XP Presidential Poll – Round 8

July, 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
June Wk4	Jun-25 to Jun-27	BR-03362/2018
July Wk1	Jul-02 to Jul-04	BR-04338/2018
July Wk2	Jul-09 to Jul-11	BR-09898/2018

All files from previous polls and scenarios breakdowns are available here.

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	2%	SOUTH	15%
18 TO 34 YO	32%	MIDWEST	7%
35 TO 54 YO	41%	**TYPE OF CITY**	
+55 YO	26%	CAPITAL TOWNS	24%
OCUPATION	OUTLYING TOWNS	13%
WORKING	60%	COUNTRY TOWNS	63%
NOT WORKING	40%	**CITY SIZE**	
INCOME (MW = USD260)	< 50.000 HAB	35%
E CLASS (< 1 MW)	19%	50.001 TO 200.000 HAB	23%
D CLASS (1 TO 2 MW)	31%	200.001 TO 500.000 HAB	14%
C CLASS (2 TO 5 MW)	34%	> 500.000 HAB	29%
B CLASS (5 TO 20 MW)	12%	**RELIGION**	
A CLASS (> 20 MW)	4%	CATHOLIC	57%
DIDN'T ANSWER	0%	EVANGELICAL	24%
EDUCATION LEVEL	DONT KNOW	8%
ELEMENTARY SCHOOL	8%	SPIRITTUALISM	4%
MIDDLE SCHOOL	27%	ADVENTITST	0%
HIGH SCHOOL	45%	OTHER	6%
HIGHER EDUCATION	20%	AFRICAN-BRAZILIAN	1%

Highlights

The eighth XP Presidential Poll (conducted after the dispute over the possible release of Lula during the weekend) shows an increase of former president's performance, within the margin of error.

Lula increased two points in the first-round scenario in which he's considered (28% to 30%). He rose also one point in the spontaneous scenario (12% to 13%), and Fernando Haddad, when the voters are informed that he's supported by Lula, increased one point as well (11% to 12%).

When Lula isn't considered, Jair Bolsonaro remains ahead. He rose one point in the spontaneous scenario (14% to 15%) and in scenario 2 (23% to 24%). These are the second and third consecutive weeks in which Bolsonaro increases one point in these scenarios.

On second-round scenarios, Bolsonaro loses to Lula (33% to 40%), and remains technically tied to Geraldo Alckmin (34% to 32%), Marina Silva (33% to 37%) and Ciro Gomes (33% to 31%).

Marina Silva voting intention also grew one p.p. in three of four first-round scenarios. In scenario 2, she is now five points ahead of Ciro Gomes. Two weeks ago, this difference was only one point.

xp investimentos | Political Analysis

1. Electoral Scenarios

2. Assessing the electorate & Microdata Analysis

Voting Intention - Spontaneous

July Week 2

IF THE ELECTION WAS TODAY, WHO'D YOU VOTE FOR? (SPONTANEOUS)
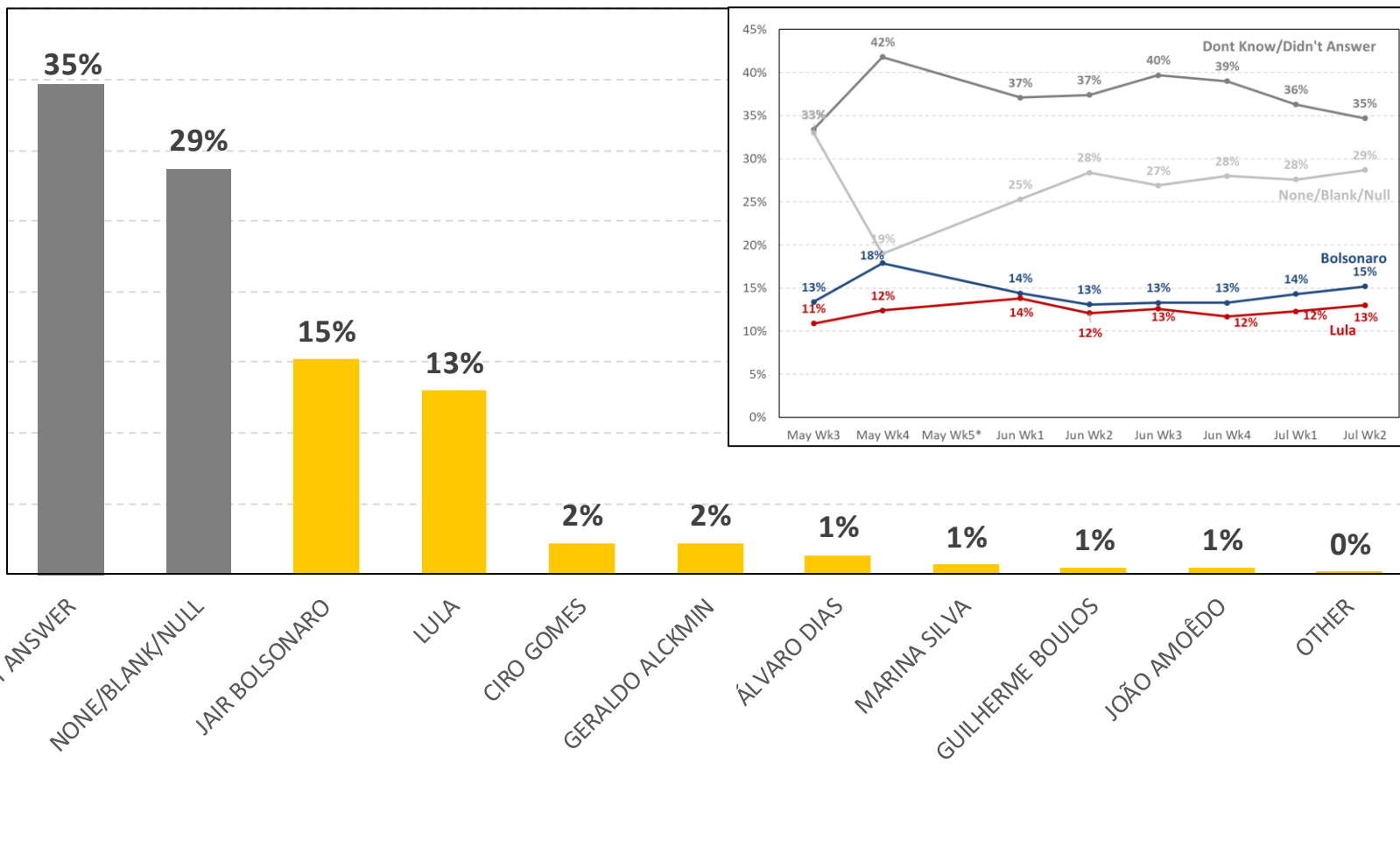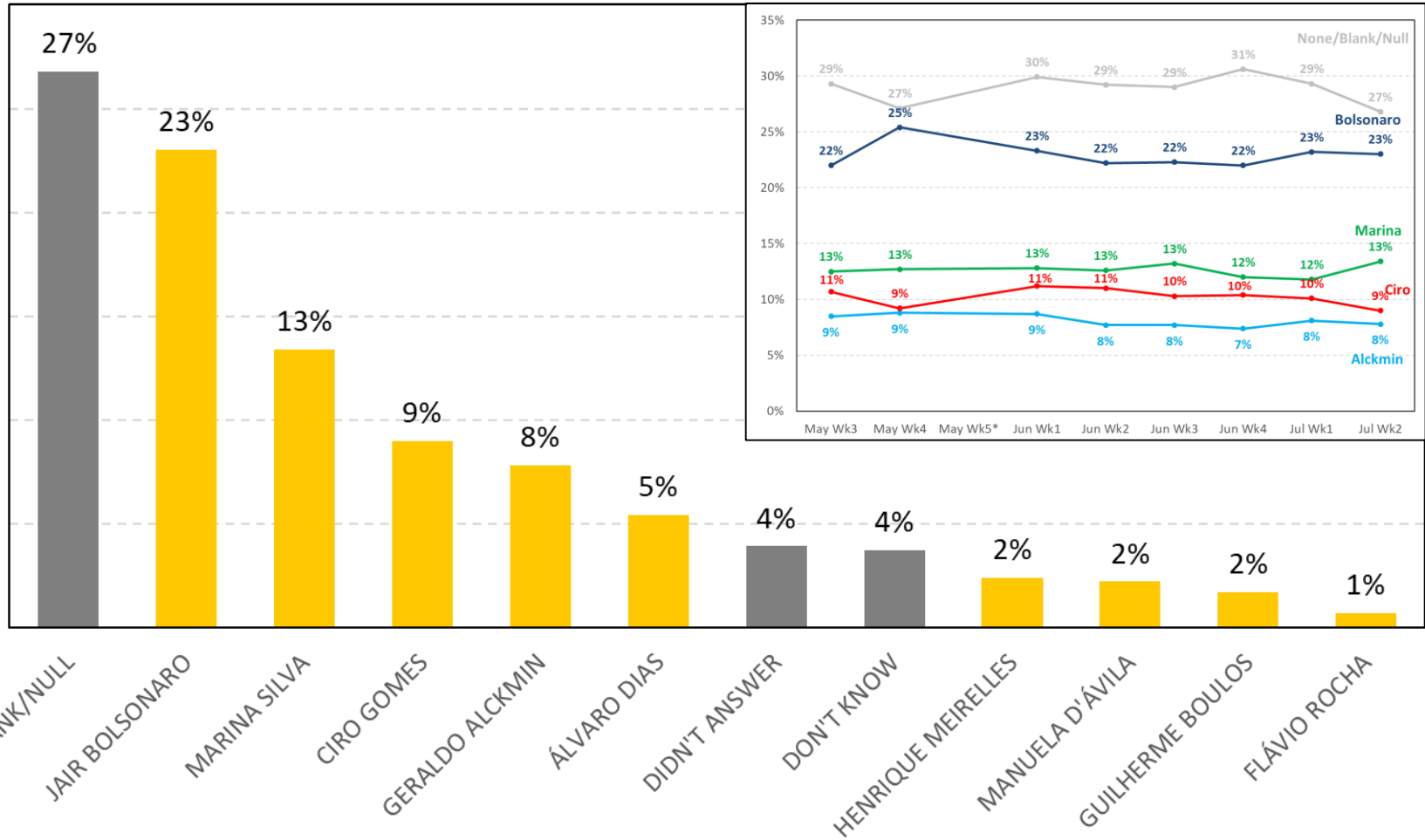
Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

Scenario 1 – PT presents no candidate

July
Week 2

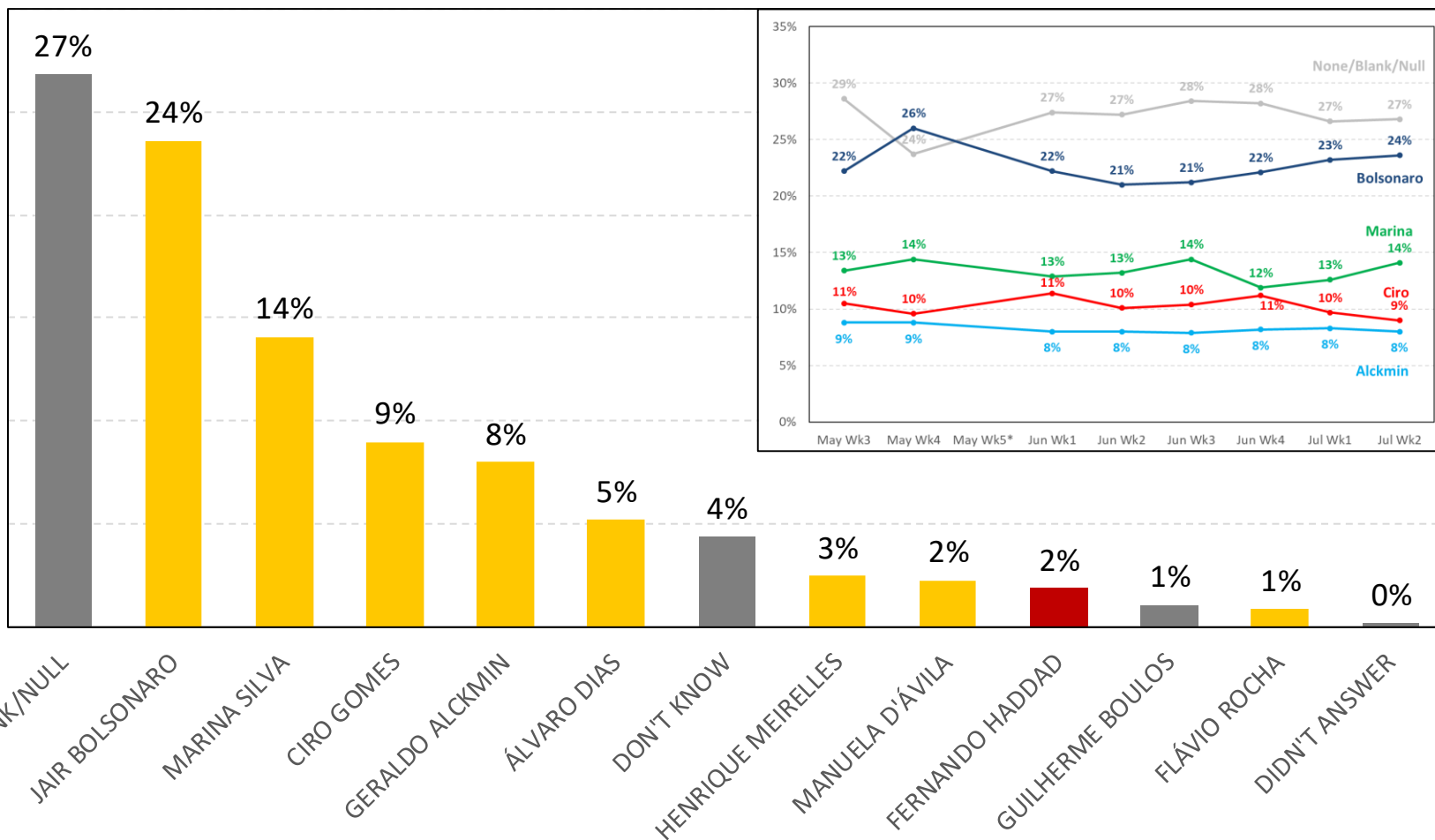## IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE_____, WHO'D YOU VOTE FOR?

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

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Scenario 2 – with Fernando Haddad (PT)

July Week 2

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

Bar chart values:
- NONE/BLANK/NULL: 27%
- JAIR BOLSONARO: 24%
- MARINA SILVA: 14%
- CIRO GOMES: 9%
- GERALDO ALCKMIN: 8%
- ÁLVARO DIAS: 5%
- DON'T KNOW: 4%
- HENRIQUE MEIRELLES: 3%
- MANUELA D'ÁVILA: 2%
- FERNANDO HADDAD: 2%
- GUILHERME BOULOS: 1%
- FLÁVIO ROCHA: 1%
- DIDN'T ANSWER: 0%

Line chart (May Wk3 – Jul Wk2):
- None/Blank/Null: 29%, 24%, 27%, 27%, 28%, 28%, 27%, 27%
- Bolsonaro: 22%, 26%, 22%, 21%, 21%, 22%, 23%, 24%
- Marina: 13%, 14%, 13%, 13%, 14%, 12%, 13%, 14%
- Ciro: 11%, 10%, 11%, 10%, 10%, 11%, 10%, 9%
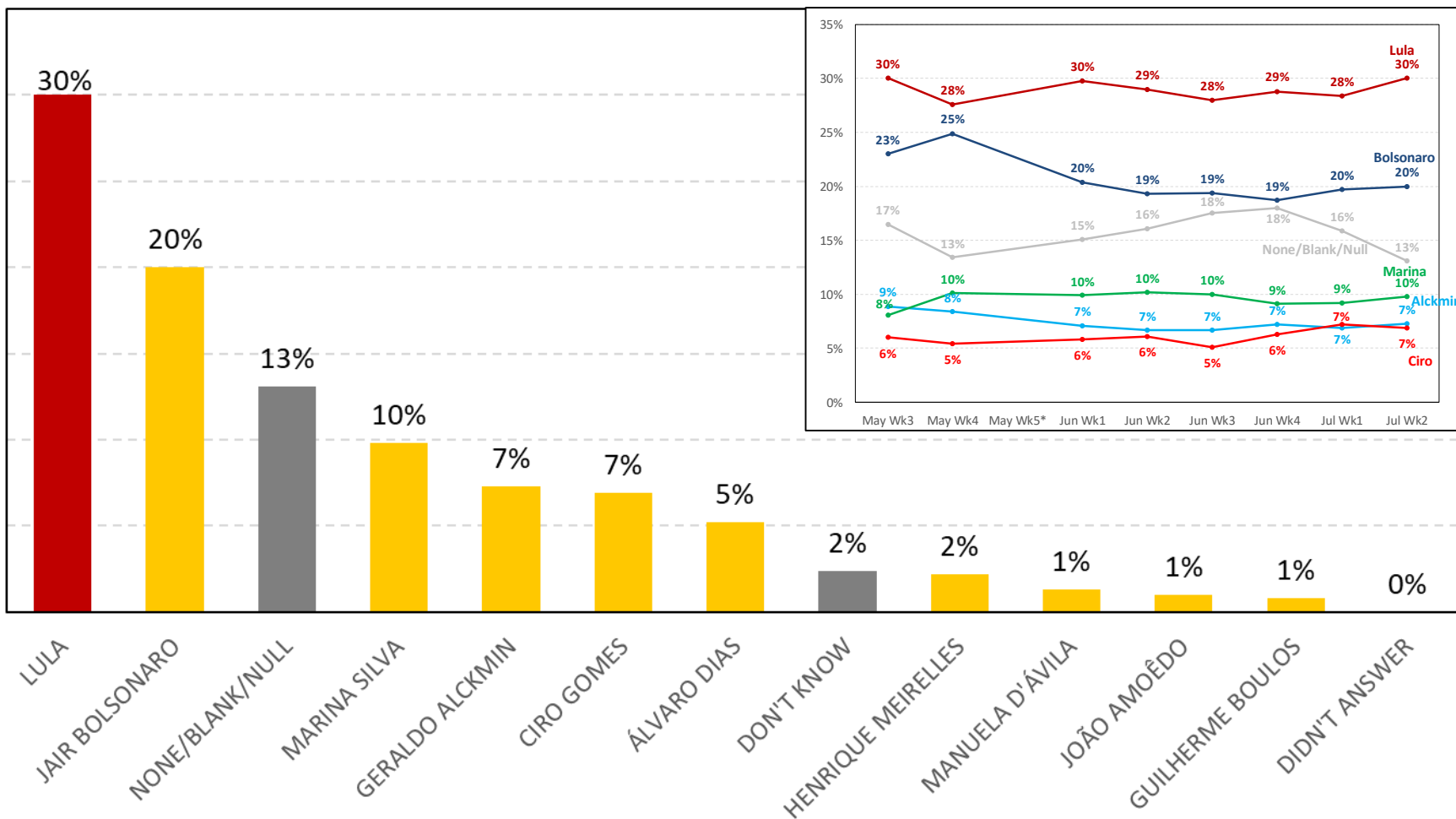- Alckmin: 9%, 9%, 8%, 8%, 8%, 8%, 8%, 8%

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

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Scenario 3 – with Lula (PT)

July Week 2

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

Bar chart (July Week 2):
- LULA: 30%
- JAIR BOLSONARO: 20%
- NONE/BLANK/NULL: 13%
- MARINA SILVA: 10%
- GERALDO ALCKMIN: 7%
- CIRO GOMES: 7%
- ÁLVARO DIAS: 5%
- DON'T KNOW: 2%
- HENRIQUE MEIRELLES: 2%
- MANUELA D'ÁVILA: 1%
- JOÃO AMOÊDO: 1%
- GUILHERME BOULOS: 1%
- DIDN'T ANSWER: 0%

Inset line chart (May Wk3 – Jul Wk2):
- Lula: 30%, 28%, 25%, 30%, 29%, 28%, 29%, 28%, 30%
- Bolsonaro: 23%, 25%, 20%, 19%, 19%, 18%, 19%, 20%, 20%
- None/Blank/Null: 17%, 13%, 15%, 16%, 18%, 18%, 16%, 13%
- Marina: 8%, 10%, 10%, 10%, 10%, 9%, 9%, 10%
- Alckmin: 9%, 8%, 7%, 7%, 7%, 7%, 7%
- Ciro: 6%, 5%, 6%, 6%, 5%, 6%, 7%, 7%

Scenario 4 – Haddad with Lula's support

July Week 2

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

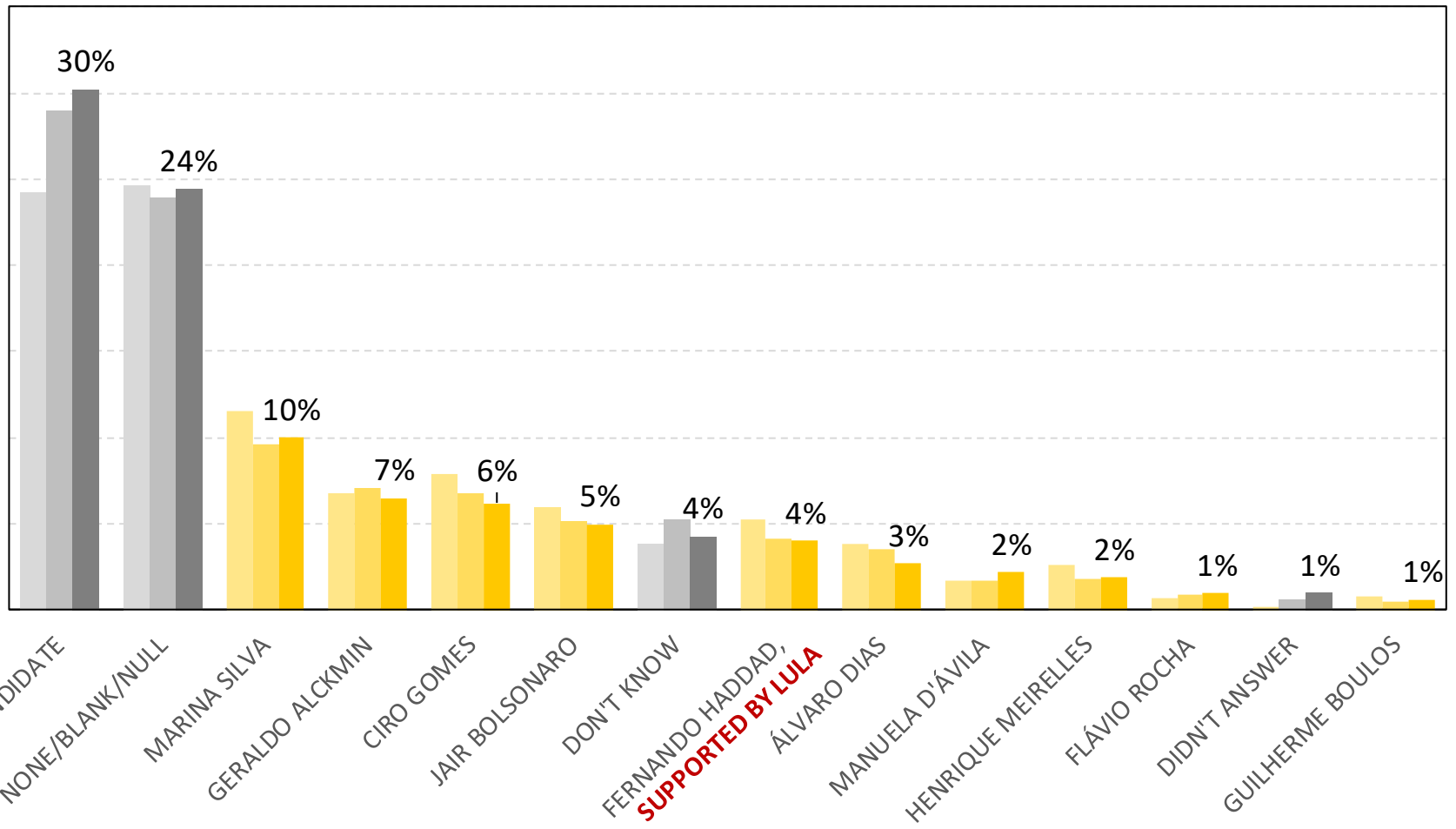Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

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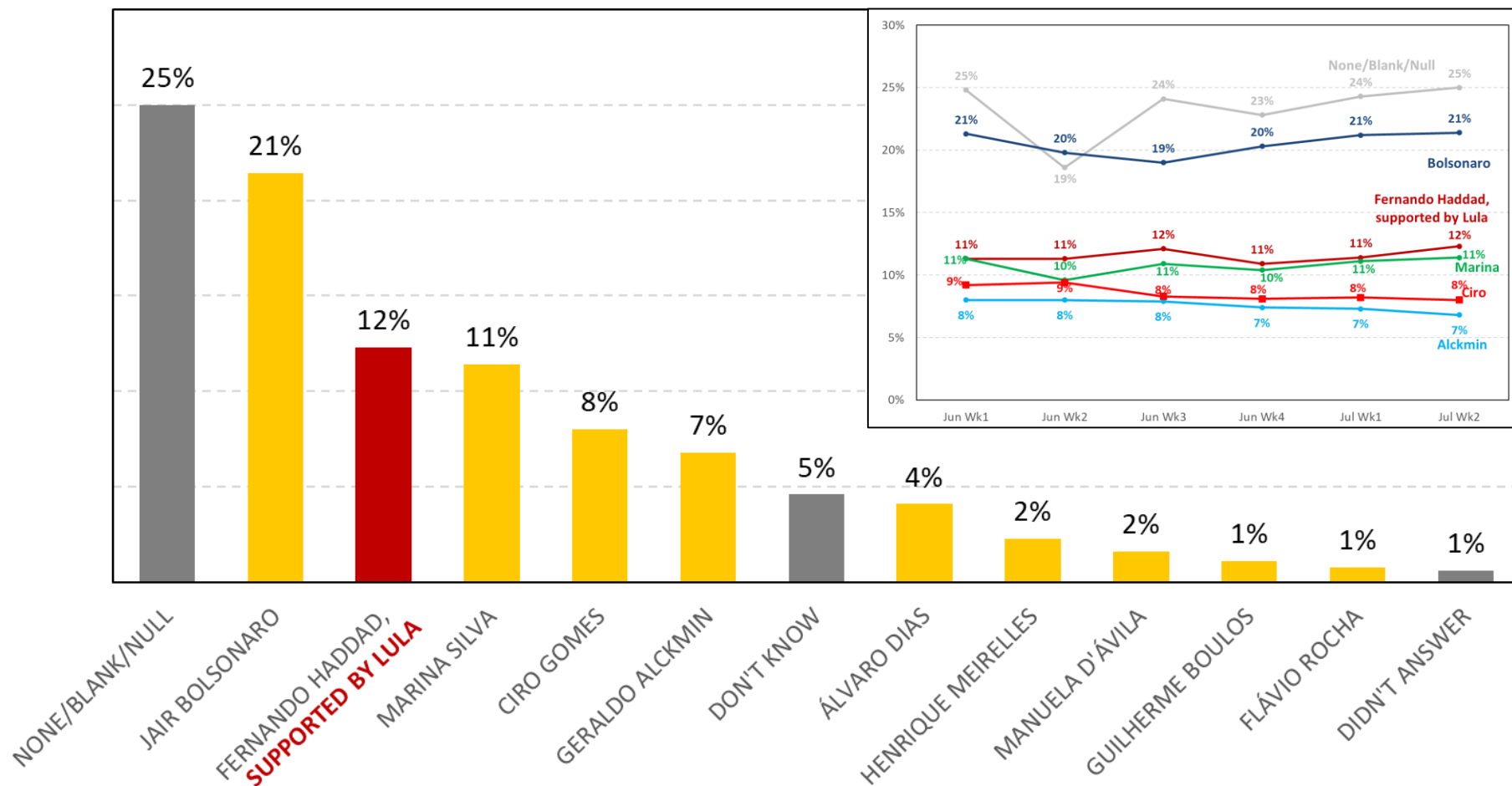
Second option

IF THE CANDIDATE YOU CHOSE ON THE PREVIOUS SCENARIO DOESN'T END UP IN THE TICKET, WHO'D YOU VOTE FOR?

Chart values by candidate:
- CHOSE NO CANDIDATE: 30%
- NONE/BLANK/NULL: 24%
- MARINA SILVA: 10%
- GERALDO ALCKMIN: 7%
- CIRO GOMES: 6%
- JAIR BOLSONARO: 5%
- DON'T KNOW: 4%
- FERNANDO HADDAD, SUPPORTED BY LULA: 4%
- ÁLVARO DIAS: 3%
- MANUELA D'ÁVILA: 2%
- HENRIQUE MEIRELLES: 2%
- FLÁVIO ROCHA: 1%
- DIDN'T ANSWER: 1%
- GUILHERME BOULOS: 1%

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

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Second option

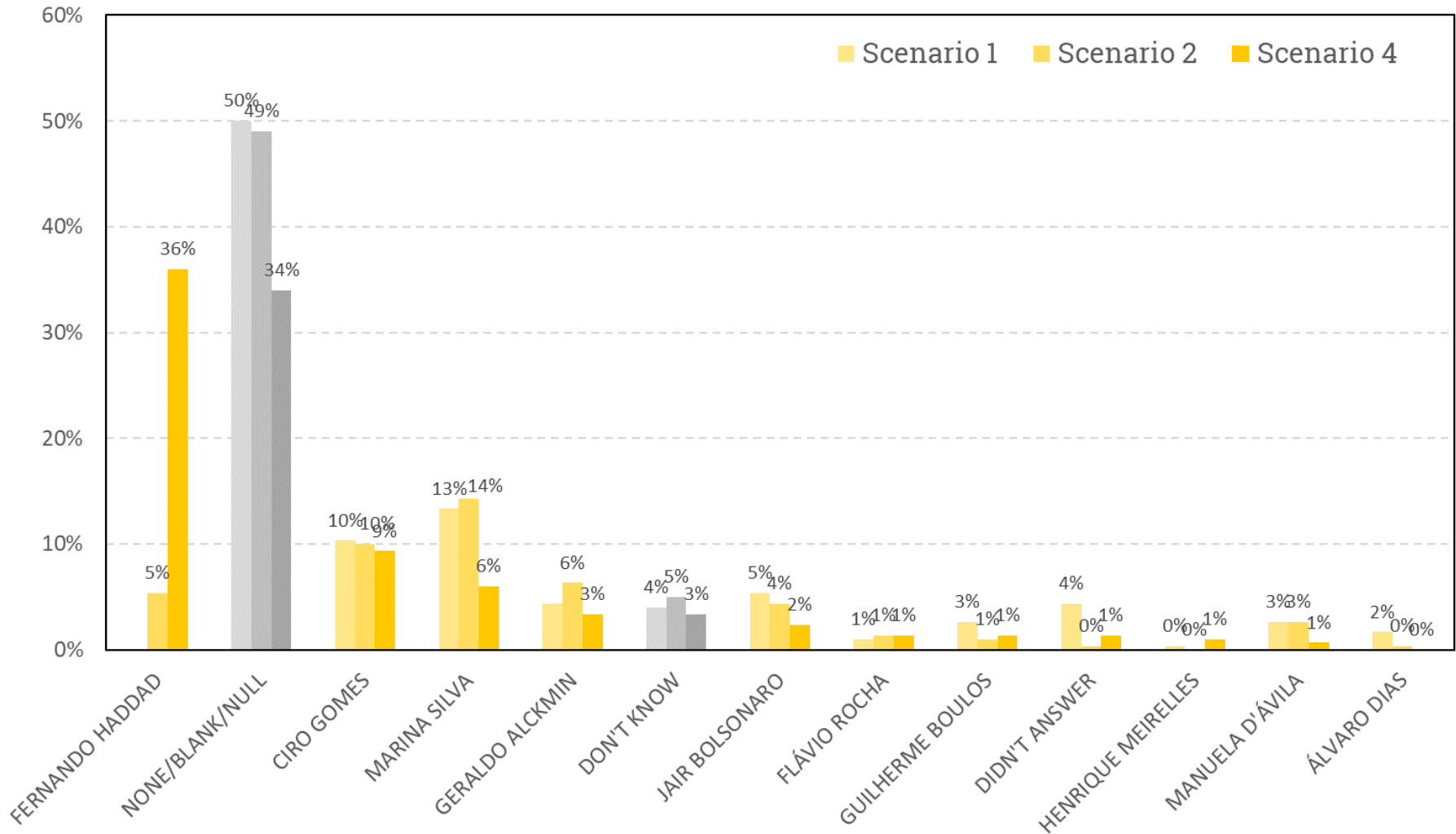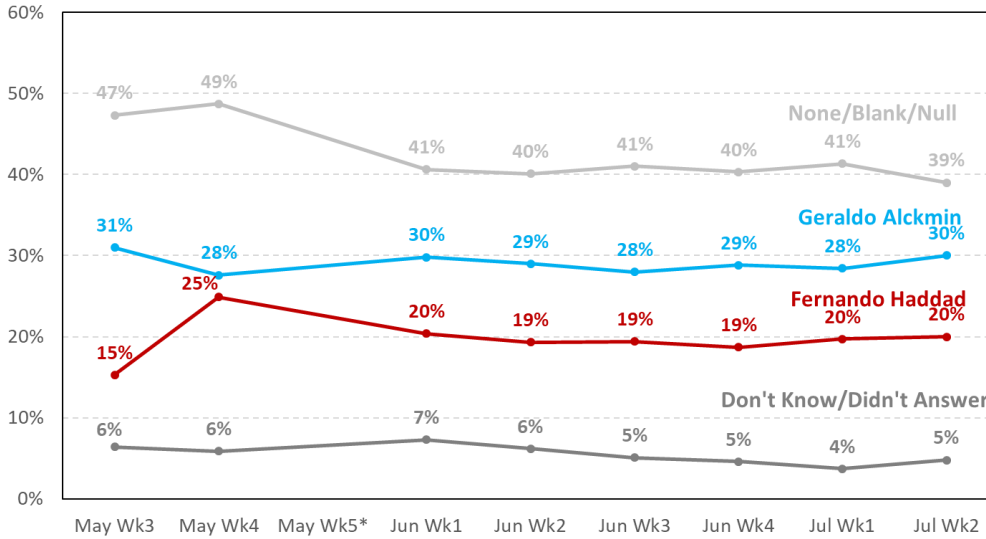| 2nd Option	IF THE CANDIDATE YOU CHOSE ON THE PREVIOUS SCENARIO DOESN'T MAKE TO THE TICKET, WHO'D YOU VOTE FOR?						
	Choice in scenario 4						
	FERNANDO HADDAD, SUPPORTED BY LULA	JAIR BOLSONARO	GERALDO ALCKMIN	MARINA SILVA	CIRO GOMES	ÁLVARO DIAS	UNDECIDED
ÁLVARO DIAS	2%	2%	15%	4%	4%	0%	0%
CIRO GOMES	15%	6%	13%	11%	0%	10%	0%
FERNANDO HADDAD, SUPPORTED BY LULA	1%	1%	3%	6%	28%	0%	0%
FLÁVIO ROCHA	0%	4%	0%	0%	1%	0%	0%
GERALDO ALCKMIN	4%	14%	0%	10%	9%	12%	0%
GUILHERME BOULOS	2%	1%	0%	0%	1%	0%	0%
HENRIQUE MEIRELLES	2%	2%	6%	4%	1%	5%	0%
JAIR BOLSONARO	7%	0%	16%	11%	4%	17%	0%
MANUELA D'ÁVILA	5%	1%	0%	2%	11%	0%	0%
MARINA SILVA	18%	18%	15%	0%	23%	2%	0%
DIDN'T ANSWER	2%	1%	1%	1%	1%	2%	0%
DON'T KNOW	2%	5%	6%	17%	3%	7%	0%
NONE/BLANK/NULL	40%	45%	25%	35%	15%	44%	0%
HADN'T CHOSEN ANYONE IN SCENARIO 4	0%	0%	0%	0%	0%	0%	100%

MICRODATA SPECIAL

Lula's Vote Migration

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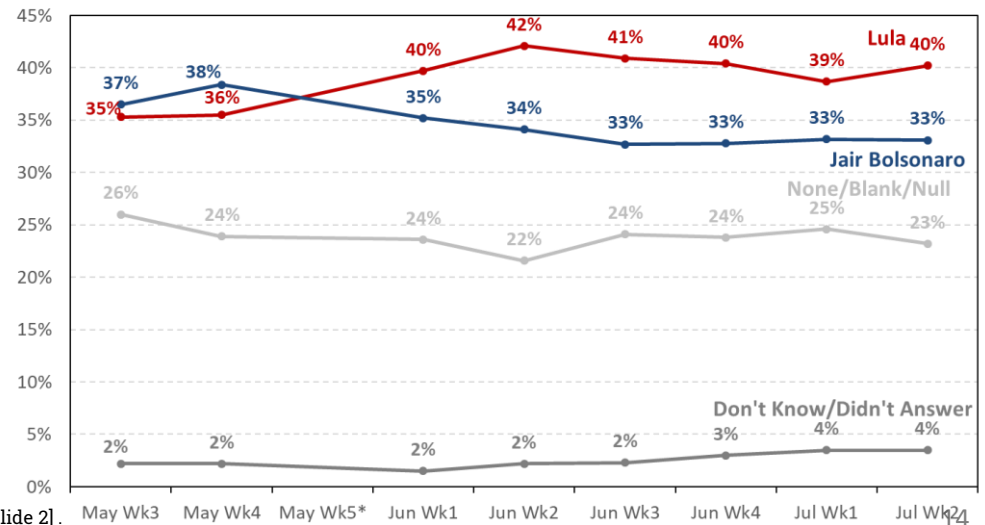
2nd Round Scenarios

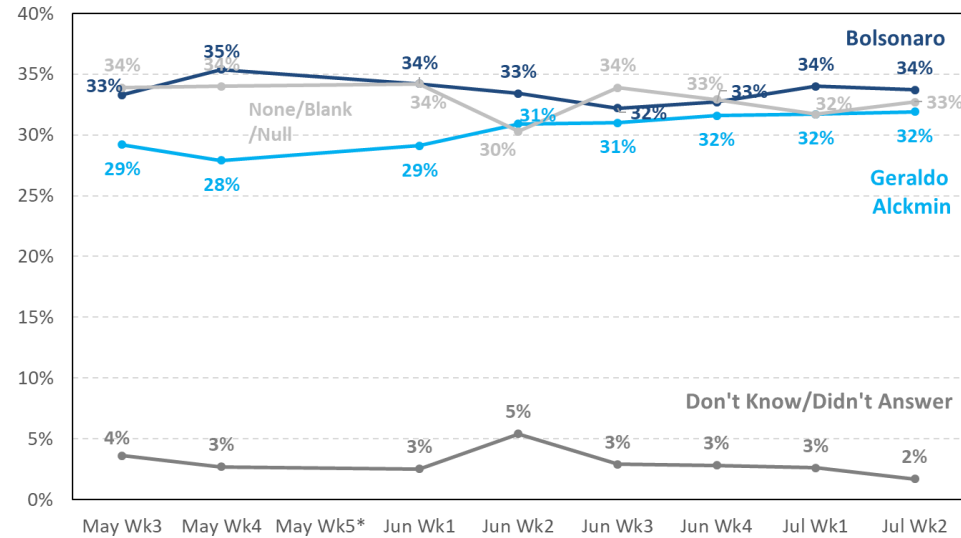## IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:

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

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:

Bolsonaro: 33%, 35%, 34%, 33%, 33%, 33%, 34%, 34%

None/Blank/Null: 34%, 34%, 34%, 34%, 31%, 34%, 32%, 33%

Geraldo Alckmin: 29%, 28%, 29%, 31%, 31%, 32%, 32%, 32%

Don't Know/Didn't Answer: 4%, 3%, 3%, 5%, 3%, 3%, 3%, 2%

X-axis: May Wk3, May Wk4, May Wk5*, Jun Wk1, Jun Wk2, Jun Wk3, Jun Wk4, Jul Wk1, Jul Wk2

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

Marina: 31%, 31%, 36%, 38%, 36%, 35%, 36%, 37%

Bolsonaro: 35%, 37%, 35%, 34%, 32%, 32%, 33%, 33%

None/Blank/Null: 31%, 30%, 28%, 25%, 28%, 29%, 29%, 27%

Don't Know/Didn't Answer: 3%, 2%, 1%, 3%, 3%, 3%, 2%, 2%

X-axis: May Wk3, May Wk4, May Wk5*, Jun Wk1, Jun Wk2, Jun Wk3, Jun Wk4, Jul Wk1, Jul Wk2

2nd Round Scenarios

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

Alckmin
Ciro
None/Blank/Null
Don't Know/Didn't Answer

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

Bolsonaro
Ciro
None/Blank/Null
Don't Know/Didn't Answer

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

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Candidate's Strong-Minded Votes
- 'Will surely vote for' -

29%

19%

14%

8%   8%

4%   4%

LULA   BOLSONARO   MARINA   CIRO   ALCKMIN   A. DIAS   HADDAD

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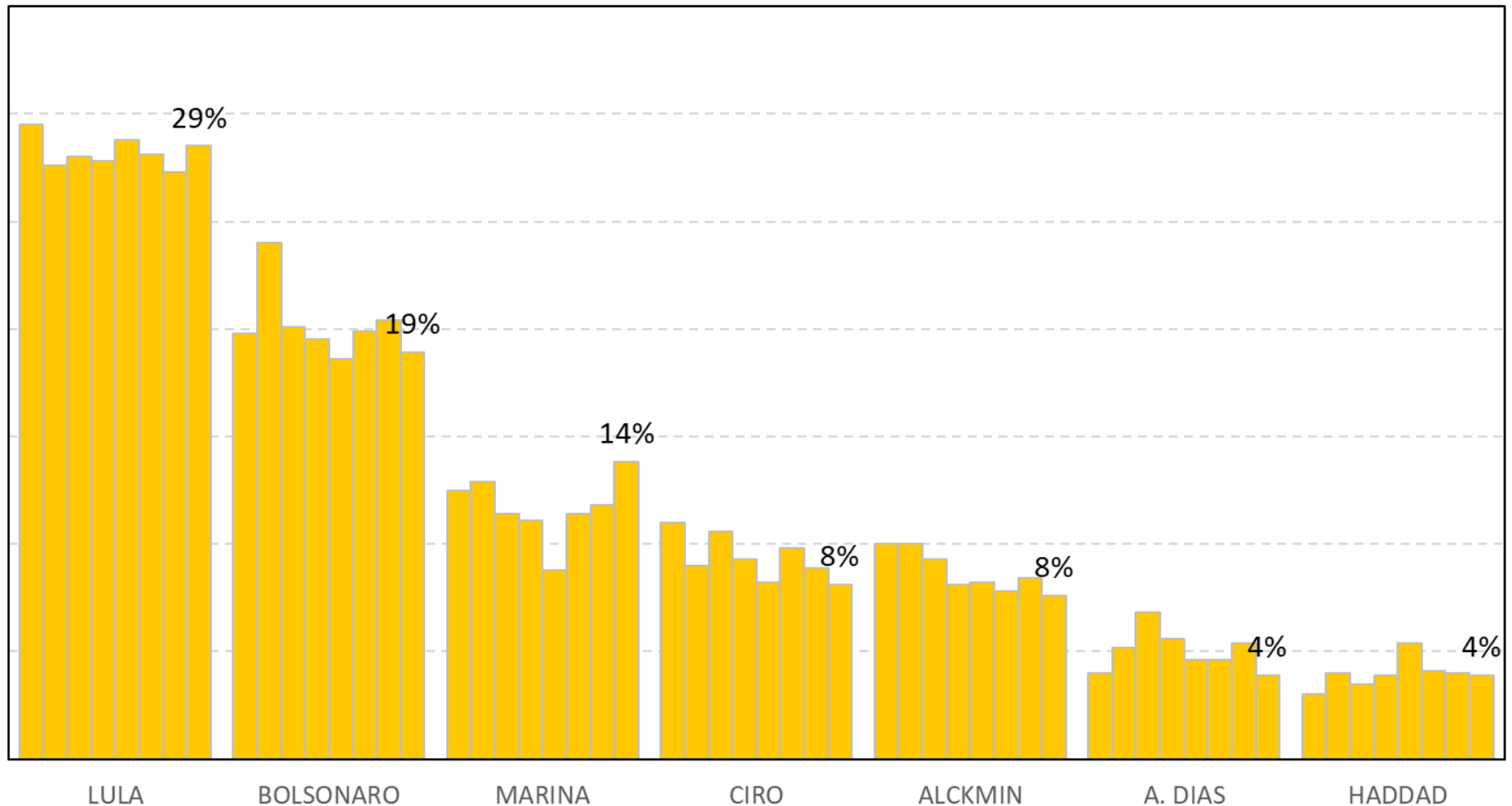
Rejection

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

LULA 61% — CIRO 60% — ALCKMIN 59% — MARINA 58% — HADDAD 57% — BOLSONARO 54% — A. DIAS 47%

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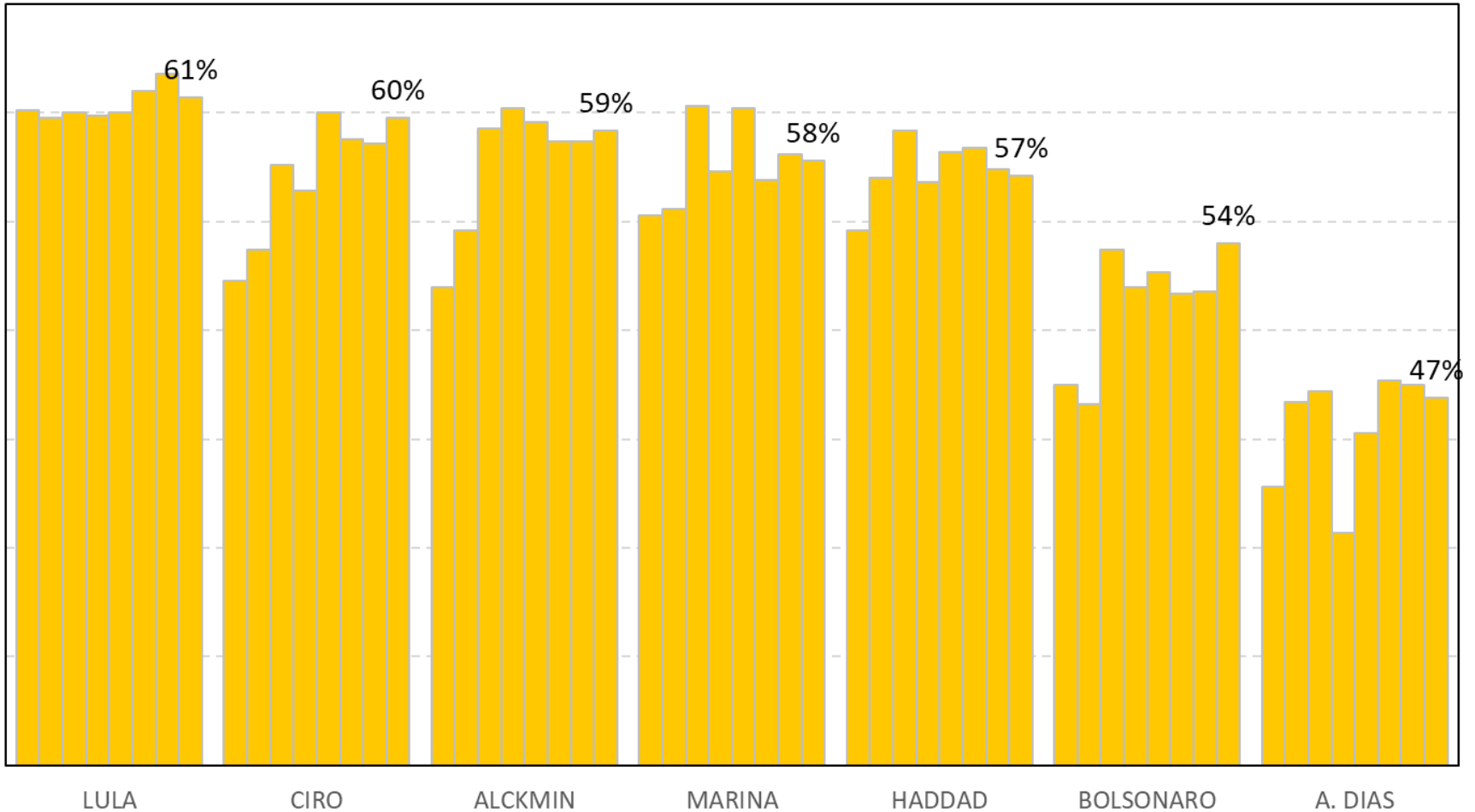
Unfamiliarity

Unfamiliarity Rate
- 'Don't know enough' -

A. DIAS 35% | HADDAD 26% | CIRO 13% | BOLSONARO 11% | ALCKMIN 8% | MARINA 4% | LULA 1%

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

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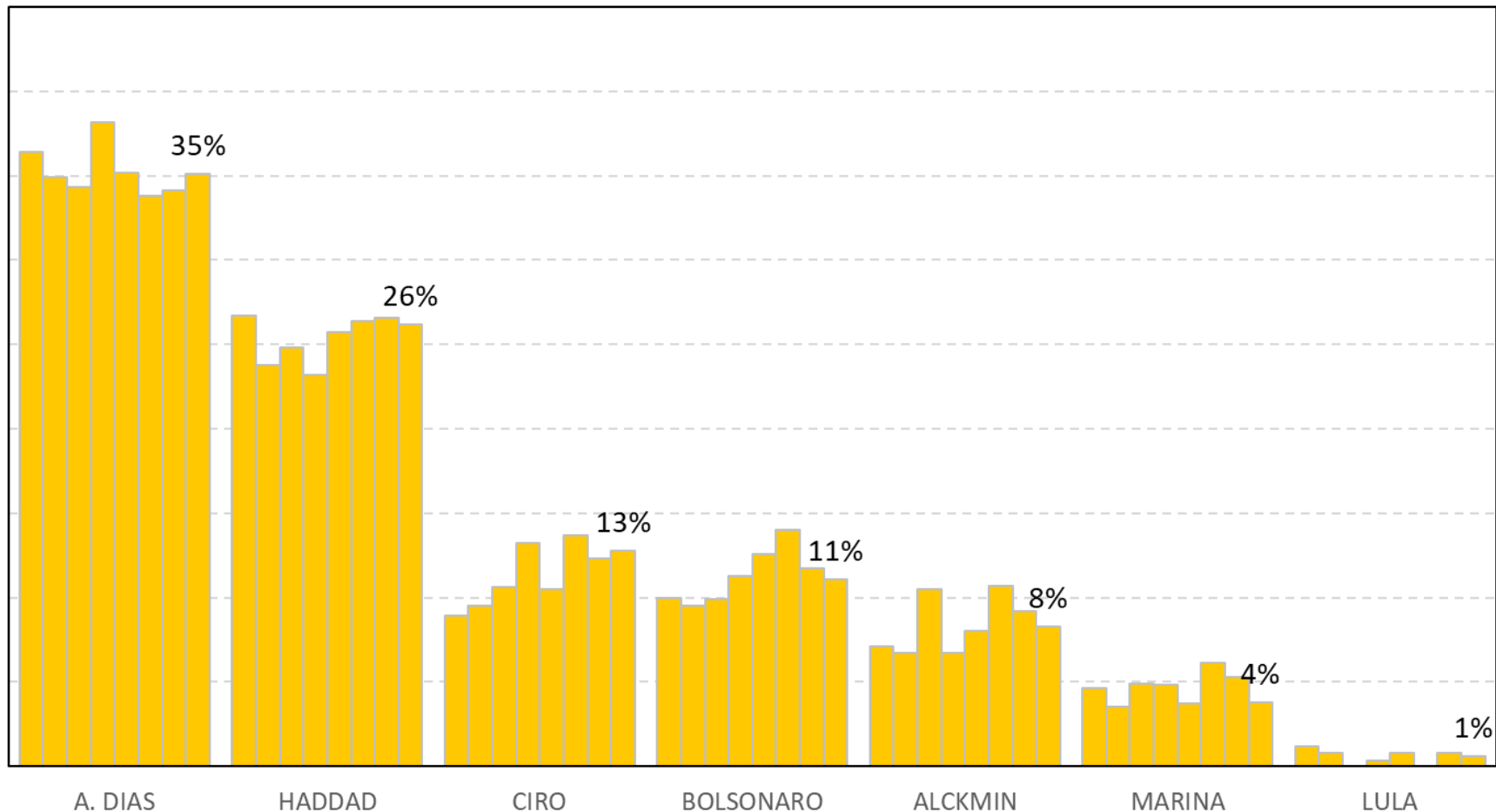
Conviction, recognition and rejection.

July Week 2

	Would Surely Vote	**Could Vote**	**Wouldn't Vote**	**Dont't Know Enough**	**Don'tKnow/ Didn'tAnswer**	**Total**
LULA	29%	10%	61%	1%	0%	100%
BOLSONARO	19%	12%	54%	11%	4%	100%
MARINA	14%	23%	58%	4%	2%	100%
CIRO	8%	18%	60%	13%	1%	100%
ALCKMIN	8%	23%	59%	8%	2%	100%
A. DIAS	4%	13%	47%	35%	1%	100%
HADDAD	4%	12%	57%	26%	1%	100%

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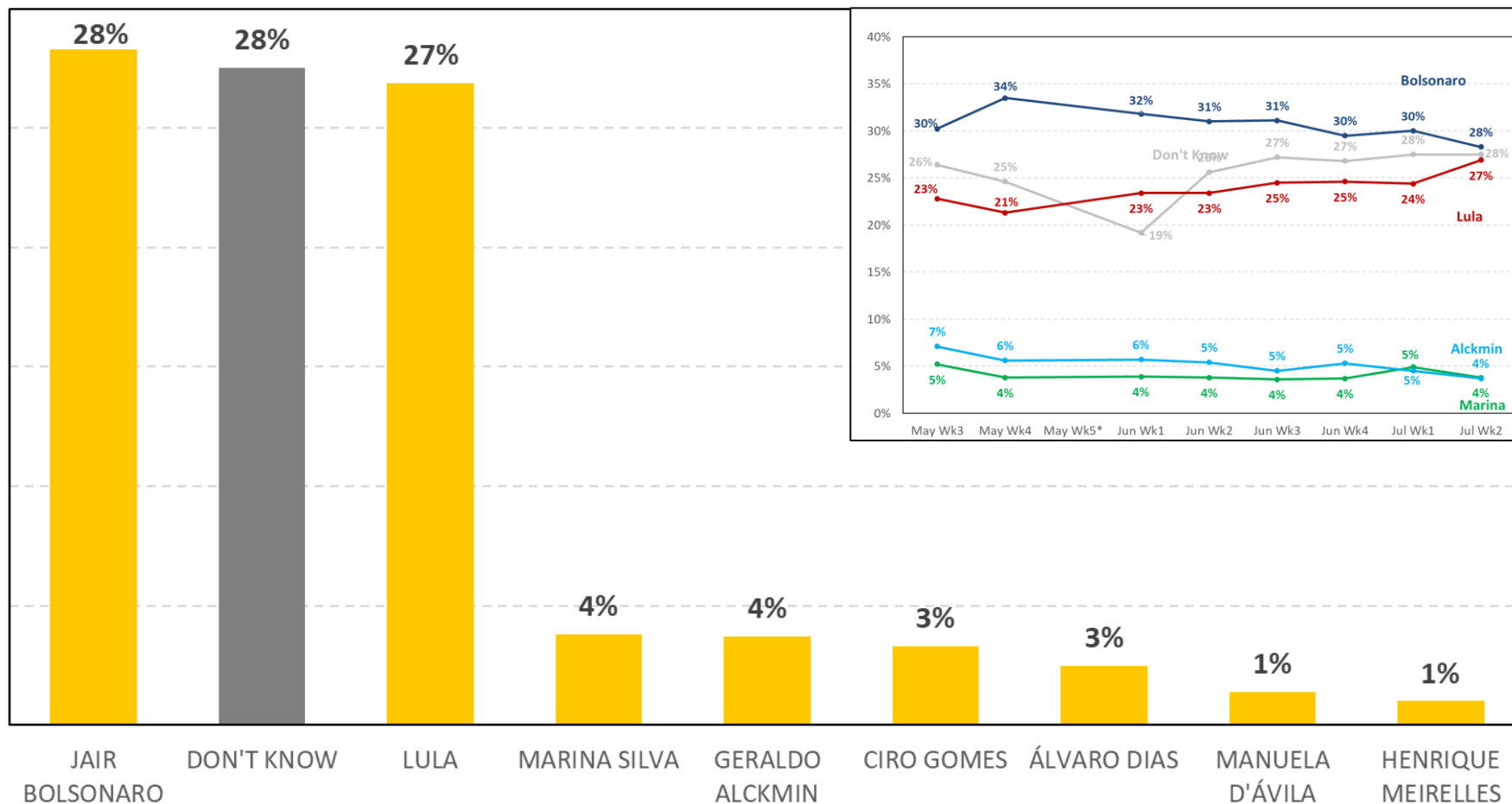
Source: XP Investimentos – Presidential Polls [TSE register # available on slide 2] .

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Expectation of Victory

July Week 2

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

	Bar chart values
JAIR BOLSONARO	28%
DON'T KNOW	28%
LULA	27%
MARINA SILVA	4%
GERALDO ALCKMIN	4%
CIRO GOMES	3%
ÁLVARO DIAS	3%
MANUELA D'ÁVILA	1%
HENRIQUE MEIRELLES	1%

Inset line chart:

Bolsonaro: 30%, 34%, 32%, 31%, 31%, 30%, 30%, 28%
Don't Know: 26%, 25%, 19%, 26%, 27%, 27%, 28%, 28%
Lula: 23%, 21%, 23%, 23%, 25%, 25%, 24%, 27%
Alckmin: 7%, 6%, 6%, 5%, 5%, 5%, 5%, 4%
Marina: 5%, 4%, 4%, 4%, 4%, 4%, 5%, 4%

Periods: May Wk3, May Wk4, May Wk5*, Jun Wk1, Jun Wk2, Jun Wk3, Jun Wk4, Jul Wk1, Jul Wk2

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?

Legend:
- ■ VERY INTERESTED
- ■ MORE OR LESS INTERESTED
- ■ A BIT INTERESTED
- ■ NOT INTERESTED

	May Wk3	May Wk4	May Wk5*	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2
VERY INTERESTED	25%	24%		26%	28%	23%	22%	23%	25%
MORE OR LESS INTERESTED	19%	22%		18%	20%	21%	20%	21%	20%
A BIT INTERESTED	19%	21%		21%	20%	19%	20%	18%	19%
NOT INTERESTED	36%	32%		34%	31%	37%	38%	36%	36%

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

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President Approval

July Week 2

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

	GREAT/GOOD	REGULAR	BAD/VERY BAD	DON'T KNOW / DIDN'T ANSWER
	3%	17%	78%	0%

Inset chart (stacked bars by week):

	May Wk3	May Wk4	May Wk5*	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2
Red	64%	73%		81%	81%	85%	78%	77%	78%
Gray	30%	21%		15%	14%	12%	18%	18%	17%
Blue	5%	5%		3%	4%	3%	4%	4%	3%

Timing of Choosing a Candidate
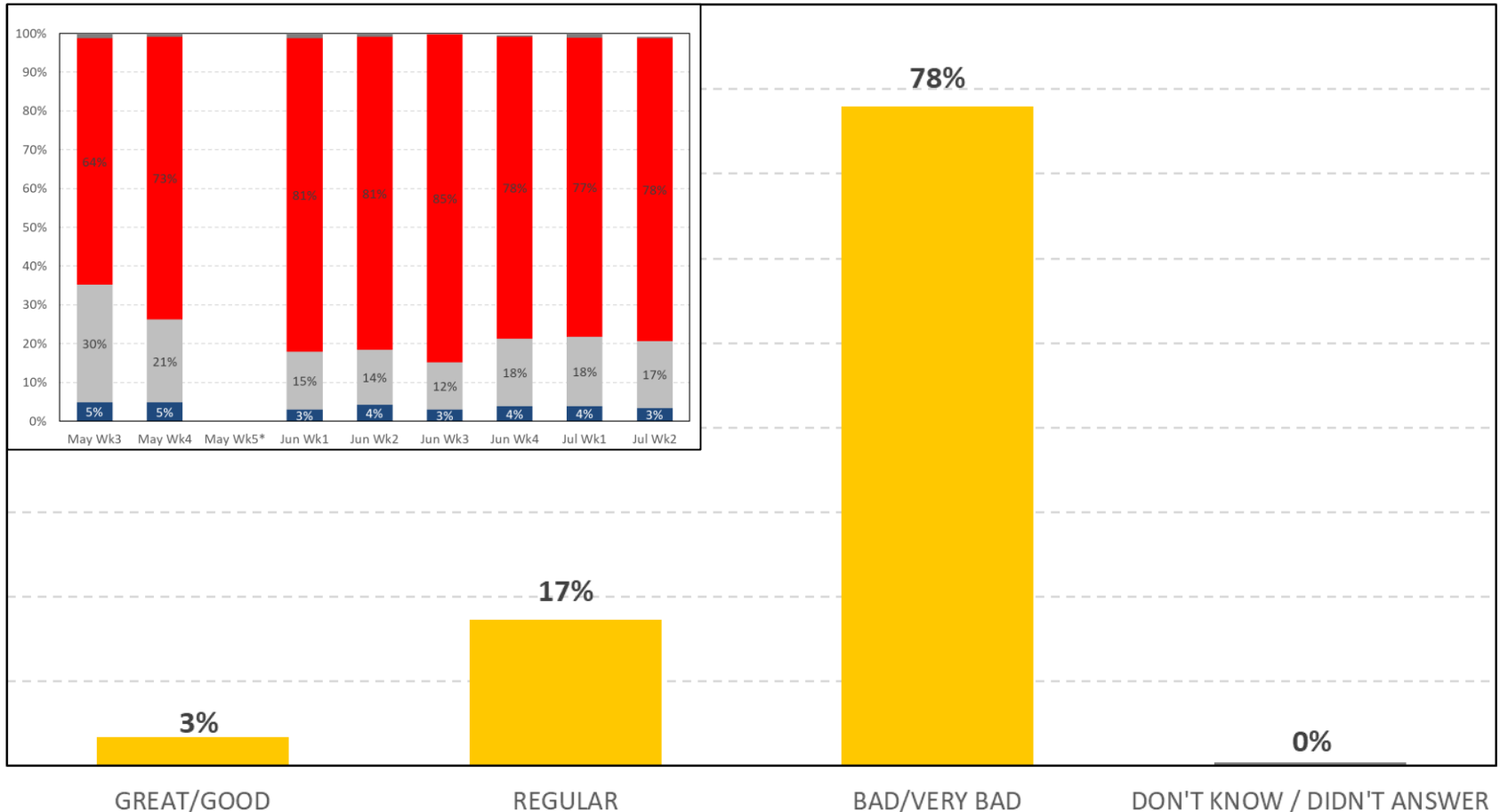
IN 2014, IN WHICH MOMENT HAVE YOU DECIDED WHO'D YOU VOTE FOR?

- Before the campaign starts: 39%
- When TV campaign started: 10%
- Few days before the election: 10%
- After last debates: 16%
- On election day: 15%
- Don't Know/Didin't Answer: 12%

How Voters Get Informed
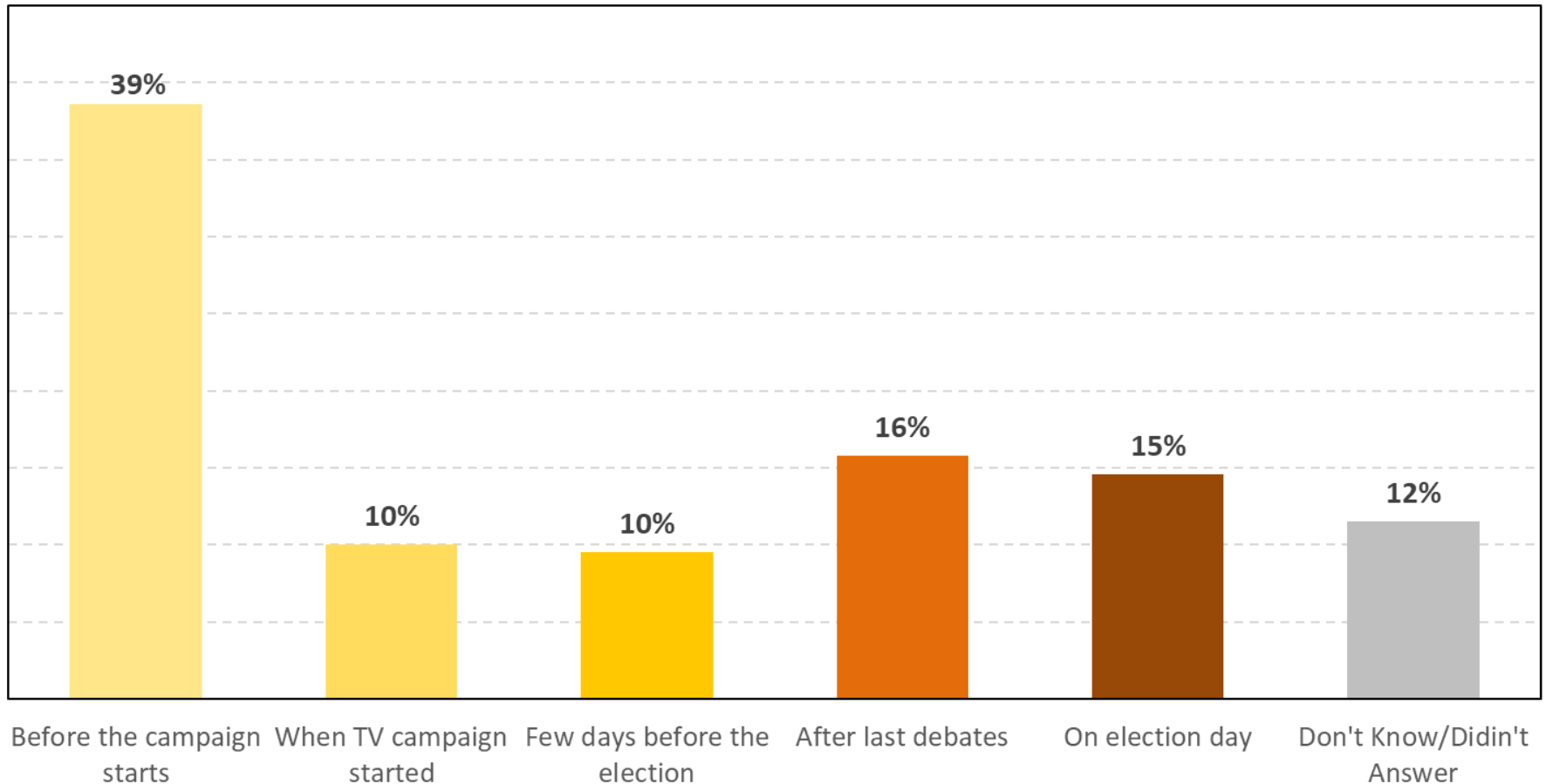
WHEN AN ELECTION COMES, WHAT INFLUENCES THE MOST YOUR VOTE DECISION?

Category	Percentage
TV	37%
Internet & Social Media	22%
Family & Friends	12%
Other	12%
Printed Paper	7%
Don't Know/Didin't Answer	5%
Radio	4%
Newspaper	2%

The Base for the Decision
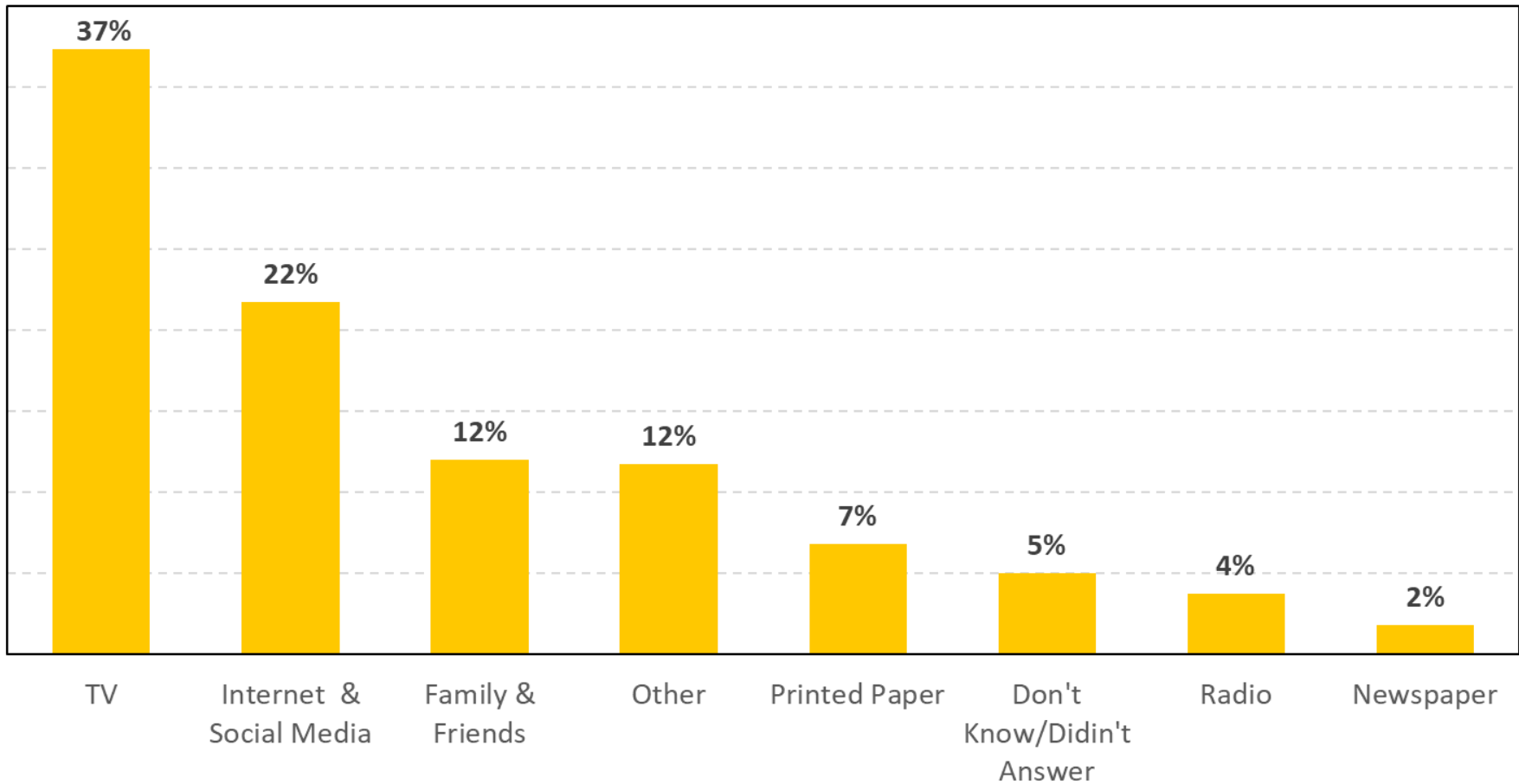
OF THESE REASONS, WHICH ONE WILL BE THE MOST IMPORTANT TO MAKE A DESISION?

Category	Percentage
The candidate's proposals	36%
The candidate's previous experience	26%
The candidate's politcal position	12%
Performance on debates	11%
Other	5%
Don't Know/Didin't Answer	4%
Opinion of friends/family/neighbours	3%
The candidate's campaign	2%
Support of other politicians	2%

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

News Favorability

NEWS REGARDING ____ HAVE BEEN ___?

Legend: NEGATIVE (black), POSITIVE (yellow), DON'T KNOW / DIDN'T ANSWER (gray)

Candidate	Don't know	Positive	Negative
LULA	12%	30%	58%
CIRO GOMES	29%	25%	46%
JAIR BOLSONARO	21%	35%	44%
GERALDO ALCKMIN	32%	25%	44%
FERNANDO HADDAD	43%	15%	42%
MARINA SILVA	31%	36%	33%
ÁLVARO DIAS	47%	21%	32%

Disclaimer
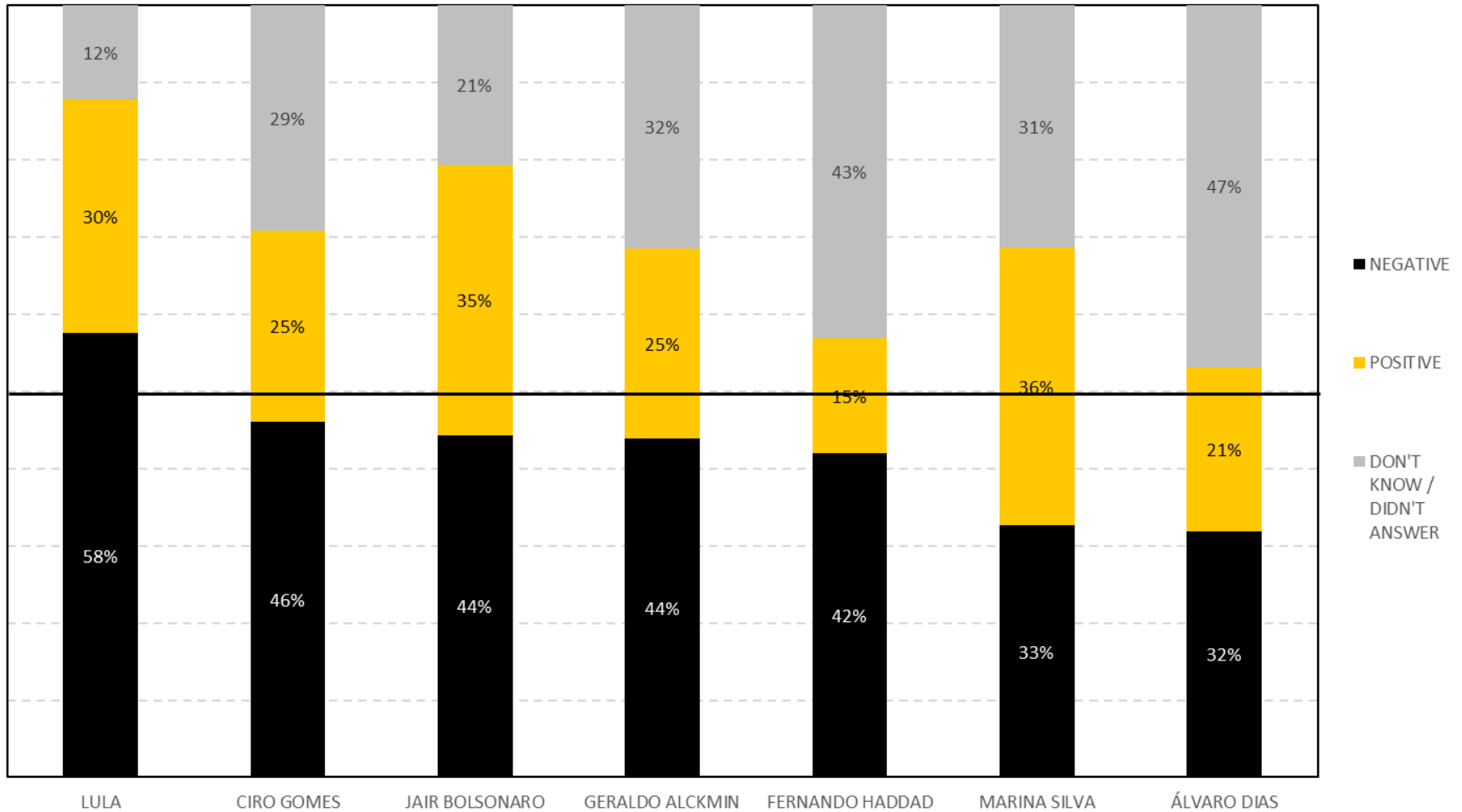
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