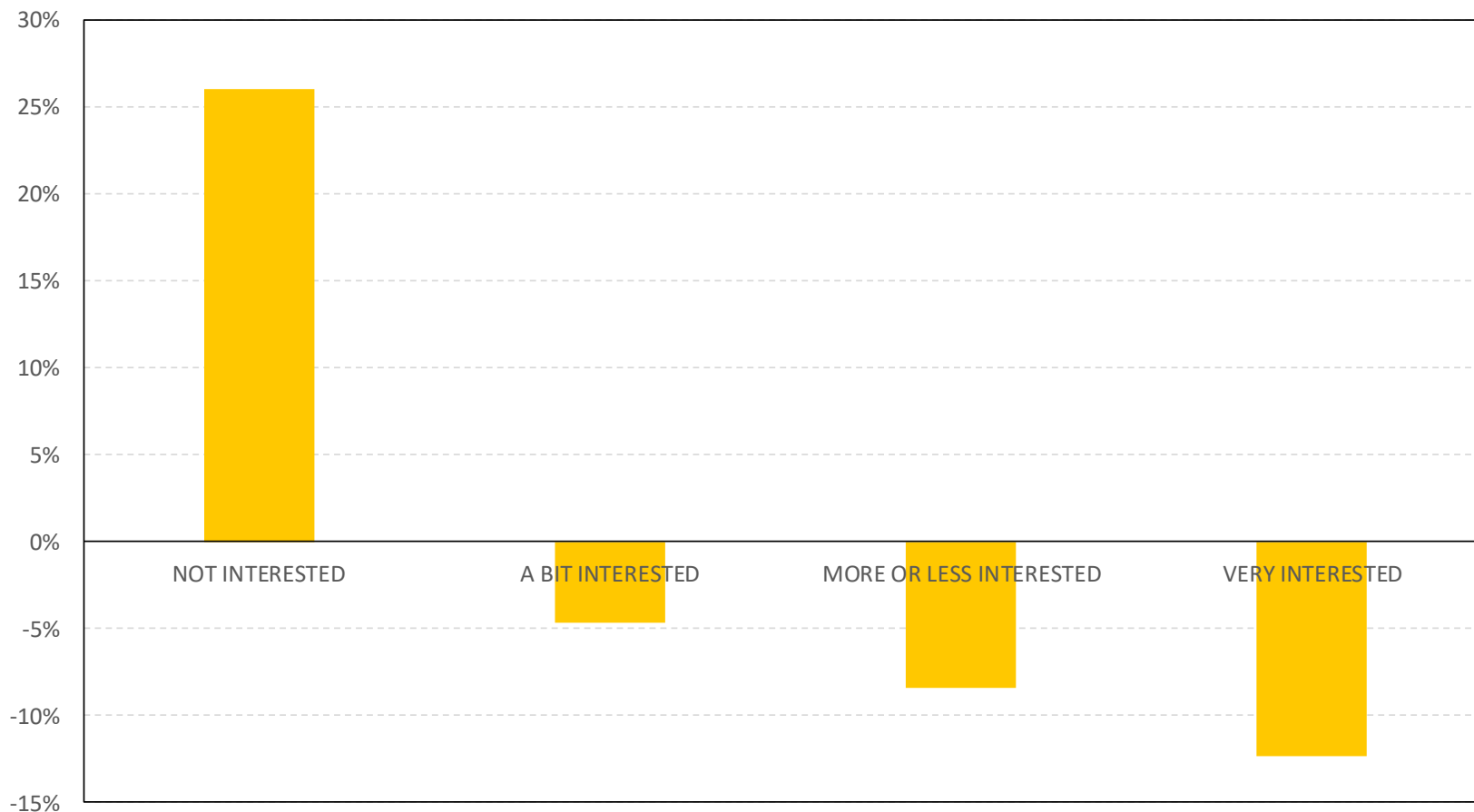
Slightly prevalence of: female, older and educated.

Slightly prevalence of: female, older, poor, from the northeast

Undecided voters tend to be a lot less interested in the election than average.

Undecided by Interest in the Election

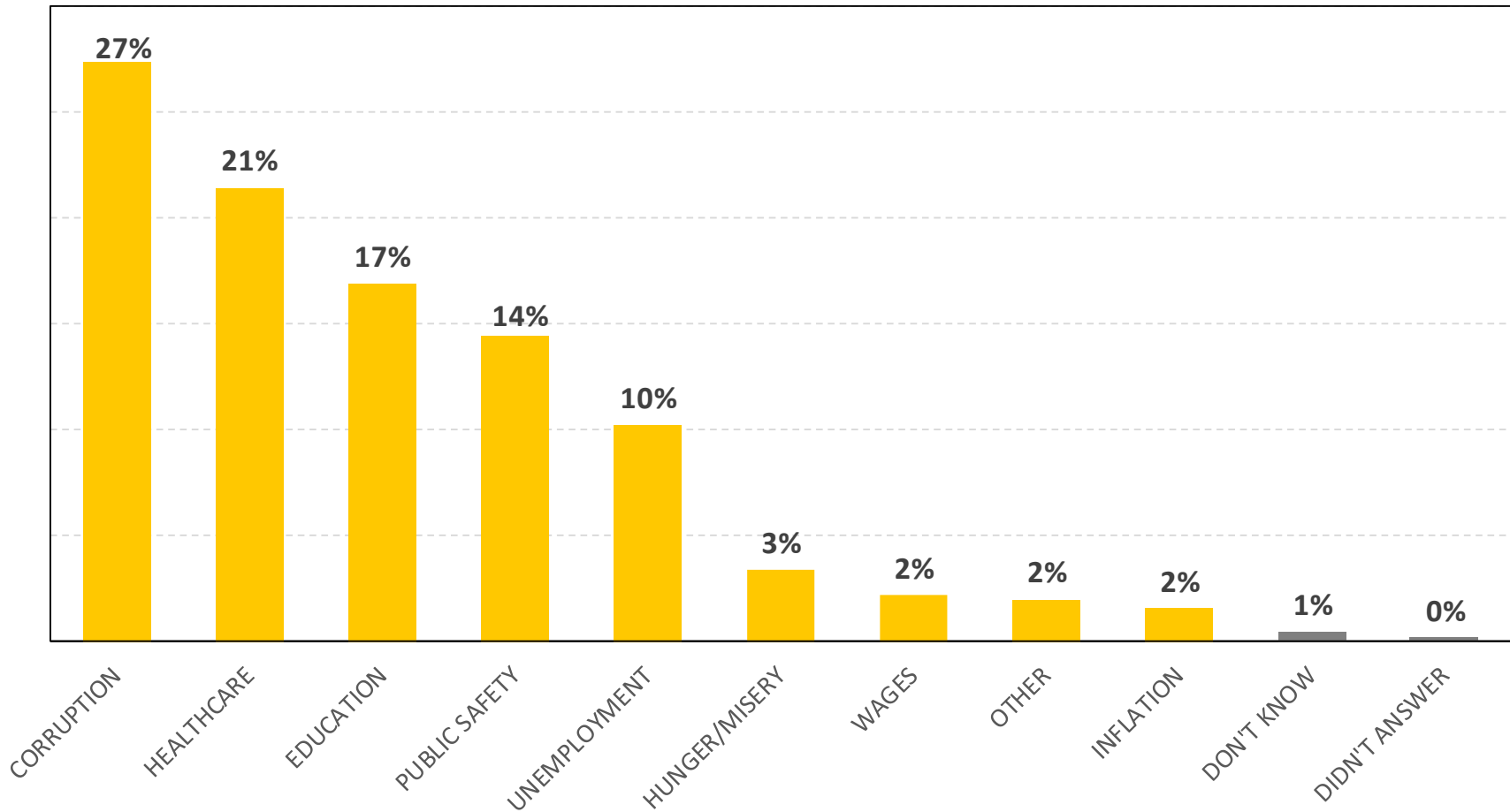
-Deviation from Average p.p.-



Main Problem: Campaign Issues

Corruption should indeed dominate the campaign whereas public safety does not appear to be a hot topic

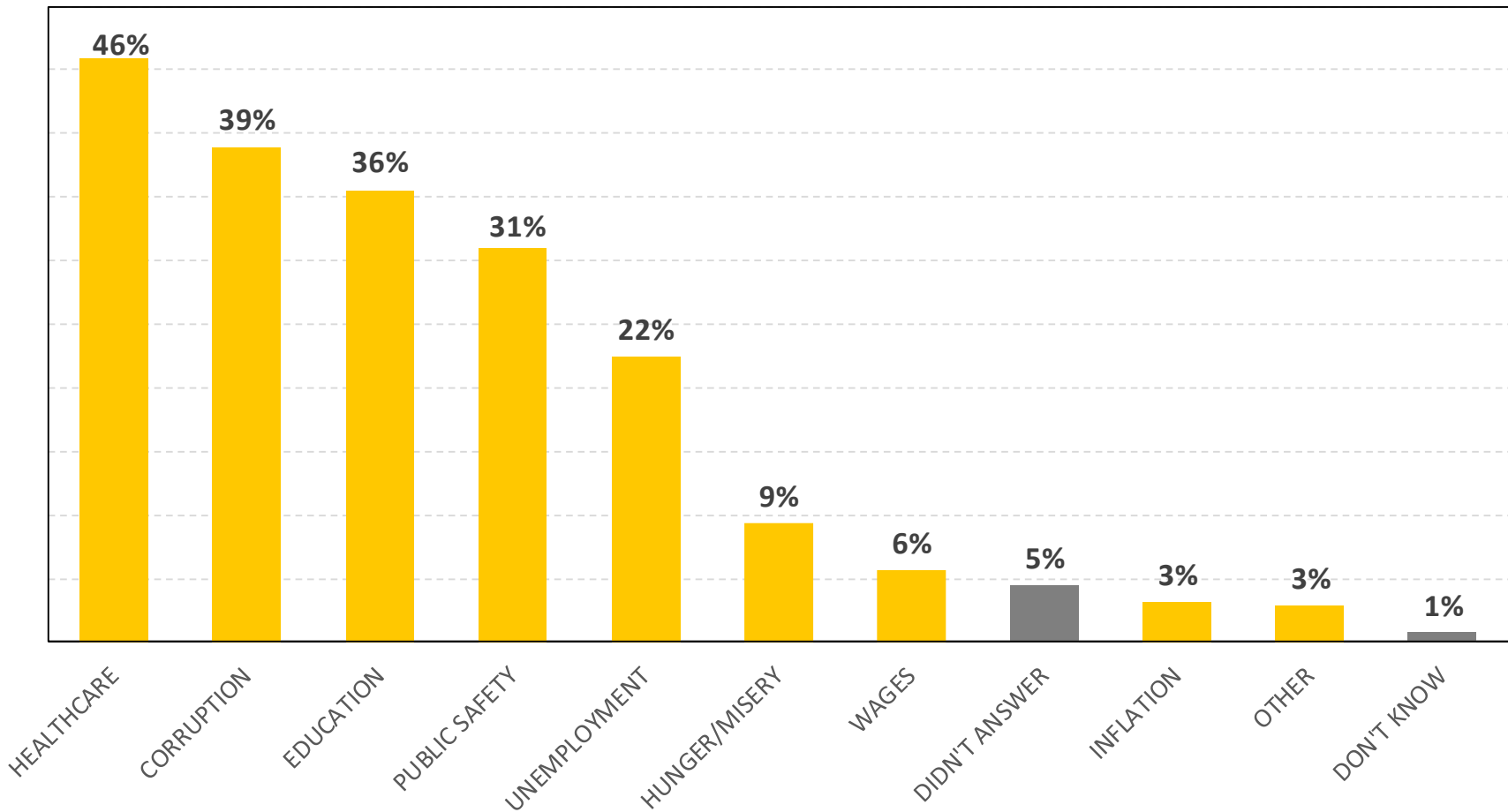
WHICH IS BRAZIL'S BIGGEST PROBLEM THAT NEEDS TO BE SOLVED BY THE NEXT PRESIDENT? (1st OPTION)



Main Problem: Campaign Issues

The big picture doesn't change when the 2nd option is counted in

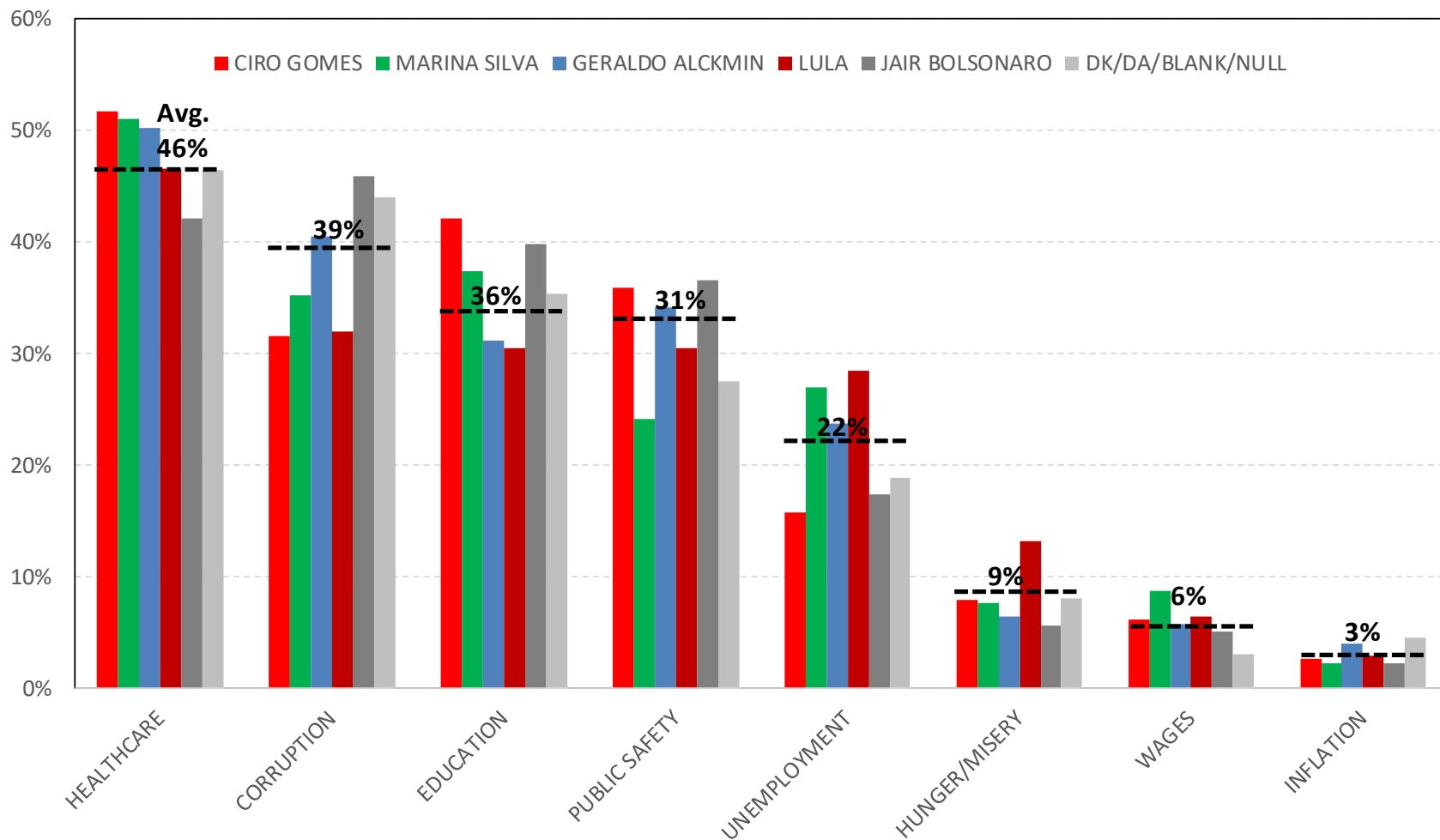
WHICH IS BRAZIL'S BIGGEST PROBLEM THAT NEEDS TO BE SOLVED BY THE NEXT PRESIDENT? (1st&2nd OPTIONS)



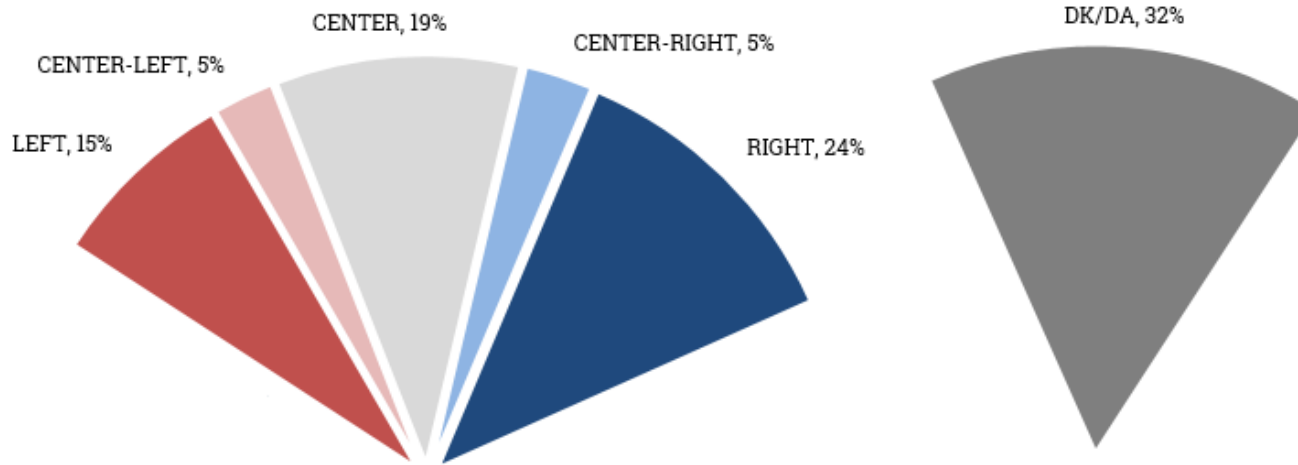
Main Problem: Campaign Issues

Bolsonaro benefits the most on corruption and public safety issues but doesn't stand out on economic (employment) and other social issues (health, hunger and misery)

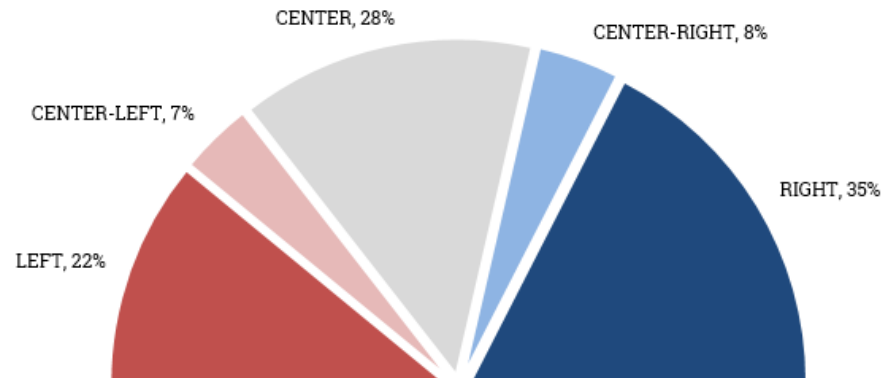
Problems (1st+2nd) x Vote Intention



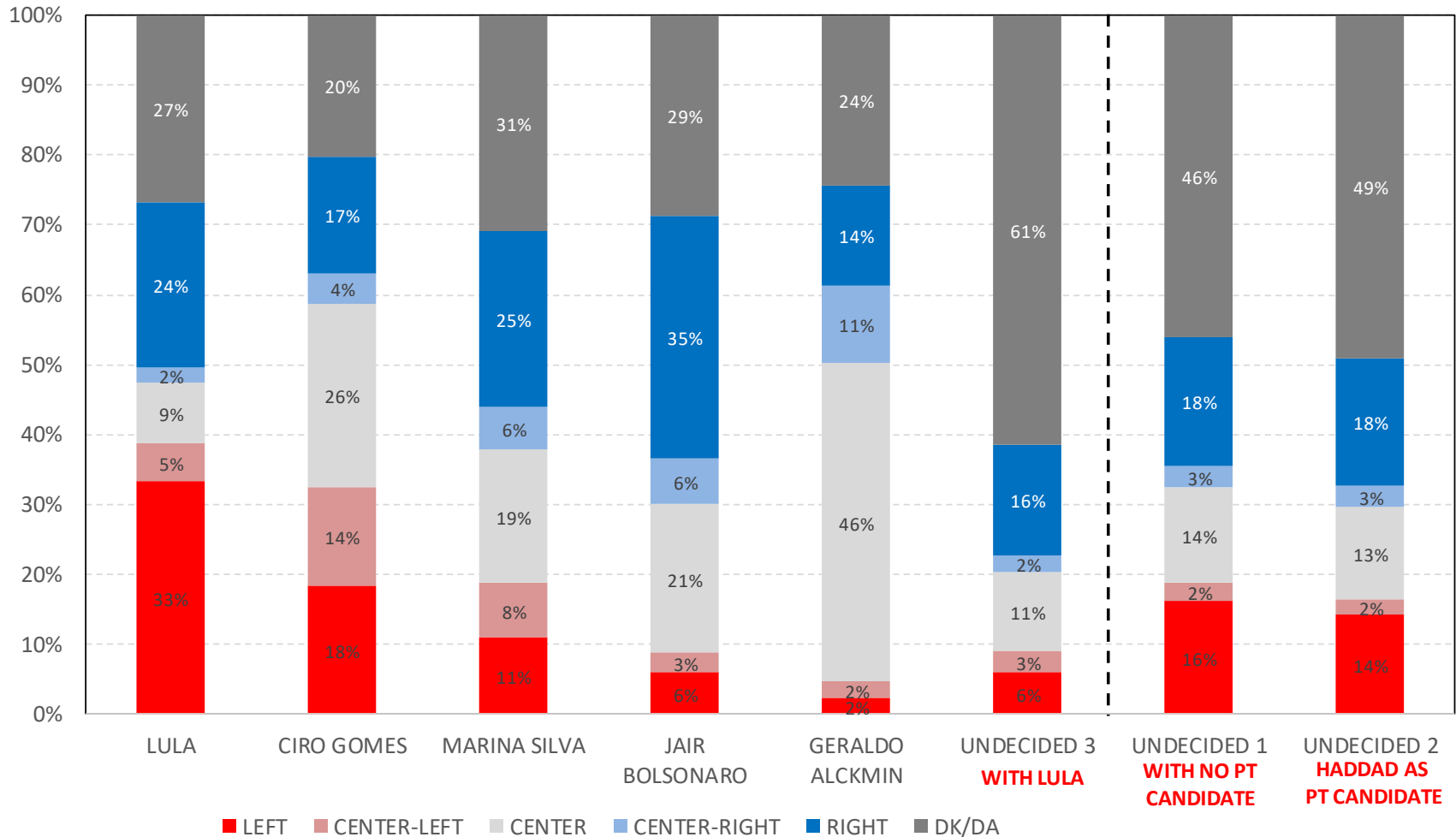
THE EXPRESSIONS 'LEFT' AND 'RIGHT' ARE USUALLY USED IN POLITICS. WHICH OF THOSE DO YOU MOST IDENTIFY WITH?



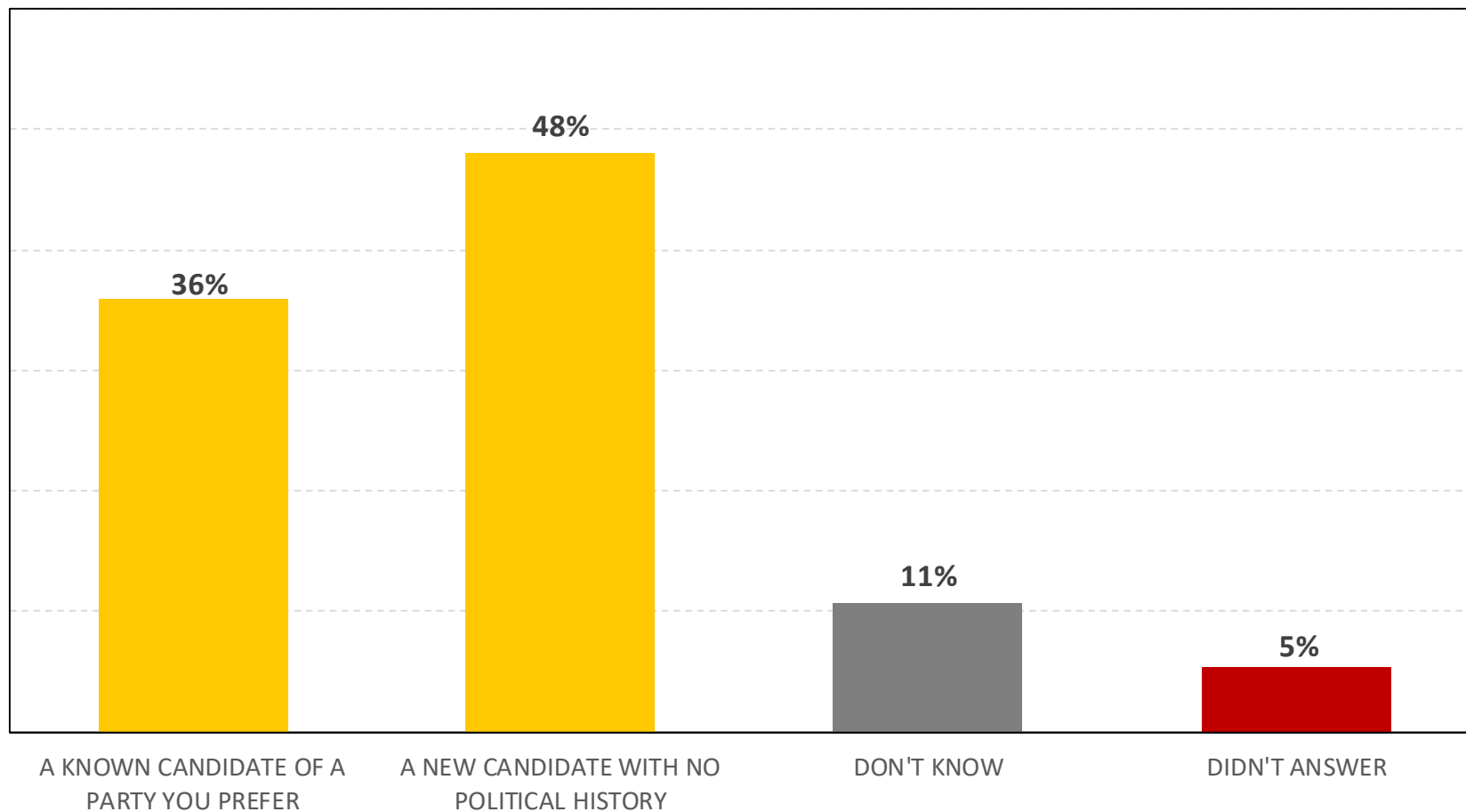
THE EXPRESSIONS 'LEFT' AND 'RIGHT' ARE USUALLY USED IN POLITICS. WHICH OF THOSE DO YOU MOST IDENTIFY WITH?
[% OF THOSE WHO ANSWERED]



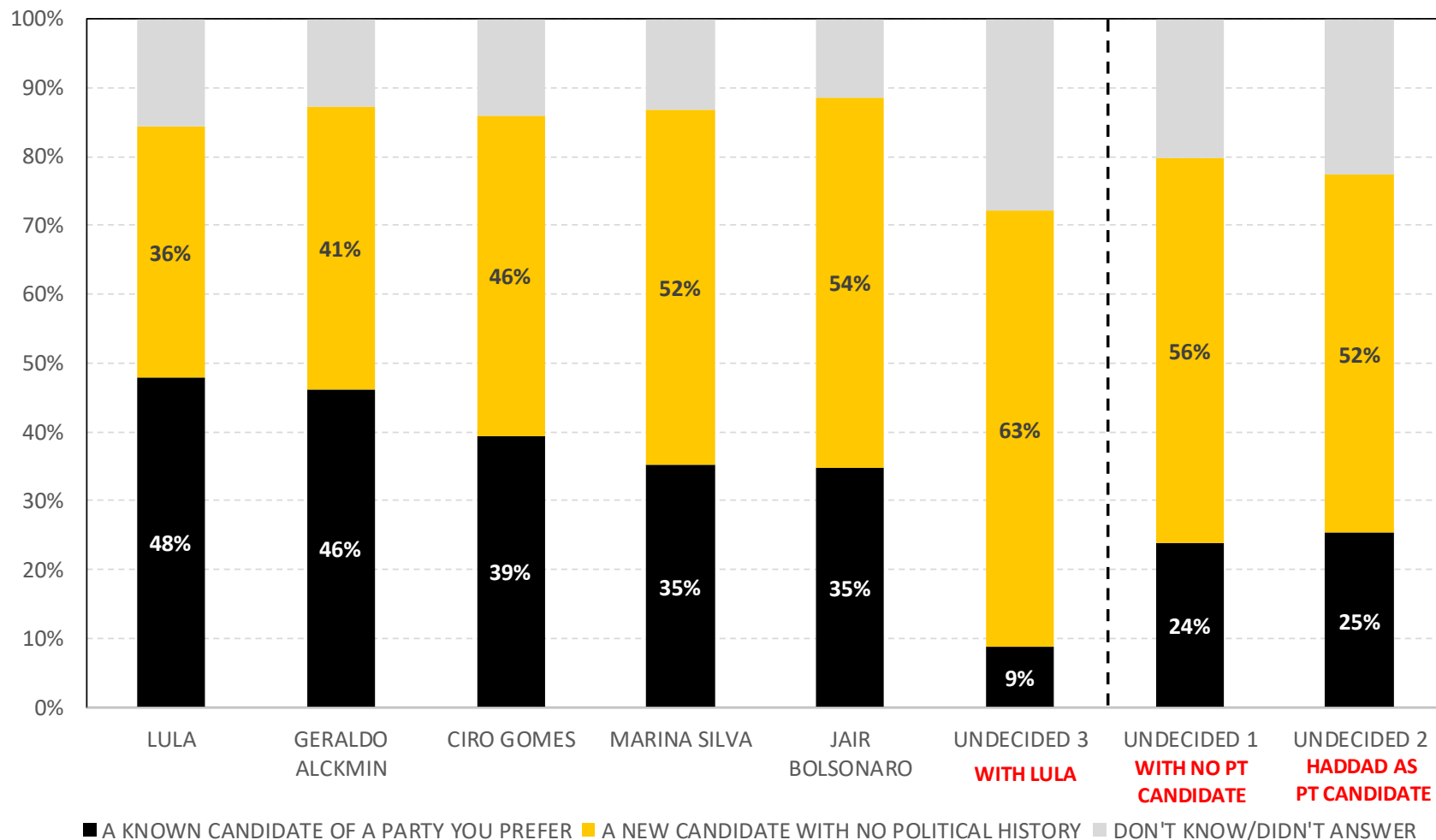
Voter Ideology - By Candidate



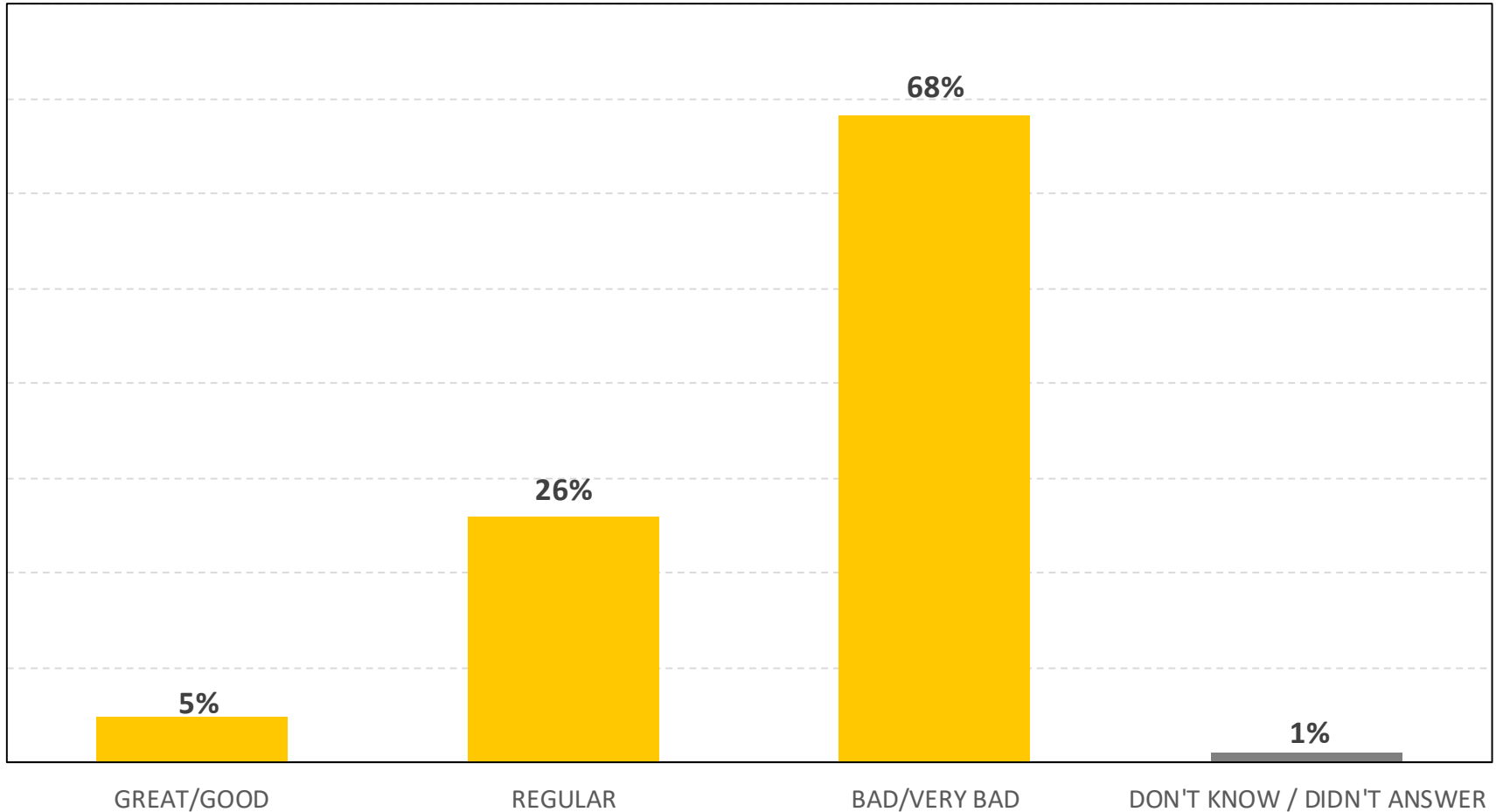
REGARDING THE ELECTION FOR PRESIDENT, WILL YOU PREFER:



Demand for Change - By Candidate



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



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May 2018