



XP Presidential Poll – Round 15

August, 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 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
July Wk3	Jul-16 to Jul-18	BR-02843/2018
July Wk4	Jul-23 to Jul-25	BR-07756/2018
August Wk1	Jul-30 to Aug-01	BR-06820/2018
August Wk2	Aug-06 to Aug-08	BR-08988/2018
August Wk3	Aug-13 to Aug-15	BR-02075/2018
August Wk4	Aug-20 to Aug-22	BR-07829/2018
August Wk5	Aug-27 to Aug-29	BR-07252/2018

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

Voter profile: current week distribution

VOTER PROFILE (% OF TOTAL)	
GENDER	
MALE	49%
FEMALE	51%
AGE	
16 & 17 YO	1%
18 TO 34 YO	35%
35 TO 54 YO	38%
+55 YO	26%
OCUPATION	
WORKING	59%
NOT WORKING	41%
INCOME (MW = USD260)	
E CLASS (< 1 MW)	21%
D CLASS (1 TO 2 MW)	29%
C CLASS (2 TO 5 MW)	35%
B CLASS (5 TO 20 MW)	13%
A CLASS (> 20 MW)	3%
DIDN'T ANSWER	0%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	9%
MIDDLE SCHOOL	30%
HIGH SCHOOL	43%
HIGHER EDUCATION	19%
REGION	
NORTH	8%
NORTHEAST	27%
SOUTHEAST	43%
SOUTH	15%
MIDWEST	7%
TYPE OF CITY	
CAPITAL TOWNS	24%
OUTLYING TOWNS	14%
COUNTRY TOWNS	62%
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	62%
EVANGELICAL	22%
DONT KNOW	7%
SPIRITTUALISM	3%
ADVENTITST	1%
OTHER	5%
AFRICAN-BRAZILIAN	1%

The 15th round of the XP Poll showed that 53% of voters claim to have some interest in the election, a record.

The liberal candidate João Amoedo (NOVO) rose in all scenarios. His spontaneous voting intention rose from 1% to 3%. In all stimulated scenarios he registered 4% of voting intention. Lula, Marina and Ciro also rose within the margin of error.

The poll also revealed that Bolsonaro's rejection rate hit the record of 61%, 2 p.p. higher than the previous week number and 13 p.p. above the first reading in May. Notwithstanding almost unchanged voting intentions, Geraldo Alckmin and Ciro Gomes numerically surpassed him in second round simulations. The advantage to Haddad shrank from 6 p.p. to 3 p.p.

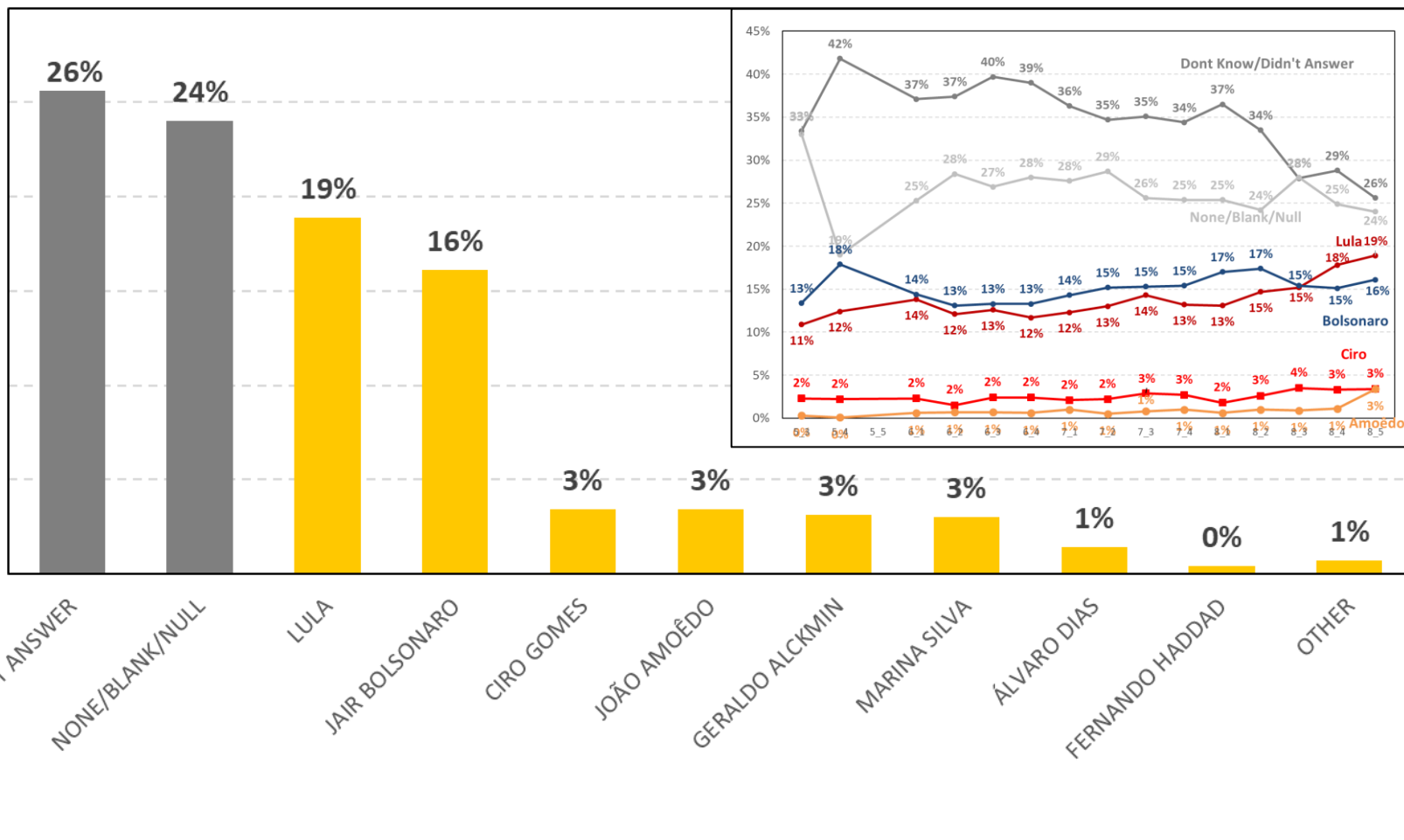
Voters were asked who they believe to be the worst candidate for Brazil in order to explore the potential for both strategical voting in the first round and a veto effect in the second round. Bolsonaro was singled out by 29% of those interviewed as the worst for Brazil, followed by Haddad with 23%. In the breakdown, Bolsonaro only performed better than the PT candidate among Alckmin's and Álvaro's voters, showing the obstacles the candidate would face in the second round.

1. Electoral Scenarios

2. Assessing the electorate & Microdata Analysis

August
Week 5

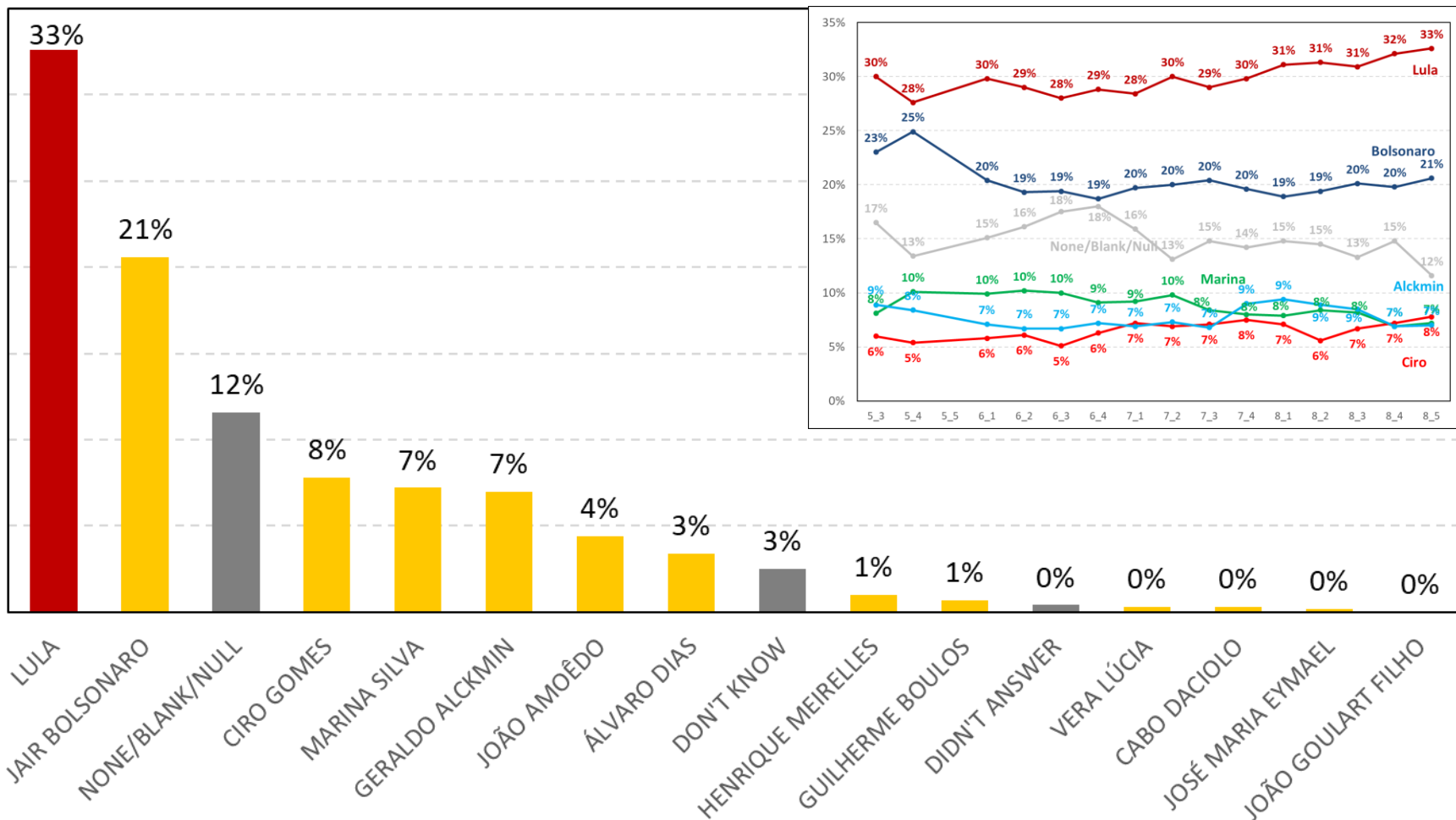
IF THE ELECTION WAS TODAY, WHO'D YOU VOTE FOR? (SPONTANEOUS)



Scenario 1 – with Lula (PT)

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Week 5

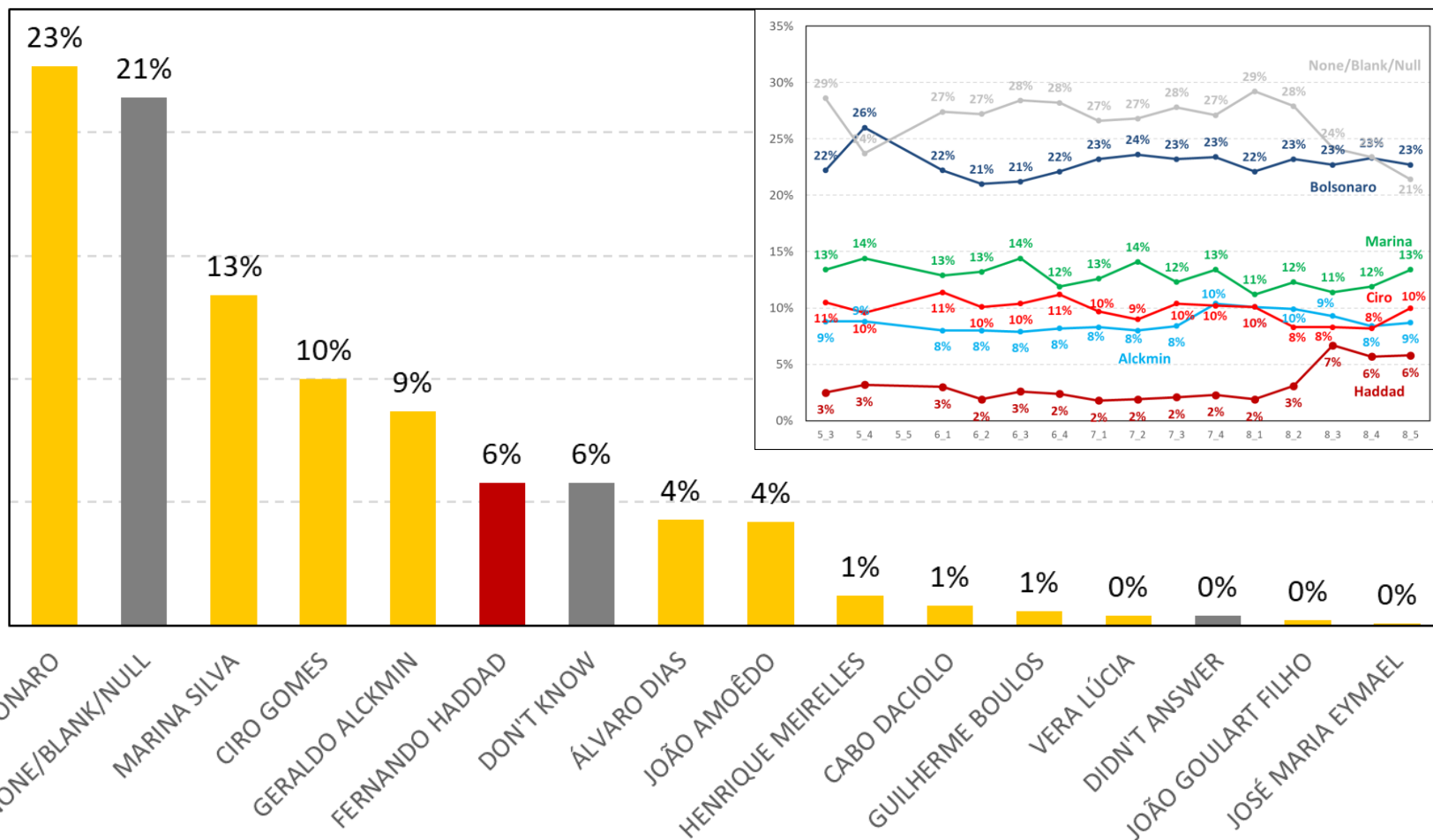
IF THE ELECTION WAS TODAY AND THE CANDIDATES WERE____, WHO'D YOU VOTE FOR?



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

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

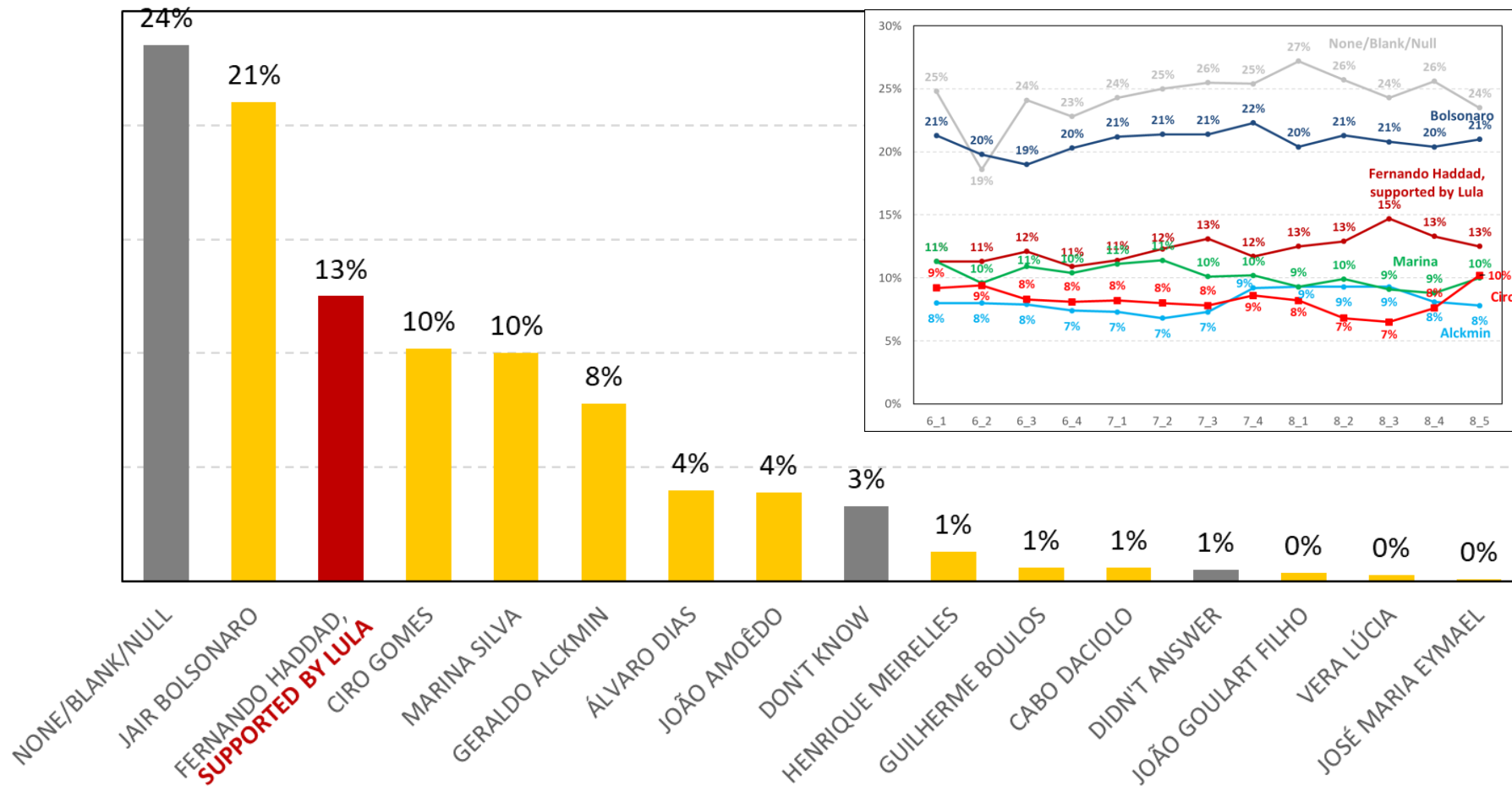


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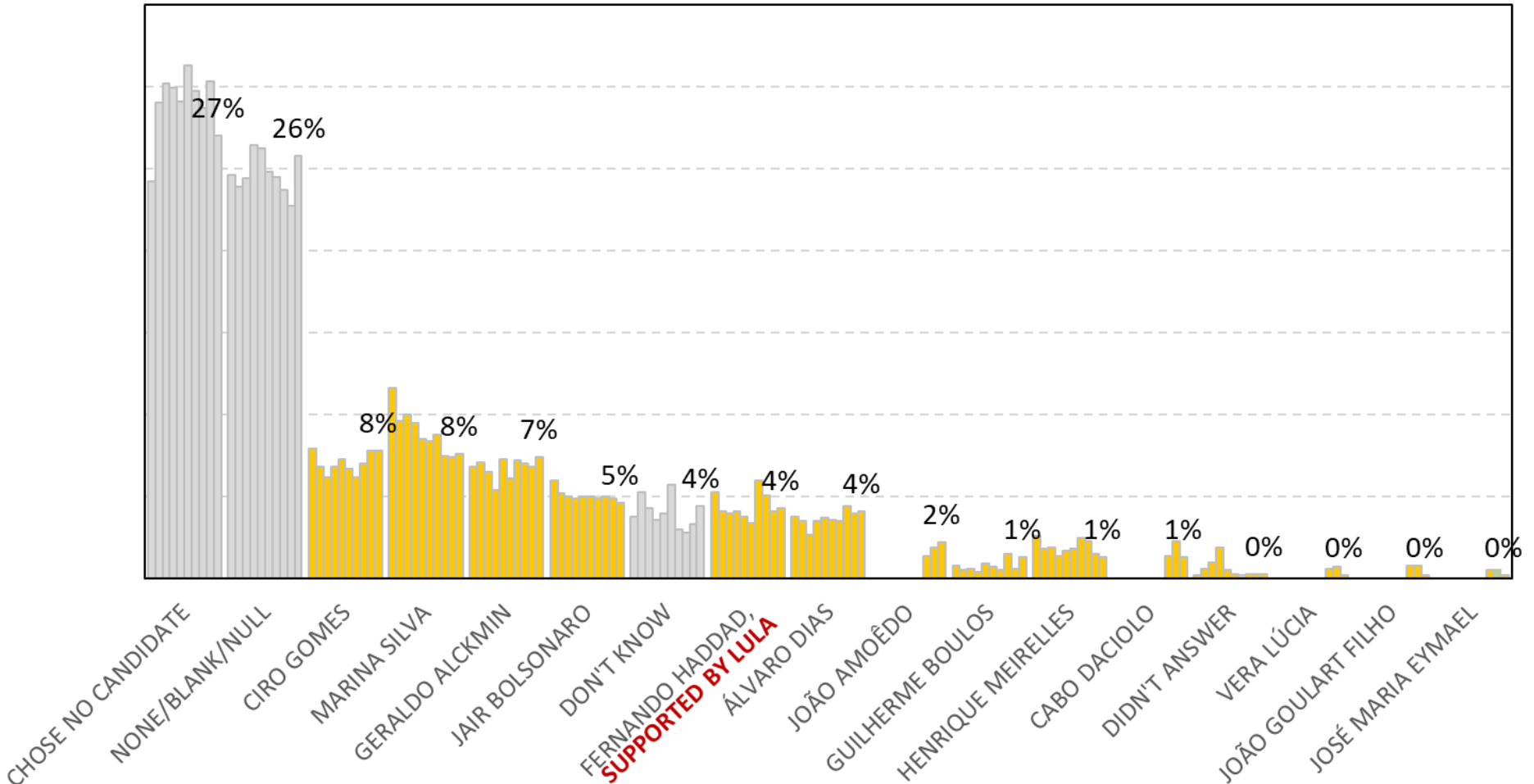
Scenario 3 – Haddad with Lula's support

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



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

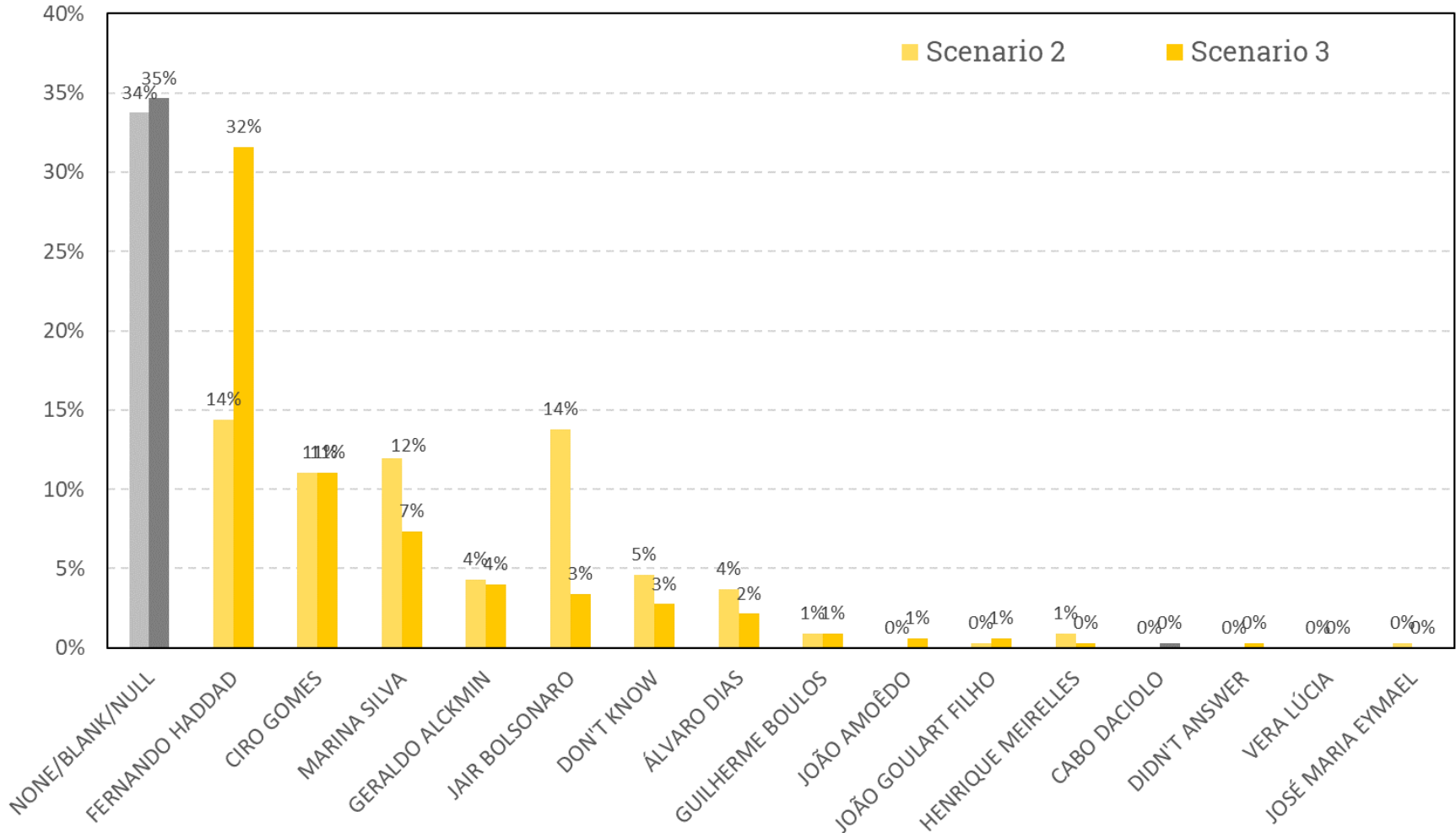


Second option

IF THE CANDIDATE YOU CHOSE ON THE PREVIOUS SCENARIO DOESN'T MAKE TO THE TICKET, WHO'D YOU VOTE FOR?

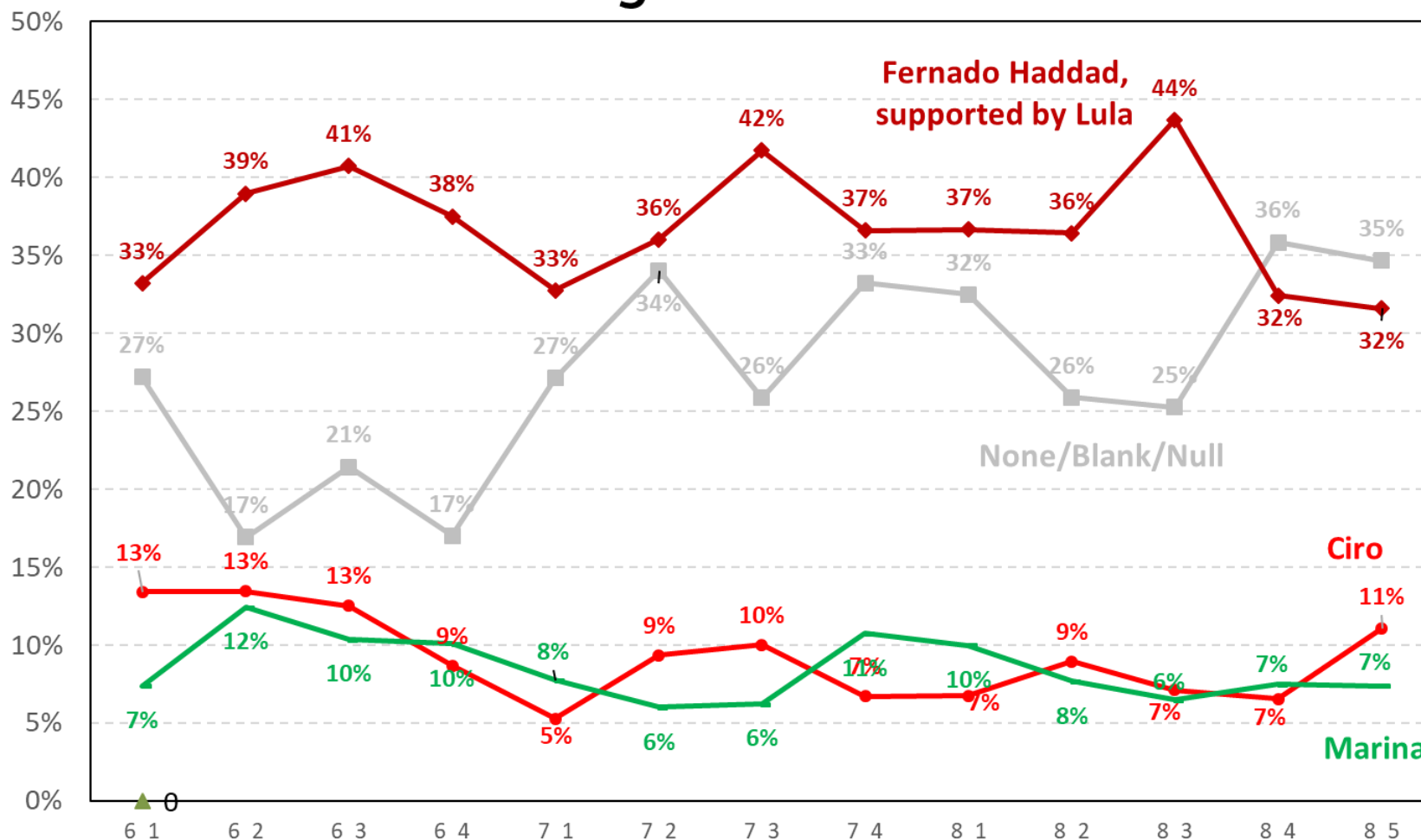
2nd Option	Choice in scenario 3							UNDECIDED
	FERNANDO HADDAD, SUPPORTED BY LULA	JAIR BOLSONARO	GERALDO ALCKMIN	MARINA SILVA	CIRO GOMES	ÁLVARO DIAS		
ÁLVARO DIAS	0%	12%	6%	5%	2%	0%	0%	
CIRO GOMES	35%	0%	8%	19%	0%	5%	0%	
FERNANDO HADDAD, SUPPORTED BY LULA	0%	0%	5%	12%	23%	0%	0%	
GERALDO ALCKMIN	3%	17%	0%	8%	11%	10%	1%	
GUILHERME BOULOS	6%	0%	1%	1%	2%	3%	0%	
HENRIQUE MEIRELLES	2%	1%	4%	1%	0%	5%	0%	
JAIR BOLSONARO	2%	0%	10%	10%	7%	23%	0%	
MARINA SILVA	13%	11%	15%	0%	22%	0%	0%	
JOÃO AMOÊDO	0%	10%	0%	0%	0%	5%	0%	
VERA LÚCIA	1%	0%	0%	0%	0%	0%	0%	
CABO DACIOLO	0%	2%	8%	1%	1%	0%	0%	
JOÃO GOULART FILHO	0%	0%	0%	0%	0%	0%	0%	
JOSÉ MARIA EYMAEL	1%	0%	0%	0%	1%	0%	0%	
DIDN'T ANSWER	1%	0%	0%	1%	0%	0%	0%	
DON'T KNOW	5%	5%	10%	5%	8%	10%	0%	
NONE/BLANK/NULL	33%	41%	32%	37%	25%	40%	0%	
HADN'T CHOSEN ANYONE IN SCENARIO 3	0%	0%	0%	0%	0%	0%	100%	

Lula's Vote Migration



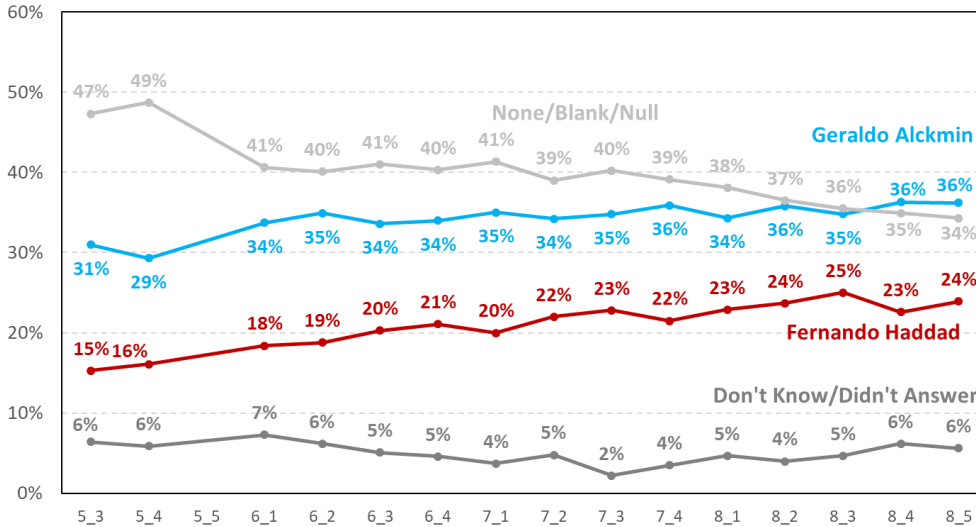
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Lula's Vote Migration: to Scenario 3

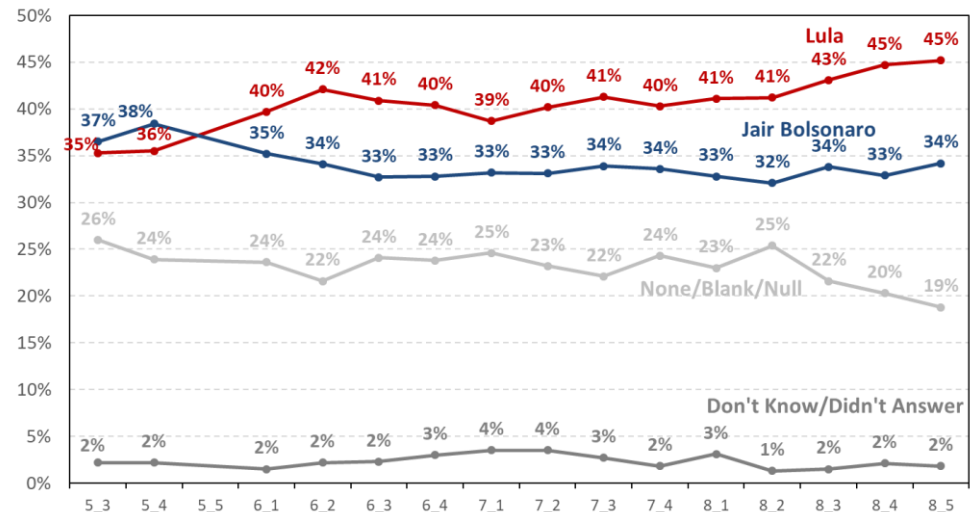


2nd Round Scenarios

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

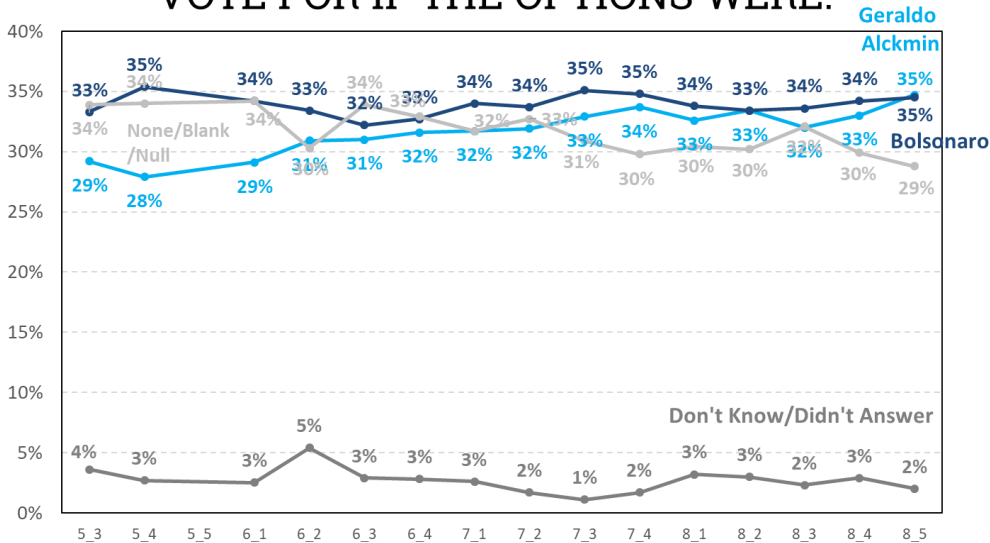


IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:

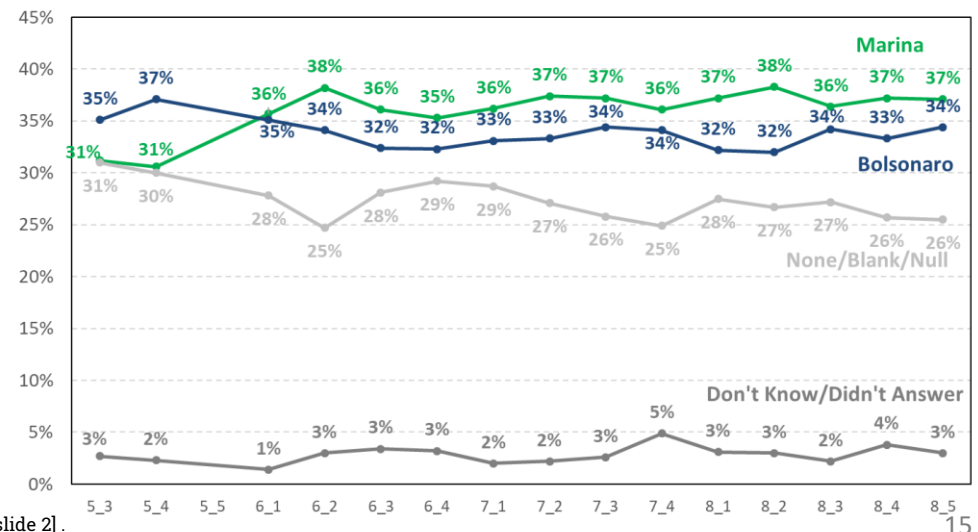


2nd Round Scenarios

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

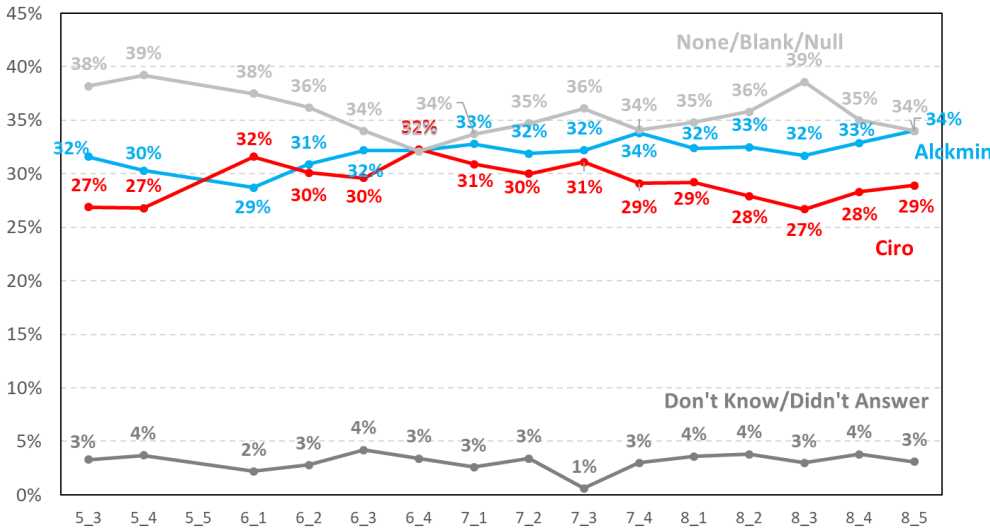


IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:

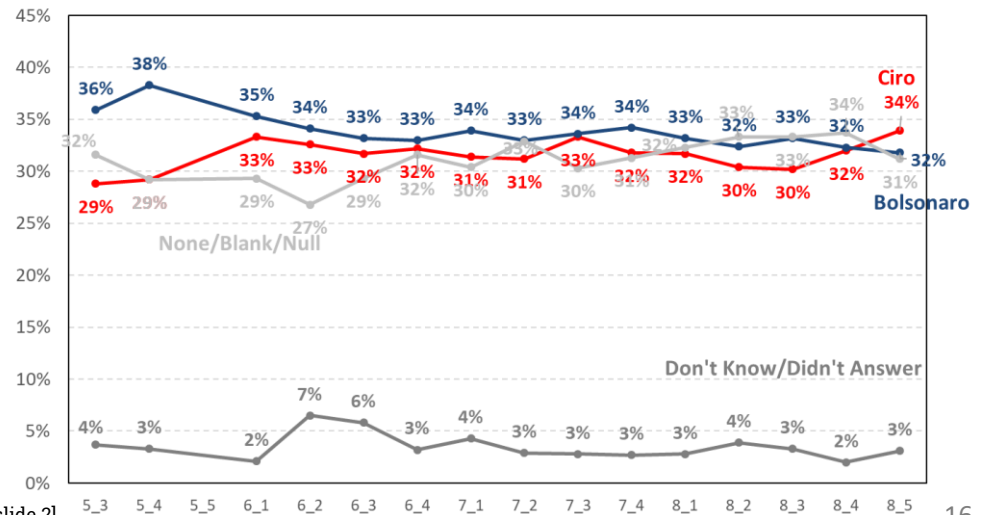


2nd Round Scenarios

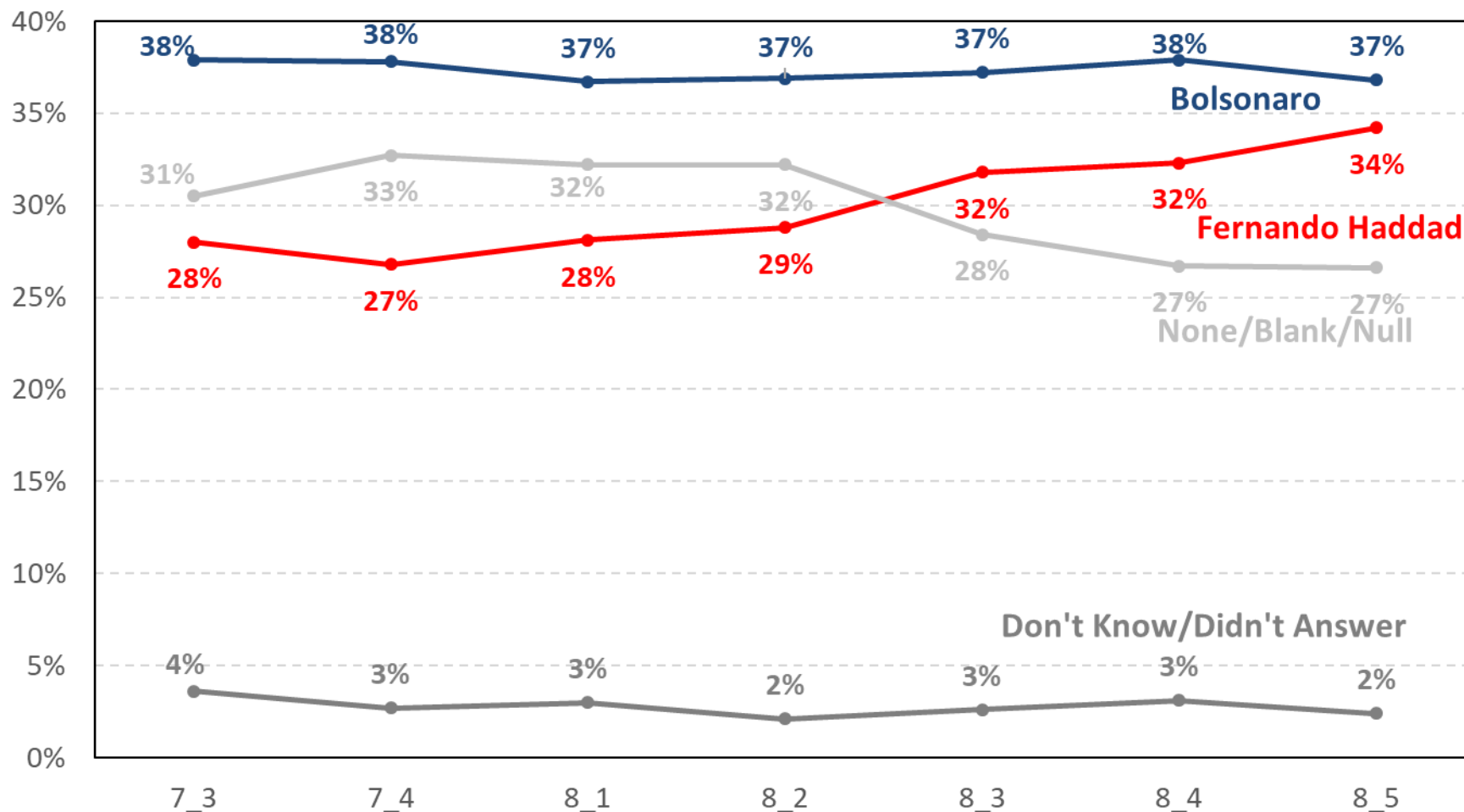
IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:



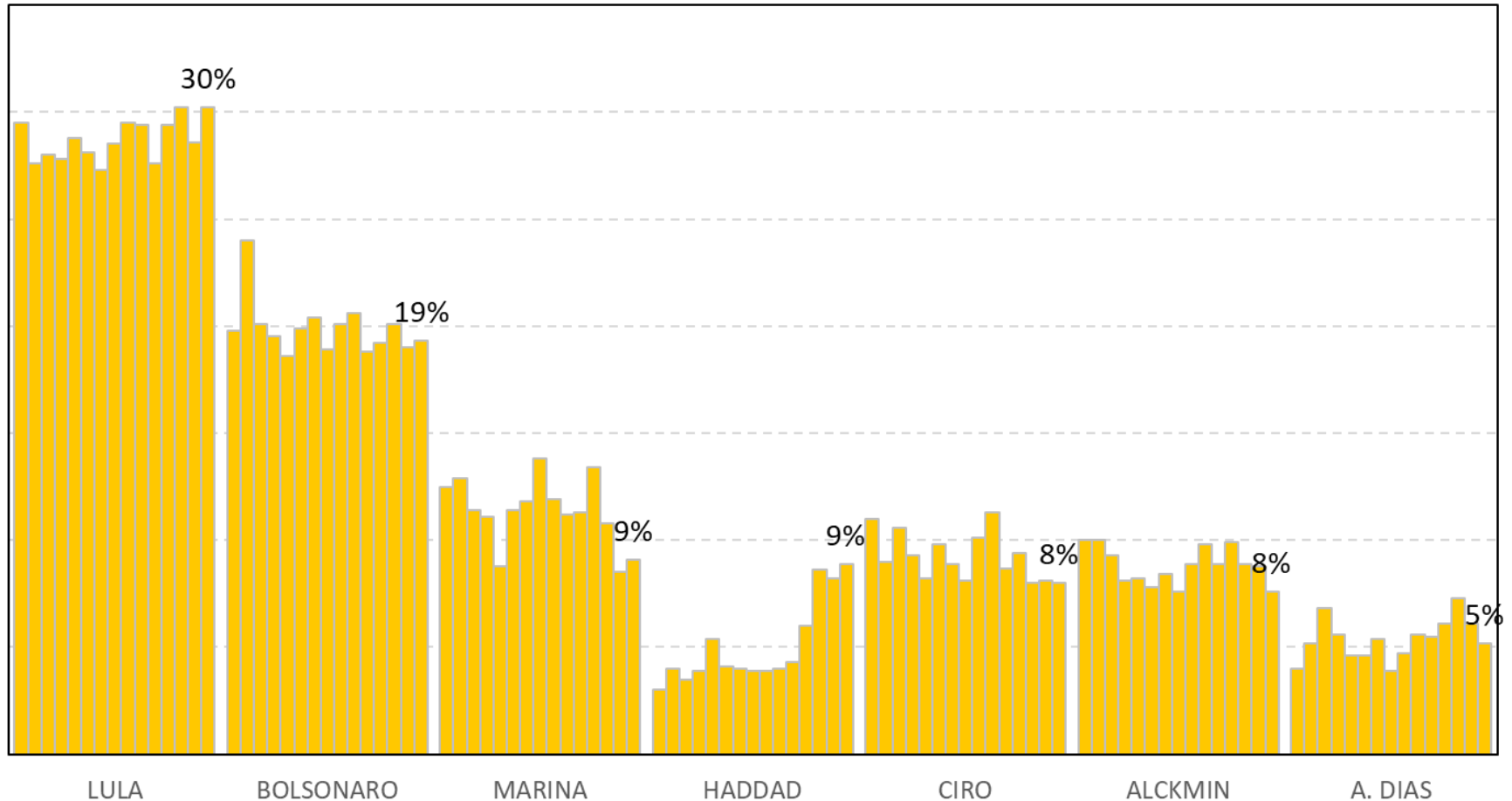
IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:



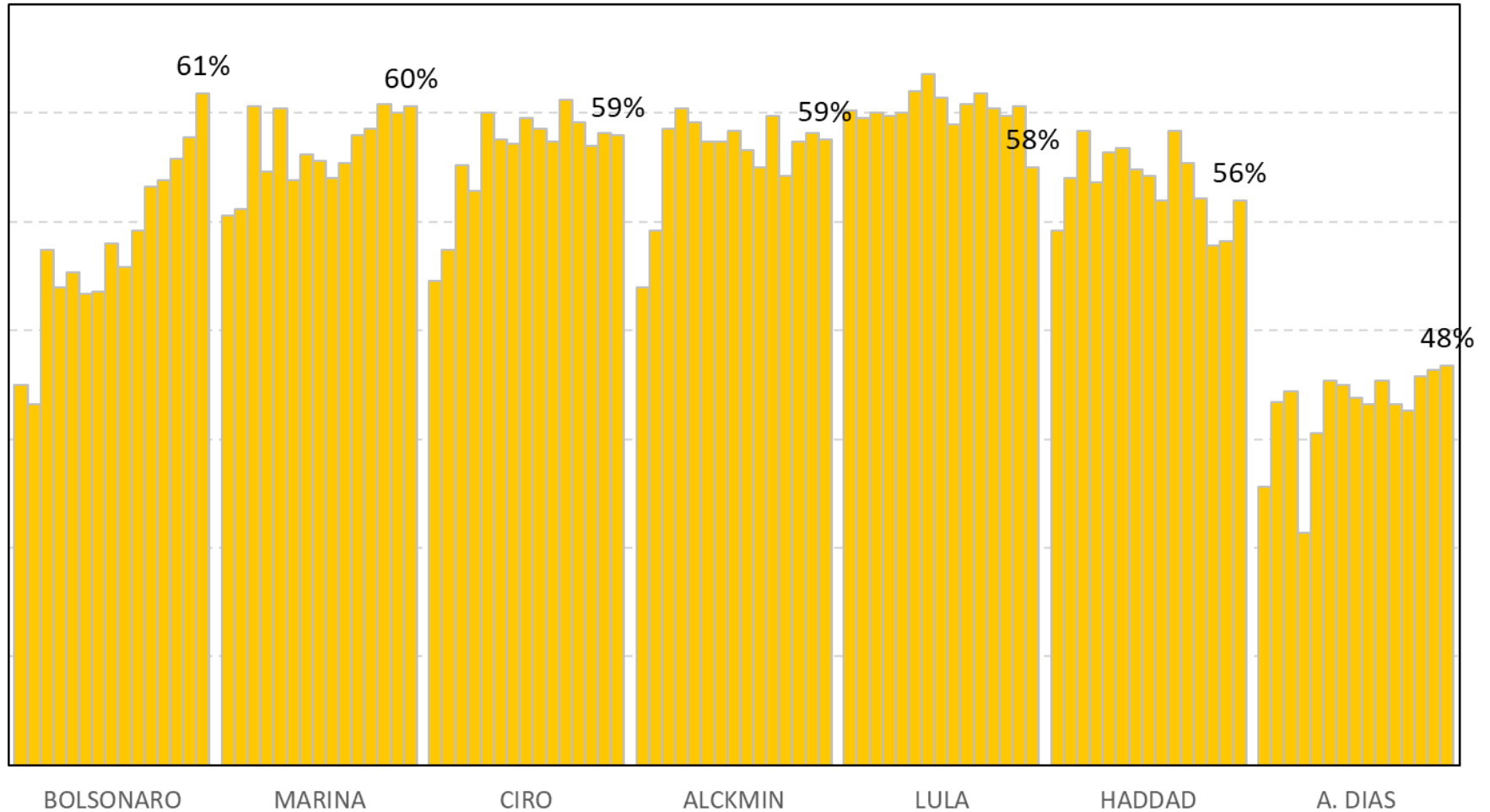
IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:



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

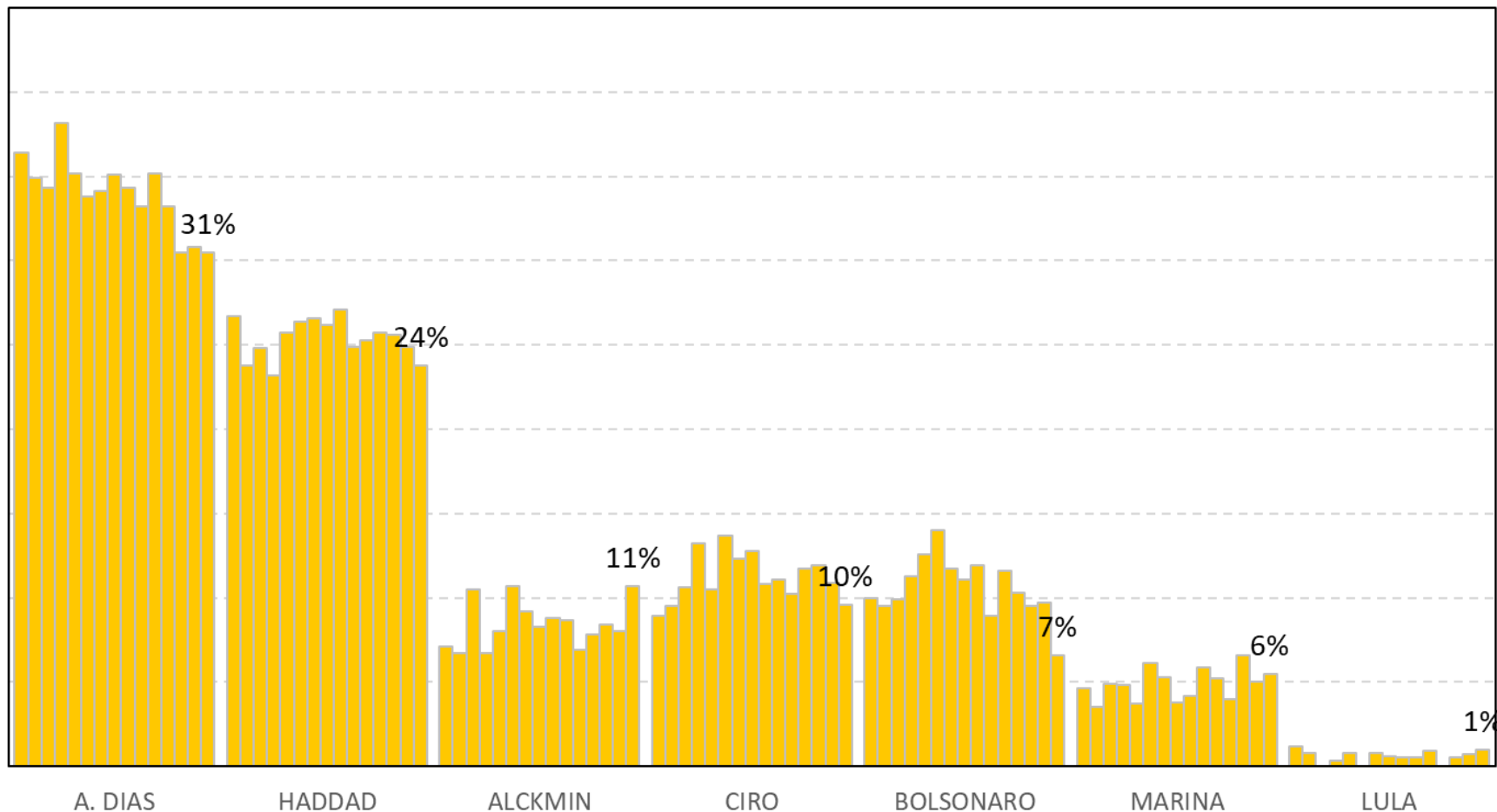


Candidates Rejection - 'Wouldn't vote in any scenario' -



Unfamiliarity Rate

- 'Don't know enough' -



Conviction, recognition and rejection.

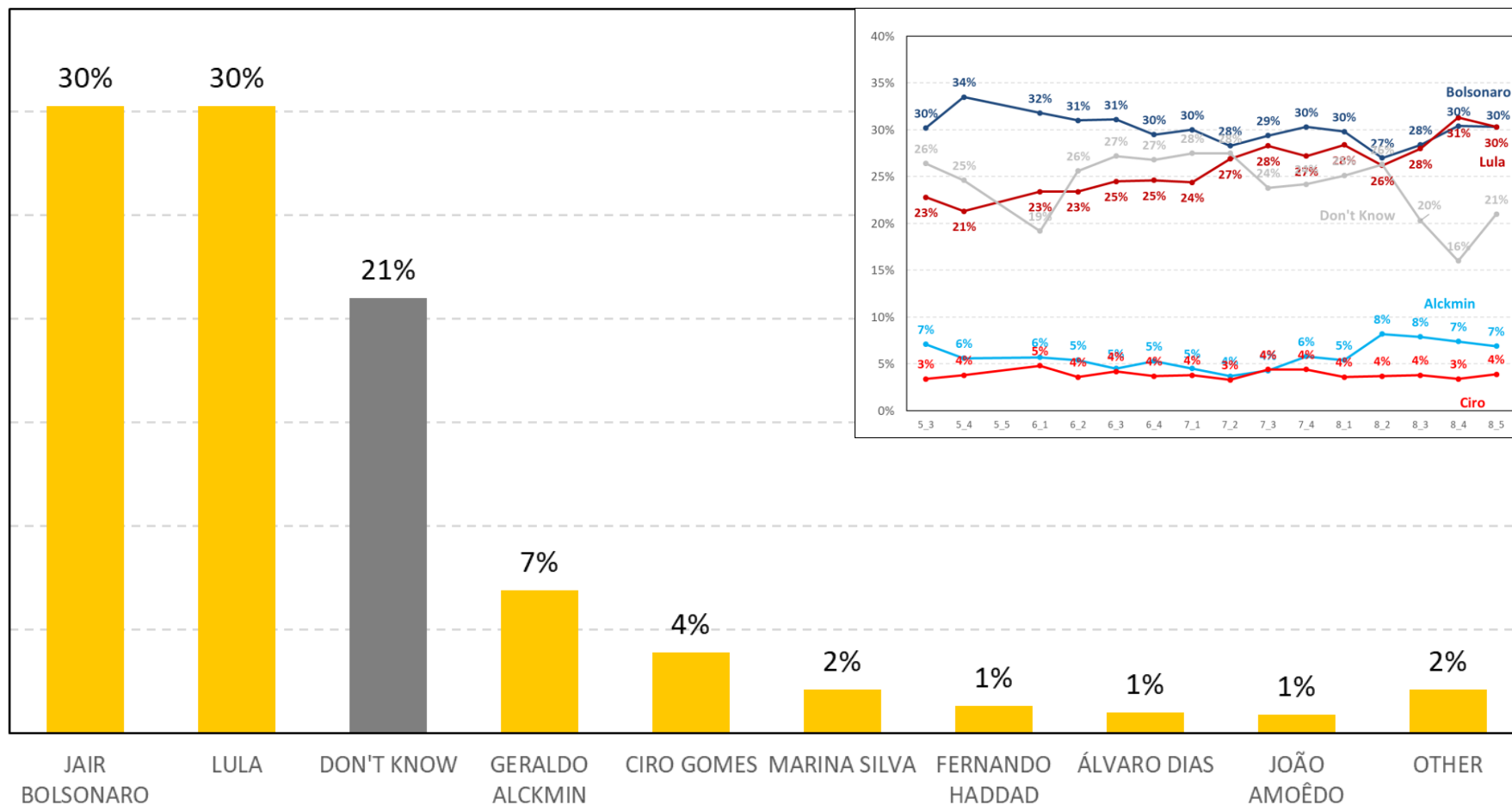
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I'D LIKE YOU TO SAY IF YOU'D SURELY VOTE FOR HIM, COULD VOTE FOR HIM, WOULDN'T VOTE IN ANY SCENARIOS OR IF YOU DON'T KNOW HIM ENOUGH TO SAY.

	Would Surely Vote	Could Vote	Wouldn't Vote	Dont't Know Enough	Don'tKnow/ Didn'tAnswer	Total
LULA	30%	10%	58%	1%	1%	100%
BOLSONARO	19%	13%	61%	7%	0%	100%
MARINA	9%	25%	60%	6%	0%	100%
HADDAD	9%	11%	56%	24%	1%	100%
CIRO	8%	22%	59%	10%	1%	100%
ALCKMIN	8%	22%	59%	11%	1%	100%
A. DIAS	5%	15%	48%	31%	1%	100%

August
Week 5

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

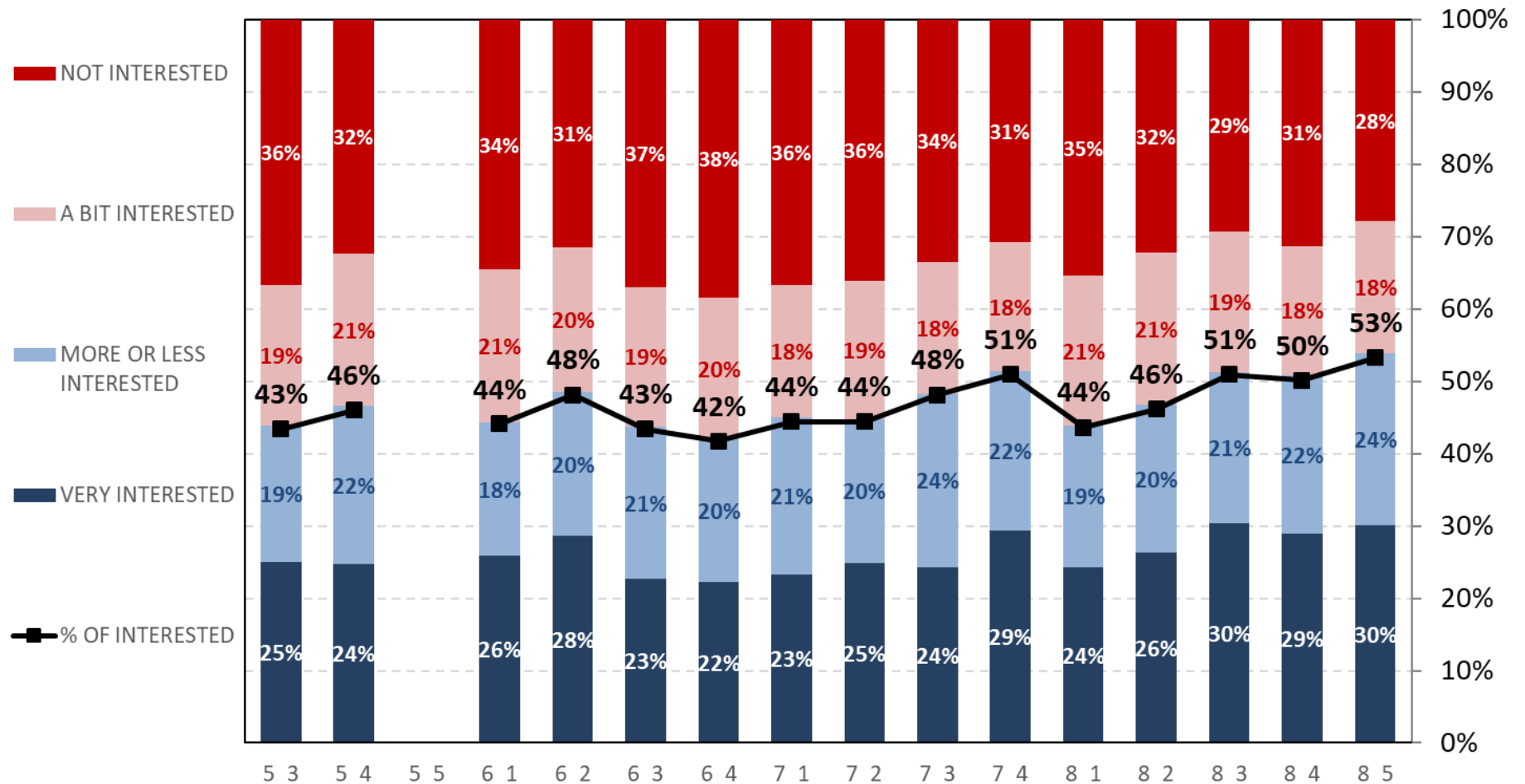


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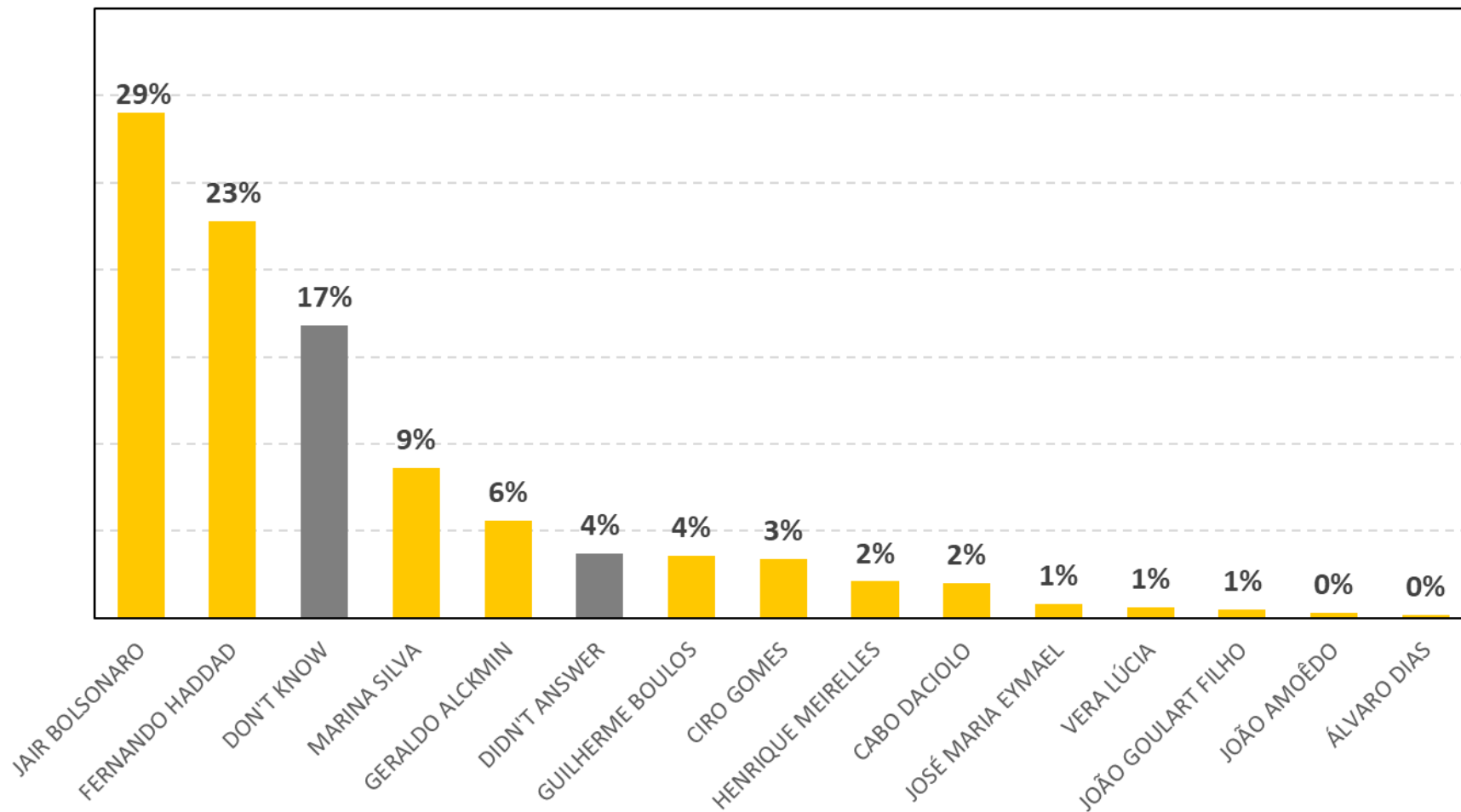
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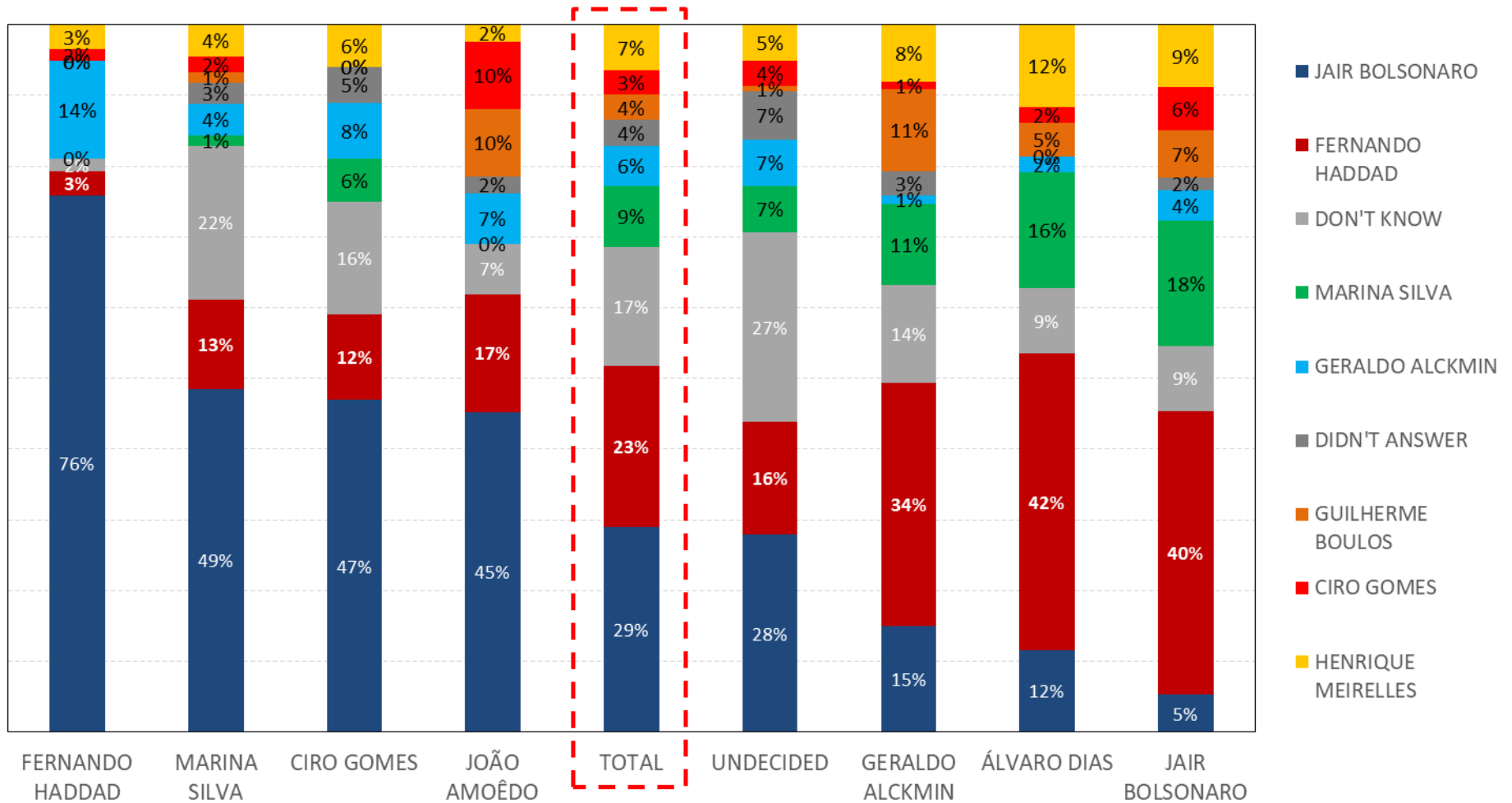
HOW INTERESTED ARE YOU IN THE ELECTIONS THAT WILL HAPPEN IN OCTOBER?



IN YOUR OPINION WHICH OF THESE CANDIDATES WOULD BE THE WORST FOR BRAZIL ?



IN YOUR OPINION WHICH OF THESE CANDIDATES WOULD BE THE WORST FOR BRAZIL ?



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