



XP Poll – SÃO PAULO STATE 
PRESIDENTIAL RUN

September, 2018



Conducted by:

Instituto de pesquisas sociais, políticas e econômicas (Ipespe)

Sample:

1000 interviews/each week

Coverage:

State of São Paulo

Method:

Phone call interviews

Margin of Error:

1000 interviews: 3.2. p.p.

XP SÃO PAULO STATE POLLS

Month & Week	Data Colection	TSE Register#
July Wk4	Jul-26 to Jul-28	SP-07091/2018
July Wk4	Jul-26 to Jul-28	BR-01505/2018
Sep Wk2	Sep-06 to Sep-08	SP-02970/2018
Sep Wk2	Sep-06 to Sep-08	BR-09989/2018

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

Voter profile: current week distribution

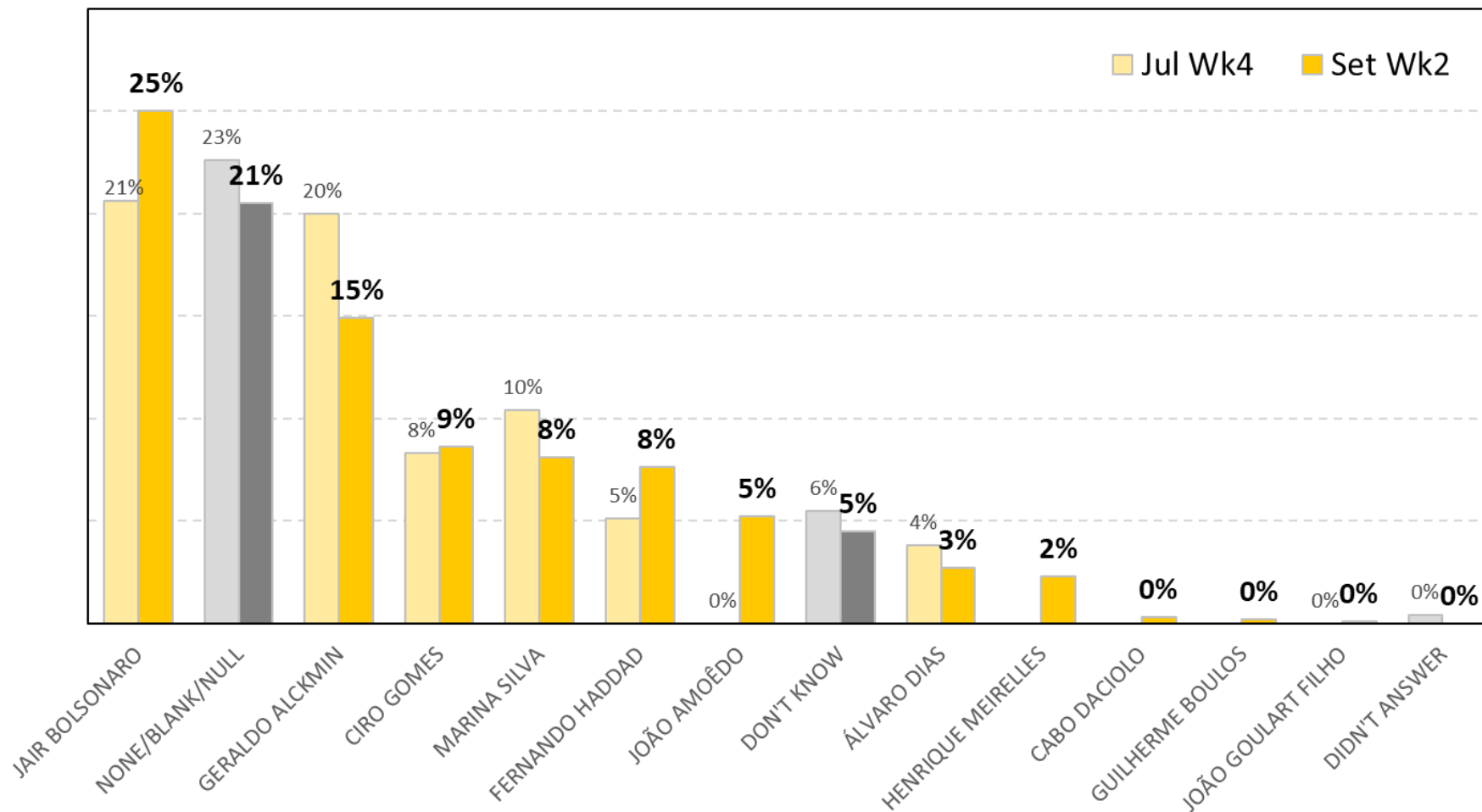
VOTER PROFILE (% OF TOTAL)	
GENDER	
MALE	47%
FEMALE	53%
AGE	
16 & 17 YO	2%
18 TO 34 YO	34%
35 TO 54 YO	33%
+55 YO	31%
INCOME (MW = USD260)	
E CLASS (< 1 MW)	19%
D CLASS (1 TO 2 MW)	17%
C CLASS (2 TO 5 MW)	44%
B CLASS (5 TO 20 MW)	15%
A CLASS (> 20 MW)	5%
EDUCATION LEVEL	
ELEMENTARY SCHOOL	8%
MIDDLE SCHOOL	19%
HIGH SCHOOL	45%
HIGHER EDUCATION	28%
TYPE OF CITY	
CAPITAL TOWNS	28%
OUTLYING TOWNS	18%
COUNTRY TOWNS	53%
CITY SIZE	
< 50.000 HAB	19%
50.001 TO 200.000 HAB	30%
200.001 TO 500.000 HAB	19%
> 500.000 HAB	33%
RELIGION	
CATHOLIC	54%
EVANGELICAL	26%
HAS NO RELIGION	10%
SPIRITTUALISM	5%
ADVENTITST	1%
DIDN'T ANSWER	1%
OTHER	5%
OCUPATION	
WORKING	55%
NOT WORKING	45%

The 2nd XP Poll conducted in the state of São Paulo for the Presidential race shows Jair Bolsonaro (PSL) leading by 10 points, ahead of Geraldo Alckmin (PSDB). The congressman has 25% and the former governor obtains 15%. The first survey in the state was conducted in the end of July, seven weeks ago, when both were tied – Bolsonaro had 21% and Alckmin had 20%.

Behind them, five candidates are now tied within margin of error – Ciro Gomes (9%), Marina Silva and Fernando Haddad (8%), João Amoêdo (5%) and Álvaro Dias (3%). When the voter's informed of Lula's support, Haddad jumps from 8% to 11%, and Marina and Ciro lost one point each one.

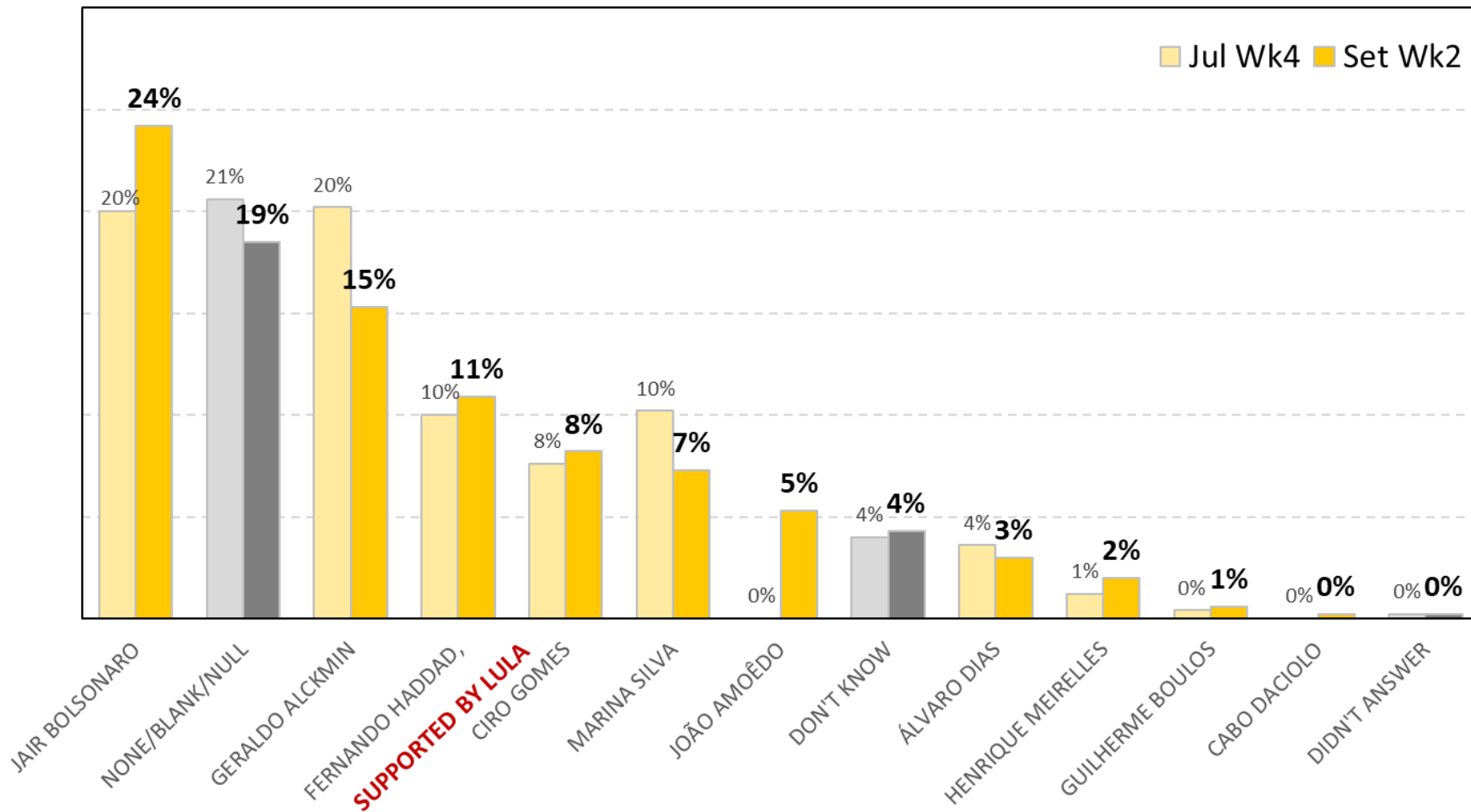
In the second round scenarios, Alckmin (40%) and Bolsonaro (37%) are now tied, within the margin of error. In July, Alckmin was ahead, 43% to 28%. Both of them would beat Fernando Haddad.

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



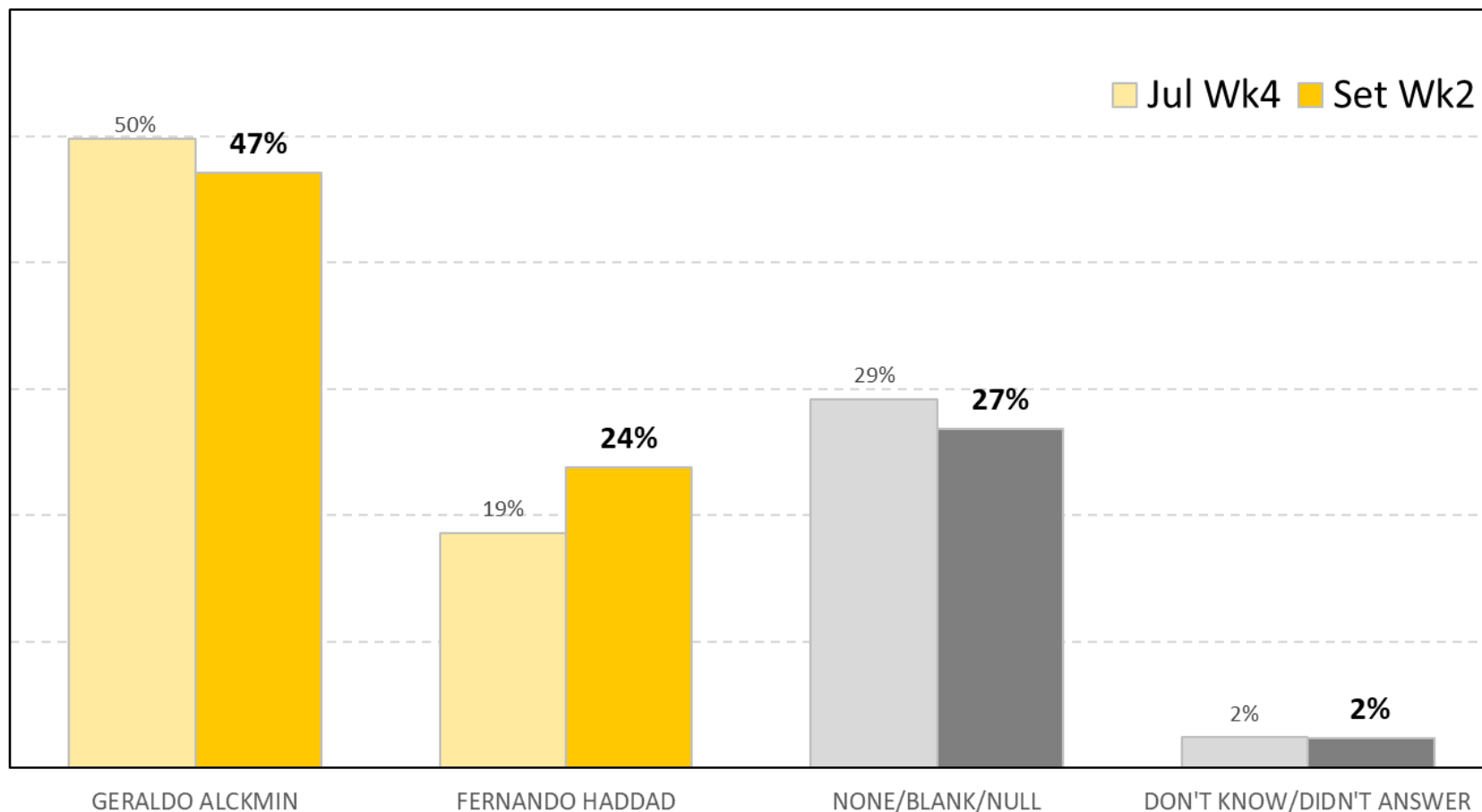
Source: XP Investimentos – São Paulo State Polls [TSE register # available on slide 2].

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

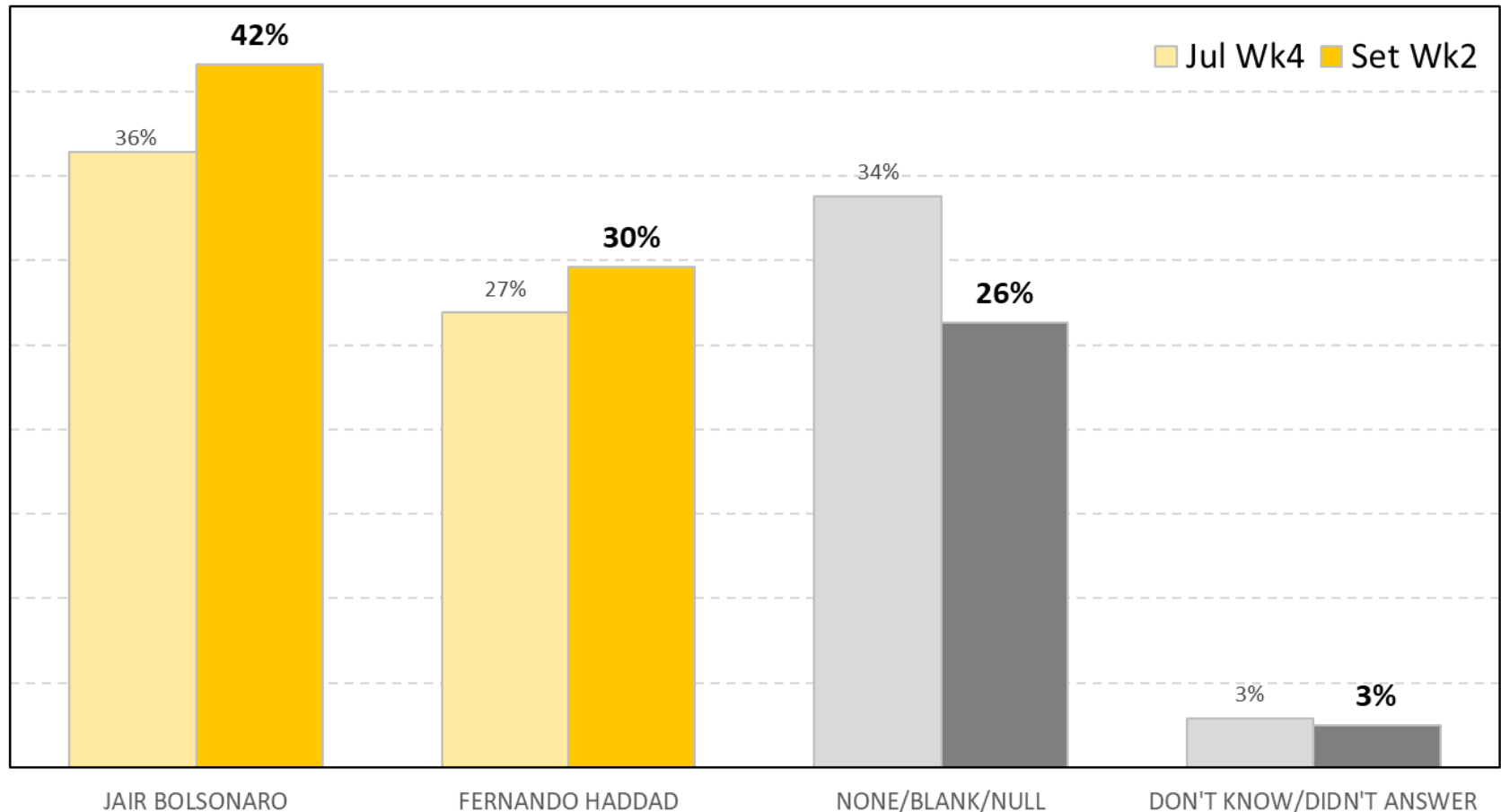


Source: XP Investimentos – São Paulo State Polls [TSE register # available on slide 2].

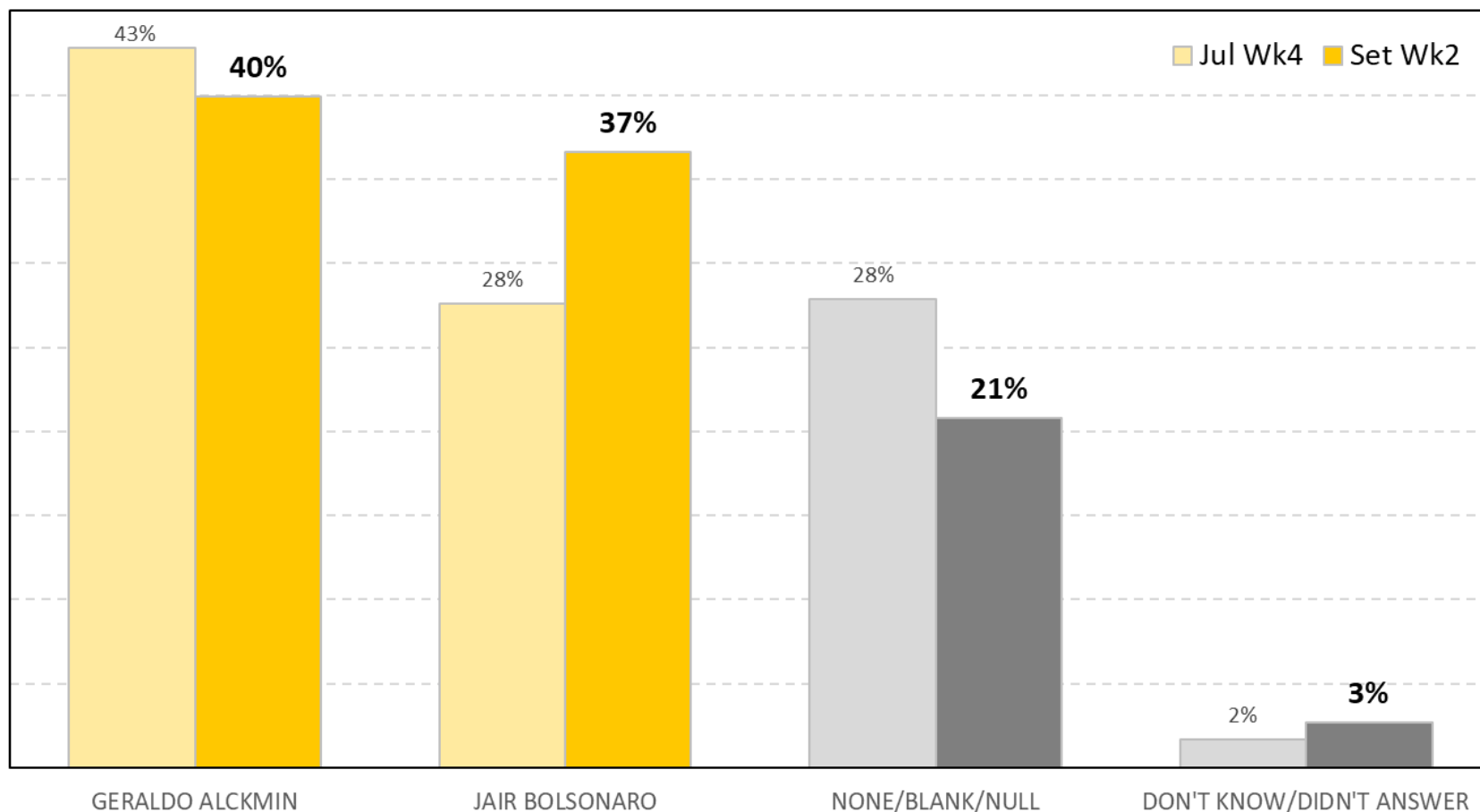
IF THERE'S A 2nd ROUND, WHO'D YOU VOTE FOR IF THE OPTIONS WERE:



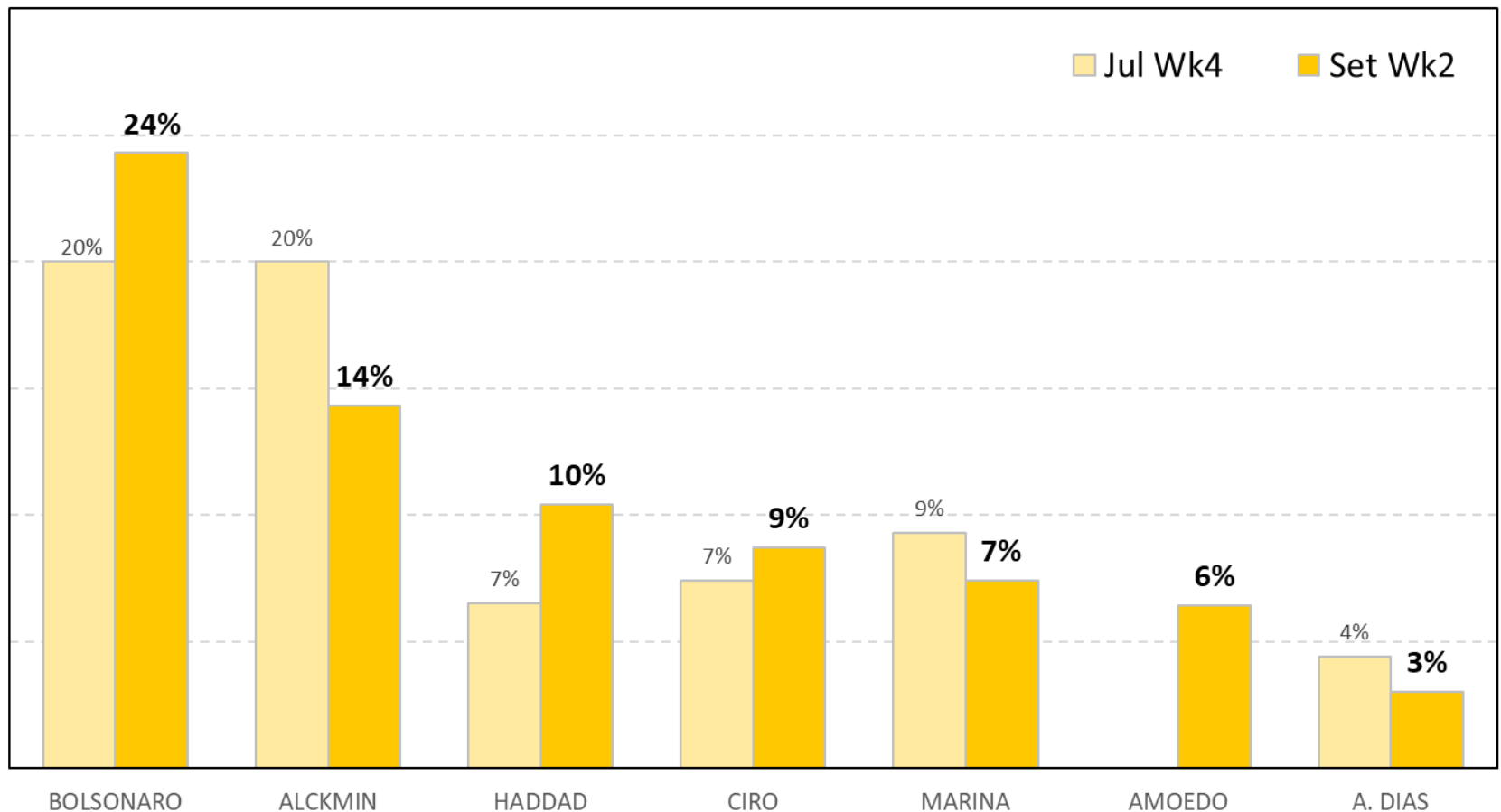
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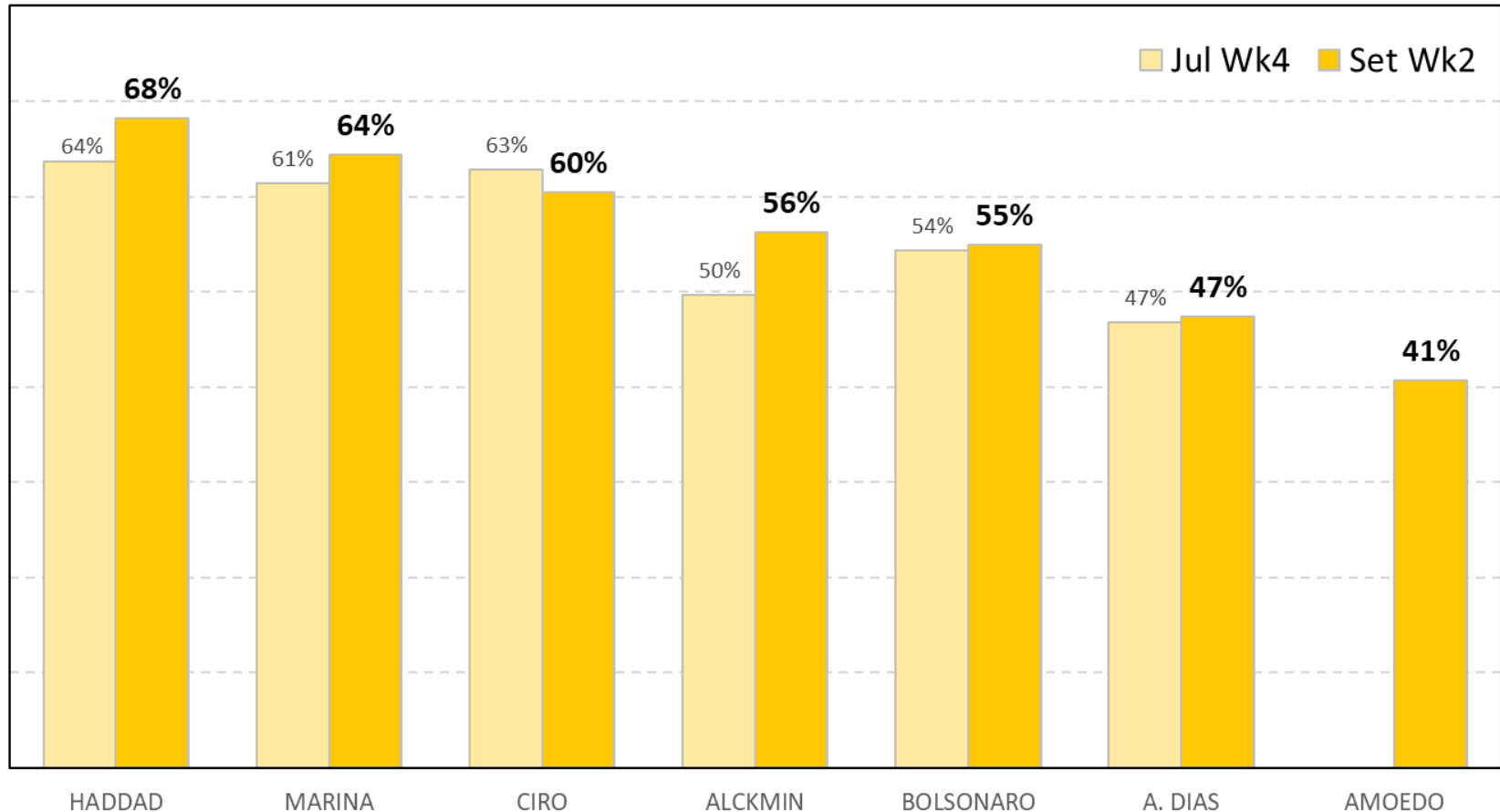


Candidate's Strong-Minded Votes - 'Will surely vote for' -



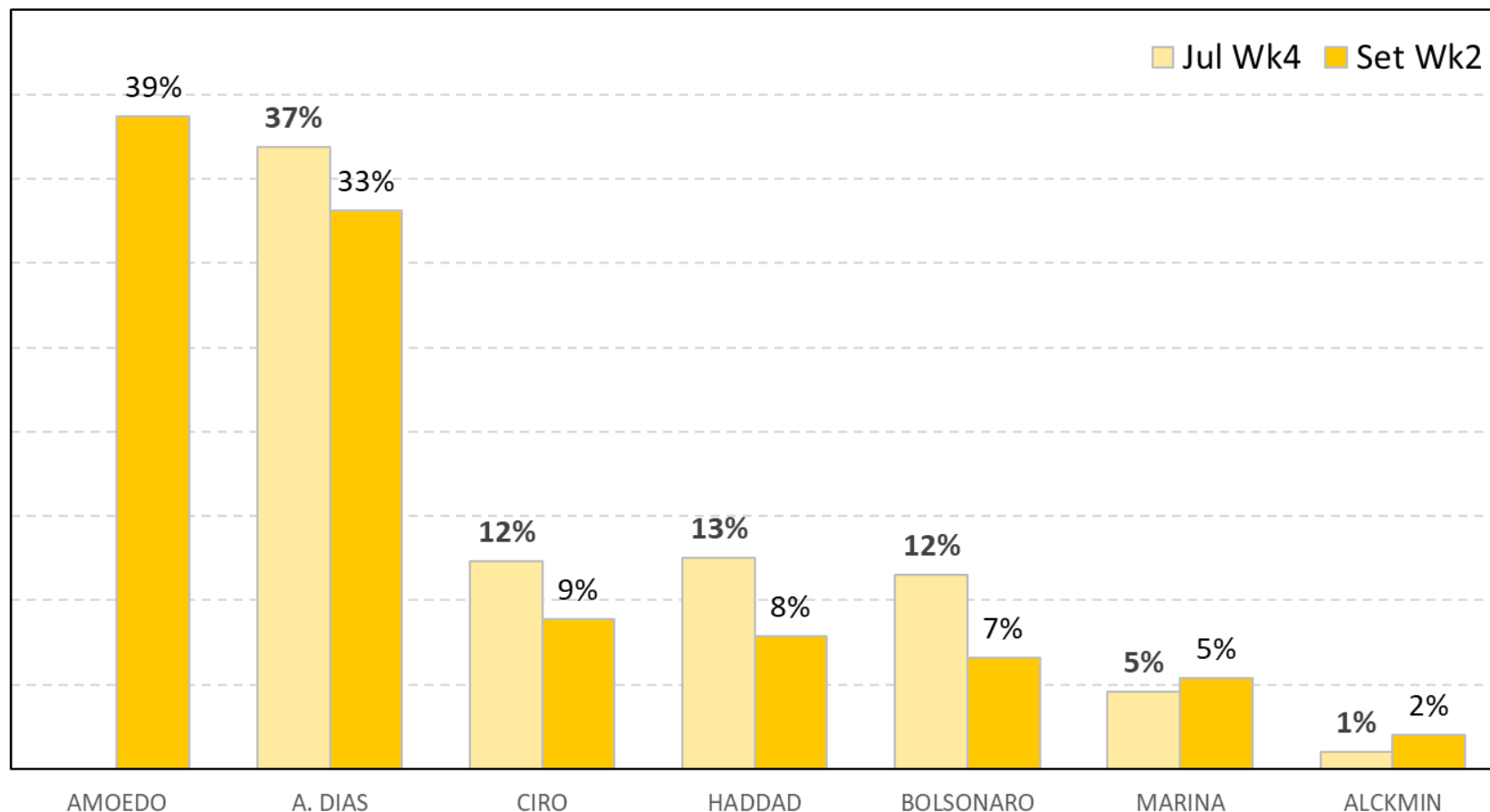
Candidates Rejection

- 'Wouldn't vote in any scenario' -

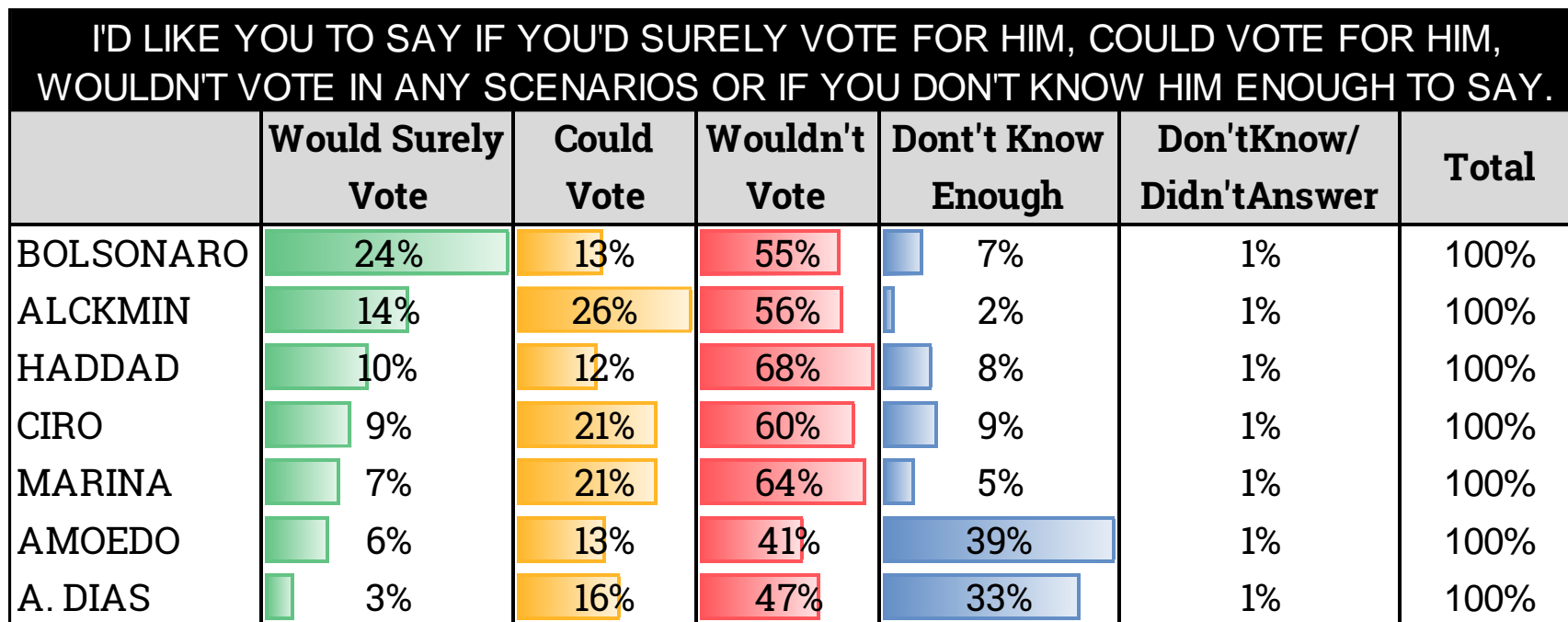


Unfamiliarity Rate

- 'Don't know enough' -



Conviction, recognition and rejection.



Breakdown

Scenario - Profile Breakdown													
	BOLSONAR O	NONE/BLAN K/NULL	GERALDO ALCKMIN	DO HADDAD,	CIRO GOMES	MARINA SILVA	JOÃO AMOÊDO	DONT KNOW	ÁLVARO DIAS	HENRIQUE MEIRELLES	GUILHERM E BOULOS	CABO DACIOLO	DIDNT ANSWER
TYPE OF CITY													
CAPITAL	23%	21%	11%	15%	9%	7%	4%	3%	3%	3%	1%	0%	0%
PERIPHERY	20%	21%	19%	10%	8%	8%	5%	5%	2%	1%	1%	0%	1%
INTERIOR	27%	16%	16%	9%	8%	7%	6%	5%	3%	2%	0%	0%	0%
CITY SIZE													
< 50.000 HAB	28%	17%	20%	9%	8%	6%	4%	4%	2%	1%	0%	1%	0%
50.001 TO 200.000 HAB	25%	17%	18%	11%	7%	8%	6%	6%	2%	2%	0%	0%	0%
200.001 TO 500.000 HAB	23%	18%	12%	9%	10%	8%	8%	5%	5%	2%	1%	1%	1%
> 500.000 HAB	22%	22%	13%	14%	8%	7%	4%	3%	3%	3%	1%	0%	0%
GENDER													
MALE	34%	16%	14%	9%	8%	4%	6%	2%	4%	1%	1%	0%	0%
FEMALE	15%	20%	17%	12%	9%	10%	5%	6%	2%	3%	0%	0%	0%
AGE													
16 & 17 YO	17%	17%	6%	17%	6%	11%	6%	17%	0%	0%	6%	0%	0%
18 TO 34 YO	28%	21%	10%	11%	9%	8%	6%	4%	1%	1%	0%	0%	0%
35 TO 54 YO	25%	19%	15%	10%	7%	7%	5%	5%	3%	2%	1%	1%	0%
+55 YO	19%	15%	22%	11%	8%	7%	4%	4%	5%	3%	1%	0%	0%
EDUCATION LEVEL													
ELEMENTARY SCHOOL	14%	11%	26%	12%	11%	8%	4%	3%	7%	1%	3%	0%	1%
MIDDLE SCHOOL	19%	22%	17%	12%	9%	8%	2%	6%	2%	3%	1%	0%	0%
HIGH SCHOOL	28%	20%	13%	9%	8%	8%	5%	4%	2%	1%	0%	0%	0%
HIGHER EDUCATION	23%	16%	15%	12%	7%	6%	8%	4%	5%	3%	0%	1%	0%
OCCUPATION													
EMPLOYED	28%	19%	13%	10%	8%	7%	6%	3%	2%	2%	0%	0%	0%
UNEMPLOYED/OUT OF LABOR F	19%	18%	18%	12%	9%	8%	5%	5%	4%	2%	1%	0%	0%
RELIGION													
CATHOLIC	24%	17%	18%	10%	8%	6%	6%	4%	3%	2%	0%	0%	0%
EVANGELICAL	26%	21%	11%	8%	9%	10%	2%	6%	3%	2%	1%	0%	0%
HAVE NO RELIGION	15%	17%	13%	25%	11%	6%	7%	1%	3%	0%	2%	0%	0%
SPIRITTUALISM	20%	16%	16%	10%	8%	12%	10%	2%	4%	0%	0%	0%	0%
OTHER/NONE/DIDNT ASWER	36%	23%	16%	8%	2%	5%	3%	3%	2%	2%	0%	2%	0%
INCOME													
E CLASS (< 1 MW)	11%	26%	15%	13%	8%	11%	4%	5%	3%	3%	1%	0%	1%
D CLASS (1 TO 2 MW)	27%	16%	18%	11%	7%	7%	3%	4%	4%	1%	1%	1%	0%
C CLASS (2 TO 5 MW)	27%	18%	14%	11%	8%	8%	5%	5%	2%	2%	0%	0%	0%
B CLASS (5 TO 20 MW)	29%	14%	17%	8%	11%	3%	9%	2%	4%	3%	1%	0%	0%
A CLASS (> 20 MW)	26%	19%	15%	8%	8%	4%	8%	2%	8%	4%	0%	0%	0%

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September, 2018