



XP Presidential Poll – Round 9

Voter Profile

July, 2018



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.

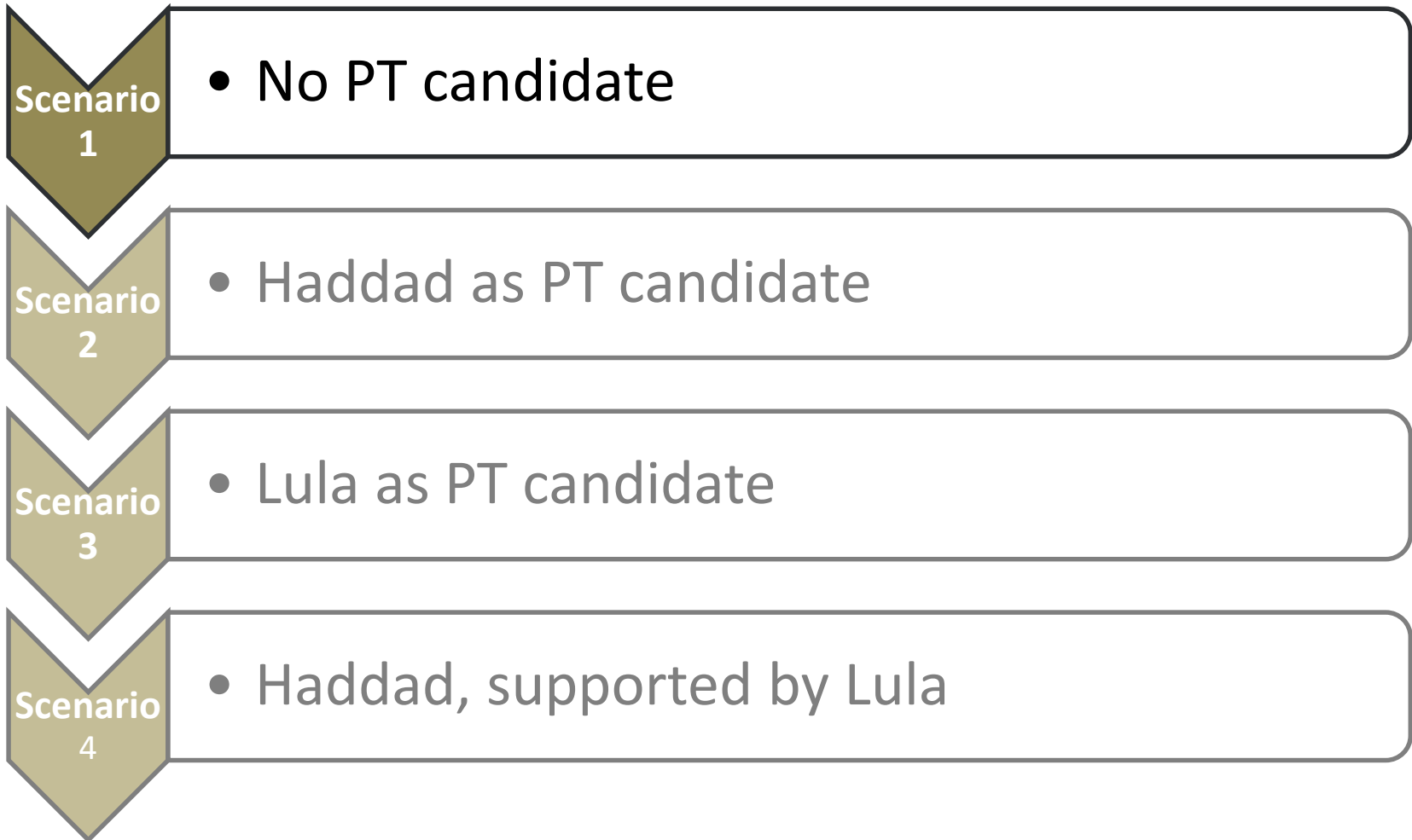
XP Presidential Polls

Month & Week	Data Collection	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
July Wk3	Jul-16 to Jul-18	BR-02843/2018

All files from previous polls and scenarios breakdowns are available [here](#).

Voter profile: current week distribution

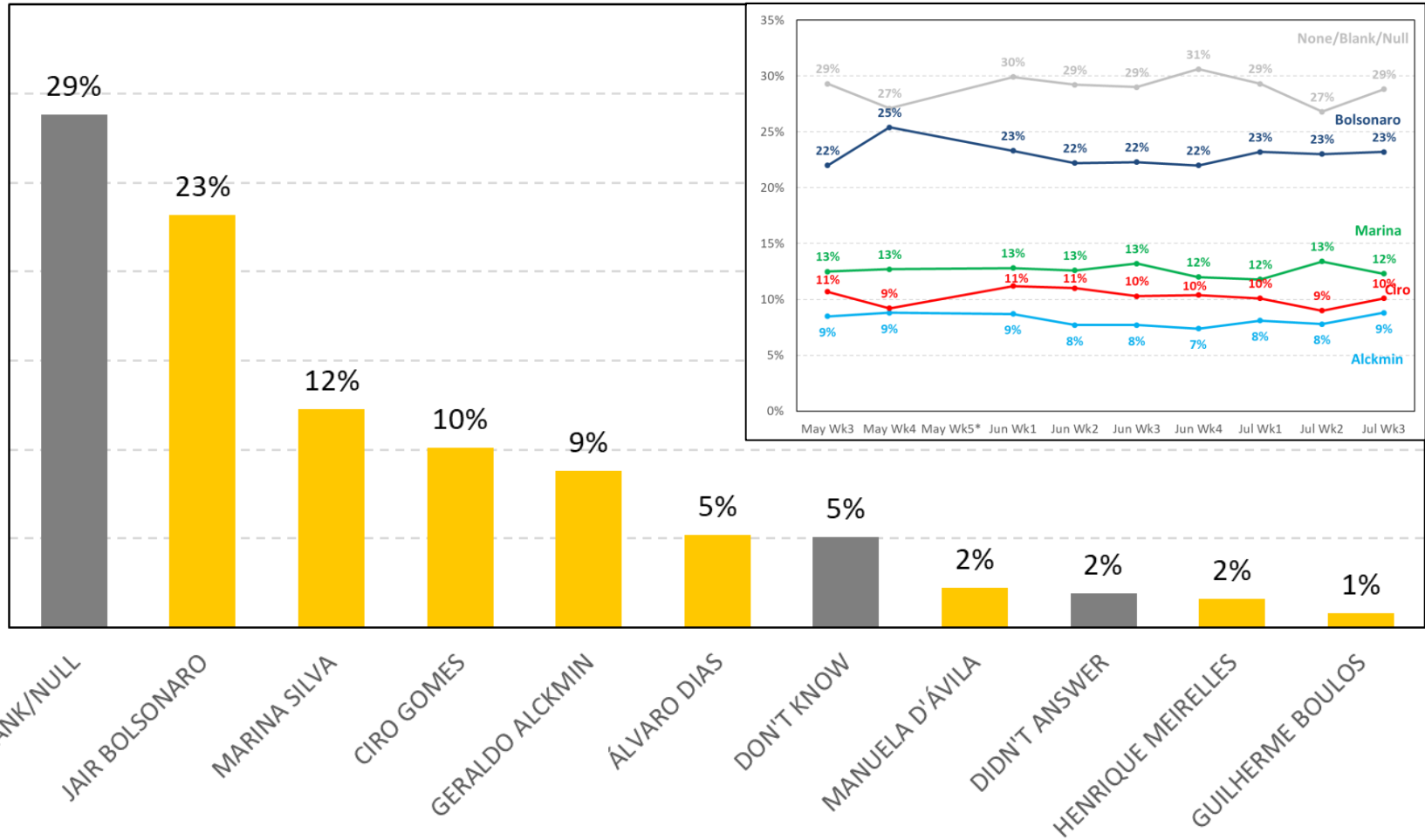
VOTER PROFILE (% OF TOTAL)	
GENDER	
MALE	48%
FEMALE	52%
AGE	
16 & 17 YO	1%
18 TO 34 YO	32%
35 TO 54 YO	41%
+55 YO	26%
OCUPATION	
WORKING	59%
NOT WORKING	41%
INCOME (MW = USD260)	
E CLASS (< 1 MW)	21%
D CLASS (1 TO 2 MW)	30%
C CLASS (2 TO 5 MW)	35%
B CLASS (5 TO 20 MW)	11%
A CLASS (> 20 MW)	3%
DIDN'T ANSWER	0%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	9%
MIDDLE SCHOOL	24%
HIGH SCHOOL	46%
HIGHER EDUCATION	21%
REGION	
NORTH	8%
NORTHEAST	27%
SOUTHEAST	43%
SOUTH	15%
MIDWEST	7%
TYPE OF CITY	
CAPITAL TOWNS	25%
OUTLYING TOWNS	14%
COUNTRY TOWNS	61%
CITY SIZE	
< 50.000 HAB	35%
50.001 TO 200.000 HAB	22%
200.001 TO 500.000 HAB	14%
> 500.000 HAB	29%
RELIGION	
CATHOLIC	57%
EVANGELICAL	23%
DONT KNOW	8%
SPIRITTUALISM	5%
ADVENTITST	1%
OTHER	6%
AFRICAN-BRAZILIAN	0%



Scenario 1 – PT presents no candidate

July
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 1 - Voter profile

CANDIDATE: JAIR BOLSONARO									
SCENARIO: 1									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	30%	29%	29%	19%	30%	24%	30%	25%	31%
NORTHEAST	15%	16%	17%	17%	7%	15%	12%	17%	13%
SOUTHEAST	24%	25%	25%	25%	26%	24%	24%	22%	26%
SOUTH	22%	35%	27%	26%	30%	24%	32%	29%	25%
MIDWEST	27%	38%	25%	21%	31%	29%	38%	35%	34%
TYPE OF CITY									
CAPITAL TOWN	22%	21%	21%	18%	22%	20%	17%	17%	19%
OUTLYING TOWN	22%	24%	18%	23%	24%	21%	31%	28%	22%
COUNTRY TOWN	22%	28%	25%	24%	22%	23%	24%	24%	25%
CITY SIZE									
< 50.000 HAB	24%	29%	23%	25%	25%	22%	26%	26%	25%
50.001 TO 200.000 HAB	21%	28%	28%	24%	23%	23%	27%	26%	28%
200.001 TO 500.000 HAB	22%	25%	21%	17%	19%	24%	22%	20%	26%
> 500.000 HAB	20%	19%	21%	20%	21%	20%	17%	18%	17%
GENDER									
MALE	28%	36%	34%	30%	29%	30%	33%	31%	28%
FEMALE	16%	16%	14%	15%	16%	14%	14%	16%	19%
AGE									
16 & 17 YO	40%	21%	27%	20%	27%	42%	43%	31%	38%
18 TO 34 YO	27%	34%	34%	29%	25%	25%	31%	29%	33%
35 TO 54 YO	21%	22%	21%	21%	24%	20%	21%	21%	21%
+55 YO	17%	21%	14%	16%	17%	19%	16%	19%	15%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	13%	15%	13%	15%	10%	11%	9%	14%	11%
MIDDLE SCHOOL	24%	21%	20%	22%	23%	17%	22%	22%	15%
HIGH SCHOOL	21%	28%	29%	27%	26%	28%	26%	25%	30%
HIGHER EDUCATION	27%	29%	19%	17%	20%	21%	23%	23%	22%
OCCUPATION									
EMPLOYED	25%	31%	25%	25%	24%	25%	27%	27%	25%
UNEMPLOYED/OUT OF LABOR FORCE	18%	17%	21%	17%	19%	18%	17%	18%	20%
RELIGION									
CATHOLIC	19%	22%	21%	18%	19%	22%	21%	21%	19%
EVANGELICAL	33%	35%	30%	32%	31%	27%	32%	28%	32%
OTHER/NONE	16%	23%	23%	23%	23%	18%	20%	24%	24%
INCOME									
E CLASS (< 1 MW)	13%	14%	16%	14%	12%	13%	16%	11%	14%
D CLASS (1 TO 2 MW)	21%	21%	23%	20%	20%	23%	22%	21%	22%
C CLASS (2 TO 5 MW)	24%	34%	27%	28%	28%	24%	26%	28%	29%
B CLASS (5 TO 20 MW)	30%	32%	22%	26%	23%	26%	27%	29%	27%
A CLASS (> 20 MW)	15%	30%	35%	22%	43%	38%	34%	32%	22%

CANDIDATE: MARINA SILVA									
SCENARIO: 1									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	27%	20%	17%	19%	9%	14%	21%	19%	17%
NORTHEAST	13%	20%	14%	13%	18%	17%	18%	13%	15%
SOUTHEAST	12%	9%	14%	13%	13%	11%	10%	14%	11%
SOUTH	5%	5%	5%	7%	8%	8%	7%	9%	9%
MIDWEST	11%	14%	13%	11%	16%	8%	0%	12%	13%
TYPE OF CITY									
CAPITAL TOWN	17%	18%	13%	16%	13%	13%	15%	13%	11%
OUTLYING TOWN	11%	8%	13%	12%	15%	15%	14%	17%	13%
COUNTRY TOWN	11%	12%	13%	11%	13%	11%	10%	13%	13%
CITY SIZE									
< 50.000 HAB	9%	10%	13%	10%	11%	13%	8%	13%	12%
50.001 TO 200.000 HAB	15%	13%	14%	13%	14%	12%	11%	14%	16%
200.001 TO 500.000 HAB	13%	12%	13%	14%	11%	7%	18%	12%	9%
> 500.000 HAB	14%	16%	12%	14%	16%	13%	14%	14%	12%
GENDER									
MALE	9%	9%	10%	10%	10%	9%	9%	8%	11%
FEMALE	15%	16%	16%	15%	16%	15%	14%	19%	13%
AGE									
16 & 17 YO	10%	21%	9%	20%	18%	25%	0%	25%	0%
18 TO 34 YO	15%	16%	18%	16%	14%	15%	13%	13%	16%
35 TO 54 YO	14%	11%	13%	10%	12%	12%	10%	16%	11%
+55 YO	9%	11%	7%	12%	14%	8%	13%	9%	11%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	18%	13%	10%	20%	16%	11%	22%	14%	9%
MIDDLE SCHOOL	11%	15%	15%	16%	14%	16%	10%	17%	15%
HIGH SCHOOL	14%	12%	13%	12%	13%	11%	13%	13%	11%
HIGHER EDUCATION	7%	12%	10%	7%	11%	11%	9%	9%	14%
OCCUPATION									
EMPLOYED	12%	12%	13%	12%	12%	11%	11%	12%	11%
UNEMPLOYED/OUT OF LABOR FORCE	13%	14%	13%	14%	15%	14%	13%	16%	15%
RELIGION									
CATHOLIC	11%	12%	11%	12%	13%	9%	10%	12%	13%
EVANGELICAL	16%	16%	20%	13%	16%	21%	17%	16%	13%
OTHER/NONE	12%	12%	10%	14%	10%	12%	10%	13%	11%
INCOME									
E CLASS (< 1 MW)	19%	15%	20%	19%	18%	14%	14%	17%	17%
D CLASS (1 TO 2 MW)	14%	17%	17%	13%	14%	13%	16%	17%	14%
C CLASS (2 TO 5 MW)	10%	12%	8%	10%	11%	13%	9%	11%	10%
B CLASS (5 TO 20 MW)	8%	5%	9%	7%	13%	5%	6%	7%	8%
A CLASS (> 20 MW)	8%	9%	0%	11%	0%	3%	9%	8%	9%

Scenario 1 - Voter profile

CANDIDATE: CIRO GOMES									
SCENARIO: 1									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	6%	11%	6%	6%	7%	9%	11%	5%	10%
NORTHEAST	17%	13%	18%	21%	18%	19%	15%	17%	19%
SOUTHEAST	9%	8%	8%	8%	7%	7%	9%	7%	6%
SOUTH	11%	7%	10%	4%	6%	9%	6%	6%	5%
MIDWEST	4%	4%	10%	11%	11%	7%	9%	4%	10%
TYPE OF CITY									
CAPITAL TOWN	12%	10%	9%	10%	13%	12%	9%	8%	11%
OUTLYING TOWN	9%	10%	13%	11%	8%	8%	9%	2%	6%
COUNTRY TOWN	11%	9%	12%	11%	10%	10%	11%	11%	11%
CITY SIZE									
< 50.000 HAB	10%	7%	12%	13%	12%	11%	13%	8%	10%
50.001 TO 200.000 HAB	10%	8%	11%	11%	9%	8%	8%	10%	7%
200.001 TO 500.000 HAB	11%	13%	14%	8%	10%	15%	5%	14%	11%
> 500.000 HAB	12%	11%	9%	10%	10%	10%	10%	7%	12%
GENDER									
MALE	12%	10%	11%	13%	14%	11%	10%	10%	10%
FEMALE	9%	8%	11%	10%	7%	9%	10%	8%	10%
AGE									
16 & 17 YO	0%	11%	0%	0%	9%	0%	29%	13%	8%
18 TO 34 YO	10%	7%	10%	8%	8%	9%	9%	8%	7%
35 TO 54 YO	10%	11%	13%	12%	10%	13%	10%	8%	11%
+55 YO	12%	10%	11%	14%	13%	10%	11%	11%	13%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	9%	9%	13%	9%	8%	15%	9%	6%	12%
MIDDLE SCHOOL	11%	11%	14%	10%	8%	7%	12%	8%	12%
HIGH SCHOOL	11%	8%	9%	11%	11%	9%	11%	10%	8%
HIGHER EDUCATION	11%	10%	12%	13%	13%	15%	6%	9%	13%
OCCUPATION									
EMPLOYED	12%	9%	12%	10%	10%	11%	9%	8%	9%
UNEMPLOYED/OUT OF LABOR FORCE	9%	9%	9%	12%	11%	9%	11%	10%	11%
RELIGION									
CATHOLIC	12%	11%	12%	13%	11%	12%	10%	11%	12%
EVANGELICAL	6%	3%	9%	7%	6%	3%	8%	5%	7%
OTHER/NONE	13%	12%	12%	11%	13%	14%	12%	9%	9%
INCOME									
E CLASS (< 1 MW)	10%	9%	12%	13%	7%	10%	11%	9%	9%
D CLASS (1 TO 2 MW)	10%	10%	12%	12%	9%	8%	9%	9%	13%
C CLASS (2 TO 5 MW)	11%	10%	11%	10%	12%	11%	10%	11%	8%
B CLASS (5 TO 20 MW)	11%	7%	10%	10%	14%	11%	13%	7%	10%
A CLASS (> 20 MW)	23%	9%	12%	9%	14%	16%	6%	3%	6%

CANDIDATE: GERALDO ALCKMIN									
SCENARIO: 1									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	6%	4%	7%	5%	6%	1%	4%	5%	6%
NORTHEAST	3%	8%	4%	7%	4%	5%	5%	5%	4%
SOUTHEAST	13%	12%	14%	10%	12%	11%	13%	11%	13%
SOUTH	5%	5%	2%	3%	3%	4%	5%	5%	7%
MIDWEST	11%	9%	9%	7%	6%	7%	4%	7%	7%
TYPE OF CITY									
CAPITAL TOWN	10%	7%	11%	8%	4%	4%	9%	8%	9%
OUTLYING TOWN	5%	7%	6%	8%	5%	5%	7%	9%	9%
COUNTRY TOWN	9%	10%	8%	8%	10%	9%	8%	7%	8%
CITY SIZE									
< 50.000 HAB	7%	10%	8%	6%	10%	7%	6%	9%	9%
50.001 TO 200.000 HAB	10%	10%	7%	9%	5%	9%	8%	6%	8%
200.001 TO 500.000 HAB	6%	6%	7%	9%	6%	7%	9%	9%	5%
> 500.000 HAB	10%	9%	11%	8%	8%	6%	10%	8%	11%
GENDER									
MALE	10%	9%	10%	6%	7%	7%	7%	9%	9%
FEMALE	7%	8%	8%	9%	8%	8%	9%	7%	8%
AGE									
16 & 17 YO	30%	26%	0%	0%	0%	0%	0%	6%	8%
18 TO 34 YO	3%	7%	7%	6%	8%	5%	6%	7%	6%
35 TO 54 YO	9%	8%	6%	7%	6%	8%	8%	5%	9%
+55 YO	13%	11%	15%	11%	11%	10%	10%	13%	12%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	13%	17%	9%	12%	9%	8%	19%	13%	18%
MIDDLE SCHOOL	13%	10%	7%	8%	8%	10%	9%	8%	8%
HIGH SCHOOL	5%	7%	9%	6%	7%	5%	6%	8%	8%
HIGHER EDUCATION	9%	8%	10%	9%	7%	9%	8%	6%	7%
OCCUPATION									
EMPLOYED	7%	8%	7%	7%	8%	7%	7%	8%	9%
UNEMPLOYED/OUT OF LABOR FORCE	11%	10%	11%	9%	7%	8%	10%	8%	9%
RELIGION									
CATHOLIC	9%	10%	9%	9%	9%	8%	8%	8%	9%
EVANGELICAL	6%	9%	13%	6%	6%	4%	8%	9%	9%
OTHER/NONE	10%	6%	4%	8%	5%	8%	8%	6%	10%
INCOME									
E CLASS (< 1 MW)	11%	11%	6%	9%	7%	8%	7%	7%	9%
D CLASS (1 TO 2 MW)	8%	10%	9%	9%	6%	8%	10%	7%	8%
C CLASS (2 TO 5 MW)	6%	5%	8%	5%	9%	5%	6%	8%	8%
B CLASS (5 TO 20 MW)	11%	11%	10%	10%	8%	12%	8%	7%	10%
A CLASS (> 20 MW)	8%	9%	24%	9%	11%	8%	16%	19%	22%

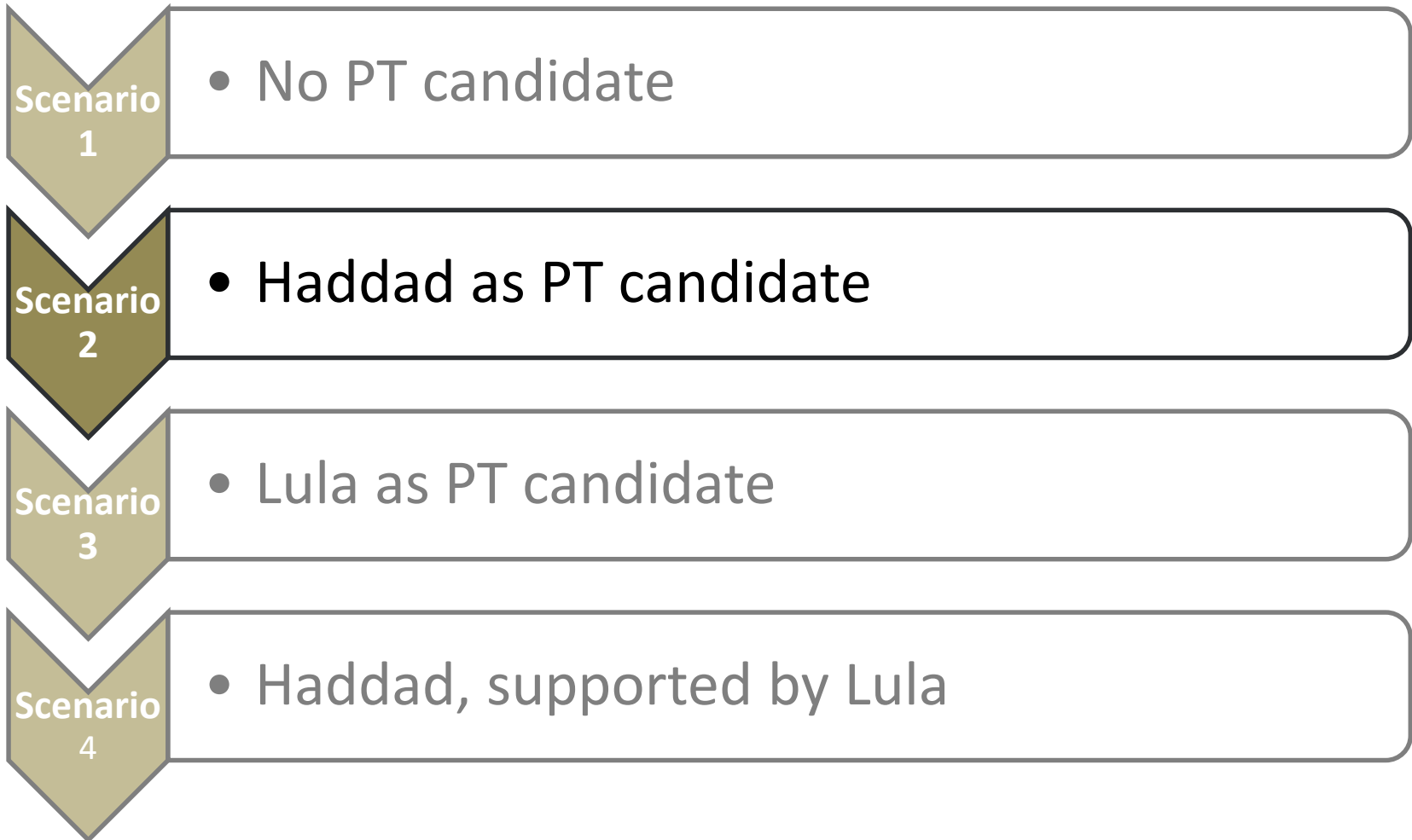
Scenario 1 - Voter profile

CANDIDATE: ÁLVARO DIAS									
SCENARIO: 1									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	1%	4%	1%	2%	4%	3%	7%	0%	1%
NORTHEAST	3%	3%	4%	4%	4%	3%	4%	3%	3%
SOUTHEAST	2%	3%	5%	3%	2%	3%	3%	3%	4%
SOUTH	12%	18%	19%	21%	15%	16%	14%	19%	17%
MIDWEST	9%	3%	4%	3%	4%	5%	4%	6%	0%
TYPE OF CITY									
CAPITAL TOWN	2%	3%	6%	5%	3%	7%	6%	6%	6%
OUTLYING TOWN	6%	7%	8%	9%	5%	5%	3%	5%	10%
COUNTRY TOWN	5%	6%	7%	6%	6%	5%	6%	5%	4%
CITY SIZE									
< 50.000 HAB	7%	7%	7%	6%	8%	6%	8%	5%	4%
50.001 TO 200.000 HAB	1%	4%	7%	5%	5%	4%	4%	6%	5%
200.001 TO 500.000 HAB	5%	10%	5%	11%	5%	9%	3%	6%	6%
> 500.000 HAB	2%	3%	7%	5%	2%	4%	5%	5%	6%
GENDER									
MALE	4%	6%	9%	6%	5%	5%	6%	6%	5%
FEMALE	4%	5%	5%	6%	4%	5%	5%	5%	5%
AGE									
16 & 17 YO	10%	0%	18%	10%	0%	8%	14%	0%	8%
18 TO 34 YO	2%	4%	2%	2%	2%	3%	2%	3%	2%
35 TO 54 YO	3%	5%	6%	7%	6%	5%	6%	6%	5%
+55 YO	7%	8%	12%	10%	8%	8%	8%	7%	10%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	3%	4%	9%	4%	6%	3%	5%	5%	4%
MIDDLE SCHOOL	3%	6%	6%	6%	6%	4%	4%	6%	5%
HIGH SCHOOL	3%	6%	6%	5%	4%	5%	5%	5%	6%
HIGHER EDUCATION	7%	5%	8%	10%	5%	9%	8%	7%	5%
OCCUPATION									
EMPLOYED	5%	6%	7%	5%	5%	6%	6%	6%	5%
UNEMPLOYED/OUT OF LABOR FORCE	3%	5%	7%	7%	5%	4%	5%	5%	5%
RELIGION									
CATHOLIC	5%	7%	9%	8%	6%	6%	7%	7%	6%
EVANGELICAL	2%	4%	4%	4%	4%	3%	3%	1%	4%
OTHER/NONE	3%	3%	5%	4%	3%	7%	2%	5%	4%
INCOME									
E CLASS (< 1 MW)	1%	4%	6%	2%	2%	2%	5%	3%	3%
D CLASS (1 TO 2 MW)	3%	7%	6%	4%	5%	4%	1%	4%	4%
C CLASS (2 TO 5 MW)	6%	5%	7%	9%	6%	5%	7%	7%	6%
B CLASS (5 TO 20 MW)	7%	6%	8%	7%	5%	11%	13%	10%	8%
A CLASS (> 20 MW)	15%	17%	18%	13%	14%	14%	6%	5%	6%

Scenario 1 - Voter profile

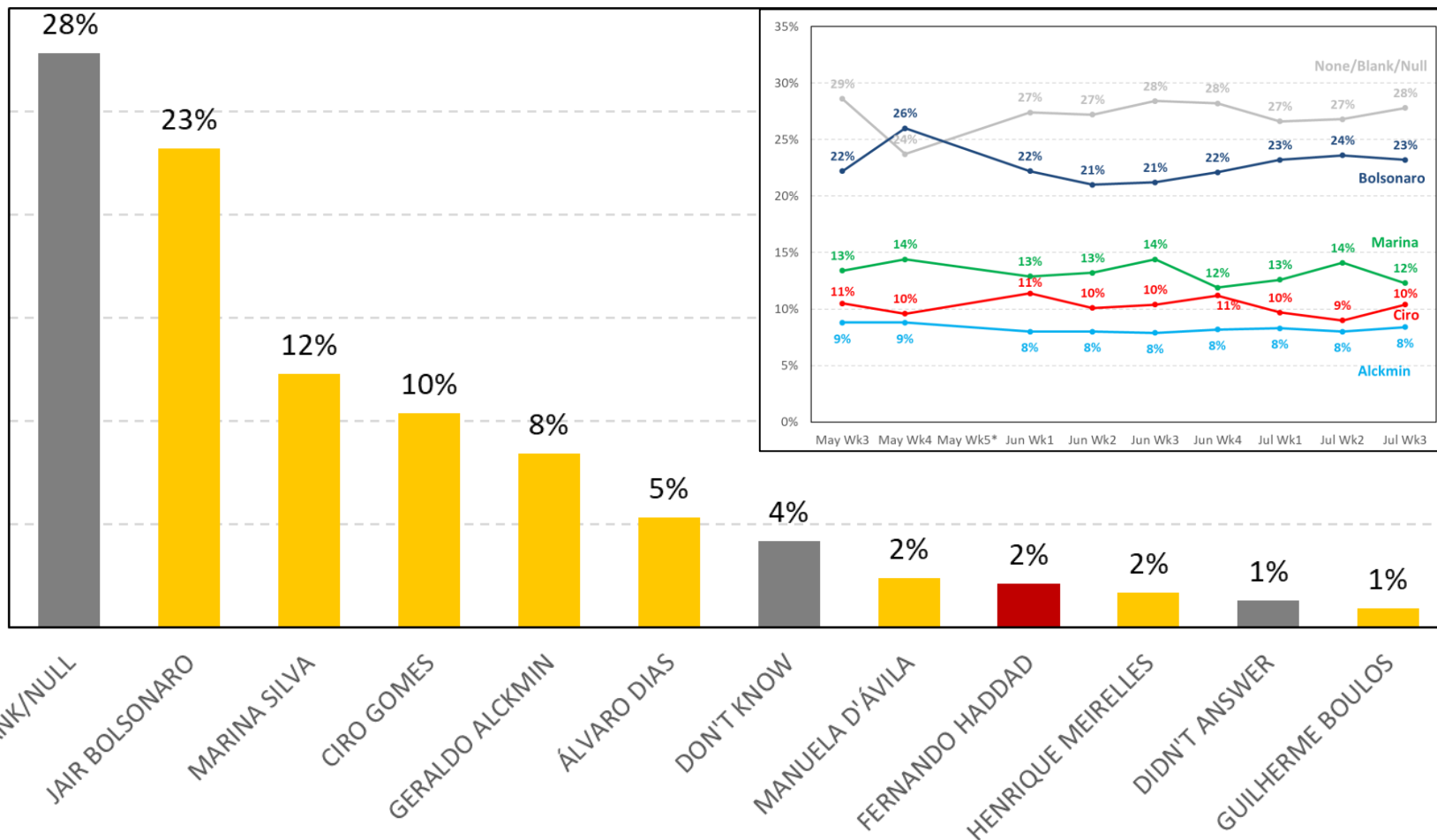
CANDIDATE:	NONE/BLANK/NULL																		
SCENARIO:	1																		
	May	Wk3	May	Wk4	Jun	Wk1	Jun	Wk2	Jun	Wk3	Jun	Wk4	Jul	Wk1	Jul	Wk2	Jul	Wk3	
REGION																			
NORTH	22%	26%	33%	23%	33%	26%	20%	23%	27%										
NORTHEAST	39%	31%	35%	30%	33%	33%	36%	32%	34%										
SOUTHEAST	28%	29%	28%	32%	29%	34%	30%	28%	29%										
SOUTH	23%	19%	26%	21%	23%	22%	21%	16%	24%										
MIDWEST	20%	17%	28%	34%	17%	28%	30%	26%	24%										
TYPE OF CITY																			
CAPITAL TOWN	26%	31%	33%	30%	32%	28%	31%	27%	30%										
OUTLYING TOWN	33%	30%	31%	26%	38%	31%	26%	26%	29%										
COUNTRY TOWN	30%	25%	29%	30%	26%	31%	30%	27%	28%										
CITY SIZE																			
< 50.000 HAB	29%	26%	29%	29%	20%	30%	28%	26%	29%										
50.001 TO 200.000 HAB	31%	26%	30%	29%	29%	32%	27%	25%	27%										
200.001 TO 500.000 HAB	31%	23%	28%	27%	42%	27%	32%	25%	29%										
> 500.000 HAB	28%	32%	32%	31%	31%	33%	32%	30%	30%										
GENDER																			
MALE	23%	21%	22%	23%	23%	27%	23%	22%	27%										
FEMALE	35%	33%	37%	35%	34%	34%	35%	32%	31%										
AGE																			
16 & 17 YO	0%	0%	18%	10%	18%	8%	14%	0%	15%										
18 TO 34 YO	30%	22%	24%	28%	29%	30%	23%	24%	26%										
35 TO 54 YO	34%	33%	34%	33%	32%	30%	35%	31%	33%										
+55 YO	25%	27%	32%	26%	24%	32%	29%	25%	27%										
EDUCATION LEVEL																			
ELEMENTARY SCHOOL	28%	26%	35%	29%	31%	37%	23%	27%	20%										
MIDDLE SCHOOL	25%	26%	31%	28%	31%	34%	30%	30%	33%										
HIGH SCHOOL	33%	30%	27%	29%	28%	32%	29%	25%	30%										
HIGHER EDUCATION	26%	23%	32%	31%	27%	21%	31%	26%	24%										
OCUPATION																			
EMPLOYED	29%	25%	29%	27%	28%	29%	28%	25%	30%										
UNEMPLOYED/OUT OF LABOR FORCE	30%	30%	32%	32%	31%	33%	32%	30%	27%										
RELIGION																			
CATHOLIC	30%	28%	32%	30%	30%	31%	31%	28%	30%										
EVANGELICAL	26%	25%	19%	29%	23%	30%	25%	26%	28%										
OTHER/NONE	33%	27%	36%	27%	35%	30%	30%	23%	25%										
INCOME																			
E CLASS (< 1 MW)	32%	34%	35%	34%	41%	41%	35%	36%	32%										
D CLASS (1 TO 2 MW)	31%	27%	29%	32%	35%	31%	29%	30%	31%										
C CLASS (2 TO 5 MW)	30%	25%	29%	25%	21%	27%	31%	21%	28%										
B CLASS (5 TO 20 MW)	22%	24%	31%	30%	23%	26%	20%	22%	23%										
A CLASS (> 20 MW)	23%	4%	6%	15%	11%	11%	19%	19%	16%										

CANDIDATE:	DON'T KNOW / DIDN'T ANSWER																		
SCENARIO:	1																		
	May	Wk3	May	Wk4	Jun	Wk1	Jun	Wk2	Jun	Wk3	Jun	Wk4	Jul	Wk1	Jul	Wk2	Jul	Wk3	
REGION																			
NORTH	7%	5%	2%	19%	5%	15%	1%	16%	1%										
NORTHEAST	8%	4%	2%	4%	12%	6%	6%	7%	9%										
SOUTHEAST	8%	7%	3%	3%	6%	6%	7%	8%	7%										
SOUTH	14%	3%	3%	7%	5%	9%	7%	6%	9%										
MIDWEST	13%	10%	3%	4%	6%	7%	9%	1%	6%										
TYPE OF CITY																			
CAPITAL TOWN	8%	6%	1%	7%	6%	7%	3%	10%	8%										
OUTLYING TOWN	7%	8%	4%	4%	4%	7%	8%	9%	5%										
COUNTRY TOWN	10%	6%	3%	5%	9%	8%	7%	6%	7%										
CITY SIZE																			
< 50.000 HAB	11%	6%	3%	6%	8%	10%	7%	6%	8%										
50.001 TO 200.000 HAB	8%	7%	1%	2%	11%	7%	11%	9%	4%										
200.001 TO 500.000 HAB	8%	4%	5%	7%	3%	2%	1%	7%	8%										
> 500.000 HAB	9%	6%	2%	6%	6%	7%	4%	8%	8%										
GENDER																			
MALE	8%	4%	2%	5%	7%	5%	5%	8%	5%										
FEMALE	10%	8%	3%	6%	8%	9%	8%	8%	8%										
AGE																			
16 & 17 YO	10%	11%	27%	20%	18%	8%	0%	13%	8%										
18 TO 34 YO	8%	3%	2%	5%	10%	8%	8%	8%	6%										
35 TO 54 YO	8%	6%	2%	4%	5%	7%	6%	6%	7%										
+55 YO	11%	8%	3%	6%	7%	8%	5%	10%	8%										
EDUCATION LEVEL																			
ELEMENTARY SCHOOL	13%	10%	4%	7%	14%	12%	9%	14%	19%										
MIDDLE SCHOOL	11%	8%	4%	6%	8%	10%	7%	7%	10%										
HIGH SCHOOL	9%	5%	3%	4%	5%	5%	6%	8%	4%										
HIGHER EDUCATION	6%	3%	0%	6%	7%	7%	5%	6%	6%										
OCUPATION																			
EMPLOYED	8%	4%	2%	6%	8%	7%	6%	7%	6%										
UNEMPLOYED/OUT OF LABOR FORCE	11%	9%	3%	4%	7%	9%	7%	9%	9%										
RELIGION																			
CATHOLIC	9%	7%	2%	5%	7%	8%	7%	7%	8%										
EVANGELICAL	10%	7%	3%	6%	10%	8%	4%	11%	4%										
OTHER/NONE	7%	3%	2%	4%	5%	6%	7%	6%	7%										
INCOME																			
E CLASS (< 1 MW)	12%	10%	3%	6%	11%	9%	7%	13%	13%										
D CLASS (1 TO 2 MW)	9%	6%	3%	5%	6%	9%	8%	8%	5%										
C CLASS (2 TO 5 MW)	9%	5%	2%	5%	8%	7%	6%	6%	6%										
B CLASS (5 TO 20 MW)	6%	2%	1%	3%	5%	5%	3%	4%	3%										
A CLASS (> 20 MW)	8%	0%	0%	7%	3%	0%	3%	0%	9%										



July
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 - Voter profile

CANDIDATE: JAIR BOLSONARO									
SCENARIO: 2									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	26%	31%	24%	28%	26%	31%	24%	30%	31%
NORTHEAST	15%	20%	16%	18%	13%	14%	17%	17%	14%
SOUTHEAST	25%	25%	25%	20%	23%	23%	24%	23%	25%
SOUTH	24%	33%	25%	24%	26%	26%	26%	27%	24%
MIDWEST	23%	35%	22%	20%	29%	29%	30%	38%	35%
TYPE OF CITY									
CAPITAL TOWN	21%	22%	21%	20%	20%	18%	17%	18%	19%
OUTLYING TOWN	25%	27%	19%	23%	20%	21%	32%	26%	22%
COUNTRY TOWN	22%	27%	23%	21%	22%	24%	24%	25%	25%
CITY SIZE									
< 50.000 HAB	23%	29%	22%	23%	27%	24%	26%	27%	26%
50.001 TO 200.000 HAB	23%	29%	27%	19%	19%	22%	28%	28%	27%
200.001 TO 500.000 HAB	21%	25%	19%	17%	16%	25%	21%	20%	26%
> 500.000 HAB	21%	22%	20%	21%	20%	17%	17%	18%	16%
GENDER									
MALE	30%	35%	33%	29%	29%	30%	33%	31%	29%
FEMALE	15%	17%	12%	14%	14%	15%	14%	17%	18%
AGE									
16 & 17 YO	50%	21%	27%	20%	36%	42%	43%	25%	38%
18 TO 34 YO	28%	35%	32%	28%	26%	25%	31%	30%	32%
35 TO 54 YO	19%	22%	20%	20%	20%	21%	20%	21%	20%
+55 YO	19%	21%	14%	15%	15%	19%	18%	19%	16%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	10%	14%	13%	18%	12%	8%	9%	14%	10%
MIDDLE SCHOOL	22%	24%	18%	16%	23%	22%	25%	23%	16%
HIGH SCHOOL	21%	29%	29%	25%	25%	28%	24%	26%	30%
HIGHER EDUCATION	30%	27%	17%	19%	18%	17%	24%	23%	21%
OCCUPATION									
EMPLOYED	25%	31%	24%	24%	23%	24%	27%	26%	25%
UNEMPLOYED/OUT OF LABOR FORCE	19%	20%	20%	16%	17%	19%	17%	20%	21%
RELIGION									
CATHOLIC	19%	23%	21%	17%	18%	21%	21%	22%	19%
EVANGELICAL	34%	34%	28%	29%	27%	29%	31%	28%	32%
OTHER/NONE	17%	23%	21%	22%	23%	19%	21%	23%	24%
INCOME									
E CLASS (< 1 MW)	12%	18%	14%	11%	12%	15%	15%	13%	15%
D CLASS (1 TO 2 MW)	23%	22%	23%	21%	19%	24%	23%	22%	22%
C CLASS (2 TO 5 MW)	22%	32%	26%	25%	27%	23%	25%	29%	29%
B CLASS (5 TO 20 MW)	33%	33%	21%	26%	20%	26%	31%	26%	26%
A CLASS (> 20 MW)	23%	30%	38%	22%	38%	30%	34%	32%	19%

CANDIDATE: MARINA SILVA									
SCENARIO: 2									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH	24%	17%	10%	26%	15%	15%	21%	20%	18%
NORTHEAST	14%	21%	15%	14%	18%	15%	17%	16%	14%
SOUTHEAST	13%	12%	14%	13%	14%	11%	10%	14%	10%
SOUTH	5%	7%	9%	6%	10%	9%	11%	9%	12%
MIDWEST	19%	14%	9%	13%	16%	8%	3%	13%	12%
TYPE OF CITY									
CAPITAL TOWN	17%	16%	11%	15%	16%	14%	17%	17%	10%
OUTLYING TOWN	10%	13%	12%	15%	14%	13%	14%	14%	13%
COUNTRY TOWN	12%	14%	14%	12%	14%	11%	11%	13%	13%
CITY SIZE									
< 50.000 HAB	12%	14%	11%	11%	12%	13%	9%	12%	13%
50.001 TO 200.000 HAB	13%	15%	14%	15%	15%	12%	13%	12%	14%
200.001 TO 500.000 HAB	14%	14%	20%	13%	11%	7%	15%	14%	9%
> 500.000 HAB	15%	15%	11%	14%	18%	13%	16%	18%	11%
GENDER									
MALE	11%	10%	10%	10%	10%	9%	9%	9%	12%
FEMALE	16%	18%	16%	16%	18%	14%	16%	19%	13%
AGE									
16 & 17 YO	10%	26%	18%	30%	18%	25%	0%	25%	8%
18 TO 34 YO	17%	18%	14%	16%	16%	14%	14%	13%	16%
35 TO 54 YO	13%	11%	16%	11%	12%	11%	12%	17%	10%
+55 YO	9%	14%	8%	13%	16%	10%	13%	9%	11%
EDUCATION LEVEL									
ELEMENTARY SCHOOL	21%	17%	12%	25%	18%	14%	20%	21%	15%
MIDDLE SCHOOL	15%	18%	14%	15%	13%	13%	9%	16%	13%
HIGH SCHOOL	14%	12%	13%	12%	14%	11%	14%	14%	12%
HIGHER EDUCATION	8%	13%	12%	7%	14%	11%	11%	8%	11%
OCCUPATION									
EMPLOYED	14%	14%	13%	11%	14%	11%	12%	13%	12%
UNEMPLOYED/OUT OF LABOR FORCE	13%	15%	12%	17%	16%	13%	14%	16%	13%
RELIGION									
CATHOLIC	12%	13%	12%	13%	13%	9%	12%	14%	13%
EVANGELICAL	15%	20%	17%	15%	19%	20%	16%	16%	11%
OTHER/NONE	15%	12%	11%	11%	14%	11%	12%	12%	12%
INCOME									
E CLASS (< 1 MW)	17%	18%	15%	23%	18%	14%	17%	18%	16%
D CLASS (1 TO 2 MW)	16%	16%	18%	16%	14%	13%	15%	16%	14%
C CLASS (2 TO 5 MW)	12%	15%	10%	8%	13%	13%	10%	14%	12%
B CLASS (5 TO 20 MW)	8%	6%	9%	6%	17%	5%	8%	7%	5%
A CLASS (> 20 MW)	8%	9%	0%	9%	3%	3%	6%	3%	6%

Scenario 2 - Voter profile

CANDIDATE: CIRO GOMES										
SCENARIO: 2										
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION										
NORTH	6%	11%	7%	6%	6%	11%	7%	7%	6%	
NORTHEAST	17%	14%	20%	19%	19%	19%	14%	17%	19%	
SOUTHEAST	8%	7%	8%	8%	8%	8%	9%	7%	7%	
SOUTH	11%	11%	9%	4%	6%	10%	7%	5%	5%	
MIDWEST	4%	4%	12%	7%	10%	7%	6%	3%	12%	
TYPE OF CITY										
CAPITAL TOWN	11%	9%	11%	10%	10%	13%	9%	8%	9%	
OUTLYING TOWN	14%	10%	13%	11%	9%	9%	10%	5%	7%	
COUNTRY TOWN	10%	10%	11%	10%	11%	11%	10%	10%	12%	
CITY SIZE										
< 50.000 HAB	9%	9%	11%	11%	9%	13%	11%	10%	12%	
50.001 TO 200.000 HAB	11%	9%	10%	12%	12%	7%	8%	8%	7%	
200.001 TO 500.000 HAB	13%	12%	13%	5%	13%	15%	8%	12%	13%	
> 500.000 HAB	11%	9%	12%	10%	9%	11%	11%	7%	10%	
GENDER										
MALE	11%	10%	12%	11%	14%	11%	10%	10%	10%	
FEMALE	10%	9%	11%	9%	7%	11%	9%	8%	10%	
AGE										
16 & 17 YO	10%	11%	0%	0%	0%	0%	29%	13%	15%	
18 TO 34 YO	8%	8%	9%	7%	10%	10%	9%	9%	7%	
35 TO 54 YO	10%	11%	13%	10%	10%	13%	10%	7%	12%	
+55 YO	13%	10%	12%	14%	13%	10%	10%	11%	12%	
EDUCATION LEVEL										
ELEMENTARY SCHOOL	12%	13%	22%	9%	9%	17%	12%	5%	11%	
MIDDLE SCHOOL	9%	11%	14%	8%	8%	8%	13%	9%	13%	
HIGH SCHOOL	11%	9%	8%	10%	11%	9%	9%	10%	8%	
HIGHER EDUCATION	10%	9%	11%	12%	13%	16%	5%	10%	12%	
OCCUPATION										
EMPLOYED	11%	9%	11%	9%	10%	11%	9%	8%	10%	
UNEMPLOYED/OUT OF LABOR FORCE	10%	10%	12%	11%	11%	11%	11%	11%	11%	
RELIGION										
CATHOLIC	12%	12%	12%	11%	12%	13%	10%	10%	11%	
EVANGELICAL	6%	3%	9%	6%	5%	5%	9%	4%	10%	
OTHER/NONE	11%	12%	13%	12%	12%	14%	9%	11%	9%	
INCOME										
E CLASS (< 1 MW)	10%	9%	14%	13%	6%	12%	8%	11%	12%	
D CLASS (1 TO 2 MW)	10%	11%	11%	9%	9%	10%	9%	8%	13%	
C CLASS (2 TO 5 MW)	12%	10%	11%	10%	14%	12%	10%	10%	8%	
B CLASS (5 TO 20 MW)	9%	7%	9%	10%	11%	11%	13%	7%	10%	
A CLASS (> 20 MW)	15%	13%	15%	7%	8%	11%	3%	3%	6%	

CANDIDATE: GERALDO ALCKMIN										
SCENARIO: 2										
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION										
NORTH	7%	2%	5%	1%	9%	1%	9%	6%	4%	
NORTHEAST	4%	7%	3%	6%	5%	5%	5%	6%	4%	
SOUTHEAST	13%	12%	13%	12%	11%	12%	13%	10%	13%	
SOUTH	9%	4%	4%	4%	4%	5%	4%	7%	7%	
MIDWEST	7%	13%	10%	9%	7%	9%	3%	4%	7%	
TYPE OF CITY										
CAPITAL TOWN	11%	8%	10%	7%	7%	8%	8%	6%	9%	
OUTLYING TOWN	5%	8%	6%	5%	4%	6%	5%	10%	10%	
COUNTRY TOWN	9%	9%	8%	9%	9%	9%	9%	8%	8%	
CITY SIZE										
< 50.000 HAB	9%	9%	8%	7%	10%	7%	7%	8%	10%	
50.001 TO 200.000 HAB	9%	11%	7%	10%	5%	10%	10%	8%	7%	
200.001 TO 500.000 HAB	6%	4%	6%	8%	6%	7%	8%	10%	5%	
> 500.000 HAB	10%	9%	10%	8%	9%	9%	9%	6%	10%	
GENDER										
MALE	9%	8%	9%	7%	8%	8%	8%	9%	9%	
FEMALE	8%	9%	7%	9%	8%	8%	8%	7%	8%	
AGE										
16 & 17 YO	10%	21%	0%	0%	9%	8%	0%	13%	8%	
18 TO 34 YO	4%	7%	6%	8%	8%	4%	6%	7%	6%	
35 TO 54 YO	11%	8%	7%	6%	6%	9%	9%	5%	8%	
+55 YO	12%	11%	13%	11%	10%	12%	10%	14%	13%	
EDUCATION LEVEL										
ELEMENTARY SCHOOL	12%	15%	6%	9%	13%	10%	12%	14%	17%	
MIDDLE SCHOOL	13%	9%	6%	9%	9%	10%	8%	7%	8%	
HIGH SCHOOL	6%	7%	9%	6%	7%	6%	8%	9%	8%	
HIGHER EDUCATION	9%	9%	10%	10%	6%	9%	8%	5%	7%	
OCCUPATION										
EMPLOYED	9%	8%	8%	8%	9%	7%	7%	8%	8%	
UNEMPLOYED/OUT OF LABOR FORCE	9%	10%	9%	8%	7%	10%	10%	7%	9%	
RELIGION										
CATHOLIC	10%	9%	8%	8%	10%	9%	9%	8%	8%	
EVANGELICAL	8%	9%	11%	7%	8%	6%	7%	9%	8%	
OTHER/NONE	6%	7%	4%	8%	1%	7%	8%	6%	10%	
INCOME										
E CLASS (< 1 MW)	13%	9%	6%	8%	10%	7%	7%	7%	9%	
D CLASS (1 TO 2 MW)	7%	10%	8%	7%	8%	8%	11%	9%	8%	
C CLASS (2 TO 5 MW)	7%	6%	7%	8%	6%	6%	6%	7%	7%	
B CLASS (5 TO 20 MW)	13%	11%	11%	9%	8%	14%	8%	6%	11%	
A CLASS (> 20 MW)	8%	9%	18%	13%	8%	16%	16%	19%	13%	

Scenario 2 - Voter profile

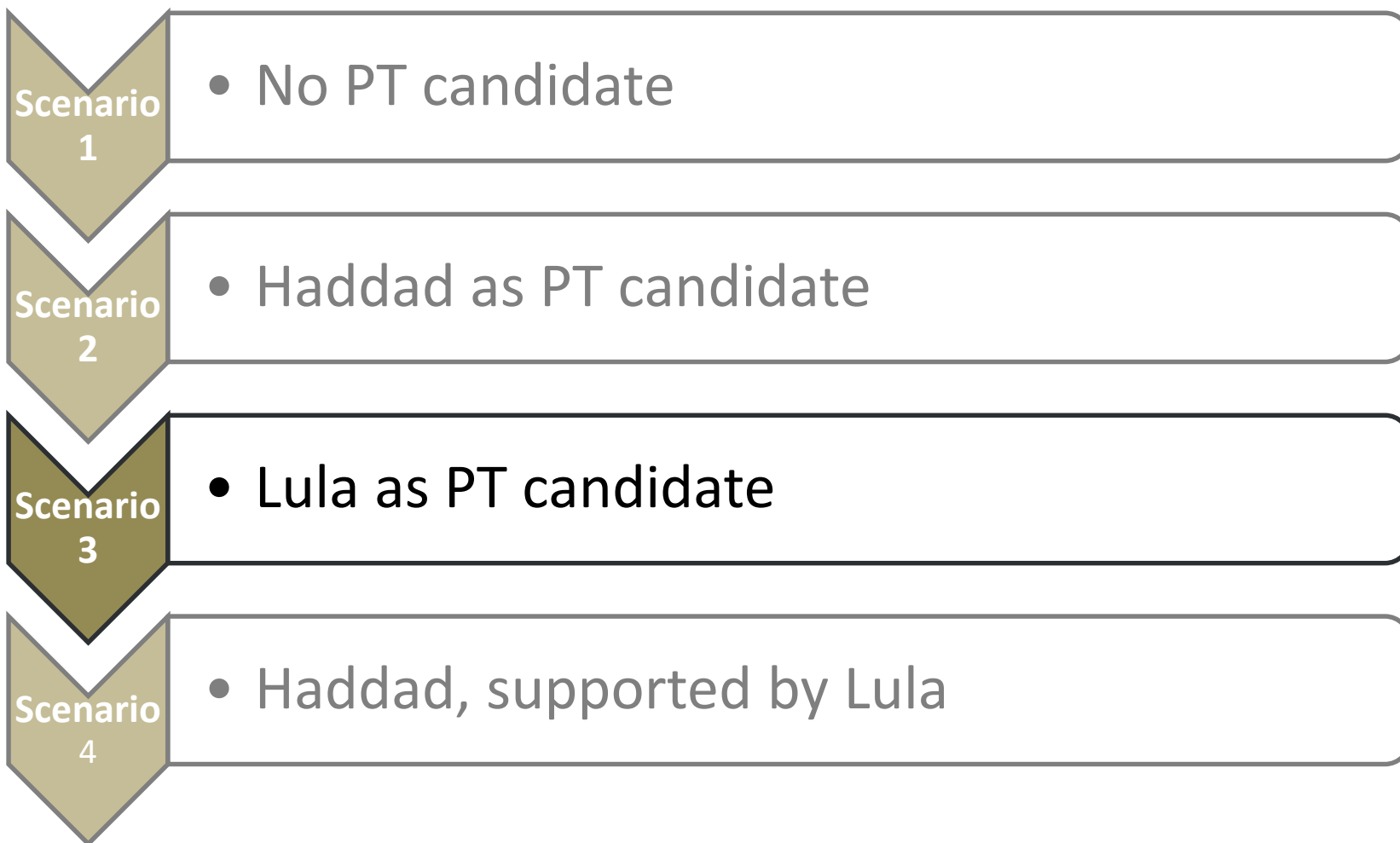
CANDIDATE: ÁLVARO DIAS										
SCENARIO: 2										
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION										
NORTH	4%	0%	5%	2%	4%	4%	6%	1%	1%	
NORTHEAST	2%	4%	4%	2%	4%	3%	3%	4%	3%	
SOUTHEAST	2%	3%	4%	4%	3%	3%	3%	3%	5%	
SOUTH	11%	16%	17%	21%	12%	16%	15%	15%	14%	
MIDWEST	9%	4%	6%	4%	6%	7%	7%	4%	1%	
TYPE OF CITY										
CAPITAL TOWN	2%	2%	6%	4%	3%	5%	7%	6%	6%	
OUTLYING TOWN	4%	5%	8%	8%	5%	5%	3%	5%	9%	
COUNTRY TOWN	5%	6%	6%	6%	5%	5%	5%	5%	4%	
CITY SIZE										
< 50.000 HAB	7%	6%	7%	8%	7%	7%	7%	5%	5%	
50.001 TO 200.000 HAB	1%	5%	5%	3%	5%	4%	3%	4%	6%	
200.001 TO 500.000 HAB	4%	5%	6%	10%	5%	7%	6%	7%	4%	
> 500.000 HAB	2%	3%	6%	4%	2%	3%	5%	5%	6%	
GENDER										
MALE	4%	6%	8%	7%	5%	6%	4%	6%	6%	
FEMALE	3%	4%	5%	5%	5%	5%	6%	5%	5%	
AGE										
16 & 17 YO	10%	0%	9%	20%	0%	0%	0%	0%	0%	
18 TO 34 YO	3%	3%	2%	2%	2%	4%	2%	2%	2%	
35 TO 54 YO	4%	5%	6%	7%	4%	5%	7%	7%	5%	
+55 YO	5%	6%	11%	8%	9%	8%	7%	7%	10%	
EDUCATION LEVEL										
ELEMENTARY SCHOOL	3%	2%	6%	4%	3%	2%	4%	3%	3%	
MIDDLE SCHOOL	3%	4%	5%	8%	5%	5%	4%	5%	5%	
HIGH SCHOOL	3%	5%	6%	5%	4%	4%	4%	5%	6%	
HIGHER EDUCATION	6%	6%	9%	7%	7%	9%	9%	7%	6%	
OCCUPATION										
EMPLOYED	5%	5%	6%	6%	4%	6%	6%	5%	5%	
UNEMPLOYED/OUT OF LABOR FORCE	3%	5%	7%	6%	5%	4%	4%	5%	6%	
RELIGION										
CATHOLIC	4%	6%	7%	7%	6%	6%	7%	7%	6%	
EVANGELICAL	3%	4%	3%	4%	2%	3%	4%	2%	6%	
OTHER/NONE	4%	4%	6%	4%	4%	6%	2%	4%	3%	
INCOME										
E CLASS (< 1 MW)	1%	3%	4%	3%	1%	2%	6%	3%	4%	
D CLASS (1 TO 2 MW)	3%	6%	4%	3%	4%	3%	0%	3%	4%	
C CLASS (2 TO 5 MW)	6%	4%	8%	10%	5%	6%	7%	6%	6%	
B CLASS (5 TO 20 MW)	4%	5%	6%	6%	9%	12%	10%	10%	8%	
A CLASS (> 20 MW)	15%	22%	18%	9%	16%	11%	19%	11%	9%	

CANDIDATE: FERNANDO HADDAD										
SCENARIO: 2										
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION										
NORTH	1%	1%	4%	1%	2%	0%	4%	0%	4%	
NORTHEAST	1%	3%	4%	1%	3%	3%	1%	2%	3%	
SOUTHEAST	3%	5%	3%	2%	2%	3%	2%	3%	2%	
SOUTH	5%	1%	3%	3%	1%	1%	2%	1%	1%	
MIDWEST	0%	1%	3%	0%	4%	3%	3%	0%	1%	
TYPE OF CITY										
CAPITAL TOWN	4%	6%	6%	3%	6%	3%	3%	3%	4%	
OUTLYING TOWN	3%	3%	4%	2%	1%	2%	1%	2%	1%	
COUNTRY TOWN	2%	2%	2%	1%	2%	2%	1%	2%	2%	
CITY SIZE										
< 50.000 HAB	1%	2%	3%	2%	1%	2%	2%	1%	2%	
50.001 TO 200.000 HAB	3%	2%	0%	0%	2%	2%	0%	1%	0%	
200.001 TO 500.000 HAB	1%	3%	3%	1%	3%	2%	3%	2%	1%	
> 500.000 HAB	4%	6%	5%	3%	5%	5%	2%	3%	4%	
GENDER										
MALE	3%	3%	3%	2%	2%	2%	2%	2%	3%	
FEMALE	3%	4%	3%	2%	3%	2%	2%	2%	2%	
AGE										
16 & 17 YO	0%	5%	0%	0%	9%	0%	14%	0%	0%	
18 TO 34 YO	3%	4%	2%	2%	1%	2%	2%	1%	2%	
35 TO 54 YO	2%	3%	2%	2%	4%	2%	1%	1%	3%	
+55 YO	3%	3%	5%	2%	2%	4%	3%	3%	2%	
EDUCATION LEVEL										
ELEMENTARY SCHOOL	1%	2%	1%	1%	1%	3%	3%	3%	2%	
MIDDLE SCHOOL	2%	4%	4%	1%	1%	1%	2%	1%	2%	
HIGH SCHOOL	3%	3%	2%	2%	2%	2%	1%	1%	1%	
HIGHER EDUCATION	3%	5%	4%	2%	7%	5%	2%	5%	5%	
OCCUPATION										
EMPLOYED	2%	3%	3%	2%	3%	2%	2%	1%	2%	
UNEMPLOYED/OUT OF LABOR FORCE	3%	3%	4%	2%	2%	3%	2%	3%	2%	
RELIGION										
CATHOLIC	3%	4%	3%	2%	2%	2%	2%	2%	2%	
EVANGELICAL	2%	1%	3%	2%	1%	1%	0%	2%	3%	
OTHER/NONE	3%	5%	3%	2%	5%	4%	3%	2%	3%	
INCOME										
E CLASS (< 1 MW)	4%	2%	3%	0%	2%	1%	1%	2%	2%	
D CLASS (1 TO 2 MW)	1%	4%	2%	1%	1%	2%	2%	1%	1%	
C CLASS (2 TO 5 MW)	2%	3%	4%	4%	3%	3%	2%	1%	3%	
B CLASS (5 TO 20 MW)	4%	5%	3%	1%	4%	3%	2%	7%	1%	
A CLASS (> 20 MW)	0%	0%	6%	2%	5%	14%	6%	3%	6%	

Scenario 2 - Voter profile

CANDIDATE:	NONE/BLANK/NULL																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
SCENARIO:	2																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3																																																																																																																																																																																																																																																																																																																																																																																																																																																									
REGION											NORTH	20%	26%	32%	20%	28%	23%	17%	25%	29%		NORTHEAST	36%	26%	31%	28%	29%	32%	33%	30%	32%		SOUTHEAST	29%	26%	26%	29%	29%	31%	28%	28%	27%		SOUTH	20%	19%	25%	23%	29%	16%	17%	20%	26%		MIDWEST	23%	9%	25%	29%	21%	25%	25%	28%	19%		TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%	
NORTH	20%	26%	32%	20%	28%	23%	17%	25%	29%		NORTHEAST	36%	26%	31%	28%	29%	32%	33%	30%	32%		SOUTHEAST	29%	26%	26%	29%	29%	31%	28%	28%	27%		SOUTH	20%	19%	25%	23%	29%	16%	17%	20%	26%		MIDWEST	23%	9%	25%	29%	21%	25%	25%	28%	19%		TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%												
NORTHEAST	36%	26%	31%	28%	29%	32%	33%	30%	32%		SOUTHEAST	29%	26%	26%	29%	29%	31%	28%	28%	27%		SOUTH	20%	19%	25%	23%	29%	16%	17%	20%	26%		MIDWEST	23%	9%	25%	29%	21%	25%	25%	28%	19%		TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																							
SOUTHEAST	29%	26%	26%	29%	29%	31%	28%	28%	27%		SOUTH	20%	19%	25%	23%	29%	16%	17%	20%	26%		MIDWEST	23%	9%	25%	29%	21%	25%	25%	28%	19%		TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																																		
SOUTH	20%	19%	25%	23%	29%	16%	17%	20%	26%		MIDWEST	23%	9%	25%	29%	21%	25%	25%	28%	19%		TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																																													
MIDWEST	23%	9%	25%	29%	21%	25%	25%	28%	19%		TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																																																								
TYPE OF CITY											CAPITAL TOWN	26%	27%	26%	26%	28%	27%	27%	25%	29%		OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																																																																			
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OUTLYING TOWN	31%	26%	27%	24%	38%	27%	25%	29%	28%		COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																																																																																									
COUNTRY TOWN	29%	22%	28%	29%	26%	29%	27%	27%	27%		CITY SIZE											< 50.000 HAB	27%	21%	29%	27%	22%	25%	25%	28%	26%		50.001 TO 200.000 HAB	30%	22%	29%	27%	30%	30%	25%	27%	28%		200.001 TO 500.000 HAB	29%	22%	23%	29%	39%	28%	29%	21%	29%		> 500.000 HAB	29%	29%	27%	27%	28%	31%	28%	28%	29%		GENDER											MALE	23%	18%	19%	22%	23%	24%	21%	24%	25%		FEMALE	34%	29%	35%	32%	33%	32%	31%	29%	31%		AGE											16 & 17 YO	0%	0%	9%	0%	18%	8%	14%	13%	15%		18 TO 34 YO	26%	17%	25%	26%	28%	30%	22%	24%	24%		35 TO 54 YO	34%	30%	29%	30%	32%	27%	31%	31%	31%		+55 YO	26%	24%	29%	25%	24%	29%	26%	25%	27%		EDUCATION LEVEL											ELEMENTARY SCHOOL	29%	22%	32%	26%	31%	31%	24%	26%	26%		MIDDLE SCHOOL	26%	21%	29%	30%	31%	31%	26%	33%	33%		HIGH SCHOOL	32%	26%	25%	25%	29%	29%	27%	24%	27%		HIGHER EDUCATION	25%	21%	30%	30%	23%	22%	26%	26%	25%		OCCUPATION											EMPLOYED	26%	22%	27%	26%	27%	28%	25%	26%	28%		UNEMPLOYED/OUT OF LABOR FORCE	32%	26%	28%	30%	31%	29%	30%	28%	28%		RELIGION											CATHOLIC	28%	24%	30%	28%	29%	29%	29%	27%	31%		EVANGELICAL	27%	21%	18%	27%	26%	27%	20%	28%	25%		OTHER/NONE	33%	25%	31%	24%	31%	28%	28%	25%	23%		INCOME											E CLASS (< 1 MW)	35%	32%	31%	33%	39%	37%	34%	34%	30%		D CLASS (1 TO 2 MW)	29%	22%	28%	28%	34%	30%	28%	30%	29%		C CLASS (2 TO 5 MW)	28%	21%	25%	23%	23%	24%	27%	23%	28%		B CLASS (5 TO 20 MW)	21%	21%	32%	30%	18%	26%	15%	22%	22%		A CLASS (> 20 MW)	23%	9%	3%	15%	11%	11%	9%	16%	19%																																																																																																				
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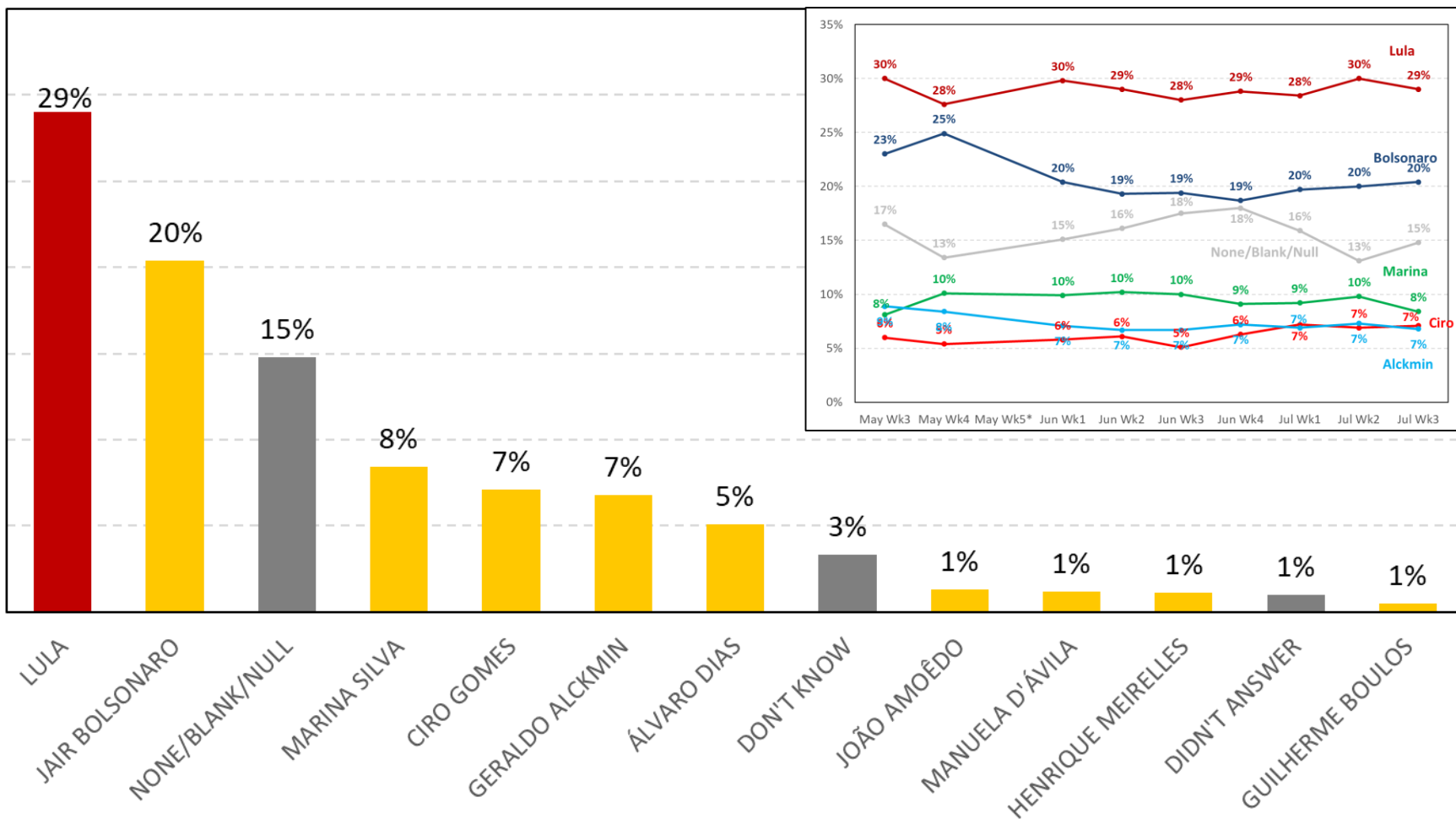
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NORTHEAST	5%	3%	3%	7%	4%	6%	5%	3%	6%		SOUTHEAST	5%	5%	3%	5%	6%	6%	5%	6%	6%		SOUTH	8%	3%	3%	4%	4%	8%	10%	5%	8%		MIDWEST	10%	9%	4%	10%	1%	3%	16%	3%	4%		TYPE OF CITY											CAPITAL TOWN	4%	5%	1%	5%	4%	6%	5%	5%	8%		OUTLYING TOWN	4%	5%	4%	3%	3%	9%	7%	5%	4%		COUNTRY TOWN	7%	4%	4%	7%	6%	5%	7%	4%	5%		CITY SIZE											< 50.000 HAB	6%	5%	3%	6%	5%	5%	9%	2%	4%		50.001 TO 200.000 HAB	6%	5%	4%	5%	6%	8%	8%	7%	5%		200.001 TO 500.000 HAB	9%	4%	6%	9%	5%	2%	3%	5%	7%		> 500.000 HAB	4%	4%	2%	5%	4%	7%	5%	6%	7%		GENDER											MALE	5%	3%	2%	6%	3%	3%	4%	3%	3%		FEMALE	7%	6%	4%	6%	7%	8%	9%	7%	8%		AGE											16 & 17 YO	10%	0%	27%	10%	9%	8%	0%	0%	0%		18 TO 34 YO	4%	2%	3%	4%	5%	5%	7%	4%	4%		35 TO 54 YO	5%	6%	3%	6%	5%	8%	7%	4%	6%		+55 YO	8%	6%	3%	8%	5%	5%	6%	6%	7%		EDUCATION LEVEL											ELEMENTARY SCHOOL	10%	8%	4%	6%	9%	11%	8%	9%	11%		MIDDLE SCHOOL	8%	6%	5%	7%	6%	8%	7%	4%	8%		HIGH SCHOOL	6%	3%	3%	7%	4%	4%	7%	4%	3%		HIGHER EDUCATION	2%	5%	1%	3%	3%	5%	5%	4%	5%		OCCUPATION											EMPLOYED	5%	4%	4%	7%	4%	5%	7%	4%	5%		UNEMPLOYED/OUT OF LABOR FORCE	7%	6%	3%	5%	6%	7%	6%	6%	6%		RELIGION											CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																							
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HIGH SCHOOL	6%	3%	3%	7%	4%	4%	7%	4%	3%		HIGHER EDUCATION	2%	5%	1%	3%	3%	5%	5%	4%	5%		OCCUPATION											EMPLOYED	5%	4%	4%	7%	4%	5%	7%	4%	5%		UNEMPLOYED/OUT OF LABOR FORCE	7%	6%	3%	5%	6%	7%	6%	6%	6%		RELIGION											CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																															
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OCCUPATION											EMPLOYED	5%	4%	4%	7%	4%	5%	7%	4%	5%		UNEMPLOYED/OUT OF LABOR FORCE	7%	6%	3%	5%	6%	7%	6%	6%	6%		RELIGION											CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																					
EMPLOYED	5%	4%	4%	7%	4%	5%	7%	4%	5%		UNEMPLOYED/OUT OF LABOR FORCE	7%	6%	3%	5%	6%	7%	6%	6%	6%		RELIGION											CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																
UNEMPLOYED/OUT OF LABOR FORCE	7%	6%	3%	5%	6%	7%	6%	6%	6%		RELIGION											CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																											
RELIGION											CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																						
CATHOLIC	7%	5%	3%	6%	5%	7%	6%	5%	6%		EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																	
EVANGELICAL	4%	6%	5%	6%	7%	5%	8%	3%	5%		OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																												
OTHER/NONE	5%	2%	2%	6%	4%	4%	6%	5%	5%		INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																							
INCOME											E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																																		
E CLASS (< 1 MW)	6%	7%	6%	5%	8%	8%	7%	6%	9%		D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																																													
D CLASS (1 TO 2 MW)	7%	4%	2%	9%	5%	8%	8%	7%	5%		C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																																																								
C CLASS (2 TO 5 MW)	6%	3%	4%	5%	5%	6%	7%	3%	4%		B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																																																																			
B CLASS (5 TO 20 MW)	3%	4%	2%	2%	2%	0%	4%	3%	6%		A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																																																																														
A CLASS (> 20 MW)	0%	0%	0%	7%	0%	3%	3%	0%	9%																																																																																																																																																																																																																																																																																																																																																																																																																																																									



Scenario 3 – with Lula (PT)

July
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 - Voter profile

CANDIDATE: LULA										
SCENARIO: 3										
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION										
NORTH		30%	25%	37%	25%	24%	19%	16%	29%	27%
NORTHEAST		42%	46%	43%	41%	44%	49%	50%	48%	48%
SOUTHEAST		25%	23%	23%	25%	22%	23%	20%	24%	23%
SOUTH		27%	16%	21%	19%	18%	14%	18%	20%	15%
MIDWEST		20%	16%	31%	33%	33%	29%	33%	22%	26%
TYPE OF CITY										
CAPITAL TOWN		33%	29%	25%	31%	28%	28%	21%	28%	25%
OUTLYING TOWN		30%	37%	36%	32%	26%	29%	35%	32%	28%
COUNTRY TOWN		29%	24%	30%	27%	28%	29%	30%	30%	31%
CITY SIZE										
< 50.000 HAB		30%	25%	35%	32%	29%	28%	27%	30%	33%
50.001 TO 200.000 HAB		29%	28%	30%	29%	25%	32%	27%	31%	32%
200.001 TO 500.000 HAB		29%	29%	31%	20%	29%	23%	38%	33%	19%
> 500.000 HAB		31%	30%	23%	30%	28%	29%	26%	28%	27%
GENDER										
MALE		25%	25%	25%	27%	27%	27%	27%	28%	29%
FEMALE		35%	30%	34%	31%	29%	31%	30%	32%	29%
AGE										
16 & 17 YO		10%	32%	36%	40%	45%	25%	29%	19%	31%
18 TO 34 YO		35%	31%	29%	30%	27%	29%	27%	29%	30%
35 TO 54 YO		30%	28%	32%	29%	31%	26%	30%	32%	28%
+55 YO		24%	24%	28%	28%	23%	32%	28%	29%	29%
EDUCATION LEVEL										
ELEMENTARY SCHOOL		43%	31%	35%	47%	32%	49%	35%	44%	46%
MIDDLE SCHOOL		35%	30%	40%	35%	29%	35%	50%	39%	37%
HIGH SCHOOL		32%	28%	27%	26%	27%	25%	22%	27%	25%
HIGHER EDUCATION		16%	21%	21%	19%	27%	20%	14%	19%	22%
OCCUPATION										
EMPLOYED		28%	27%	29%	26%	28%	26%	26%	28%	27%
UNEMPLOYED/OUT OF LABOR FORCE		33%	28%	31%	34%	28%	33%	33%	33%	31%
RELIGION										
CATHOLIC		33%	31%	32%	32%	29%	29%	30%	28%	32%
EVANGELICAL		26%	22%	25%	27%	25%	30%	27%	34%	25%
OTHER/NONE		26%	25%	29%	24%	27%	27%	26%	32%	24%
INCOME										
E CLASS (< 1 MW)		46%	37%	45%	47%	37%	44%	41%	44%	45%
D CLASS (1 TO 2 MW)		33%	30%	34%	33%	27%	31%	33%	37%	30%
C CLASS (2 TO 5 MW)		25%	22%	25%	22%	27%	21%	22%	21%	23%
B CLASS (5 TO 20 MW)		15%	23%	16%	16%	23%	20%	16%	21%	19%
A CLASS (> 20 MW)		15%	17%	24%	13%	8%	22%	22%	11%	19%

CANDIDATE: JAIR BOLSONARO										
SCENARIO: 3										
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION										
NORTH		34%	29%	20%	25%	23%	31%	29%	23%	28%
NORTHEAST		16%	14%	14%	18%	12%	6%	13%	15%	10%
SOUTHEAST		23%	26%	22%	18%	21%	21%	19%	19%	23%
SOUTH		27%	31%	25%	24%	23%	23%	26%	23%	23%
MIDWEST		33%	43%	25%	16%	29%	28%	28%	35%	31%
TYPE OF CITY										
CAPITAL TOWN		21%	21%	19%	18%	17%	14%	17%	18%	17%
OUTLYING TOWN		20%	24%	15%	21%	17%	20%	23%	23%	20%
COUNTRY TOWN		25%	27%	22%	19%	21%	20%	20%	20%	22%
CITY SIZE										
< 50.000 HAB		25%	27%	20%	23%	24%	21%	22%	21%	22%
50.001 TO 200.000 HAB		23%	30%	25%	15%	18%	18%	23%	23%	23%
200.001 TO 500.000 HAB		22%	20%	16%	16%	15%	20%	18%	15%	22%
> 500.000 HAB		21%	22%	19%	20%	18%	14%	15%	18%	16%
GENDER										
MALE		31%	34%	30%	26%	27%	26%	28%	26%	25%
FEMALE		16%	16%	11%	13%	13%	12%	12%	14%	16%
AGE										
16 & 17 YO		70%	26%	9%	10%	27%	17%	14%	25%	31%
18 TO 34 YO		26%	31%	29%	25%	23%	19%	28%	26%	28%
35 TO 54 YO		20%	22%	19%	18%	20%	21%	17%	17%	19%
+55 YO		22%	21%	13%	15%	14%	16%	14%	16%	13%
EDUCATION LEVEL										
ELEMENTARY SCHOOL		13%	14%	13%	13%	9%	10%	5%	10%	10%
MIDDLE SCHOOL		25%	20%	16%	15%	19%	17%	7%	14%	12%
HIGH SCHOOL		22%	27%	26%	24%	23%	23%	26%	25%	27%
HIGHER EDUCATION		29%	30%	17%	18%	18%	16%	25%	21%	19%
OCCUPATION										
EMPLOYED		25%	30%	22%	22%	22%	21%	23%	23%	22%
UNEMPLOYED/OUT OF LABOR FORCE		21%	18%	17%	15%	15%	15%	15%	16%	18%
RELIGION										
CATHOLIC		19%	22%	19%	15%	17%	18%	19%	19%	16%
EVANGELICAL		35%	33%	25%	28%	25%	22%	23%	23%	29%
OTHER/NONE		17%	22%	19%	21%	20%	18%	19%	20%	23%
INCOME										
E CLASS (< 1 MW)		10%	14%	12%	10%	9%	11%	14%	9%	10%
D CLASS (1 TO 2 MW)		25%	20%	20%	18%	18%	21%	17%	18%	19%
C CLASS (2 TO 5 MW)		26%	32%	25%	24%	24%	20%	22%	26%	26%
B CLASS (5 TO 20 MW)		31%	33%	20%	24%	21%	22%	26%	22%	25%
A CLASS (> 20 MW)		8%	30%	29%	22%	38%	24%	31%	32%	19%

Scenario 3 - Voter profile

CANDIDATE: MARINA SILVA											
SCENARIO: 3											
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION											
NORTH		16%	15%	10%	16%	11%	12%	18%	13%	16%	
NORTHEAST		6%	13%	9%	8%	11%	10%	9%	10%	5%	
SOUTHEAST		9%	10%	12%	11%	10%	9%	9%	11%	9%	
SOUTH		6%	5%	7%	9%	9%	9%	9%	6%	10%	
MIDWEST		9%	7%	10%	11%	9%	7%	0%	9%	9%	
TYPE OF CITY											
CAPITAL TOWN		12%	14%	10%	12%	11%	11%	13%	10%	9%	
OUTLYING TOWN		9%	7%	11%	8%	12%	12%	10%	7%	9%	
COUNTRY TOWN		6%	10%	9%	10%	9%	8%	8%	10%	8%	
CITY SIZE											
< 50.000 HAB		6%	9%	8%	9%	8%	9%	7%	9%	8%	
50.001 TO 200.000 HAB		7%	9%	10%	10%	11%	9%	9%	9%	7%	
200.001 TO 500.000 HAB		8%	10%	12%	11%	8%	4%	11%	8%	11%	
> 500.000 HAB		10%	12%	10%	11%	12%	12%	11%	11%	9%	
GENDER											
MALE		6%	7%	7%	8%	7%	7%	6%	6%	7%	
FEMALE		10%	13%	13%	12%	12%	11%	12%	13%	10%	
AGE											
16 & 17 YO		0%	16%	9%	10%	0%	17%	0%	13%	0%	
18 TO 34 YO		9%	12%	13%	12%	13%	12%	9%	11%	8%	
35 TO 54 YO		9%	8%	11%	7%	7%	9%	10%	11%	9%	
+55 YO		7%	11%	6%	12%	11%	6%	9%	6%	9%	
EDUCATION LEVEL											
ELEMENTARY SCHOOL		8%	17%	13%	14%	9%	8%	15%	13%	8%	
MIDDLE SCHOOL		6%	11%	11%	12%	8%	10%	6%	12%	9%	
HIGH SCHOOL		9%	8%	10%	9%	11%	9%	11%	9%	8%	
HIGHER EDUCATION		7%	10%	8%	9%	10%	8%	8%	7%	10%	
OCCUPATION											
EMPLOYED		9%	8%	10%	10%	9%	9%	9%	9%	8%	
UNEMPLOYED/OUT OF LABOR FORCE		7%	12%	10%	11%	10%	10%	9%	12%	9%	
RELIGION											
CATHOLIC		6%	8%	8%	10%	10%	7%	7%	10%	9%	
EVANGELICAL		11%	15%	17%	10%	10%	16%	14%	11%	8%	
OTHER/NONE		10%	9%	8%	10%	8%	8%	9%	8%	8%	
INCOME											
E CLASS (< 1 MW)		8%	14%	14%	10%	11%	11%	10%	11%	11%	
D CLASS (1 TO 2 MW)		8%	12%	12%	12%	10%	8%	12%	11%	9%	
C CLASS (2 TO 5 MW)		9%	8%	8%	10%	10%	11%	7%	10%	7%	
B CLASS (5 TO 20 MW)		8%	5%	7%	5%	10%	3%	7%	7%	6%	
A CLASS (> 20 MW)		8%	4%	0%	11%	5%	5%	6%	3%	3%	

CANDIDATE: CIRO GOMES											
SCENARIO: 3											
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION											
NORTH		1%	6%	4%	9%	6%	5%	6%	5%	4%	
NORTHEAST		9%	6%	10%	10%	8%	8%	8%	10%	13%	
SOUTHEAST		5%	6%	5%	5%	3%	6%	8%	6%	5%	
SOUTH		5%	3%	3%	3%	4%	7%	6%	6%	5%	
MIDWEST		6%	4%	3%	4%	6%	4%	3%	3%	6%	
TYPE OF CITY											
CAPITAL TOWN		6%	4%	6%	6%	8%	7%	6%	6%	7%	
OUTLYING TOWN		7%	4%	3%	8%	6%	6%	9%	3%	4%	
COUNTRY TOWN		6%	6%	6%	6%	4%	6%	7%	8%	8%	
CITY SIZE											
< 50.000 HAB		5%	5%	5%	5%	4%	7%	8%	8%	6%	
50.001 TO 200.000 HAB		7%	4%	6%	8%	5%	4%	7%	6%	6%	
200.001 TO 500.000 HAB		5%	7%	7%	8%	6%	11%	6%	9%	10%	
> 500.000 HAB		6%	5%	6%	6%	6%	5%	7%	5%	7%	
GENDER											
MALE		7%	5%	6%	7%	6%	6%	7%	8%	6%	
FEMALE		5%	5%	5%	6%	4%	6%	7%	6%	8%	
AGE											
16 & 17 YO		0%	0%	0%	0%	0%	29%	25%	15%		
18 TO 34 YO		5%	5%	5%	4%	3%	7%	4%	6%	6%	
35 TO 54 YO		7%	6%	5%	6%	6%	8%	7%	6%	9%	
+55 YO		6%	6%	7%	9%	7%	3%	10%	9%	5%	
EDUCATION LEVEL											
ELEMENTARY SCHOOL		3%	6%	7%	5%	3%	3%	5%	3%	7%	
MIDDLE SCHOOL		7%	10%	5%	5%	5%	2%	9%	7%	6%	
HIGH SCHOOL		7%	4%	6%	6%	4%	7%	7%	8%	6%	
HIGHER EDUCATION		6%	4%	7%	8%	8%	11%	5%	7%	11%	
OCCUPATION											
EMPLOYED		7%	5%	6%	5%	5%	7%	6%	6%	7%	
UNEMPLOYED/OUT OF LABOR FORCE		4%	5%	5%	8%	6%	5%	8%	9%	7%	
RELIGION											
CATHOLIC		7%	6%	6%	7%	6%	7%	7%	8%	6%	
EVANGELICAL		4%	3%	4%	4%	2%	3%	7%	5%	9%	
OTHER/NONE		7%	7%	8%	6%	5%	9%	8%	5%	8%	
INCOME											
E CLASS (< 1 MW)		4%	4%	3%	8%	3%	4%	7%	8%	9%	
D CLASS (1 TO 2 MW)		6%	6%	6%	6%	6%	5%	6%	6%	7%	
C CLASS (2 TO 5 MW)		7%	7%	7%	5%	4%	8%	6%	7%	5%	
B CLASS (5 TO 20 MW)		5%	4%	6%	6%	8%	6%	14%	7%	9%	
A CLASS (> 20 MW)		23%	4%	3%	7%	8%	8%	3%	3%	6%	

Scenario 3 - Voter profile

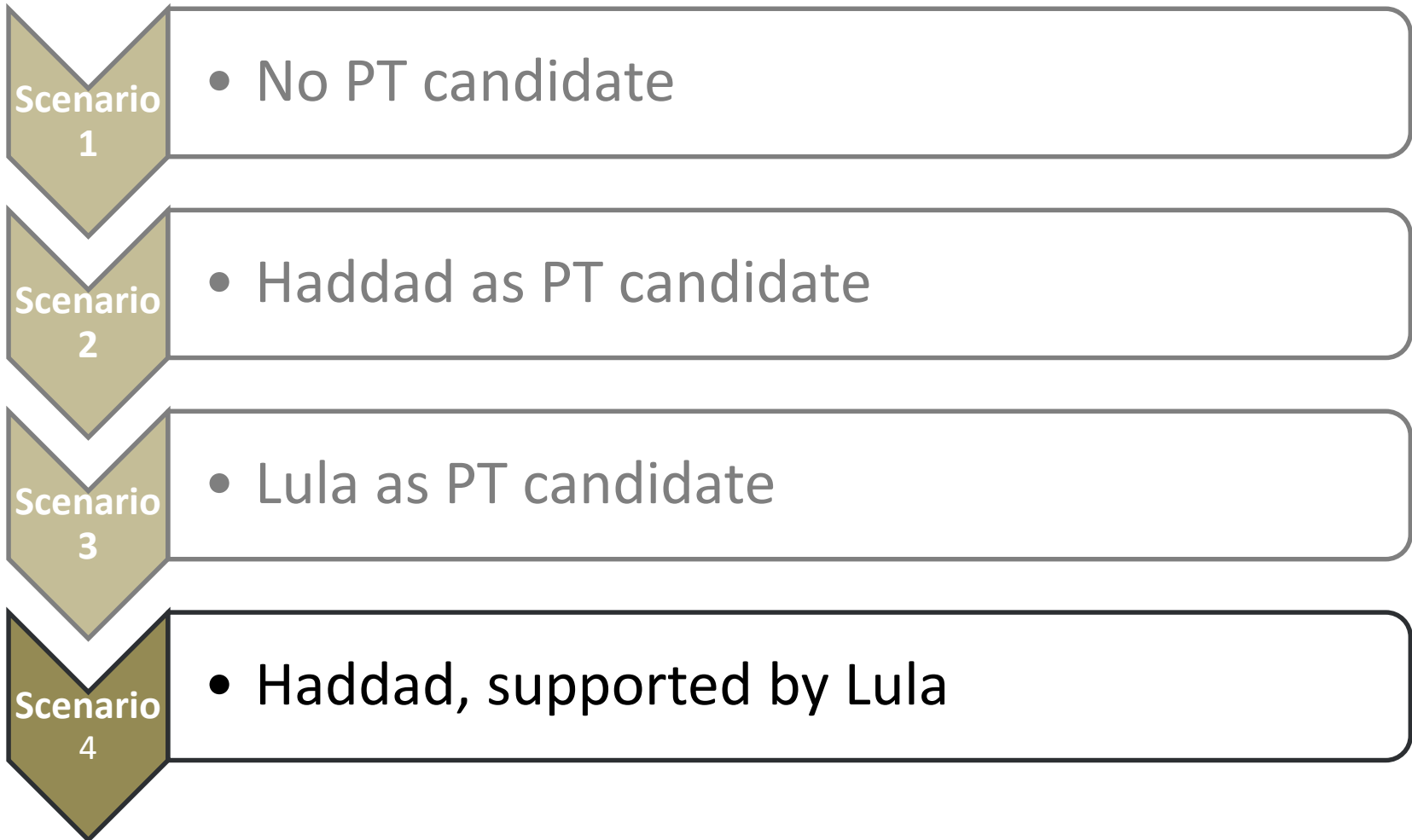
CANDIDATE: GERALDO ALCKMIN										
SCENARIO: 3										
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION										
NORTH	9%	2%	5%	5%	7%	3%	5%	6%	5%	
NORTHEAST	6%	4%	5%	4%	4%	3%	4%	5%	2%	
SOUTHEAST	14%	13%	10%	11%	11%	11%	11%	9%	11%	
SOUTH	3%	6%	3%	2%	2%	6%	4%	9%	5%	
MIDWEST	4%	10%	6%	4%	3%	5%	1%	7%	6%	
TYPE OF CITY										
CAPITAL TOWN	9%	7%	8%	7%	6%	7%	8%	8%	7%	
OUTLYING TOWN	9%	7%	6%	5%	5%	6%	4%	7%	9%	
COUNTRY TOWN	9%	9%	7%	7%	8%	7%	7%	7%	6%	
CITY SIZE										
< 50.000 HAB	10%	10%	6%	5%	7%	7%	5%	6%	7%	
50.001 TO 200.000 HAB	9%	10%	6%	8%	5%	7%	8%	7%	5%	
200.001 TO 500.000 HAB	5%	6%	9%	8%	7%	6%	6%	11%	4%	
> 500.000 HAB	9%	7%	9%	7%	8%	8%	8%	7%	9%	
GENDER										
MALE	10%	9%	8%	6%	5%	7%	7%	8%	8%	
FEMALE	8%	8%	6%	7%	8%	7%	7%	7%	6%	
AGE										
16 & 17 YO	10%	11%	0%	0%	0%	8%	14%	13%	0%	
18 TO 34 YO	5%	6%	4%	3%	4%	5%	6%	5%	5%	
35 TO 54 YO	8%	7%	6%	7%	5%	7%	6%	6%	6%	
+55 YO	14%	13%	13%	11%	12%	10%	9%	11%	11%	
EDUCATION LEVEL										
ELEMENTARY SCHOOL	13%	12%	4%	6%	10%	7%	18%	10%	12%	
MIDDLE SCHOOL	9%	8%	5%	9%	7%	8%	7%	6%	5%	
HIGH SCHOOL	6%	7%	7%	5%	6%	5%	5%	8%	6%	
HIGHER EDUCATION	12%	9%	11%	9%	6%	10%	7%	7%	8%	
OCCUPATION										
EMPLOYED	8%	7%	6%	7%	7%	6%	6%	8%	8%	
UNEMPLOYED/OUT OF LABOR FORCE	10%	10%	9%	6%	7%	10%	8%	7%	6%	
RELIGION										
CATHOLIC	11%	10%	7%	7%	7%	8%	7%	8%	7%	
EVANGELICAL	5%	8%	9%	5%	9%	6%	7%	6%	5%	
OTHER/NONE	9%	6%	5%	9%	3%	6%	6%	7%	7%	
INCOME										
E CLASS (< 1 MW)	11%	7%	4%	6%	7%	5%	5%	6%	4%	
D CLASS (1 TO 2 MW)	7%	9%	7%	7%	6%	8%	9%	7%	7%	
C CLASS (2 TO 5 MW)	8%	7%	6%	5%	6%	5%	6%	7%	7%	
B CLASS (5 TO 20 MW)	13%	11%	11%	10%	8%	13%	8%	7%	8%	
A CLASS (> 20 MW)	8%	9%	21%	13%	11%	14%	9%	19%	19%	

CANDIDATE: ÁLVARO DIAS										
SCENARIO: 3										
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION										
NORTH	0%	1%	5%	1%	5%	4%	4%	1%	2%	
NORTHEAST	2%	2%	5%	2%	2%	3%	4%	5%	2%	
SOUTHEAST	2%	3%	3%	4%	3%	3%	3%	4%	4%	
SOUTH	11%	16%	14%	22%	13%	15%	12%	13%	17%	
MIDWEST	6%	4%	3%	3%	1%	4%	9%	4%	1%	
TYPE OF CITY										
CAPITAL TOWN	2%	3%	6%	4%	3%	4%	6%	5%	5%	
OUTLYING TOWN	4%	5%	7%	8%	4%	5%	3%	4%	9%	
COUNTRY TOWN	4%	5%	5%	6%	5%	5%	5%	6%	4%	
CITY SIZE										
< 50.000 HAB	5%	5%	6%	6%	7%	6%	7%	6%	5%	
50.001 TO 200.000 HAB	2%	3%	5%	5%	5%	4%	3%	5%	5%	
200.001 TO 500.000 HAB	4%	7%	4%	12%	5%	7%	3%	7%	4%	
> 500.000 HAB	2%	3%	6%	4%	2%	3%	5%	4%	5%	
GENDER										
MALE	4%	5%	8%	6%	5%	5%	5%	5%	5%	
FEMALE	3%	4%	3%	6%	4%	4%	5%	6%	5%	
AGE										
16 & 17 YO	10%	0%	9%	20%	9%	0%	0%	0%	0%	
18 TO 34 YO	2%	2%	2%	2%	2%	4%	2%	3%	2%	
35 TO 54 YO	3%	5%	5%	6%	5%	5%	6%	5%	5%	
+55 YO	5%	7%	10%	9%	7%	7%	7%	8%	9%	
EDUCATION LEVEL										
ELEMENTARY SCHOOL	3%	3%	9%	6%	5%	2%	5%	5%	4%	
MIDDLE SCHOOL	3%	4%	4%	6%	5%	4%	3%	5%	4%	
HIGH SCHOOL	3%	5%	5%	5%	4%	4%	5%	5%	6%	
HIGHER EDUCATION	5%	5%	7%	8%	6%	9%	8%	6%	4%	
OCCUPATION										
EMPLOYED	4%	5%	5%	5%	4%	6%	5%	5%	5%	
UNEMPLOYED/OUT OF LABOR FORCE	3%	4%	6%	7%	5%	3%	5%	5%	6%	
RELIGION										
CATHOLIC	5%	5%	6%	8%	5%	5%	6%	7%	6%	
EVANGELICAL	1%	3%	4%	4%	3%	3%	4%	3%	5%	
OTHER/NONE	2%	4%	6%	3%	4%	6%	1%	4%	3%	
INCOME										
E CLASS (< 1 MW)	2%	1%	3%	3%	2%	2%	5%	3%	3%	
D CLASS (1 TO 2 MW)	3%	5%	4%	3%	4%	3%	0%	4%	4%	
C CLASS (2 TO 5 MW)	5%	4%	7%	9%	5%	6%	6%	6%	7%	
B CLASS (5 TO 20 MW)	5%	8%	7%	7%	5%	11%	11%	7%	7%	
A CLASS (> 20 MW)	8%	22%	9%	9%	11%	8%	13%	11%	3%	

Scenario 3 - Voter profile

CANDIDATE: NONE/BLANK/NULL											
SCENARIO: 3											
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION											
NORTH		9%	19%	16%	12%	17%	16%	16%	18%	14%	
NORTHEAST		17%	13%	13%	13%	13%	18%	9%	6%	13%	
SOUTHEAST		18%	14%	18%	19%	20%	20%	23%	17%	16%	
SOUTH		17%	14%	13%	14%	21%	15%	14%	13%	14%	
MIDWEST		16%	6%	12%	20%	14%	15%	4%	12%	15%	
TYPE OF CITY											
CAPITAL TOWN		12%	15%	16%	14%	18%	17%	18%	16%	18%	
OUTLYING TOWN		17%	11%	16%	10%	22%	15%	11%	13%	14%	
COUNTRY TOWN		18%	13%	15%	19%	16%	19%	16%	12%	13%	
CITY SIZE											
< 50.000 HAB		15%	12%	13%	16%	13%	16%	15%	13%	12%	
50.001 TO 200.000 HAB		18%	12%	14%	18%	18%	19%	14%	11%	13%	
200.001 TO 500.000 HAB		21%	17%	14%	18%	23%	21%	14%	9%	17%	
> 500.000 HAB		15%	14%	19%	14%	18%	19%	20%	17%	17%	
GENDER											
MALE		14%	10%	10%	13%	15%	15%	14%	12%	13%	
FEMALE		19%	17%	20%	19%	20%	20%	18%	14%	16%	
AGE											
16 & 17 YO		0%	0%	0%	0%	9%	8%	14%	0%	8%	
18 TO 34 YO		13%	8%	11%	15%	18%	18%	13%	10%	13%	
35 TO 54 YO		21%	19%	16%	19%	17%	18%	18%	16%	16%	
+55 YO		15%	13%	18%	13%	17%	19%	17%	13%	15%	
EDUCATION LEVEL											
ELEMENTARY SCHOOL		14%	9%	13%	7%	22%	15%	15%	9%	8%	
MIDDLE SCHOOL		11%	12%	15%	14%	16%	16%	11%	13%	19%	
HIGH SCHOOL		18%	15%	13%	17%	18%	20%	16%	12%	15%	
HIGHER EDUCATION		19%	14%	21%	22%	15%	16%	22%	18%	13%	
OCCUPATION											
EMPLOYED		17%	12%	15%	17%	17%	18%	15%	14%	14%	
UNEMPLOYED/OUT OF LABOR FORCE		16%	16%	15%	15%	19%	19%	17%	12%	15%	
RELIGION											
CATHOLIC		16%	14%	16%	16%	16%	18%	16%	14%	15%	
EVANGELICAL		16%	10%	10%	14%	17%	15%	12%	11%	15%	
OTHER/NONE		21%	17%	19%	19%	23%	21%	21%	13%	14%	
INCOME											
E CLASS (< 1 MW)		18%	18%	14%	12%	21%	15%	14%	11%	12%	
D CLASS (1 TO 2 MW)		14%	12%	14%	16%	22%	18%	16%	12%	16%	
C CLASS (2 TO 5 MW)		18%	14%	14%	15%	14%	21%	19%	15%	17%	
B CLASS (5 TO 20 MW)		18%	10%	25%	27%	15%	17%	11%	16%	13%	
A CLASS (> 20 MW)		15%	4%	3%	13%	8%	8%	6%	8%	6%	

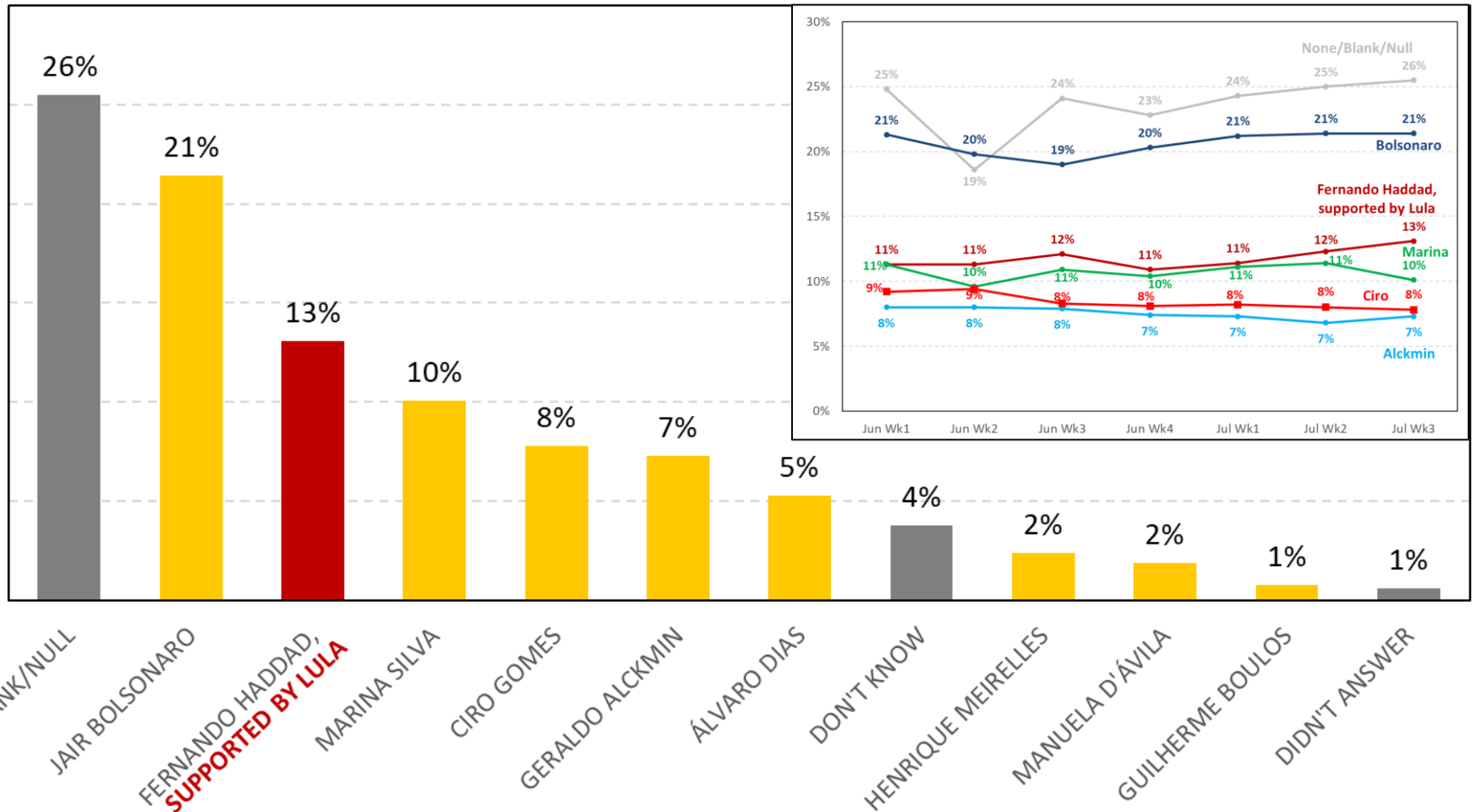
CANDIDATE: DON'T KNOW / DIDN'T ANSWER											
SCENARIO: 3											
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3	
REGION											
NORTH		0%	0%	0%	4%	2%	4%	2%	0%	1%	
NORTHEAST		1%	1%	1%	1%	6%	2%	1%	0%	4%	
SOUTHEAST		1%	4%	0%	3%	6%	3%	4%	5%	5%	
SOUTH		1%	3%	3%	1%	3%	5%	5%	1%	5%	
MIDWEST		1%	6%	3%	1%	3%	0%	7%	3%	3%	
TYPE OF CITY											
CAPITAL TOWN		1%	3%	0%	3%	5%	3%	2%	3%	6%	
OUTLYING TOWN		0%	3%	2%	2%	4%	4%	5%	4%	3%	
COUNTRY TOWN		1%	3%	1%	2%	5%	2%	3%	2%	4%	
CITY SIZE											
< 50.000 HAB		1%	3%	2%	1%	4%	2%	4%	2%	3%	
50.001 TO 200.000 HAB		1%	2%	1%	3%	7%	4%	5%	2%	4%	
200.001 TO 500.000 HAB		1%	2%	1%	2%	3%	2%	1%	3%	7%	
> 500.000 HAB		1%	3%	0%	3%	5%	3%	2%	2%	4%	
GENDER											
MALE		1%	2%	0%	2%	4%	1%	2%	1%	2%	
FEMALE		1%	3%	2%	2%	5%	4%	5%	4%	6%	
AGE											
16 & 17 YO		0%	0%	18%	0%	9%	0%	0%	0%	0%	
18 TO 34 YO		0%	2%	1%	3%	4%	1%	5%	3%	3%	
35 TO 54 YO		0%	3%	1%	1%	5%	4%	4%	2%	5%	
+55 YO		2%	4%	1%	2%	5%	3%	1%	3%	5%	
EDUCATION LEVEL											
ELEMENTARY SCHOOL		1%	3%	3%	1%	7%	3%	1%	1%	4%	
MIDDLE SCHOOL		0%	3%	1%	3%	6%	3%	3%	2%	6%	
HIGH SCHOOL		0%	2%	1%	2%	4%	2%	4%	3%	3%	
HIGHER EDUCATION		2%	3%	0%	2%	4%	4%	2%	3%	4%	
OCCUPATION											
EMPLOYED		1%	3%	1%	3%	5%	3%	4%	2%	4%	
UNEMPLOYED/OUT OF LABOR FORCE		1%	2%	1%	1%	6%	2%	2%	3%	4%	
RELIGION											
CATHOLIC		1%	3%	1%	2%	5%	3%	3%	3%	5%	
EVANGELICAL		0%	4%	1%	3%	6%	2%	4%	3%	3%	
OTHER/NONE		2%	2%	1%	2%	2%	2%	2%	1%	4%	
INCOME											
E CLASS (< 1 MW)		1%	3%	1%	1%	6%	3%	2%	4%	6%	
D CLASS (1 TO 2 MW)		0%	2%	1%	2%	4%	4%	5%	2%	4%	
C CLASS (2 TO 5 MW)		1%	3%	1%	4%	5%	2%	4%	2%	3%	
B CLASS (5 TO 20 MW)		1%	1%	1%	1%	4%	2%	1%	2%	3%	
A CLASS (> 20 MW)		8%	0%	0%	0%	5%	3%	0%	0%	9%	



Scenario 4 – Haddad with Lula's support

July
Week 3

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



Scenario 4 - Voter profile

CANDIDATE: JAIR BOLSONARO									
SCENARIO: 4									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH		21%	25%	24%	20%	26%	24%	29%	
NORTHEAST		14%	18%	7%	14%	10%	14%	12%	
SOUTHEAST		24%	19%	22%	22%	23%	22%	24%	
SOUTH		25%	24%	26%	25%	29%	25%	24%	
MIDWEST		24%	17%	27%	23%	30%	33%	31%	
TYPE OF CITY									
CAPITAL TOWN		20%	18%	19%	19%	16%	17%	19%	
OUTLYING TOWN		17%	21%	17%	20%	29%	25%	21%	
COUNTRTY TOWN		23%	20%	19%	21%	21%	22%	22%	
CITY SIZE									
< 50.000 HAB		22%	23%	23%	21%	24%	24%	23%	
50.001 TO 200.000 HAB		26%	16%	16%	20%	26%	24%	23%	
200.001 TO 500.000 HAB		16%	17%	18%	22%	16%	18%	24%	
> 500.000 HAB		20%	20%	18%	19%	16%	18%	17%	
GENDER									
MALE		31%	27%	26%	28%	30%	30%	26%	
FEMALE		12%	14%	12%	13%	13%	13%	17%	
AGE									
16 & 17 YO		18%	20%	18%	42%	29%	25%	38%	
18 TO 34 YO		30%	25%	21%	21%	28%	26%	29%	
35 TO 54 YO		19%	19%	21%	19%	19%	20%	20%	
+55 YO		14%	15%	14%	19%	16%	19%	14%	
EDUCATION LEVEL									
ELEMENTARY SCHOOL		13%	14%	8%	10%	8%	10%	9%	
MIDDLE SCHOOL		16%	16%	18%	18%	19%	19%	13%	
HIGH SCHOOL		28%	24%	23%	25%	23%	25%	28%	
HIGHER EDUCATION		17%	18%	17%	19%	26%	21%	21%	
OCCUPATION									
EMPLOYED		23%	22%	21%	23%	25%	24%	24%	
UNEMPLOYED/OUT OF LABOR FORCE		19%	16%	16%	16%	16%	18%	18%	
RELIGION									
CATHOLIC		20%	15%	17%	19%	19%	20%	17%	
EVANGELICAL		26%	29%	24%	25%	28%	26%	30%	
OTHER/NONE		19%	21%	21%	18%	19%	20%	24%	
INCOME									
E CLASS (< 1 MW)		12%	11%	9%	13%	13%	9%	11%	
D CLASS (1 TO 2 MW)		21%	19%	16%	20%	21%	19%	21%	
C CLASS (2 TO 5 MW)		26%	24%	24%	21%	23%	27%	27%	
B CLASS (5 TO 20 MW)		20%	24%	21%	27%	29%	26%	26%	
A CLASS (> 20 MW)		38%	22%	41%	35%	34%	32%	22%	

CANDIDATE: FERNANDO HADDAD, SUPPORTED BY LULA									
SCENARIO: 4									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH		15%	11%	11%	5%	11%	11%	11%	
NORTHEAST		17%	18%	21%	19%	25%	24%	21%	
SOUTHEAST		10%	9%	8%	9%	6%	7%	10%	
SOUTH		5%	7%	7%	4%	4%	10%	7%	
MIDWEST		7%	9%	14%	15%	12%	9%	13%	
TYPE OF CITY									
CAPITAL TOWN		11%	10%	13%	10%	11%	11%	13%	
OUTLYING TOWN		13%	14%	12%	9%	14%	14%	12%	
COUNTRTY TOWN		11%	11%	12%	12%	11%	13%	13%	
CITY SIZE									
< 50.000 HAB		11%	14%	13%	11%	11%	15%	14%	
50.001 TO 200.000 HAB		10%	11%	11%	11%	8%	8%	14%	
200.001 TO 500.000 HAB		16%	7%	11%	9%	16%	15%	7%	
> 500.000 HAB		10%	10%	12%	11%	12%	11%	15%	
GENDER									
MALE		9%	9%	10%	8%	13%	12%	12%	
FEMALE		13%	13%	14%	13%	10%	13%	14%	
AGE									
16 & 17 YO		9%	10%	36%	0%	14%	13%	8%	
18 TO 34 YO		11%	13%	10%	12%	13%	14%	15%	
35 TO 54 YO		13%	11%	14%	10%	11%	11%	12%	
+55 YO		10%	9%	10%	12%	10%	12%	13%	
EDUCATION LEVEL									
ELEMENTARY SCHOOL		13%	17%	17%	18%	18%	17%	17%	
MIDDLE SCHOOL		15%	12%	10%	12%	14%	15%	17%	
HIGH SCHOOL		9%	10%	10%	9%	11%	11%	11%	
HIGHER EDUCATION		10%	11%	15%	10%	6%	11%	12%	
OCCUPATION									
EMPLOYED		11%	11%	12%	10%	11%	12%	13%	
UNEMPLOYED/OUT OF LABOR FORCE		11%	12%	12%	12%	12%	13%	13%	
RELIGION									
CATHOLIC		12%	13%	12%	11%	11%	12%	14%	
EVANGELICAL		9%	10%	11%	10%	12%	15%	10%	
OTHER/NONE		12%	8%	13%	10%	11%	11%	13%	
INCOME									
E CLASS (< 1 MW)		20%	18%	17%	15%	13%	20%	18%	
D CLASS (1 TO 2 MW)		10%	12%	12%	11%	14%	15%	16%	
C CLASS (2 TO 5 MW)		9%	10%	10%	8%	10%	8%	9%	
B CLASS (5 TO 20 MW)		7%	7%	13%	9%	7%	9%	9%	
A CLASS (> 20 MW)		18%	7%	5%	14%	6%	3%	13%	

Scenario 4 - Voter profile

CANDIDATE: MARINA SILVA		SCENARIO: 4								
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION										
NORTH		12%	16%	11%	9%	20%	19%	14%		
NORTHEAST		11%	9%	12%	14%	12%	10%	8%		
SOUTHEAST		12%	10%	12%	9%	10%	13%	9%		
SOUTH		9%	5%	7%	9%	11%	7%	12%		
MIDWEST		13%	14%	10%	9%	1%	10%	13%		
TYPE OF CITY										
CAPITAL TOWN		11%	14%	12%	11%	15%	14%	9%		
OUTLYING TOWN		13%	8%	13%	14%	12%	12%	10%		
COUNTRTY TOWN		11%	8%	10%	9%	9%	10%	10%		
CITY SIZE										
< 50.000 HAB		9%	7%	8%	11%	8%	11%	10%		
50.001 TO 200.000 HAB		13%	10%	11%	11%	10%	9%	12%		
200.001 TO 500.000 HAB		16%	7%	10%	6%	15%	10%	10%		
> 500.000 HAB		11%	13%	14%	12%	15%	15%	9%		
GENDER										
MALE		9%	7%	8%	8%	8%	6%	9%		
FEMALE		14%	12%	14%	13%	14%	16%	11%		
AGE										
16 & 17 YO		18%	30%	18%	8%	0%	13%	8%		
18 TO 34 YO		13%	13%	13%	13%	11%	13%	10%		
35 TO 54 YO		12%	7%	10%	10%	12%	12%	10%		
+55 YO		8%	9%	9%	8%	11%	8%	11%		
EDUCATION LEVEL										
ELEMENTARY SCHOOL		14%	14%	12%	8%	18%	17%	12%		
MIDDLE SCHOOL		11%	10%	9%	13%	8%	15%	11%		
HIGH SCHOOL		13%	9%	12%	10%	13%	10%	8%		
HIGHER EDUCATION		7%	7%	10%	10%	9%	7%	12%		
OCCUPATION										
EMPLOYED		11%	9%	10%	9%	11%	10%	9%		
UNEMPLOYED/OUT OF LABOR FORCE		12%	10%	12%	12%	12%	14%	12%		
RELIGION										
CATHOLIC		9%	9%	11%	8%	9%	12%	11%		
EVANGELICAL		16%	11%	13%	18%	16%	12%	9%		
OTHER/NONE		12%	10%	9%	9%	10%	9%	10%		
INCOME										
E CLASS (< 1 MW)		13%	11%	13%	12%	15%	16%	13%		
D CLASS (1 TO 2 MW)		14%	13%	10%	10%	14%	14%	10%		
C CLASS (2 TO 5 MW)		10%	7%	10%	12%	8%	9%	9%		
B CLASS (5 TO 20 MW)		8%	4%	13%	4%	7%	7%	7%		
A CLASS (> 20 MW)		0%	11%	3%	5%	6%	3%	6%		

CANDIDATE: CIRO GOMES		SCENARIO: 4								
		May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION										
NORTH		5%	10%	6%	4%	10%	7%	7%		
NORTHEAST		17%	17%	15%	13%	11%	12%	14%		
SOUTHEAST		6%	7%	6%	7%	9%	6%	5%		
SOUTH		7%	5%	7%	5%	5%	7%	3%		
MIDWEST		7%	4%	6%	4%	1%	4%	10%		
TYPE OF CITY										
CAPITAL TOWN		8%	8%	9%	9%	7%	8%	8%		
OUTLYING TOWN		8%	14%	11%	8%	8%	5%	4%		
COUNTRTY TOWN		10%	9%	7%	8%	9%	9%	9%		
CITY SIZE										
< 50.000 HAB		10%	10%	7%	8%	9%	8%	8%		
50.001 TO 200.000 HAB		9%	10%	8%	7%	7%	7%	5%		
200.001 TO 500.000 HAB		8%	8%	9%	11%	8%	12%	12%		
> 500.000 HAB		8%	8%	9%	7%	7%	7%	7%		
GENDER										
MALE		10%	10%	11%	9%	9%	9%	9%		
FEMALE		8%	9%	6%	7%	8%	7%	7%		
AGE										
16 & 17 YO		0%	0%	0%	0%	29%	13%	15%		
18 TO 34 YO		9%	6%	6%	9%	6%	8%	5%		
35 TO 54 YO		9%	10%	8%	10%	8%	6%	9%		
+55 YO		10%	13%	12%	5%	10%	10%	9%		
EDUCATION LEVEL										
ELEMENTARY SCHOOL		13%	9%	6%	10%	4%	3%	10%		
MIDDLE SCHOOL		10%	9%	8%	3%	13%	7%	8%		
HIGH SCHOOL		8%	9%	9%	8%	7%	10%	7%		
HIGHER EDUCATION		9%	10%	9%	12%	6%	8%	9%		
OCCUPATION										
EMPLOYED		9%	9%	8%	8%	8%	7%	7%		
UNEMPLOYED/OUT OF LABOR FORCE		9%	11%	8%	8%	9%	10%	9%		
RELIGION										
CATHOLIC		10%	11%	10%	9%	8%	8%	9%		
EVANGELICAL		7%	6%	3%	2%	7%	5%	7%		
OTHER/NONE		10%	9%	11%	12%	9%	11%	7%		
INCOME										
E CLASS (< 1 MW)		9%	13%	4%	8%	7%	7%	9%		
D CLASS (1 TO 2 MW)		10%	10%	9%	7%	7%	9%	9%		
C CLASS (2 TO 5 MW)		9%	8%	10%	10%	8%	8%	6%		
B CLASS (5 TO 20 MW)		7%	8%	8%	6%	15%	9%	7%		
A CLASS (> 20 MW)		6%	7%	11%	11%	6%	3%	6%		

Scenario 4 - Voter profile

CANDIDATE: GERALDO ALCKMIN	
SCENARIO: 4	
	May Wk3 May Wk4 Jun Wk1 Jun Wk2 Jun Wk3 Jun Wk4 Jul Wk1 Jul Wk2 Jul Wk3
REGION	
NORTH	6% 5% 7% 3% 4% 6% 4%
NORTHEAST	5% 4% 5% 4% 4% 6% 3%
SOUTHEAST	11% 13% 12% 11% 12% 7% 12%
SOUTH	3% 4% 3% 5% 3% 7% 6%
MIDWEST	10% 6% 7% 7% 6% 7% 3%
TYPE OF CITY	
CAPITAL TOWN	11% 9% 8% 6% 9% 6% 8%
OUTLYING TOWN	5% 6% 4% 5% 3% 7% 7%
COUNTRTY TOWN	8% 8% 9% 8% 8% 7% 7%
CITY SIZE	
< 50.000 HAB	7% 6% 7% 7% 5% 6% 7%
50.001 TO 200.000 HAB	6% 9% 6% 7% 9% 8% 6%
200.001 TO 500.000 HAB	8% 9% 8% 8% 7% 9% 6%
> 500.000 HAB	10% 10% 10% 7% 9% 5% 10%
GENDER	
MALE	8% 8% 7% 7% 6% 8% 7%
FEMALE	8% 8% 9% 7% 9% 6% 7%
AGE	
16 & 17 YO	9% 0% 0% 8% 0% 6% 0%
18 TO 34 YO	6% 5% 7% 5% 6% 5% 4%
35 TO 54 YO	6% 8% 5% 9% 7% 5% 7%
+55 YO	13% 11% 13% 9% 10% 12% 12%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	7% 10% 11% 8% 16% 12% 15%
MIDDLE SCHOOL	7% 8% 7% 9% 7% 6% 6%
HIGH SCHOOL	8% 6% 8% 5% 7% 7% 6%
HIGHER EDUCATION	10% 12% 6% 10% 5% 6% 8%
OCCUPATION	
EMPLOYED	7% 8% 8% 6% 6% 7% 7%
UNEMPLOYED/OUT OF LABOR FORCE	10% 8% 8% 10% 10% 7% 7%
RELIGION	
CATHOLIC	8% 8% 9% 8% 7% 8% 8%
EVANGELICAL	10% 6% 10% 7% 7% 6% 6%
OTHER/NONE	5% 10% 2% 6% 8% 6% 8%
INCOME	
E CLASS (< 1 MW)	7% 8% 9% 6% 8% 5% 8%
D CLASS (1 TO 2 MW)	9% 7% 7% 8% 9% 7% 7%
C CLASS (2 TO 5 MW)	6% 7% 8% 6% 5% 6% 6%
B CLASS (5 TO 20 MW)	11% 13% 8% 13% 7% 7% 10%
A CLASS (> 20 MW)	18% 11% 11% 11% 13% 16% 19%

CANDIDATE: ÁLVARO DIAS	
SCENARIO: 4	
	May Wk3 May Wk4 Jun Wk1 Jun Wk2 Jun Wk3 Jun Wk4 Jul Wk1 Jul Wk2 Jul Wk3
REGION	
NORTH	1% 2% 6% 4% 4% 0% 5%
NORTHEAST	3% 3% 3% 3% 3% 3% 2%
SOUTHEAST	5% 3% 3% 3% 3% 3% 4%
SOUTH	19% 22% 13% 19% 16% 11% 16%
MIDWEST	3% 1% 4% 3% 7% 4% 3%
TYPE OF CITY	
CAPITAL TOWN	6% 5% 3% 5% 6% 4% 6%
OUTLYING TOWN	7% 8% 4% 7% 3% 4% 9%
COUNTRTY TOWN	7% 6% 6% 5% 6% 4% 4%
CITY SIZE	
< 50.000 HAB	7% 6% 7% 7% 9% 4% 6%
50.001 TO 200.000 HAB	5% 4% 6% 4% 2% 4% 3%
200.001 TO 500.000 HAB	5% 11% 5% 8% 4% 5% 4%
> 500.000 HAB	7% 5% 2% 3% 5% 3% 6%
GENDER	
MALE	8% 6% 5% 6% 4% 4% 6%
FEMALE	5% 6% 5% 5% 6% 4% 5%
AGE	
16 & 17 YO	0% 10% 0% 8% 14% 0% 0%
18 TO 34 YO	1% 2% 3% 3% 2% 1% 2%
35 TO 54 YO	7% 7% 4% 5% 6% 5% 5%
+55 YO	11% 8% 8% 7% 7% 7% 10%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	6% 3% 4% 2% 7% 5% 4%
MIDDLE SCHOOL	6% 6% 4% 6% 3% 3% 5%
HIGH SCHOOL	6% 5% 4% 4% 5% 4% 6%
HIGHER EDUCATION	9% 9% 7% 9% 10% 5% 5%
OCCUPATION	
EMPLOYED	7% 6% 4% 7% 6% 4% 5%
UNEMPLOYED/OUT OF LABOR FORCE	6% 6% 6% 3% 4% 4% 6%
RELIGION	
CATHOLIC	8% 8% 6% 6% 7% 6% 6%
EVANGELICAL	3% 3% 3% 3% 4% 2% 6%
OTHER/NONE	6% 4% 2% 6% 1% 3% 4%
INCOME	
E CLASS (< 1 MW)	5% 1% 2% 2% 4% 3% 3%
D CLASS (1 TO 2 MW)	5% 3% 4% 4% 0% 2% 3%
C CLASS (2 TO 5 MW)	7% 10% 5% 6% 6% 6% 7%
B CLASS (5 TO 20 MW)	8% 7% 7% 11% 12% 6% 8%
A CLASS (> 20 MW)	15% 7% 14% 11% 19% 11% 6%

Scenario 4 - Voter profile

CANDIDATE: NONE/BLANK/NULL									
SCENARIO: 4									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH		28%	14%	24%	19%	18%	24%	22%	
NORTHEAST		27%	18%	23%	23%	27%	23%	31%	
SOUTHEAST		24%	19%	26%	26%	26%	28%	26%	
SOUTH		20%	17%	25%	19%	18%	21%	20%	
MIDWEST		25%	24%	17%	17%	23%	22%	16%	
TYPE OF CITY									
CAPITAL TOWN		25%	18%	24%	24%	24%	26%	28%	
OUTLYING TOWN		25%	14%	32%	21%	21%	27%	23%	
COUNTRTY TOWN		25%	20%	22%	23%	25%	24%	25%	
CITY SIZE									
< 50.000 HAB		27%	19%	18%	21%	23%	21%	23%	
50.001 TO 200.000 HAB		23%	18%	27%	25%	24%	28%	25%	
200.001 TO 500.000 HAB		18%	18%	32%	24%	27%	22%	28%	
> 500.000 HAB		27%	19%	24%	24%	25%	28%	28%	
GENDER									
MALE		18%	14%	21%	19%	19%	21%	23%	
FEMALE		31%	23%	27%	26%	29%	29%	28%	
AGE									
16 & 17 YO		9%	0%	9%	0%	14%	6%	8%	
18 TO 34 YO		22%	19%	24%	21%	20%	21%	23%	
35 TO 54 YO		26%	20%	26%	23%	28%	31%	29%	
+55 YO		27%	17%	22%	26%	25%	21%	25%	
EDUCATION LEVEL									
ELEMENTARY SCHOOL		28%	18%	30%	26%	22%	21%	19%	
MIDDLE SCHOOL		27%	21%	25%	24%	25%	29%	29%	
HIGH SCHOOL		22%	19%	23%	24%	24%	23%	25%	
HIGHER EDUCATION		27%	15%	21%	17%	26%	26%	25%	
OCCUPATION									
EMPLOYED		24%	17%	22%	22%	23%	25%	26%	
UNEMPLOYED/OUT OF LABOR FORCE		26%	21%	27%	23%	26%	25%	25%	
RELIGION									
CATHOLIC		26%	19%	24%	23%	26%	25%	26%	
EVANGELICAL		19%	18%	23%	21%	18%	25%	27%	
OTHER/NONE		28%	19%	27%	25%	27%	25%	22%	
INCOME									
E CLASS (< 1 MW)		27%	20%	33%	27%	29%	29%	27%	
D CLASS (1 TO 2 MW)		26%	19%	29%	24%	24%	25%	26%	
C CLASS (2 TO 5 MW)		23%	17%	18%	22%	26%	25%	26%	
B CLASS (5 TO 20 MW)		28%	21%	17%	18%	14%	20%	21%	
A CLASS (> 20 MW)		3%	11%	8%	11%	9%	19%	19%	

CANDIDATE: DON'T KNOW / DIDN'T ANSWER									
SCENARIO: 4									
	May Wk3	May Wk4	Jun Wk1	Jun Wk2	Jun Wk3	Jun Wk4	Jul Wk1	Jul Wk2	Jul Wk3
REGION									
NORTH		6%	12%	5%	24%	2%	4%	1%	
NORTHEAST		1%	10%	10%	9%	3%	3%	4%	
SOUTHEAST		2%	15%	7%	8%	6%	7%	4%	
SOUTH		3%	7%	4%	8%	5%	5%	8%	
MIDWEST		3%	17%	7%	13%	9%	1%	3%	
TYPE OF CITY									
CAPITAL TOWN		2%	10%	6%	8%	4%	7%	4%	
OUTLYING TOWN		3%	10%	4%	11%	4%	3%	7%	
COUNTRTY TOWN		3%	14%	8%	10%	5%	5%	4%	
CITY SIZE									
< 50.000 HAB		2%	11%	9%	11%	5%	5%	4%	
50.001 TO 200.000 HAB		2%	16%	8%	10%	9%	6%	4%	
200.001 TO 500.000 HAB		7%	15%	5%	6%	0%	3%	6%	
> 500.000 HAB		1%	10%	6%	10%	4%	7%	4%	
GENDER									
MALE		2%	14%	7%	9%	3%	4%	2%	
FEMALE		3%	11%	7%	10%	7%	7%	7%	
AGE									
16 & 17 YO		18%	10%	18%	25%	0%	0%	0%	
18 TO 34 YO		2%	12%	10%	10%	5%	3%	3%	
35 TO 54 YO		2%	13%	5%	10%	5%	6%	5%	
+55 YO		3%	13%	6%	9%	4%	6%	4%	
EDUCATION LEVEL									
ELEMENTARY SCHOOL		1%	15%	9%	14%	5%	9%	10%	
MIDDLE SCHOOL		3%	14%	11%	12%	5%	3%	7%	
HIGH SCHOOL		3%	12%	5%	8%	4%	4%	3%	
HIGHER EDUCATION		1%	10%	7%	8%	4%	8%	2%	
OCCUPATION									
EMPLOYED		3%	13%	7%	9%	4%	5%	4%	
UNEMPLOYED/OUT OF LABOR FORCE		2%	11%	7%	10%	6%	6%	5%	
RELIGION									
CATHOLIC		2%	12%	7%	10%	5%	6%	5%	
EVANGELICAL		4%	14%	11%	10%	5%	3%	4%	
OTHER/NONE		1%	12%	5%	8%	2%	5%	2%	
INCOME									
E CLASS (< 1 MW)		2%	14%	8%	11%	5%	7%	9%	
D CLASS (1 TO 2 MW)		2%	13%	6%	11%	6%	5%	4%	
C CLASS (2 TO 5 MW)		3%	11%	8%	10%	5%	4%	3%	
B CLASS (5 TO 20 MW)		3%	10%	6%	6%	2%	6%	1%	
A CLASS (> 20 MW)		0%	13%	3%	0%	0%	5%	3%	

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