



# PULSO BRASIL

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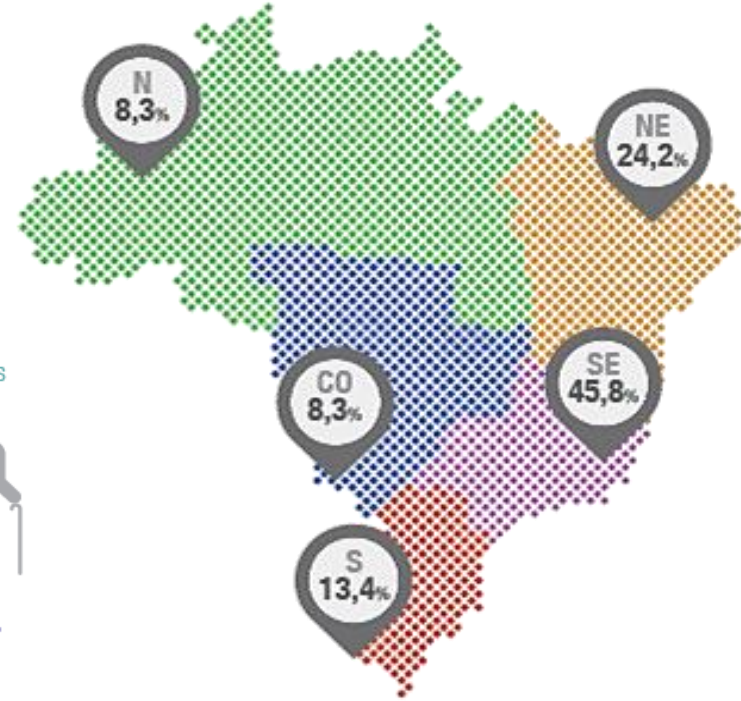
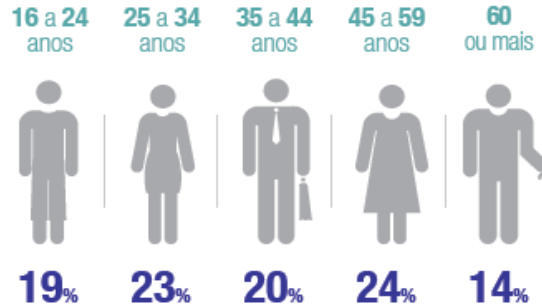
Ipsos

## Corruption, the PT and Lava Jato



# Pulso Brasil: Sample Design

- **1.200 in-home, face-to-face interviews**
- **Monthly tracking Since 2005**
- **72 small, medium and large cities in Brazil.**

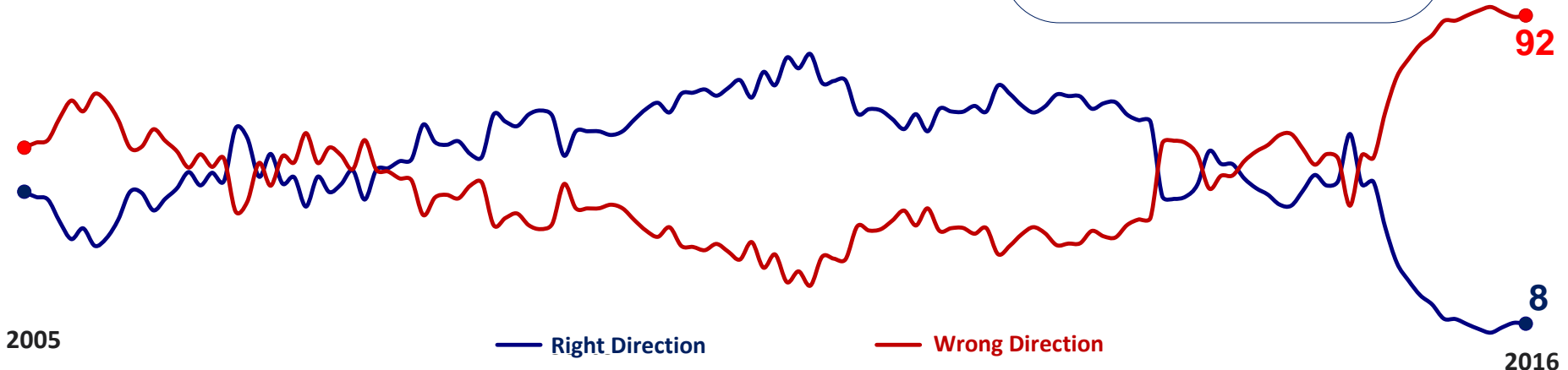
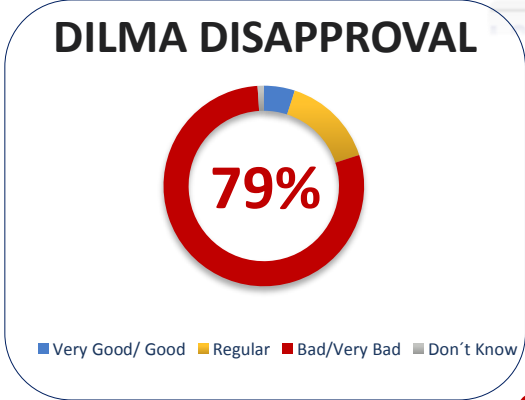


Pulso Brasil: Corruption, the PT and Lava-Jato

# CONTEXT

The most negative scenario after-1989

# DIRECTION OF COUNTRY



In your opinion, do you think Brazil is on the right or wrong direction?

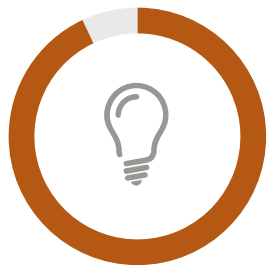
Pulso Brasil: Corruption, the PT and Lava-Jato

# THE LAVA-JATO

Continuity of Lava-Jato. At any cost.

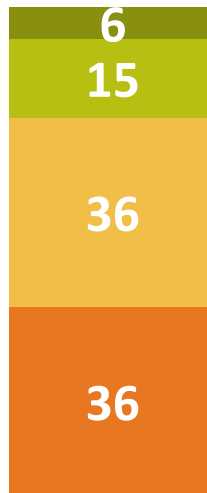
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# HAVE YOU HEARD OF OPERATION “LAVA-JATO”?



94%

IS AWARE OF OPERATION LAVA-JATO .



Extremely Aware

Very Aware

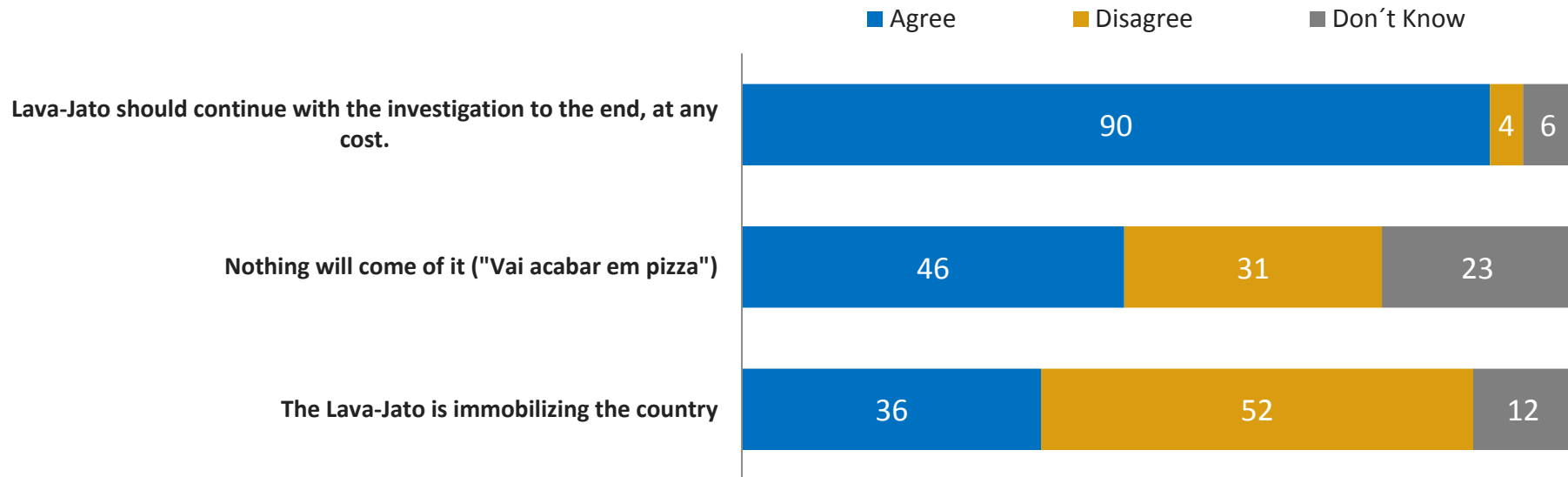
Moderately Aware

Slightly Aware

6% has never heard of Operation Lava-Jato.

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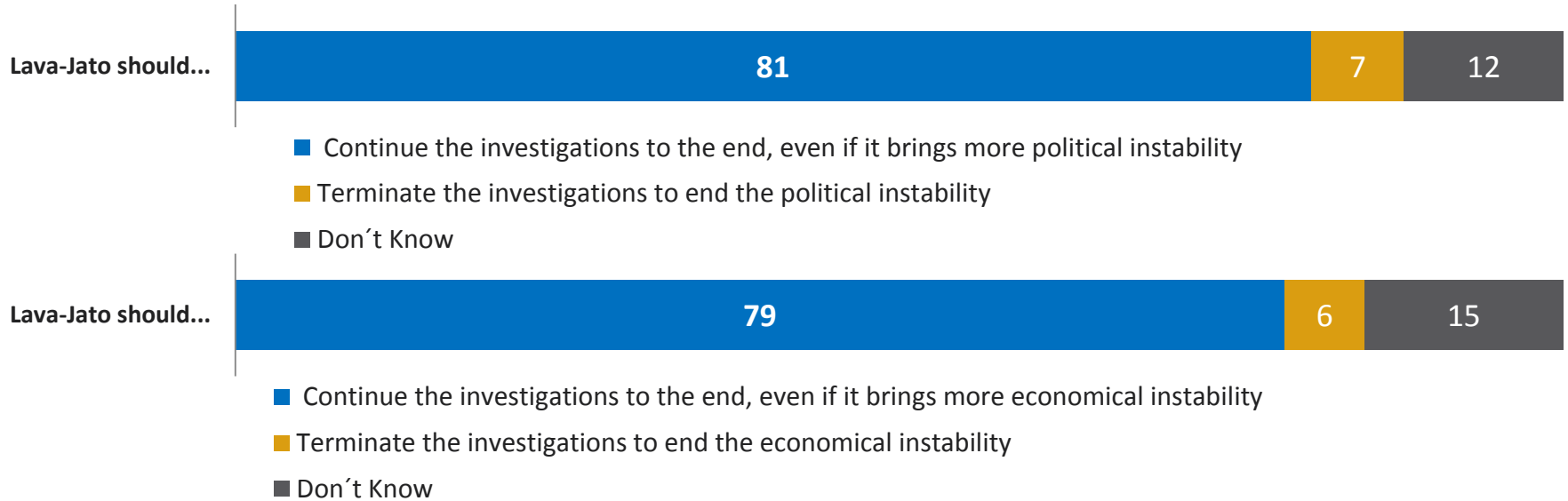
## ABOUT LAVA-JATO



Now I'm going to read some opinions that people have about the Lava-Jato operation, please tell me if you agree or disagree with each of these statements:

LAVA-JATO IMPACTS

# Lava-Jato should continue even if it brings economic and political instability





# Pulso Brasil: Corruption, the PT and Lava-Jato

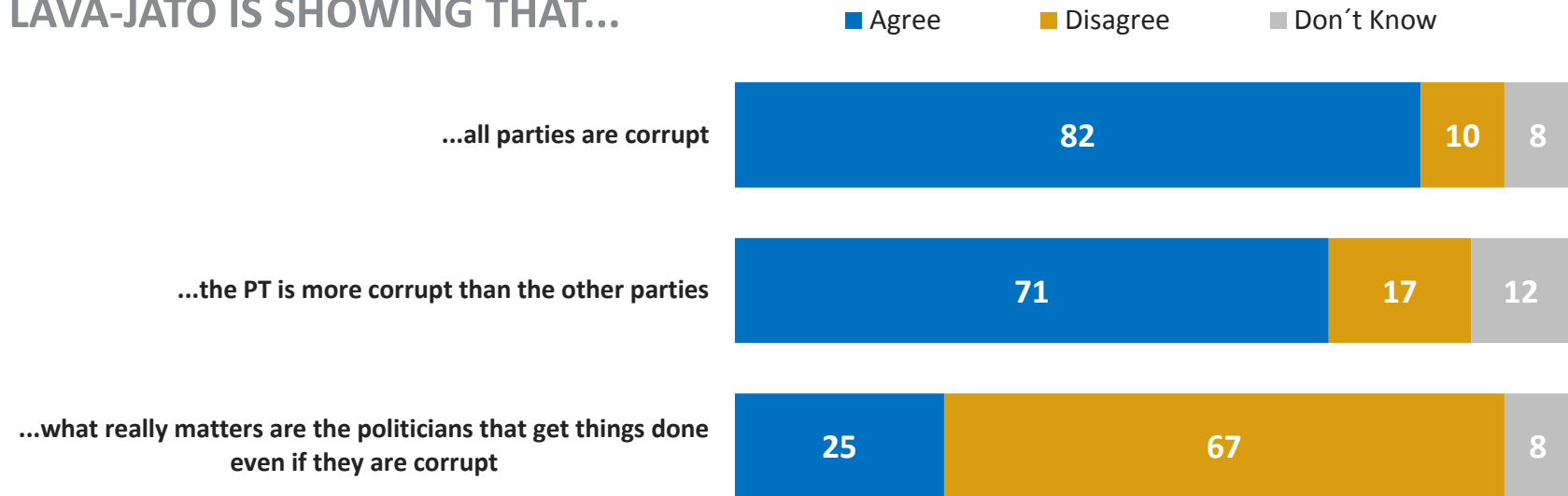
# IMPACT ON PARTIES

PT is no longer the party of the poor people,  
BUT of the corrupt.

# LAVA-JATO IMPACTS

## Image of Parties

### LAVA-JATO IS SHOWING THAT...



PB\_12: Now let's talk about politicians and parties in general. For each sentence, tell me if you agree or disagree.

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# PULSO BRASIL

## Image of the Parties – March 2007

most speak the language that people understand  
**PT 2007**  
 Stand for the poorest

wants people to buy more  
 most combat inflation  
 It has the most prepared people to govern  
 Stand for tax reduction  
**DON'T KNOW 2007**

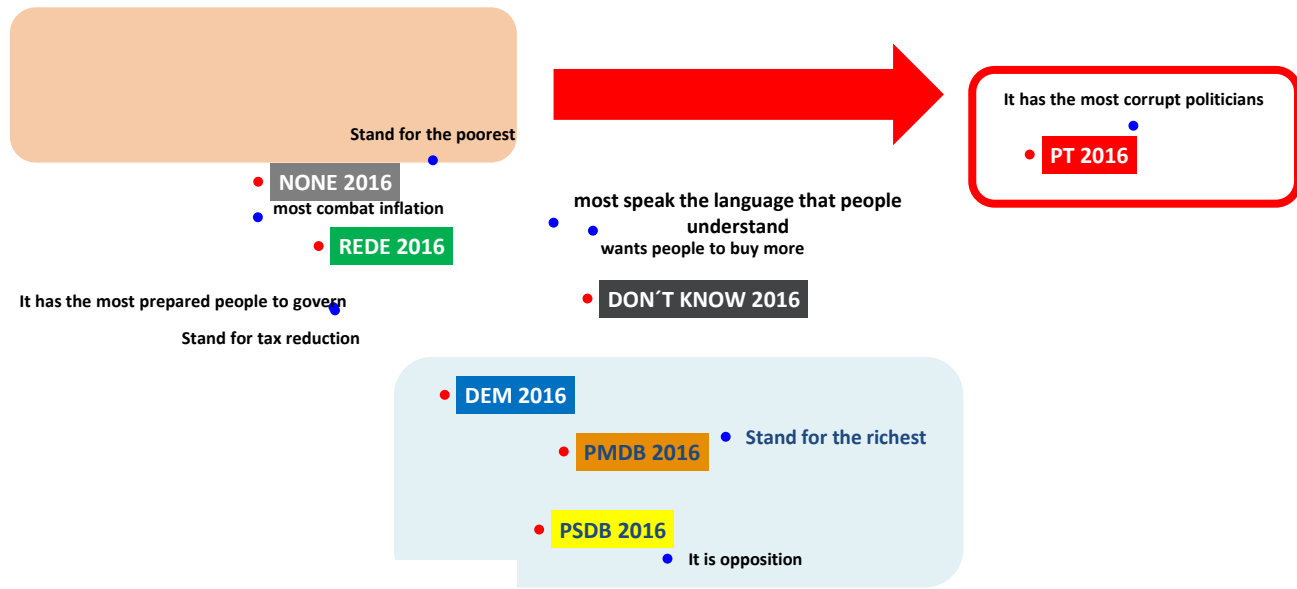
**NONE 2007**

- It has the most corrupt politicians

It is opposition  
**PMDB 2007**  
**PSDB 2007**  
 Stand for the richest  
**PFL 2007**

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## Image of the Parties – January 2016

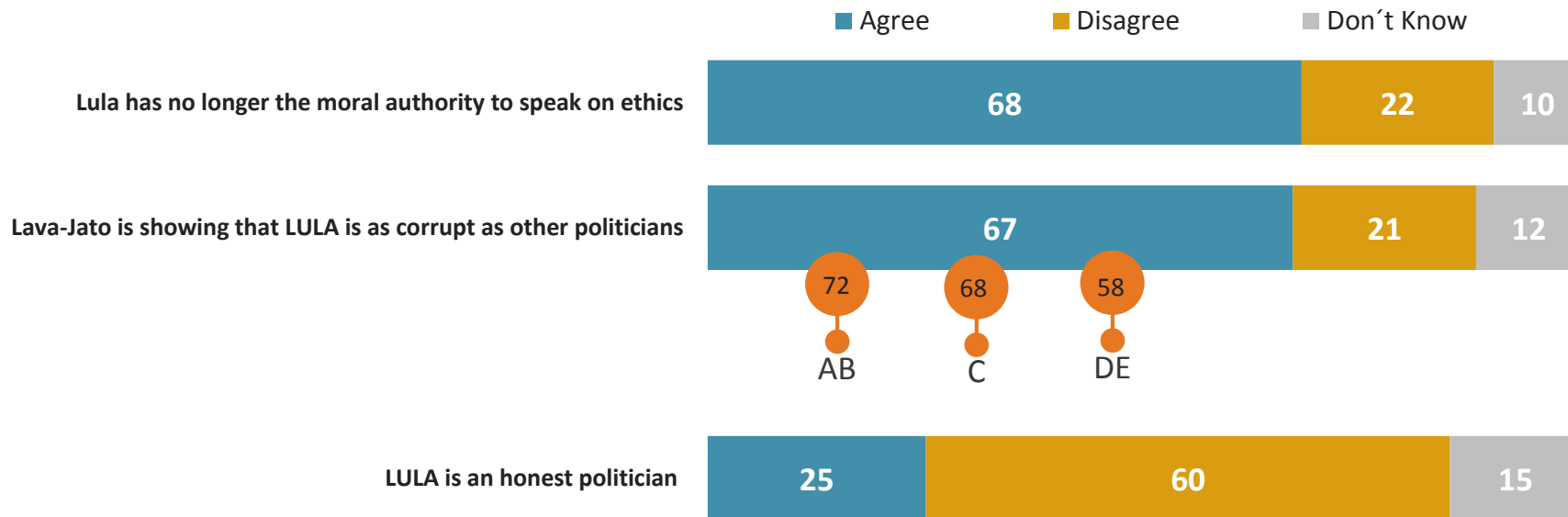


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# IMPACT ON THE IMAGE OF LULA

Lula: No more Image to Loan?!

# LAVA-JATO IMPACTS LULA'S IMAGE



PB10\_S2) Now let's talk about politicians and parties in general. For each sentence, tell me if you agree or disagree.

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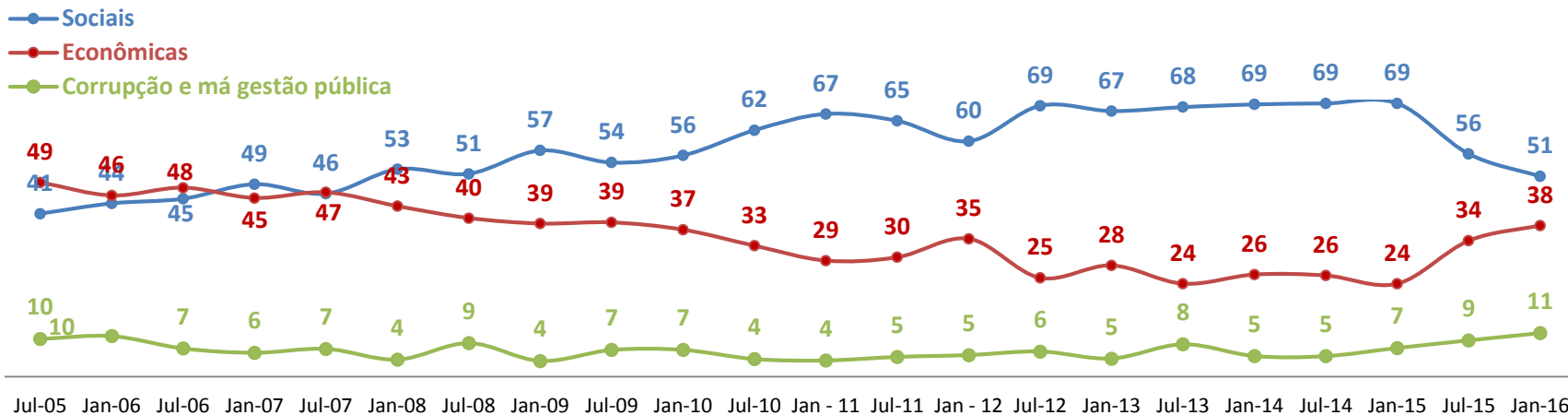
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# THE AGENDA OF THE QUALITY OF LIFE

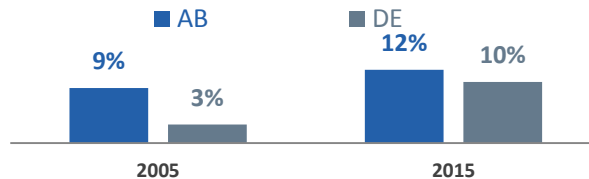
**Corruption a New Political Agenda?**

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# BRAZIL 'S MAIN PROBLEMS



Corruption (by SEC)



PB1) Thinking of Brazil as a whole, which of the problems of this list should be solved first? Pulso Brasil – Jan/2016 Base: 1200



MUITO  
**OBRIGADO**

MANY  
**THANKS**

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IPSOS PUBLIC AFFAIRS  
PULSO BRASIL