

GENIAL NAS

ELEIÇÕES

2022

SETEMBRO / 2022

POWERED BY

genial
investimentos

Quaest
CONSULTORIA E PESQUISA



PESQUISA QUANTITATIVA



SÃO PAULO

SETEMBRO / 2022





DATA DE COLETA

22 A 25/SETEMBRO



PÚBLICO ALVO

ELEITORES COM
16 ANOS OU MAIS



MÉTODO DE COLETA

A COLETA DOS DADOS FOI REALIZADA POR MEIO DE ENTREVISTAS FACE-A-FACE ATRAVÉS DA APLICAÇÃO DE QUESTIONÁRIOS ESTRUTURADOS.



ENTREVISTAS E MARGEM DE ERRO

2.000 ENTREVISTAS E MARGEM DE ERRO ESTIMADA DE 2 PONTOS PERCENTUAIS



FONTE DOS DADOS

TSE - 2022; IBGE-PNADC 2022;
IBGE-PNADC 2021



NÍVEL DE CONFIABILIDADE

95% NÍVEL DE CONFIANÇA



AMOSTRAGEM

CONGLOMERADOS EM 3 ESTÁGIOS: (1) NO PRIMEIRO ESTÁGIO **SORTEAMOS 87 MUNICÍPIOS** ATRAVÉS DO MÉTODO PPT (PROBABILIDADE PROPORCIONAL AO TAMANHO), COM BASE NA POPULAÇÃO ACIMA DE 16 ANOS; (2) NO SEGUNDO ESTÁGIO, SORTEAMOS SETORES CENSITÁRIOS COM PPT A PARTIR DO TAMANHO DA POPULAÇÃO POR SETOR; (3) NO TERCEIRO ESTÁGIO, DEFINIMOS UM NÚMERO FIXO DE HABITANTES A SER ENTREVISTADO EM CADA SETOR SEGUNDO AS COTAS DE REGIÃO, SEXO, FAIXA ETÁRIA, GRAU DE INSTRUÇÃO, RENDA FAMILIAR E POPULAÇÃO ECONOMICAMENTE ATIVA (PEA).



PÓS-ESTRATIFICAÇÃO

USAMOS UM ALGORITMO ITERATIVO DE CALIBRAÇÃO (RAKE) PARA TODOS OS PARÂMETROS QUE DIVERGIRAM MAIS DE 1% EM RELAÇÃO AOS DADOS DE REFERÊNCIA DO REGISTRO DA PESQUISA. COMPLEMENTARMENTE, USAMOS MODELO DE MRP PARA ESTIMATIVAS DE SUBGRUPOS DA POPULAÇÃO.

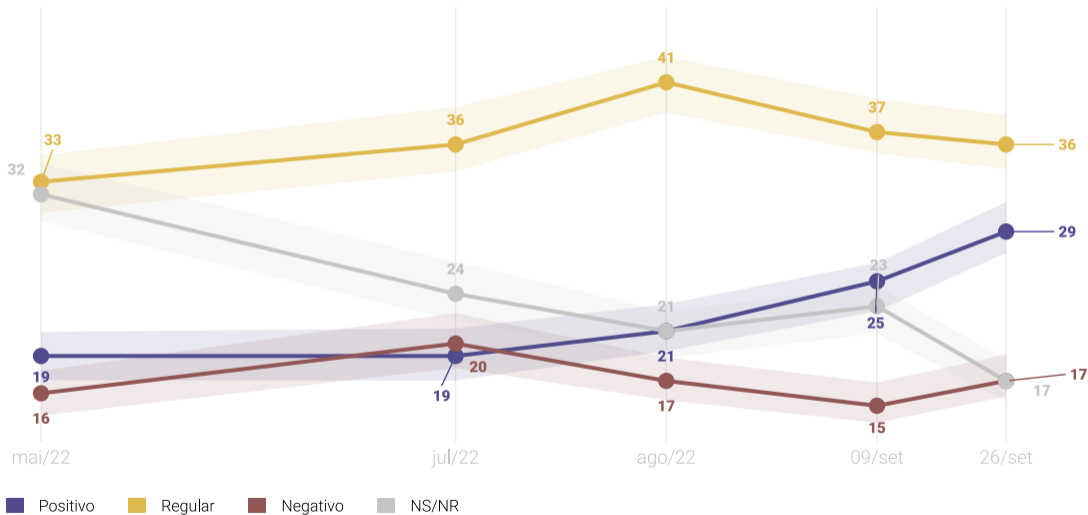


REGISTRO

ESTA PESQUISA FOI REGISTRADA JUNTO À JUSTIÇA ELEITORAL E PROTOCOLADA SOB OS NÚMEROS **SP-03475/2022** E **BR-04442/2022**, NO DIA 20/09/2022. FICA EXPRESSAMENTE **VEDADA SUA DIVULGAÇÃO POR QUALQUER MEIO DE COMUNICAÇÃO ANTES DO DIA 26 DE SETEMBRO DE 2022.**

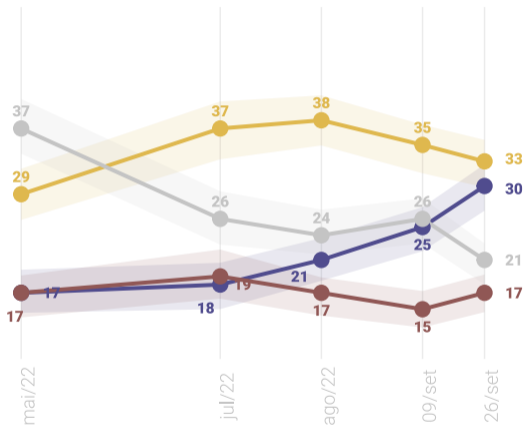
AVALIAÇÃO DO GOVERNO DE SÃO PAULO

Avaliação do Governo de Rodrigo Garcia

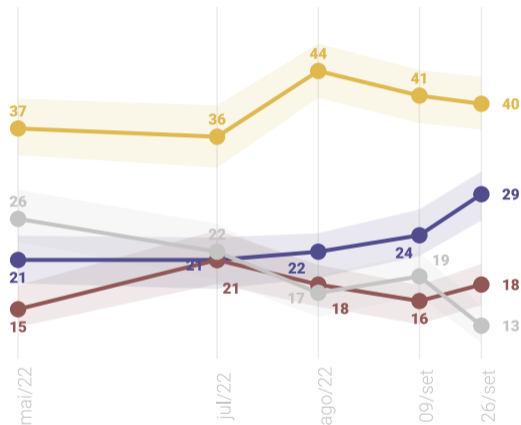


Avaliação do Governo de Rodrigo Garcia | Sexo

Feminino



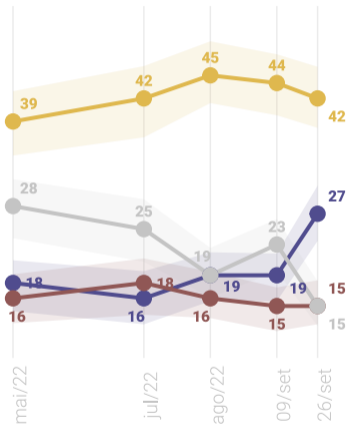
Masculino



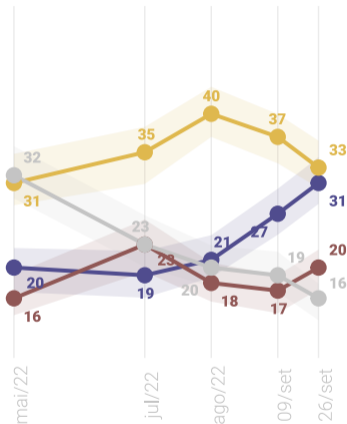
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo de Rodrigo Garcia | Idade

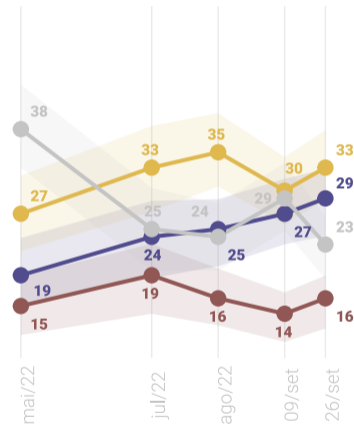
16 a 34 anos



35 a 59 anos



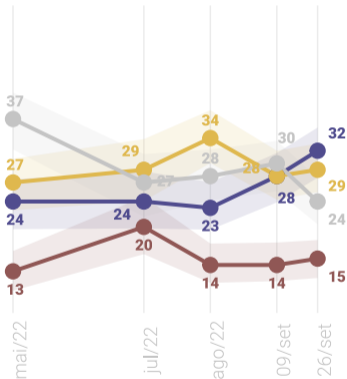
60 anos ou +



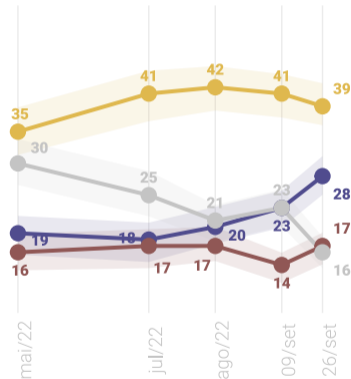
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo de Rodrigo Garcia | Escolaridade

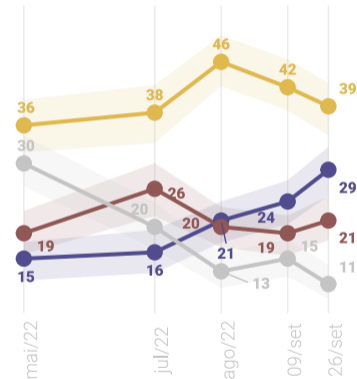
Até o Ensino Fundamental



Ensino Médio completo ou incompleto



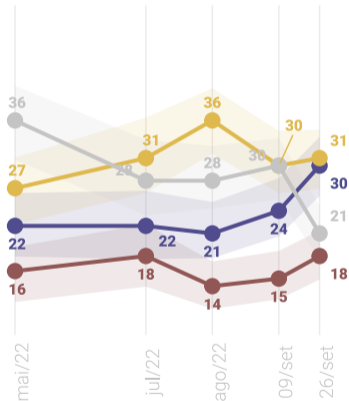
Ensino Superior incompleto ou mais



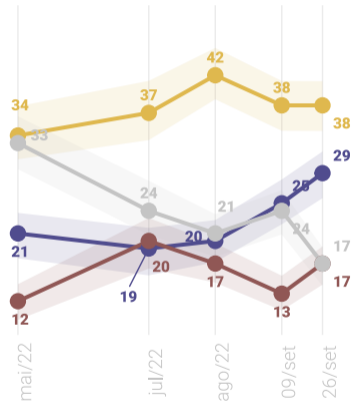
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo de Rodrigo Garcia | Renda domiciliar

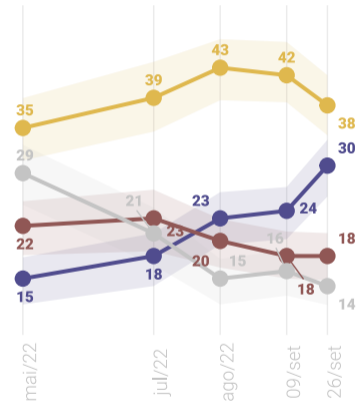
Até 2 SM



Mais de 2 SM a 5 SM



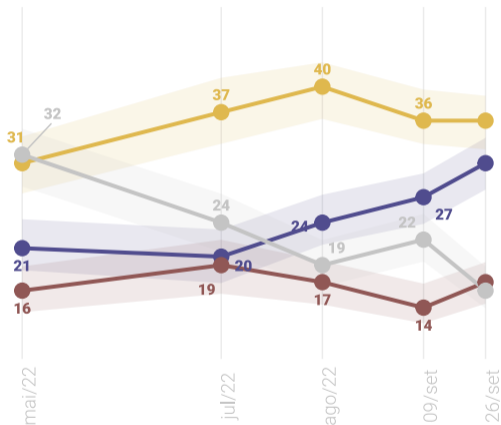
Mais de 5 SM



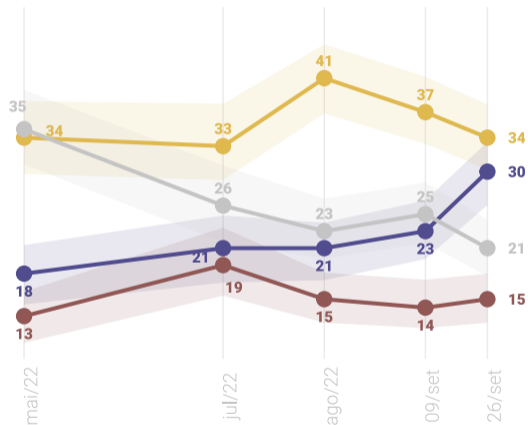
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo de Rodrigo Garcia | Religião

Católica



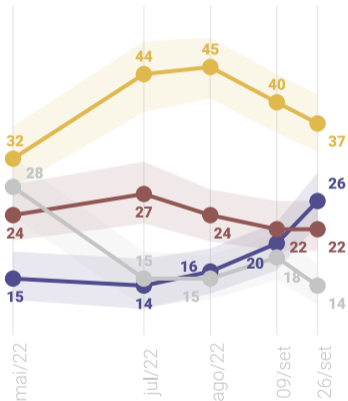
Evangélica



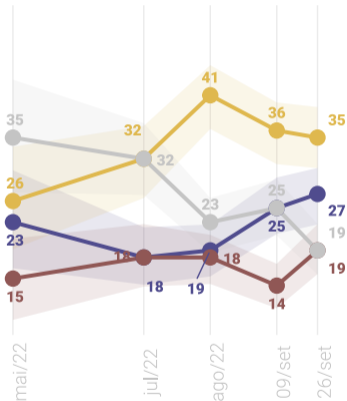
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo de Rodrigo Garcia | Região

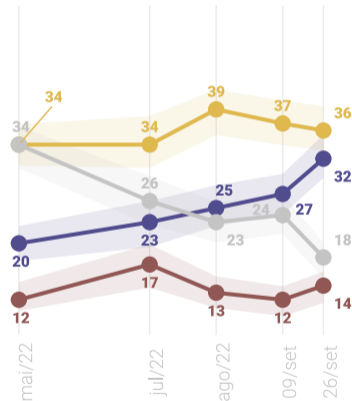
Capital



Metropolitana de SP



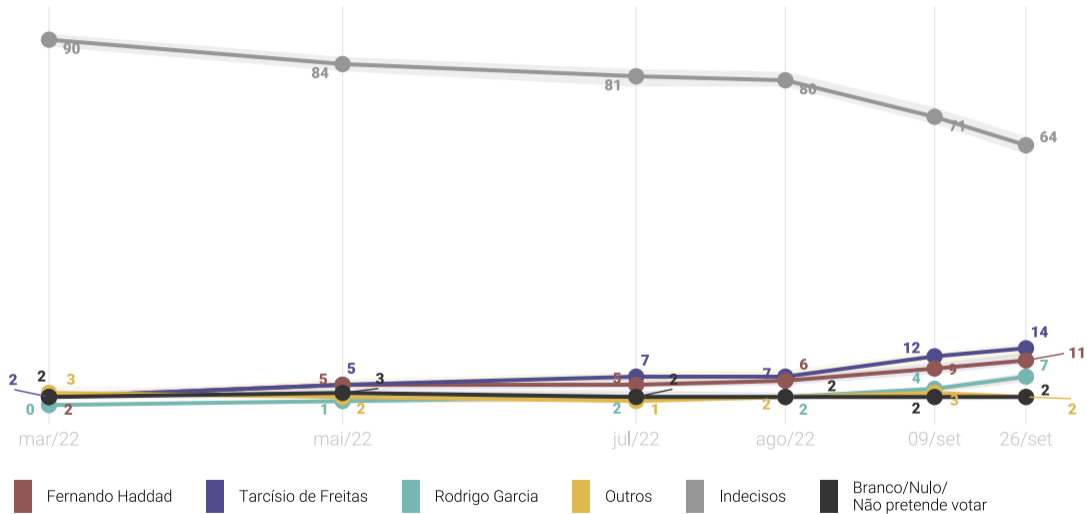
Interior



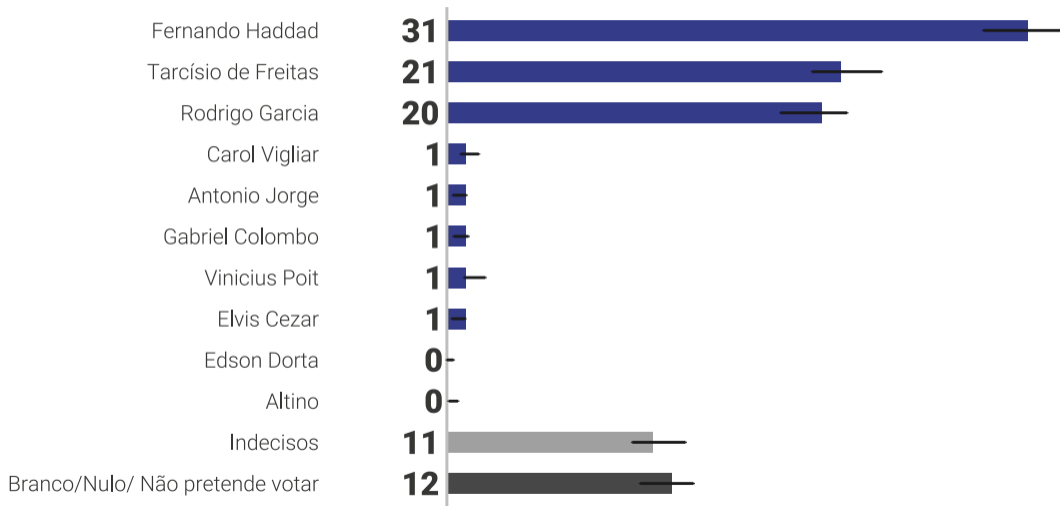
■ Positivo ■ Regular ■ Negativo ■ NS/NR

INTENÇÃO DE VOTO PARA GOVERNADOR

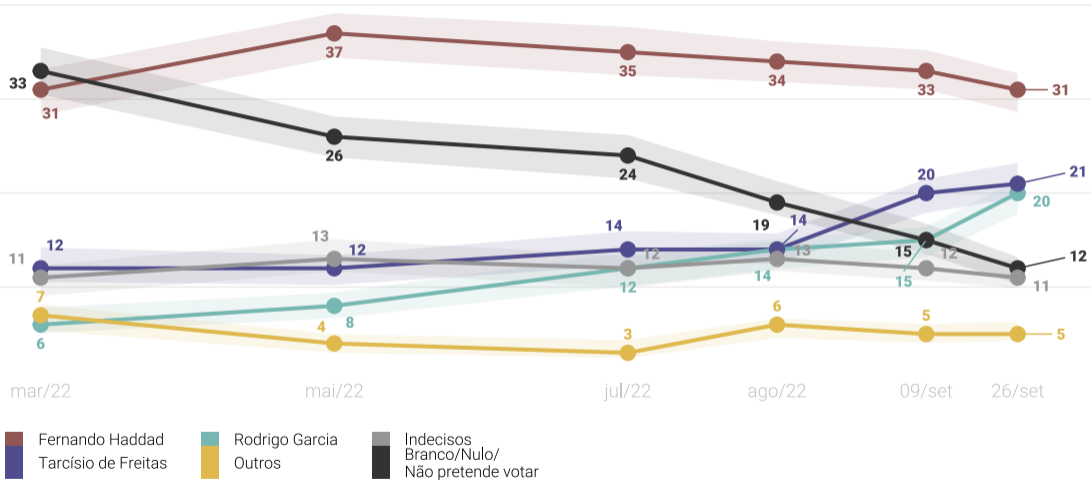
Intenção de voto para Governador | Espontânea



Intenção de voto para Governador - 1º turno | Estimulada

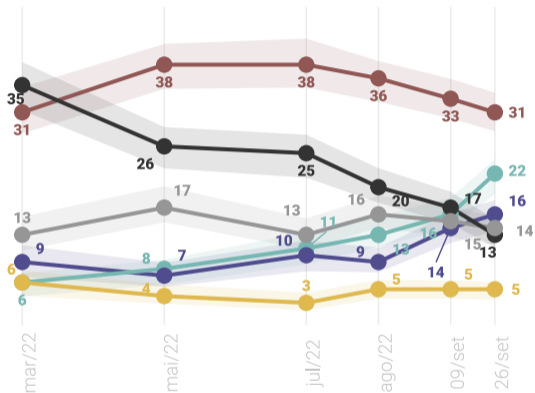


Intenção de voto para Governador - 1ºT | Comparativo

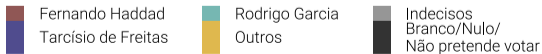
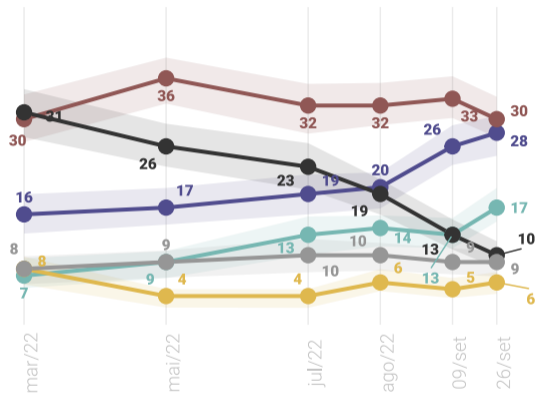


Intenção de voto para Governador - 1ºT | Sexo

Feminino

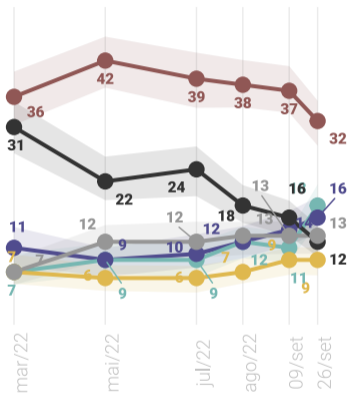


Masculino

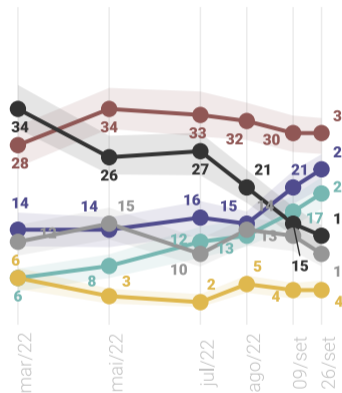


Intenção de voto para Governador - 1ºT | Idade

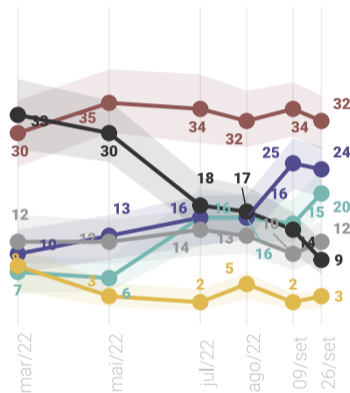
16 a 34 anos



35 a 59 anos



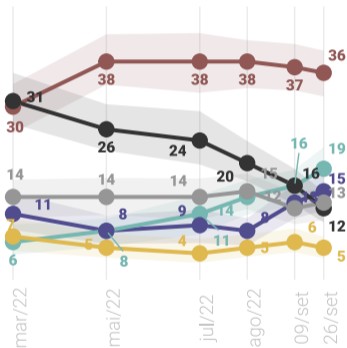
60 anos ou +



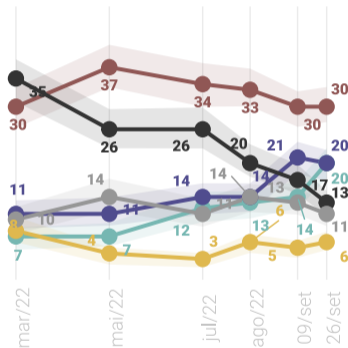
- Fernando Haddad
- Rodrigo Garcia
- Indecisos
- Tarcísio de Freitas
- Outros
- Branco/Nulo/Não pretende votar

Intenção de voto para Governador - 1ºT | Escolaridade

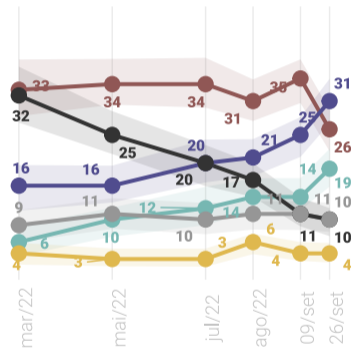
Até o Ensino Fundamental



Ensino Médio completo ou incompleto



Ensino Superior incompleto ou mais

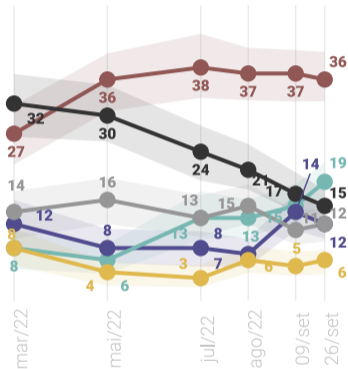


■ Fernando Haddad
■ Tarcísio de Freitas
■ Rodrigo Garcia
■ Outros

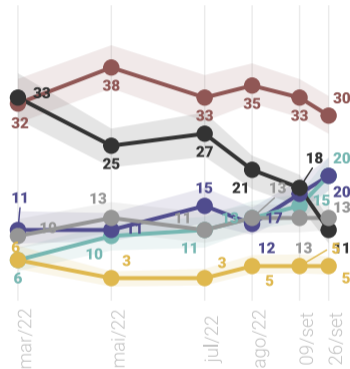
■ Indecisos
■ Branco/Nulo/
■ Não pretende votar

Intenção de voto para Governador - 1ºT | Renda domiciliar

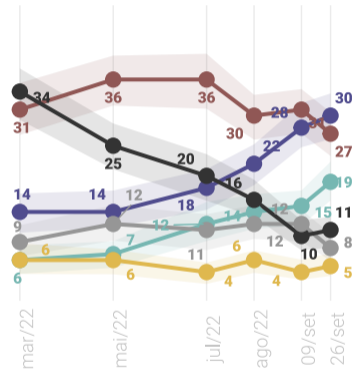
Até 2 SM



Mais de 2 SM a 5 SM



Mais de 5 SM

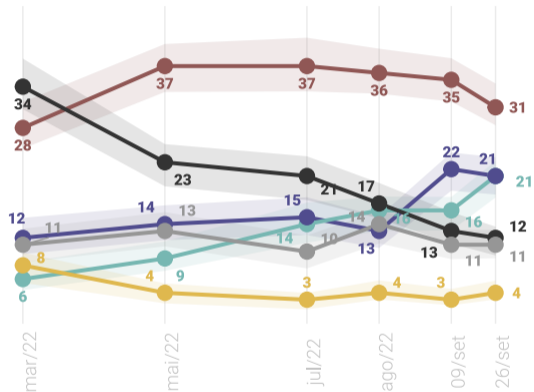


■ Fernando Haddad
■ Tarcísio de Freitas
■ Rodrigo Garcia
■ Outros

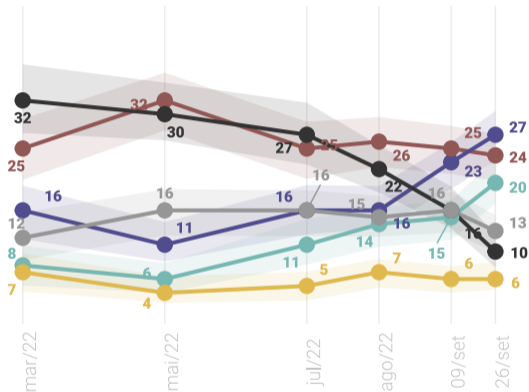
■ Indecisos Branco/Nulo/Não pretende votar
■ Indecisos

Intenção de voto para Governador - 1ºT | Religião

Católica



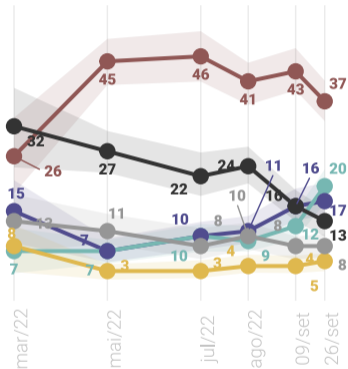
Evangélica



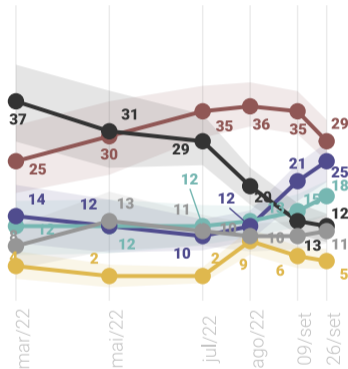
- Fernando Haddad
- Rodrigo Garcia
- Indecisos
Branco/Nulo/
Não pretende votar
- Tarcísio de Freitas
- Outros

Intenção de voto para Governador - 1ºT | Região

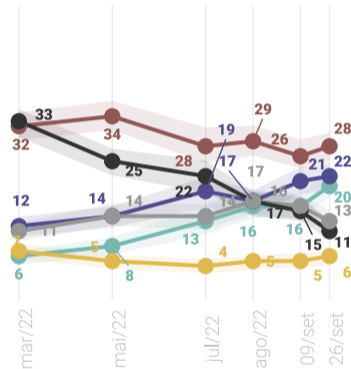
Capital



Metropolitana de SP



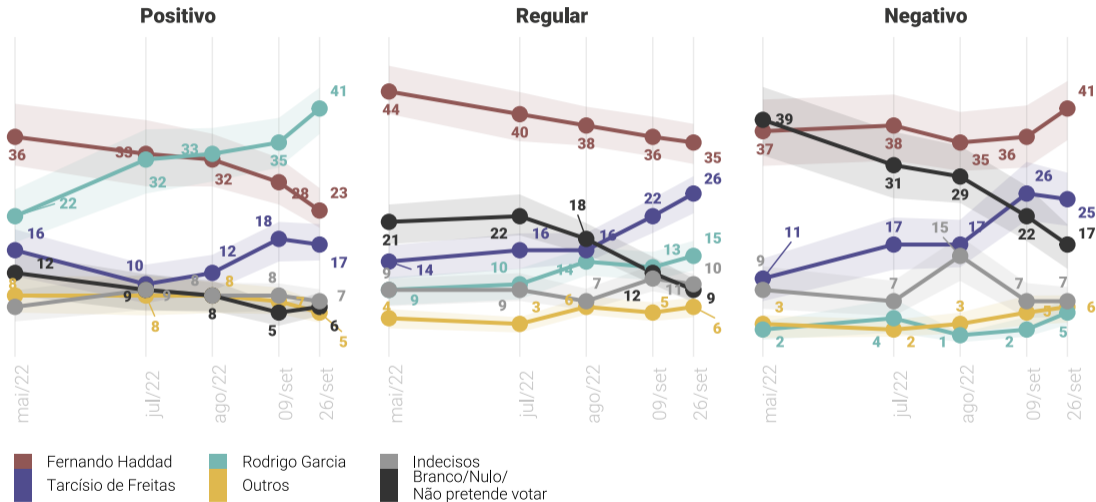
Interior



■ Fernando Haddad
■ Tarcísio de Freitas
■ Rodrigo Garcia
■ Outros

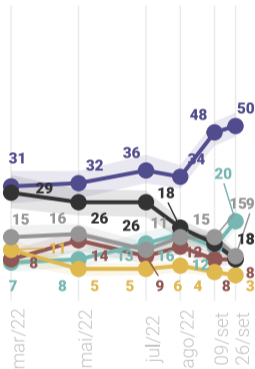
■ Indecisos
■ Branco/Nulo/
 Não pretende votar

Intenção de voto para Governador - 1ºT | Avaliação Governo Rodrigo Garcia

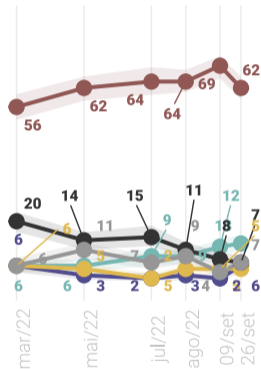


Intenção de voto para Governador - 1ºT | Voto para Presidente

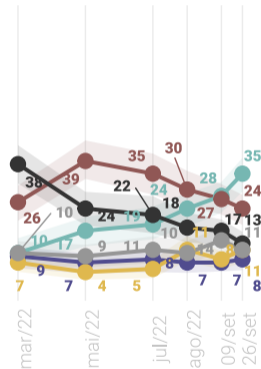
Jair Bolsonaro



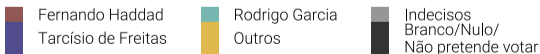
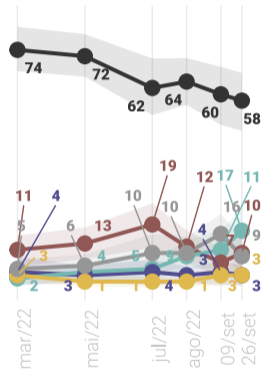
Lula



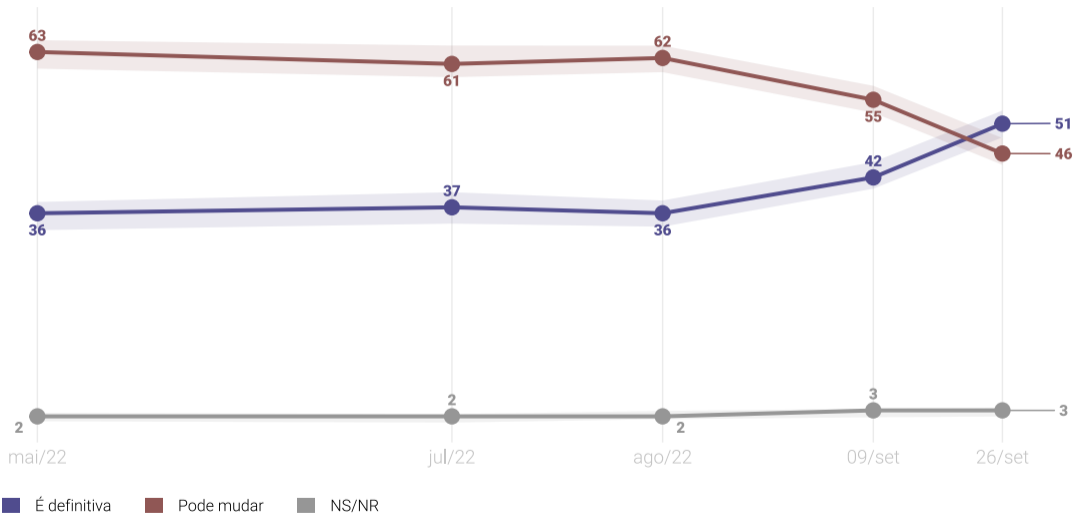
Outros



Branco/Nulo/ Não pretende votar

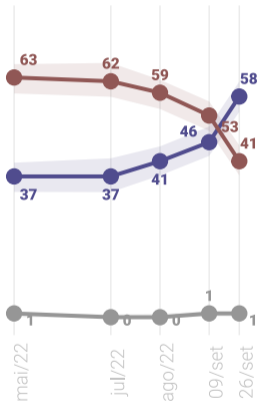


A sua escolha de voto para Governador é definitiva?

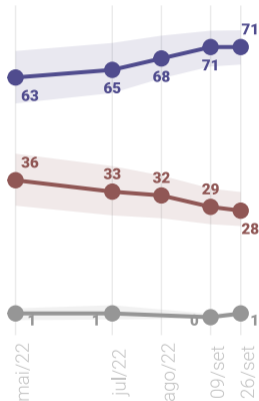


Escolha para Governador é definitiva? | Intenção de voto - 1ºT Governador

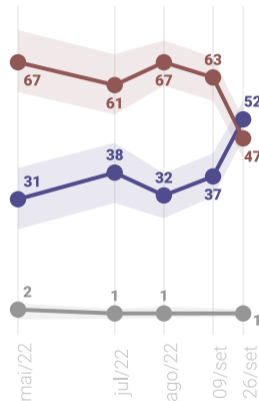
Fernando Haddad



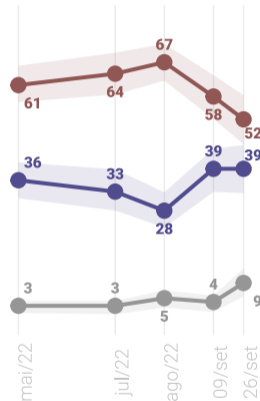
Tarcísio de Freitas



Rodrigo Garcia



Branco/Nulo/ Não pretende votar

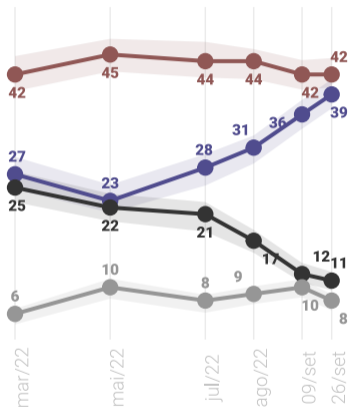


■ É definitiva ■ Pode mudar ■ NS/NR

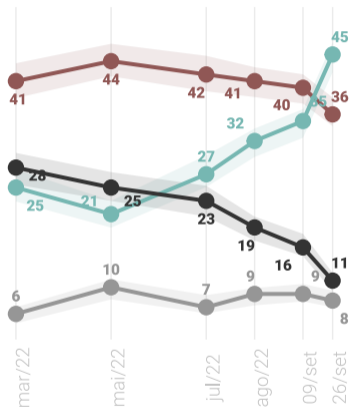
INTENÇÃO DE VOTO PARA GOVERNADOR – 2º TURNO

Intenção de voto para Governador - 2º turno | Comparativo dos Cenários

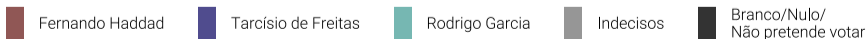
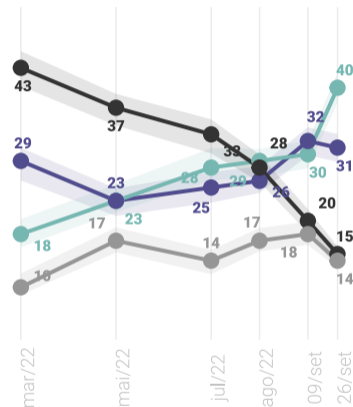
Cenário I



Cenário II

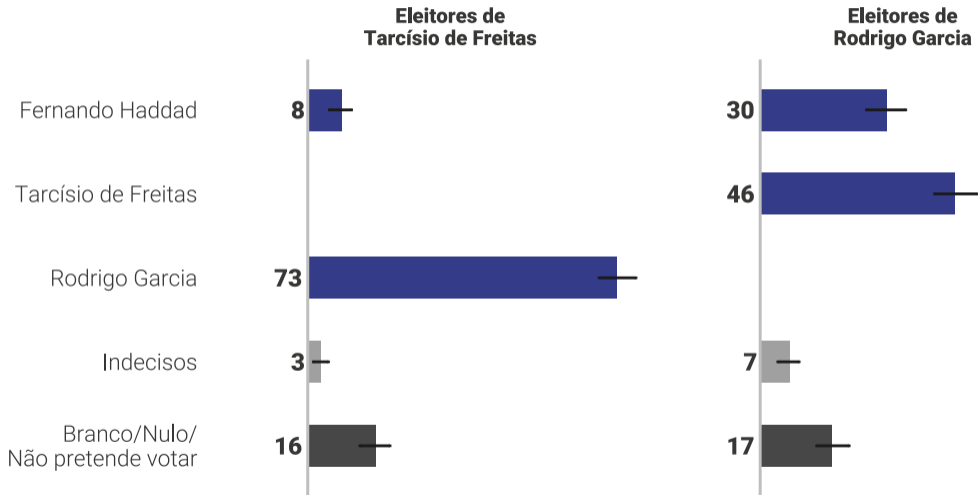


Cenário III





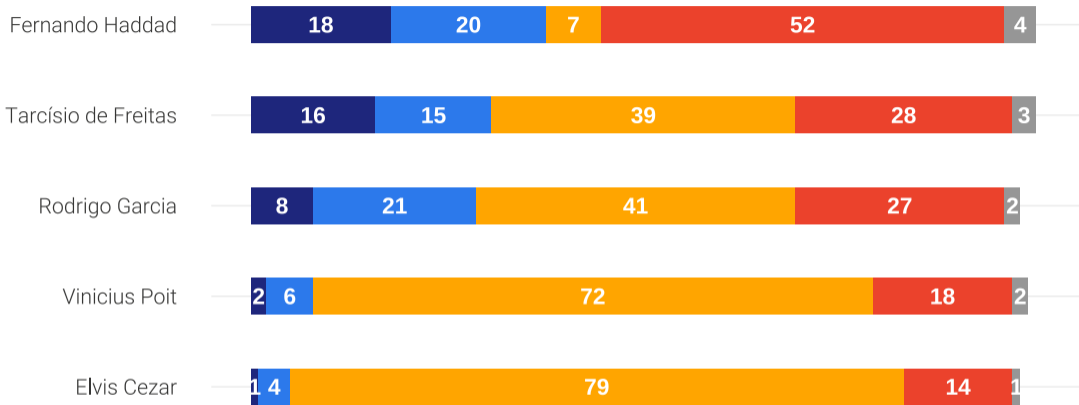
Intenção de voto para Governador - 2ºT | Intenção de voto - 1ºT Governador



CONHECIMENTO, CHANCE DE VOTO E REJEIÇÃO



Conhecimento e Voto: Candidatos a Governador



■ Conhece e votaria com certeza
■ Conhece e poderia votar

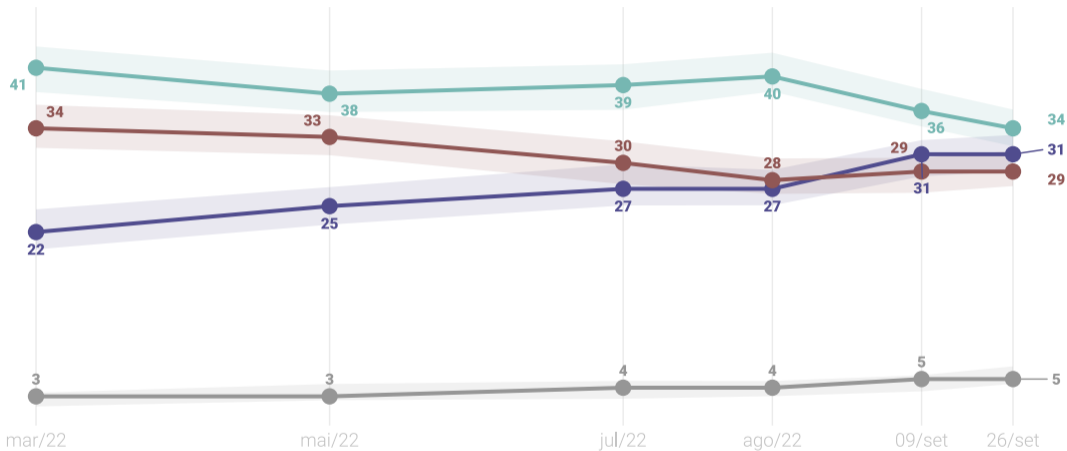
■ Não conhece
■ Conhece e não votaria

■ NS/NR

FORÇA DOS APOIOS



Quem você prefere que vença as eleições?



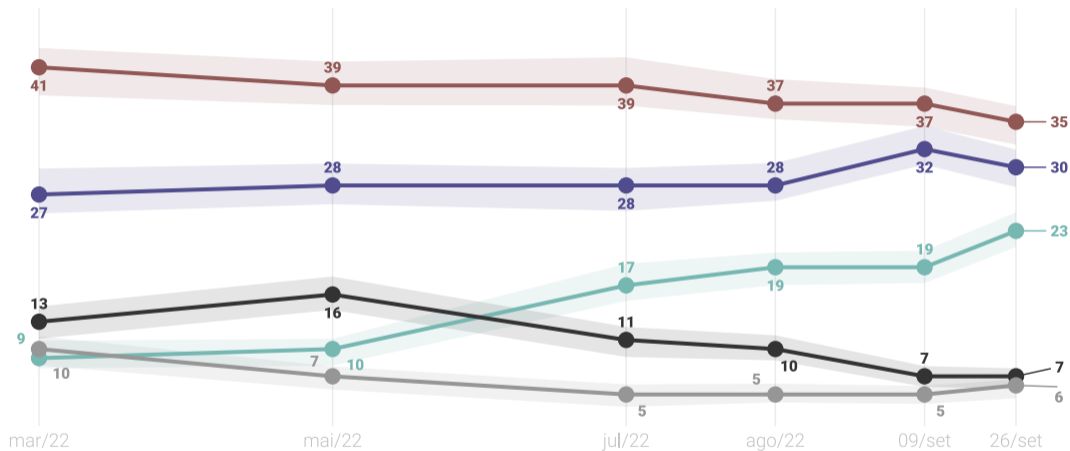
Nem ligado a Bolsonaro, nem ligado a Lula

Mais ligado a Bolsonaro

Mais ligado a Lula

NS/NR

Em quem você votaria com esses apoios?



Fernando Haddad, apoiado por Lula e Alckmin

Tarcísio de Freitas, apoiado por Bolsonaro

Rodrigo Garcia como candidato independente

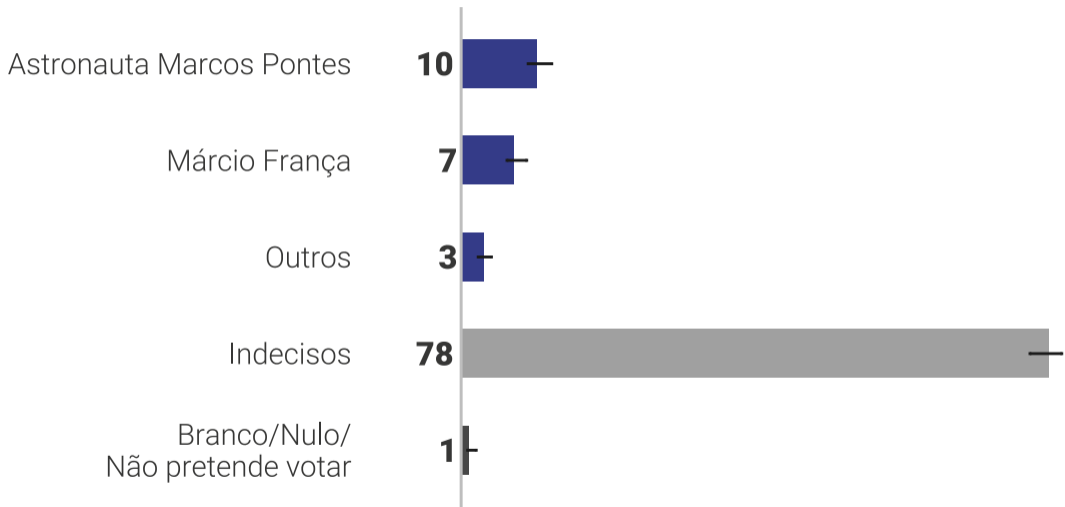
Indecisos

Branco/Nulo/Não pretende votar

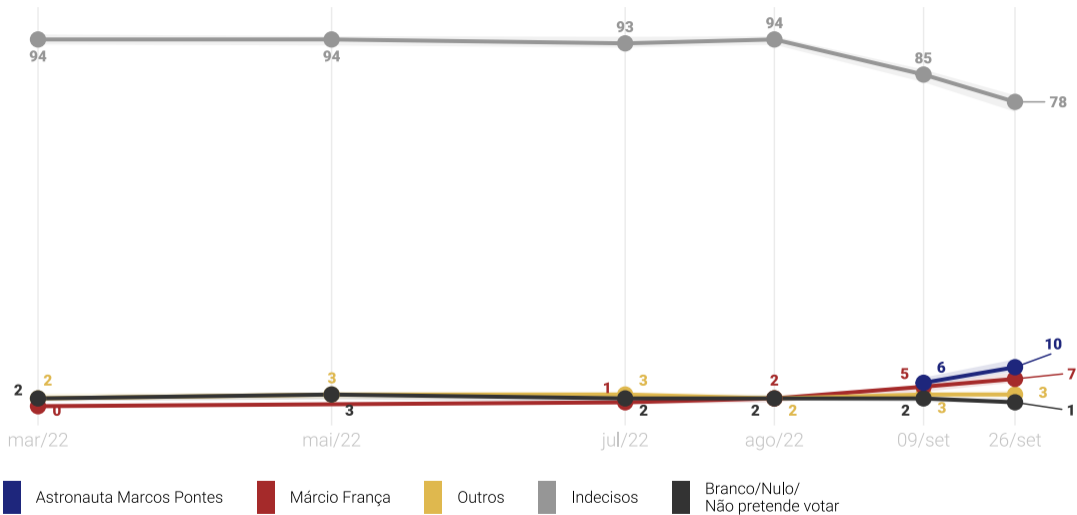
INTENÇÃO DE VOTO PARA SENADOR



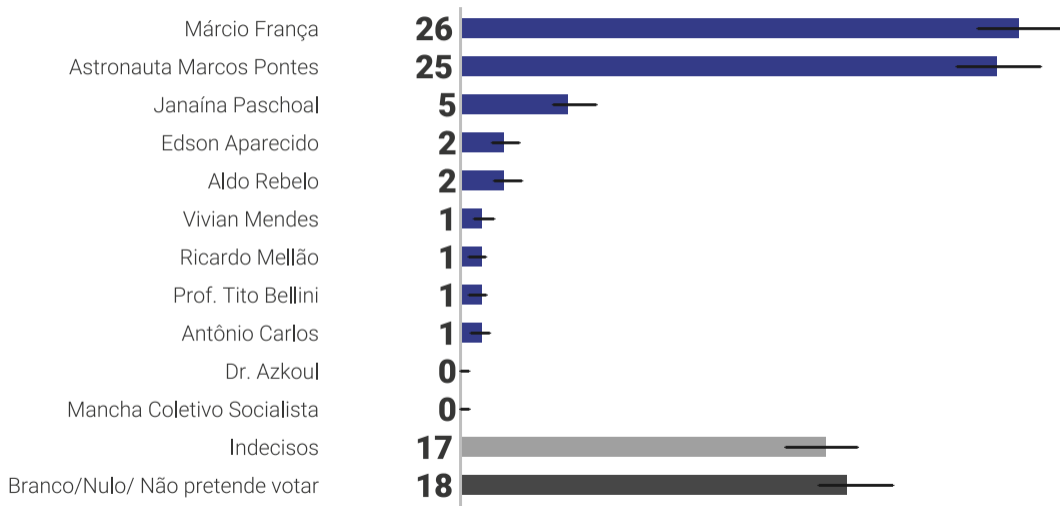
Intenção de voto para Senador | Espontânea



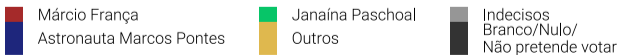
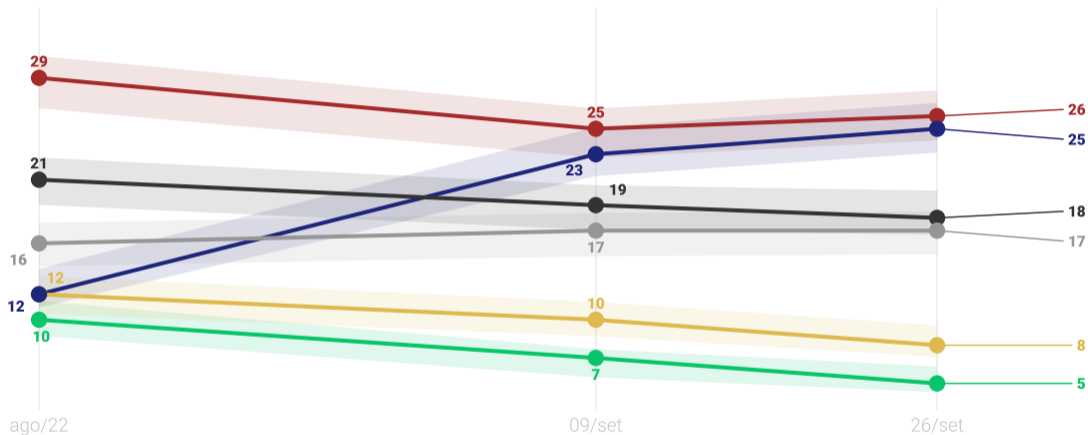
Intenção de voto para Senador | Espontânea | Comparativo



Intenção de voto para Senador | Estimulada

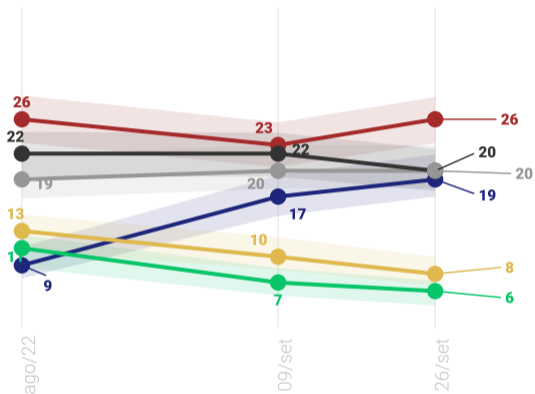


Intenção de voto para Senador | Estimulada | Comparativo

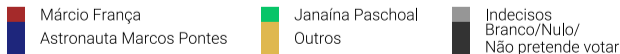
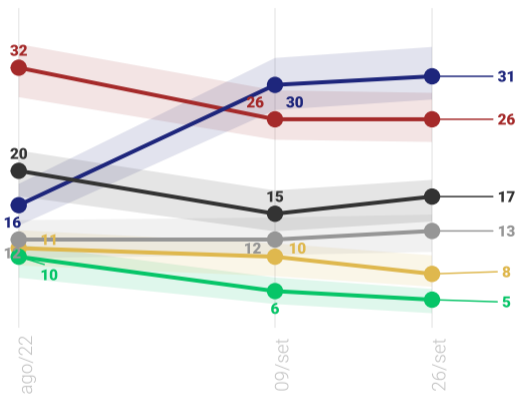


Intenção de voto para Senador | Sexo

Feminino

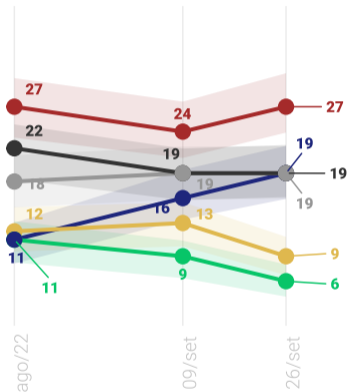


Masculino

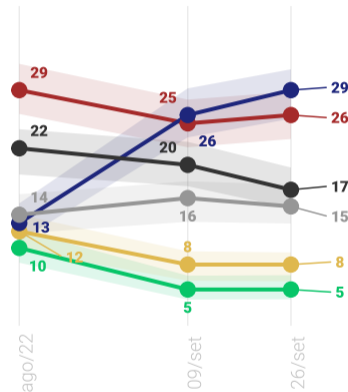


Intenção de voto para Senador | Idade

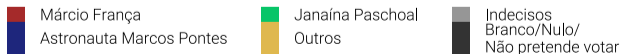
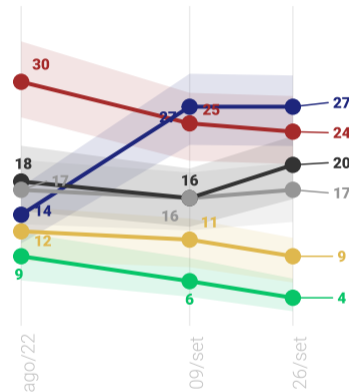
16 a 34 anos



35 a 59 anos

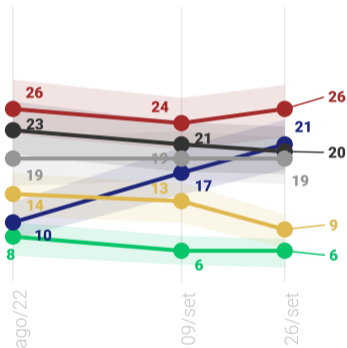


60 anos ou +

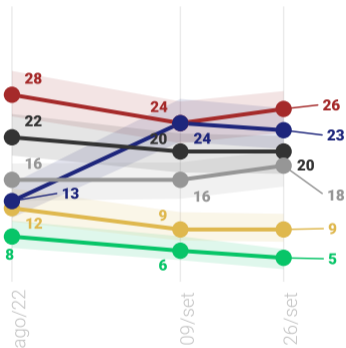


Intenção de voto para Senador | Escolaridade

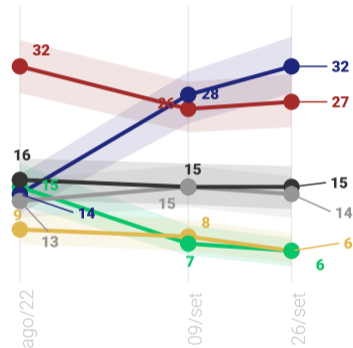
Até o Ensino Fundamental



Ensino Médio completo ou incompleto



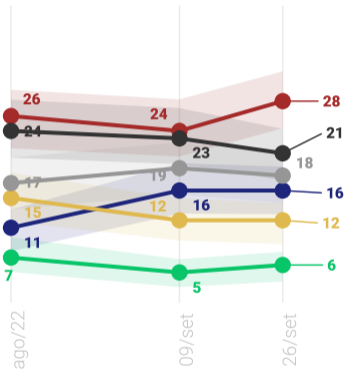
Ensino Superior incompleto ou mais



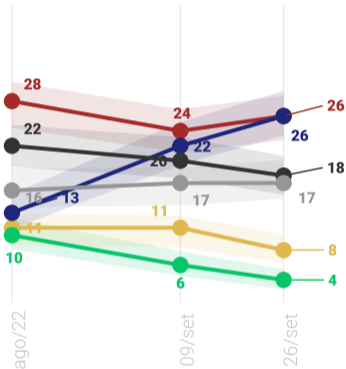
- Márcio França
- Astronauta Marcos Pontes
- Janaína Paschoal
- Outros
- Indecisos Branco/Nulo/ Não pretende votar

Intenção de voto para Senador | Renda domiciliar

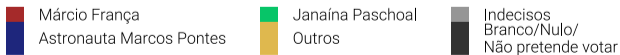
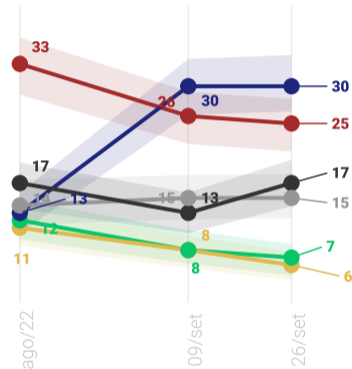
Até 2 SM



Mais de 2 SM a 5 SM

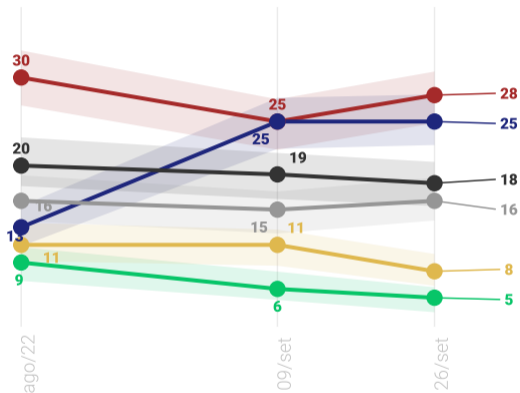


Mais de 5 SM

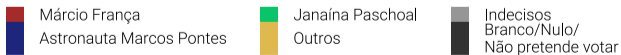
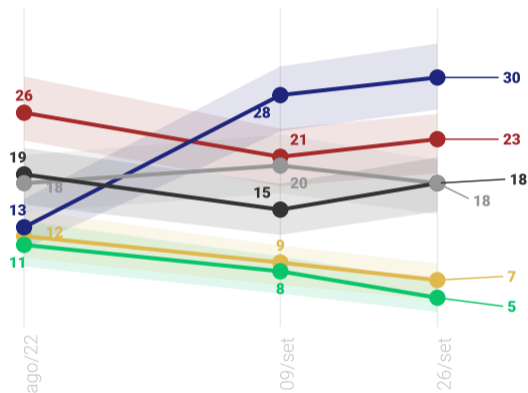


Intenção de voto para Senador | Religião

Católica

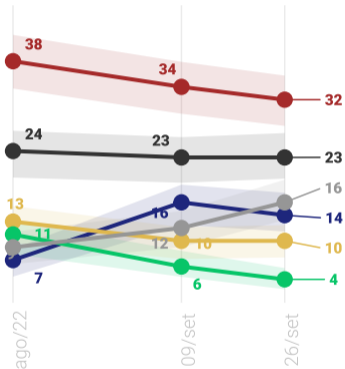


Evangélica

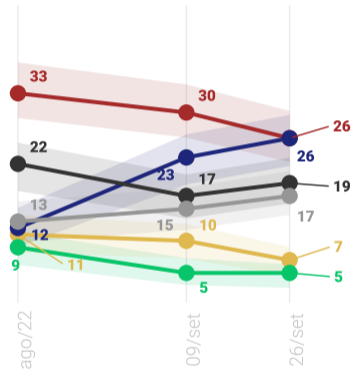


Intenção de voto para Senador | Região

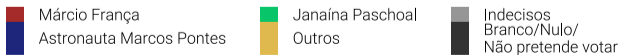
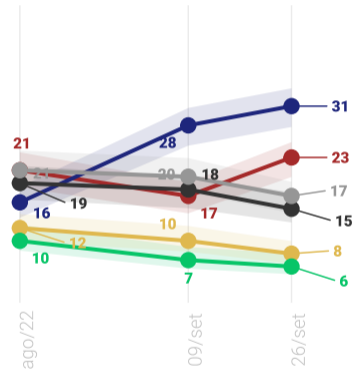
Capital



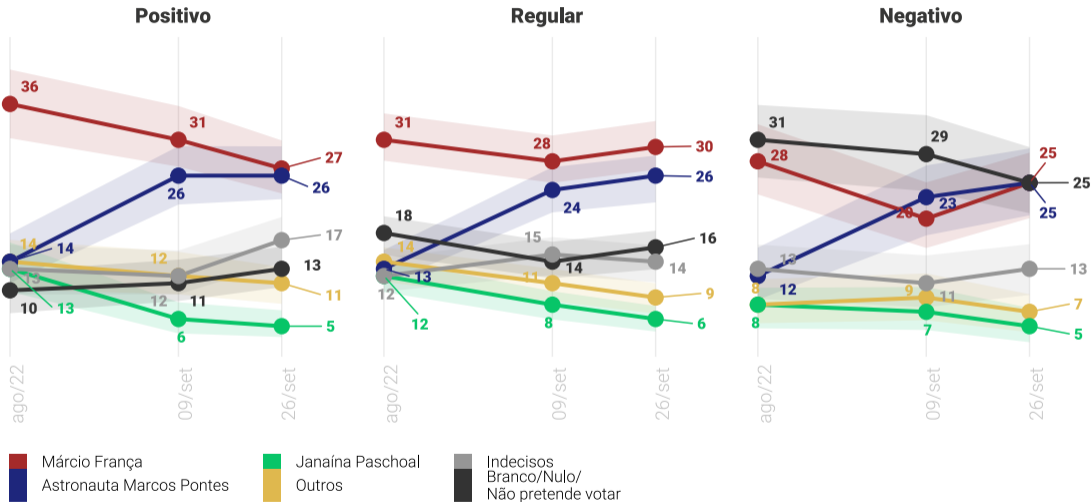
Metropolitana de SP



Interior

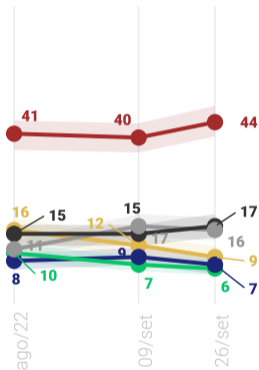


Intenção de voto para Senador | Avaliação Governo Rodrigo Garcia

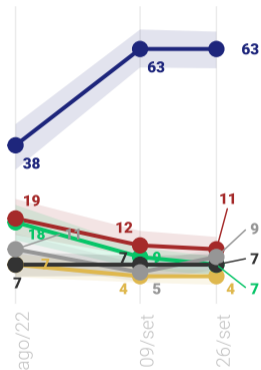


Intenção de voto para Senador | Intenção de voto - 1ºT Governador

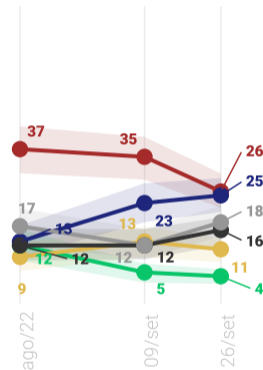
Fernando Haddad



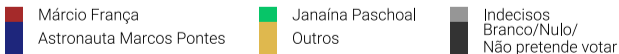
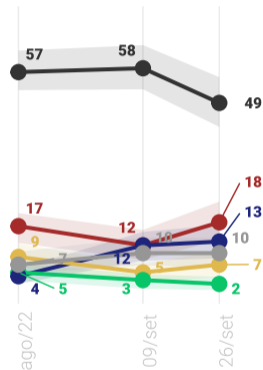
Tarcísio de Freitas



Rodrigo Garcia



Branco/Nulo/ Não pretende votar

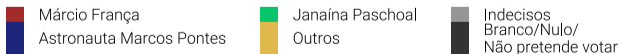
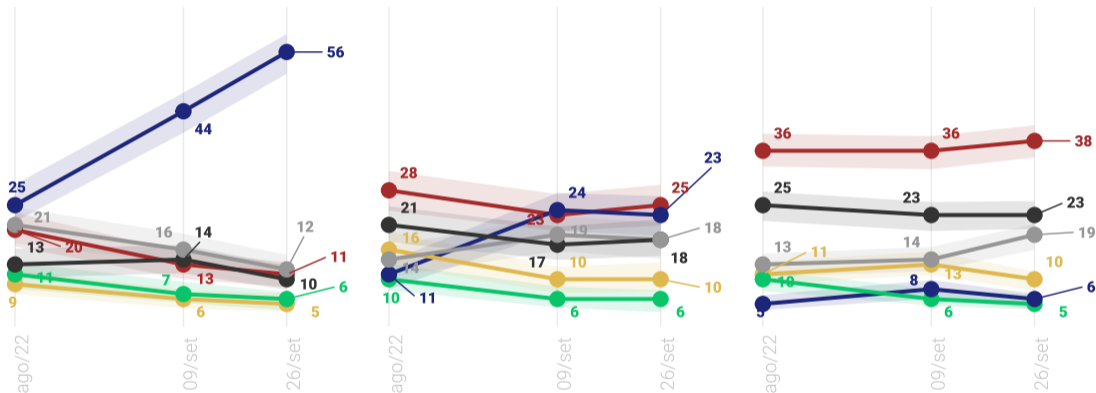


Intenção de voto para Senador | Avaliação Governo Bolsonaro

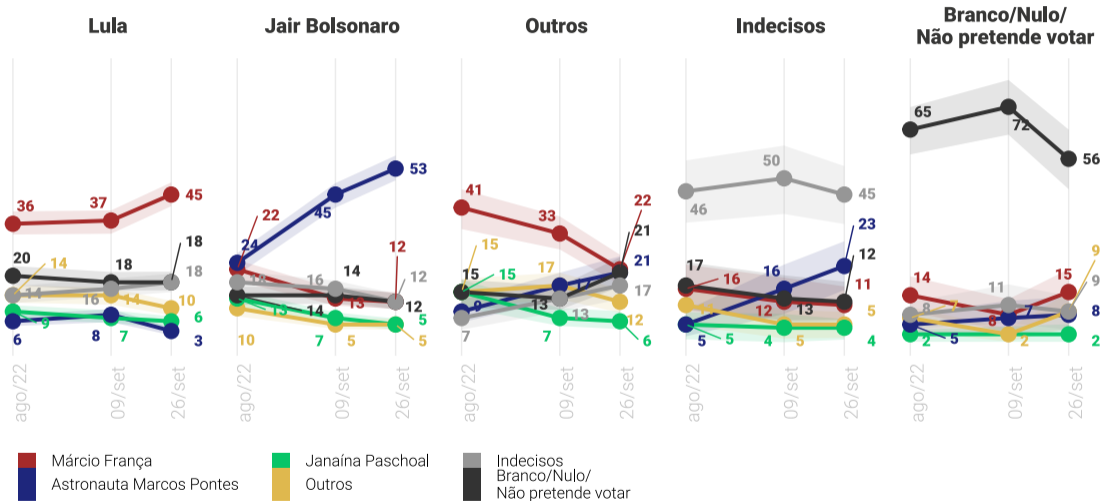
Positivo

Regular

Negativo

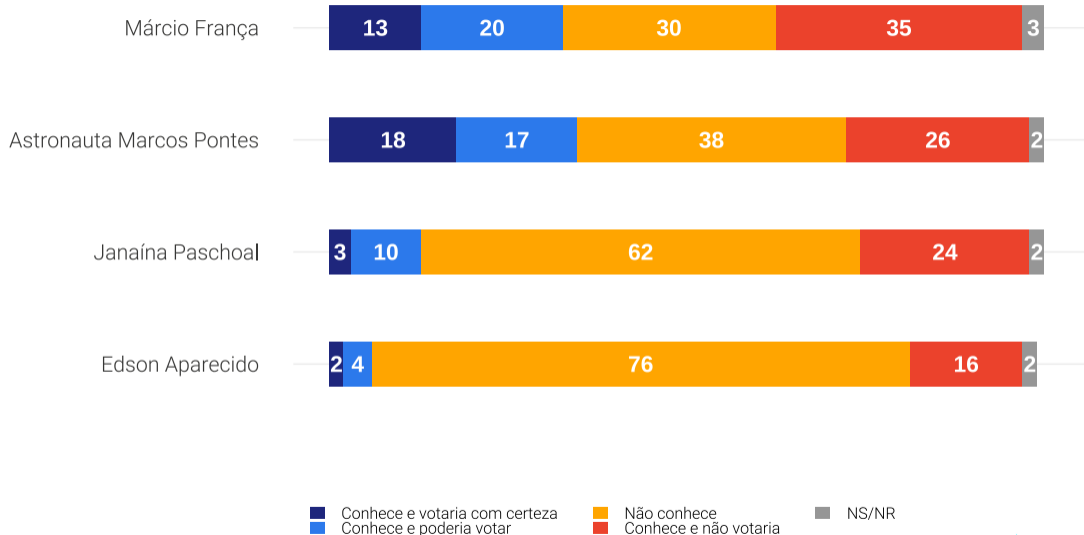


Intenção de voto para Senador | Voto para Presidente



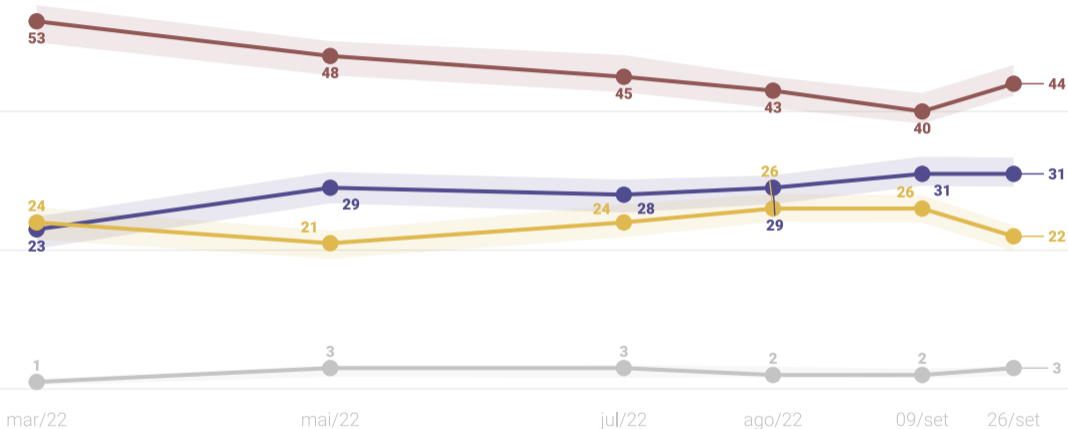
CONHECIMENTO E VOTO: CANDIDATOS AO SENADO

Conhecimento e Voto: Candidatos ao Senado



AVALIAÇÃO DO GOVERNO: JAIR BOLSONARO

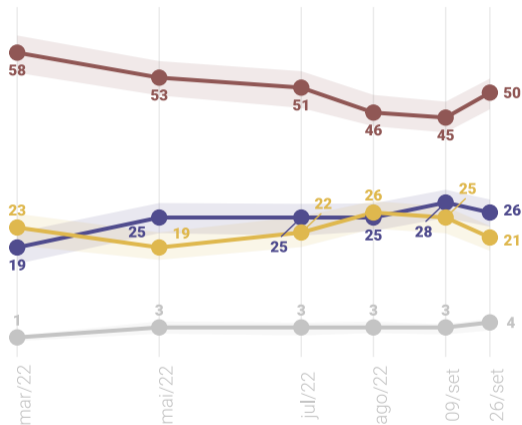
Avaliação do Governo Bolsonaro



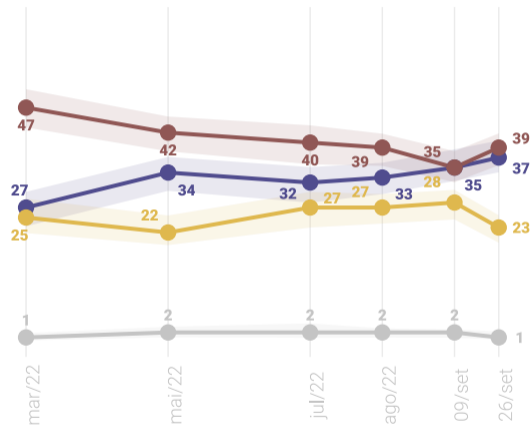
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo Bolsonaro | Sexo

Feminino



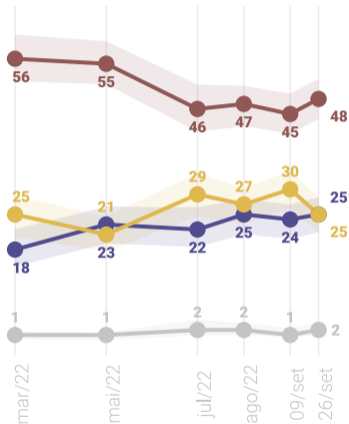
Masculino



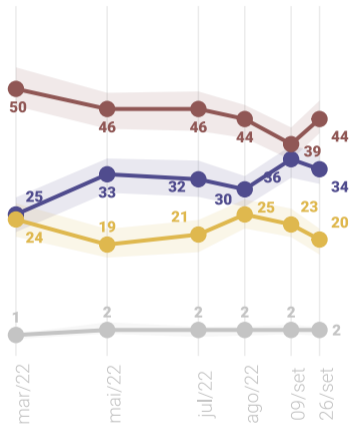
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo Bolsonaro | Idade

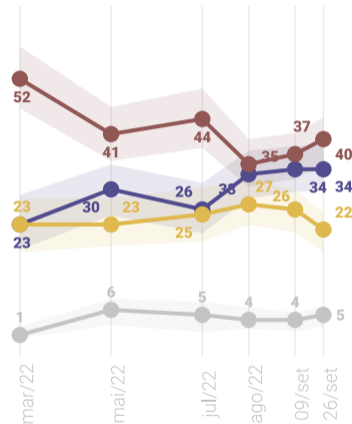
16 a 34 anos



35 a 59 anos



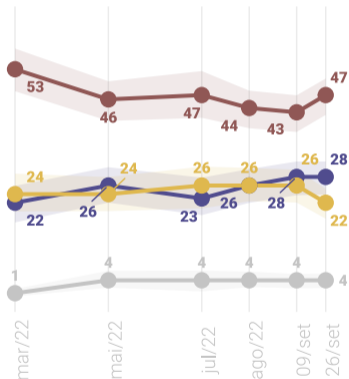
60 anos ou +



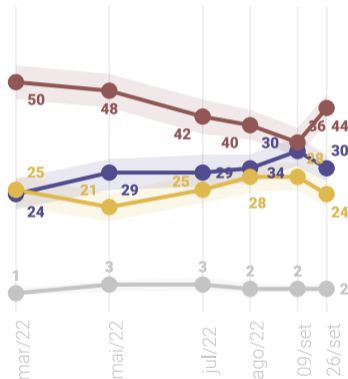
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo Bolsonaro | Escolaridade

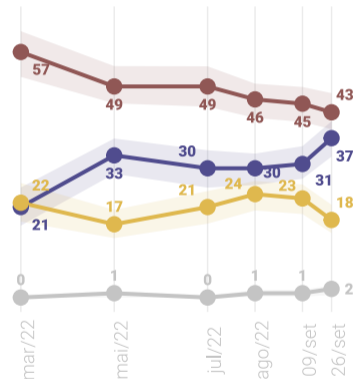
Até o Ensino Fundamental



Ensino Médio completo ou incompleto



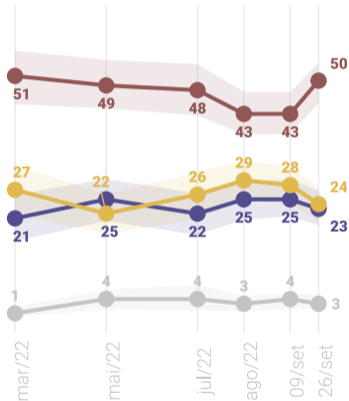
Ensino Superior incompleto ou mais



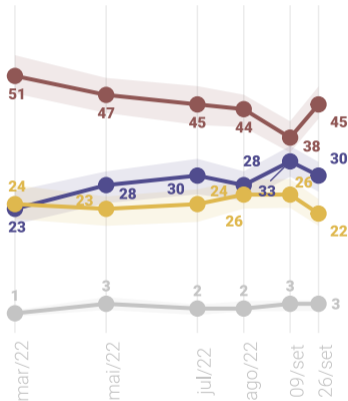
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo Bolsonaro | Renda domiciliar

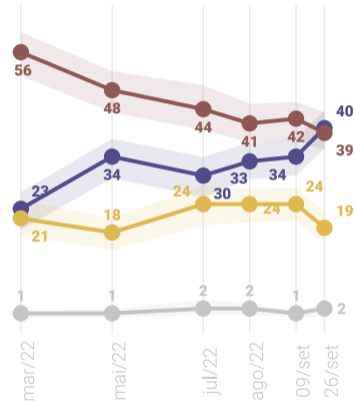
Até 2 SM



Mais de 2 SM a 5 SM



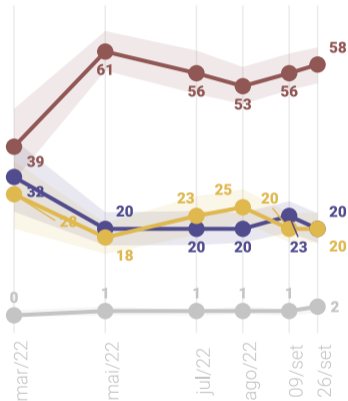
Mais de 5 SM



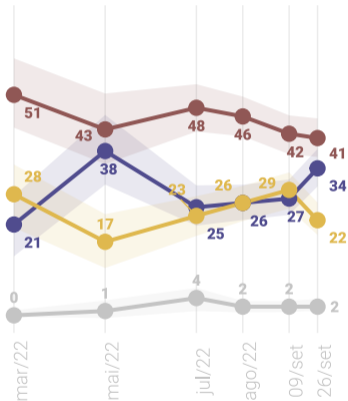
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo Bolsonaro | Região

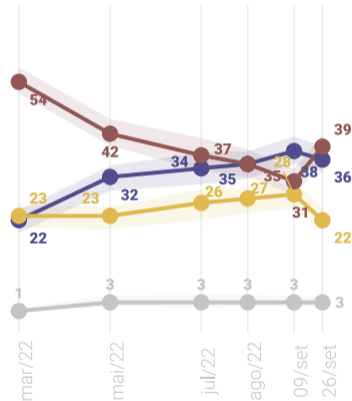
Capital



Metropolitana de SP



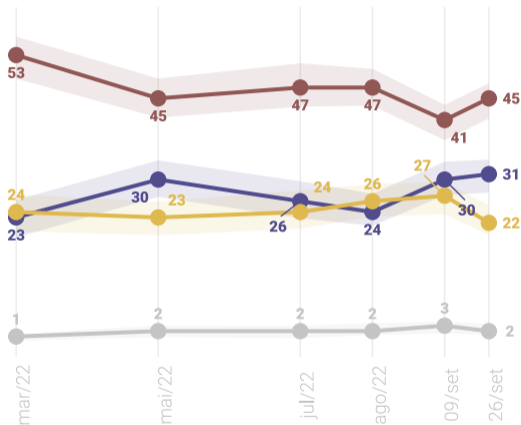
Interior



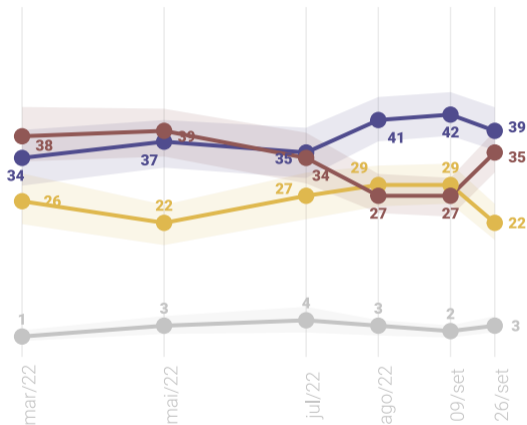
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Avaliação do Governo Bolsonaro | Religião

Católica

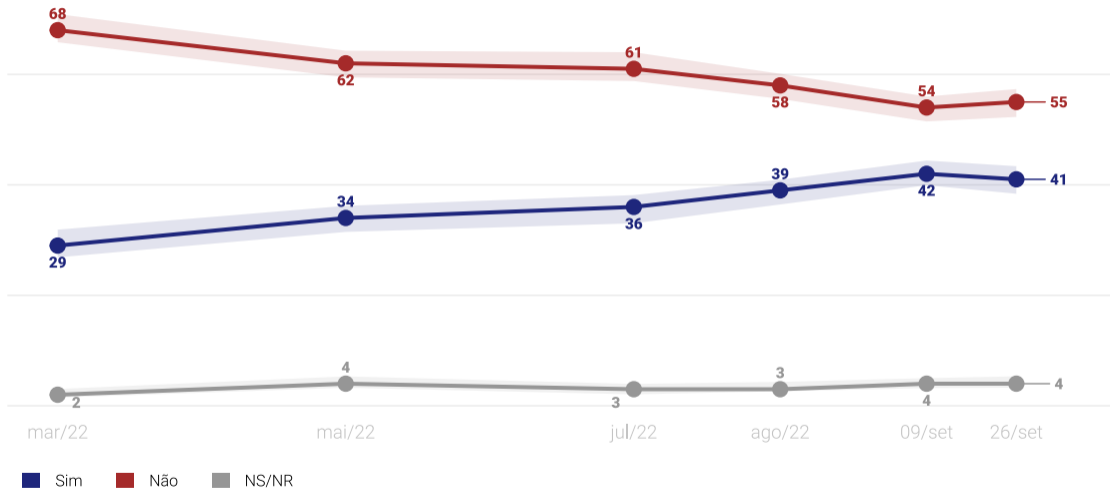


Evangélica



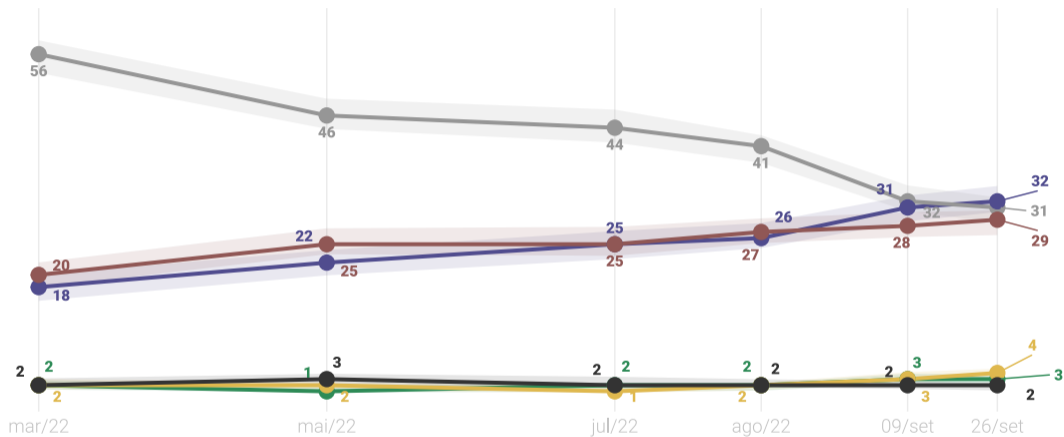
■ Positivo ■ Regular ■ Negativo ■ NS/NR

Bolsonaro merece ser reeleito?



INTENÇÃO DE VOTO PARA PRESIDENTE

Intenção de voto para Presidente | Espontânea

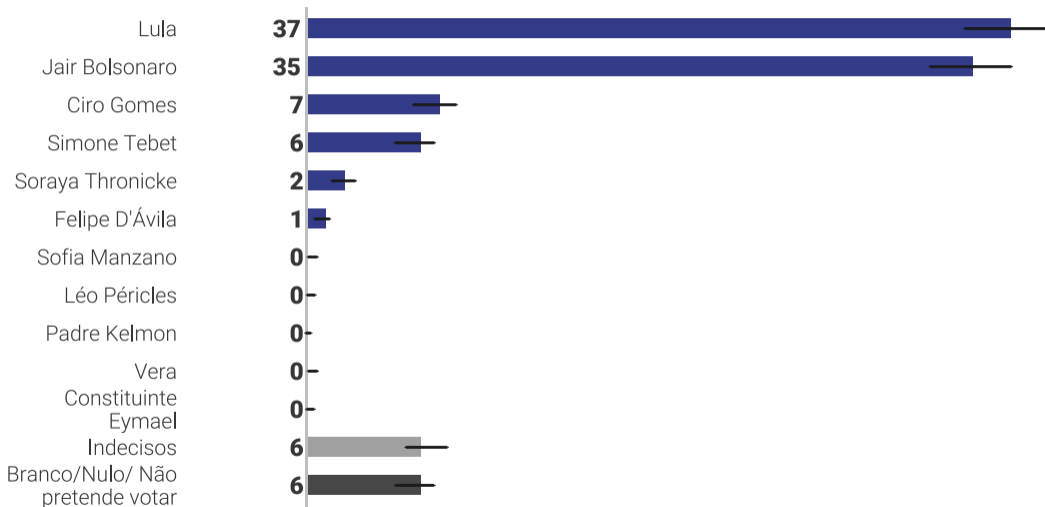


Jair Bolsonaro
Lula

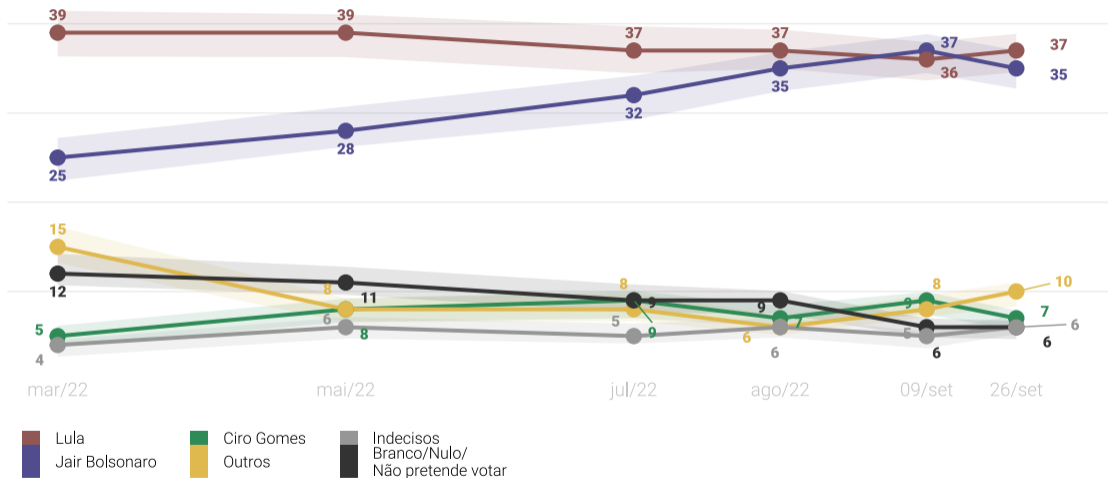
Ciro Gomes
Outros

Indecisos
Branco/Nulo/
Não pretende votar

Intenção de voto para Presidente - 1º Turno | Estimulada

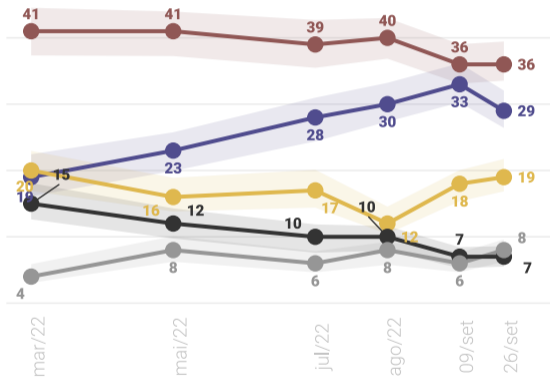


Intenção de voto para Presidente - 1ºT | Estimulada | Comparativo

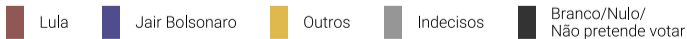
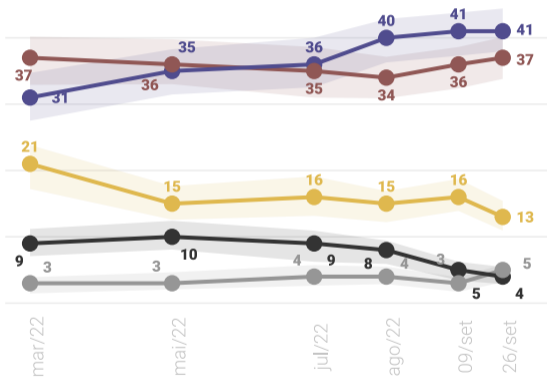


Intenção de voto para Presidente - 1ºT | Sexo

Feminino

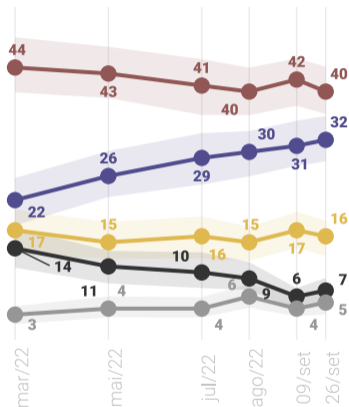


Masculino

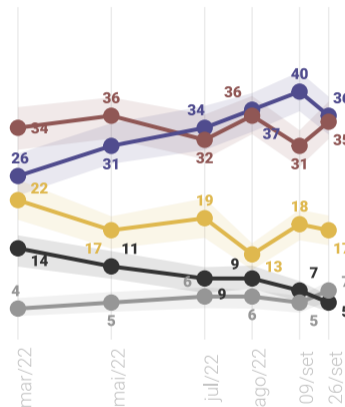


Intenção de voto para Presidente - 1ºT | Idade

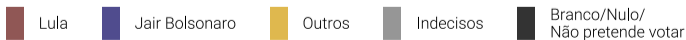
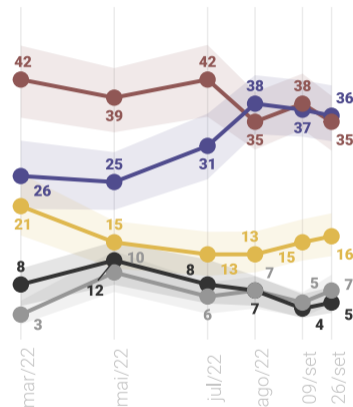
16 a 34 anos



35 a 59 anos

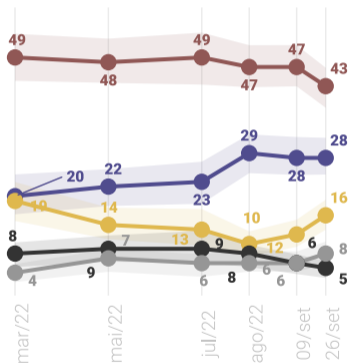


60 anos ou +

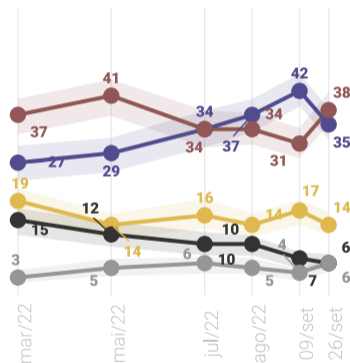


Intenção de voto para Presidente - 1ºT | Escolaridade

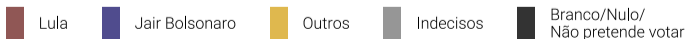
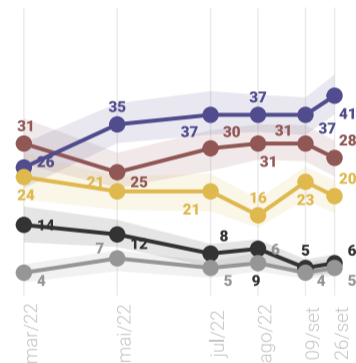
Até o Ensino Fundamental



Ensino Médio completo ou incompleto

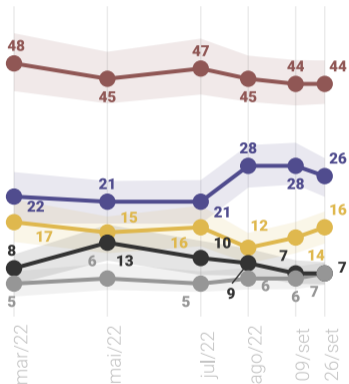


Ensino Superior incompleto ou mais

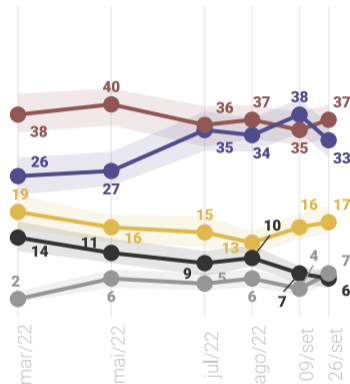


Intenção de voto para Presidente - 1ºT | Renda domiciliar

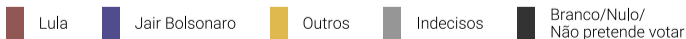
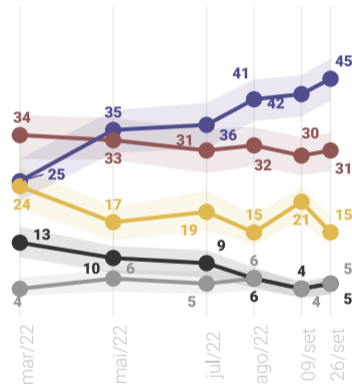
Até 2 SM



Mais de 2 SM a 5 SM

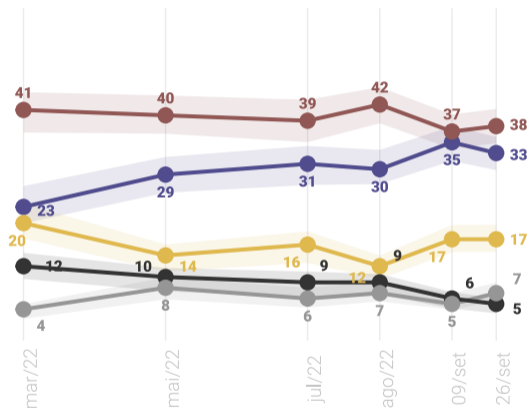


Mais de 5 SM

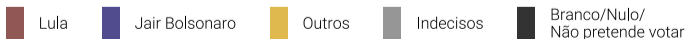
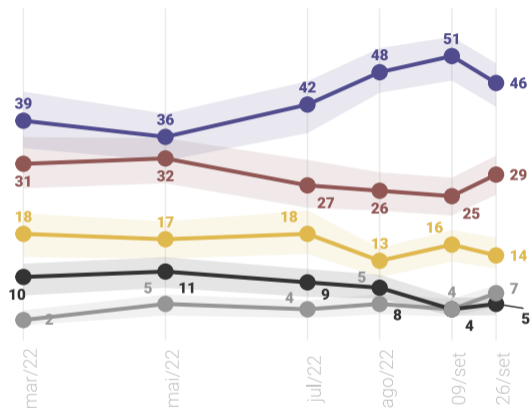


Intenção de voto para Presidente - 1ºT | Religião

Católica

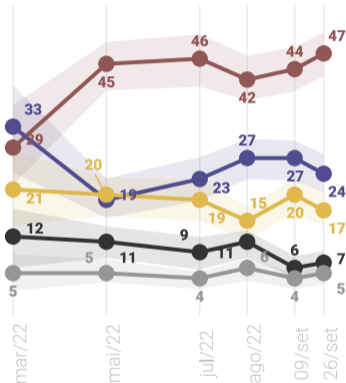


Evangélica

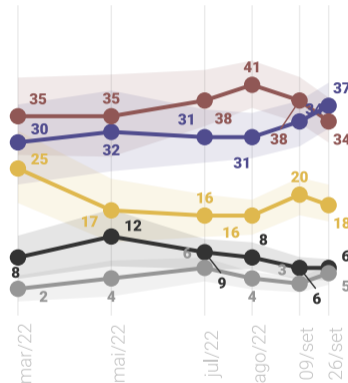


Intenção de voto para Presidente - 1ºT | Região

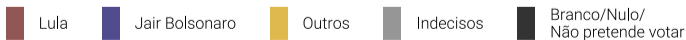
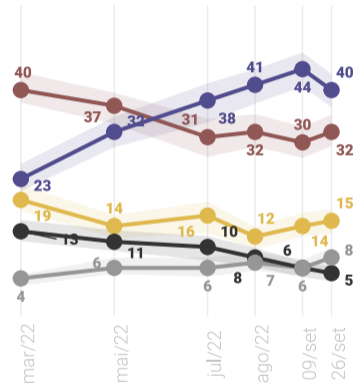
Capital



Metropolitana de SP

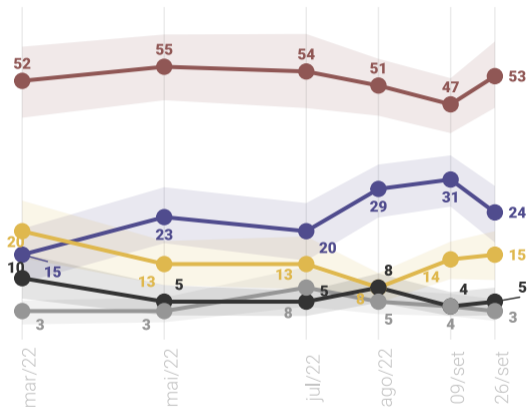


Interior

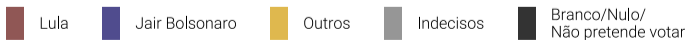
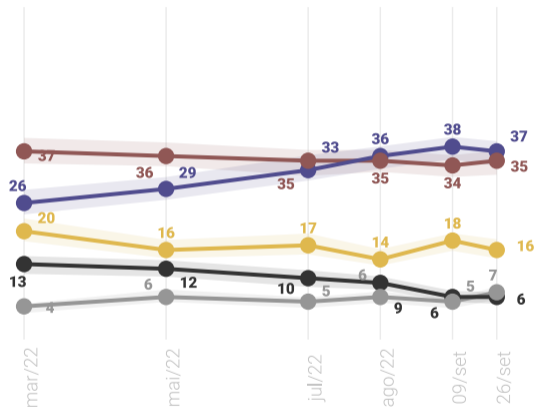


Intenção de voto para Presidente - 1ºT | Auxílio Brasil

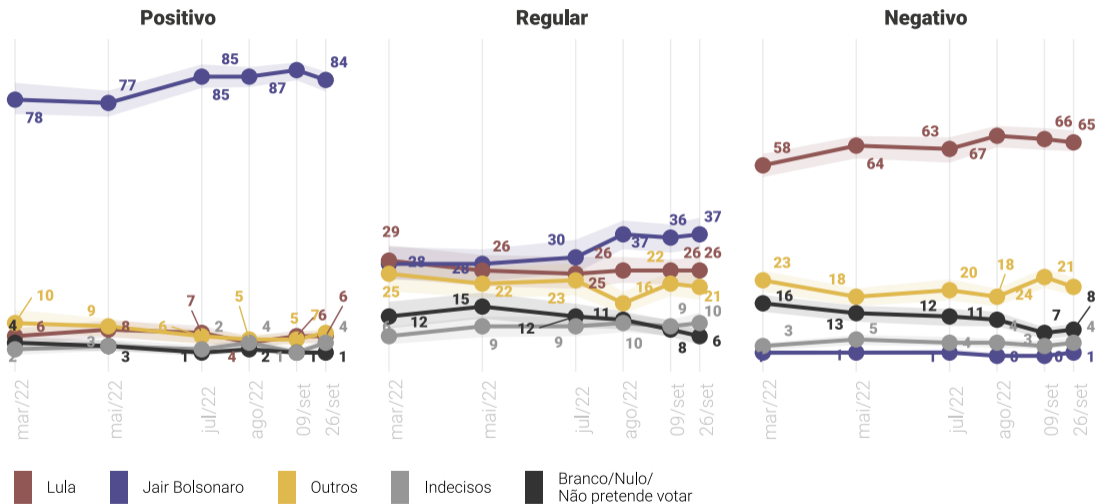
Recebe



Não recebe

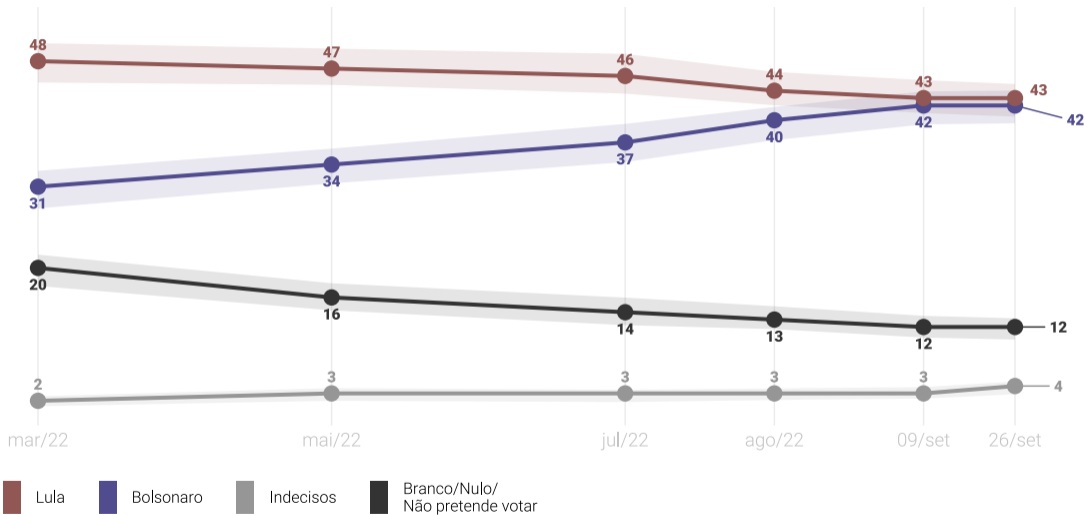


Intenção de voto para Presidente - 1ºT | Avaliação Governo Bolsonaro

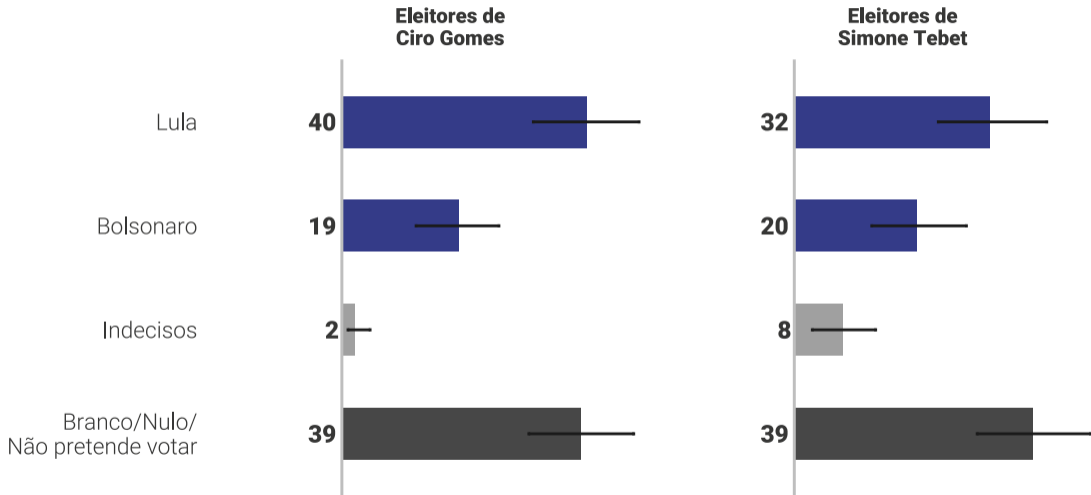


INTENÇÃO DE VOTO PARA PRESIDENTE – 2º TURNO

Intenção de voto para Presidente - 2º Turno | Comparativo



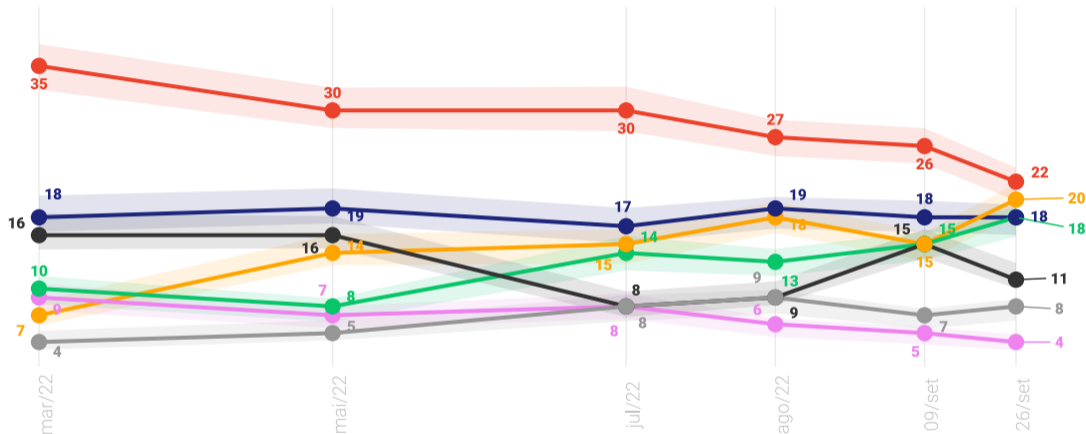
Intenção de voto para Presidente - 2ºT | Voto para Presidente - 1ºT



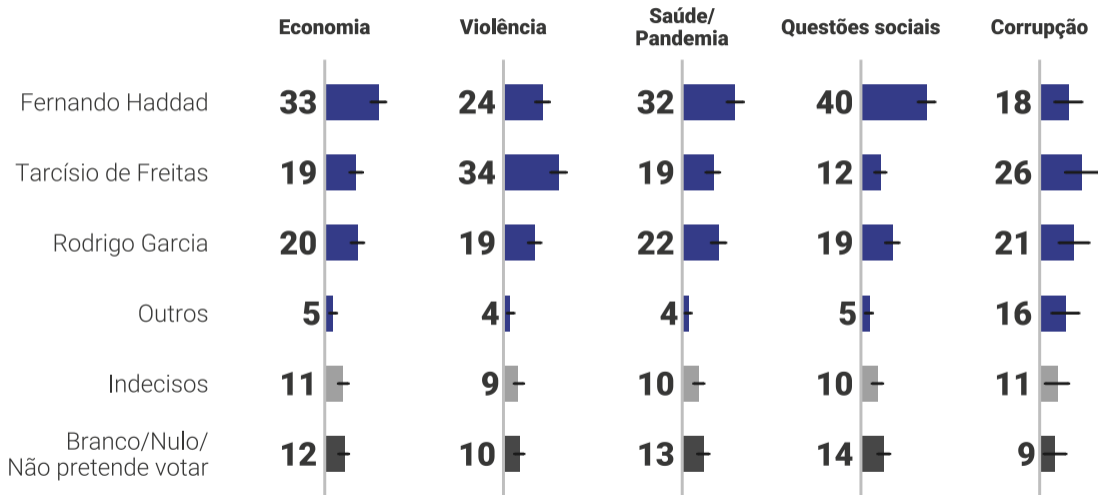
PROBLEMAS E PERCEPÇÕES



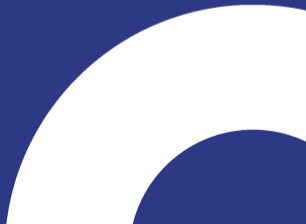
Qual o problema mais grave do estado de São Paulo hoje?



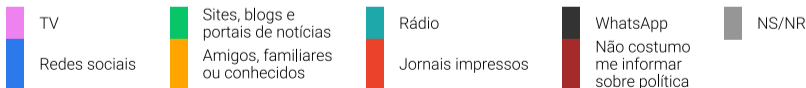
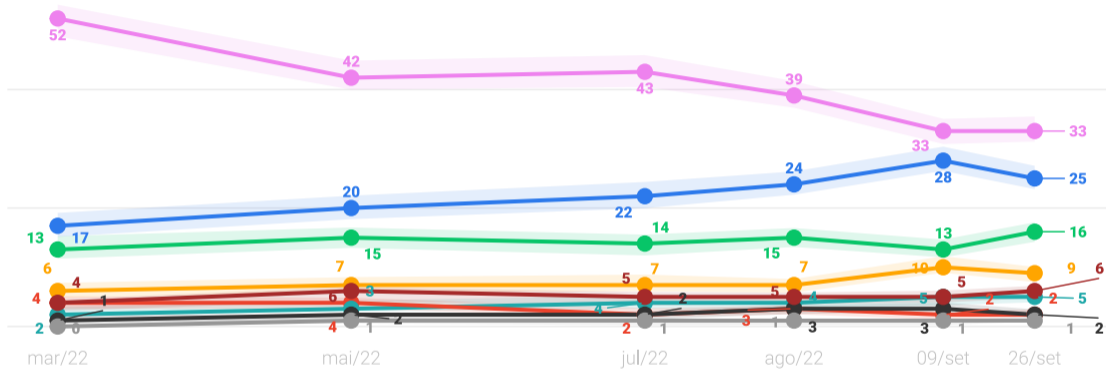
Intenção de voto para Governador - 1ºT | Principal problema



HÁBITOS DE MÍDIA



Como você se informa sobre política?

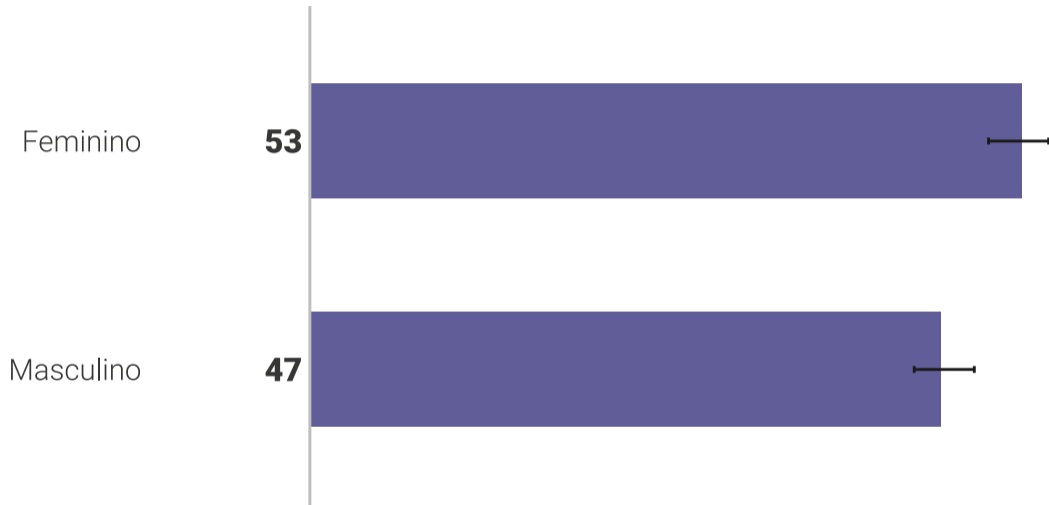


PERFIL DA AMOSTRA



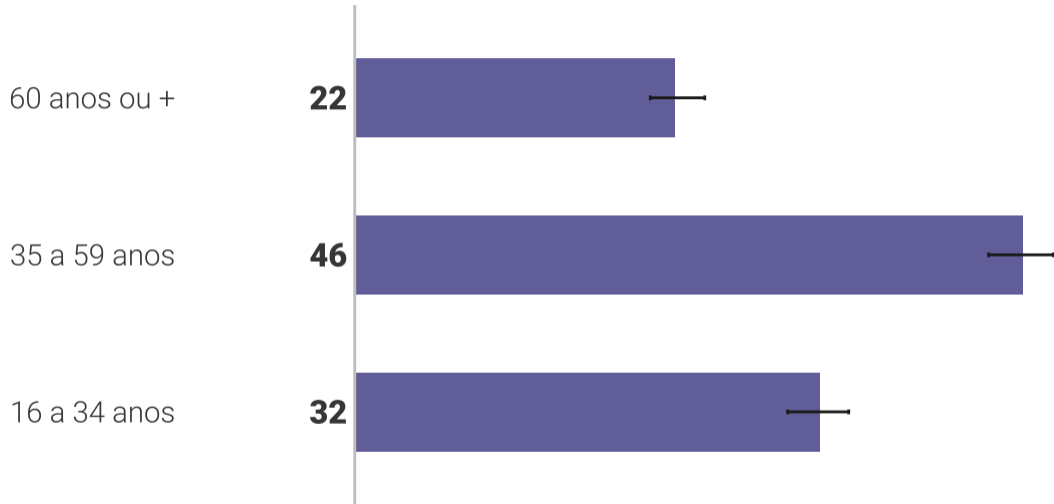


Sexo



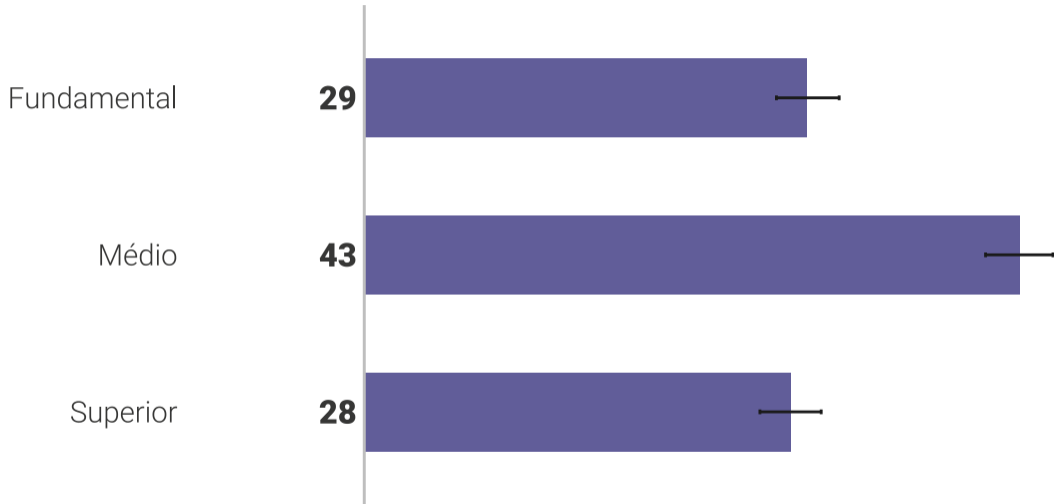


Faixa etária



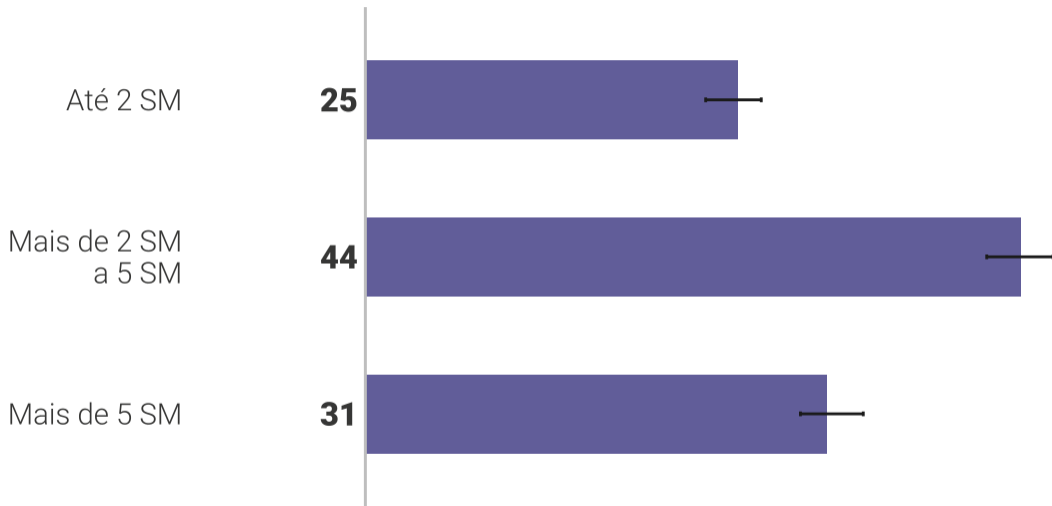


Escolaridade



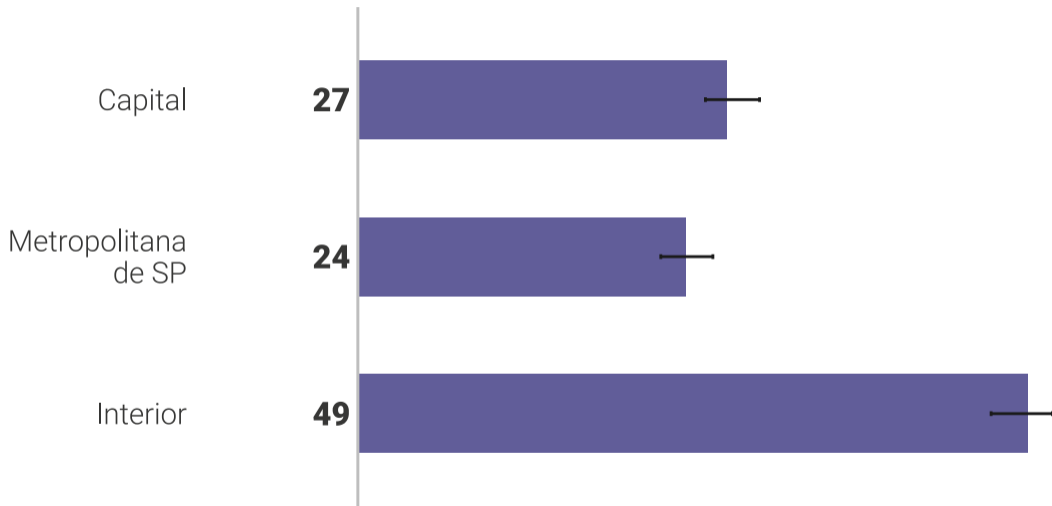


Renda domiciliar



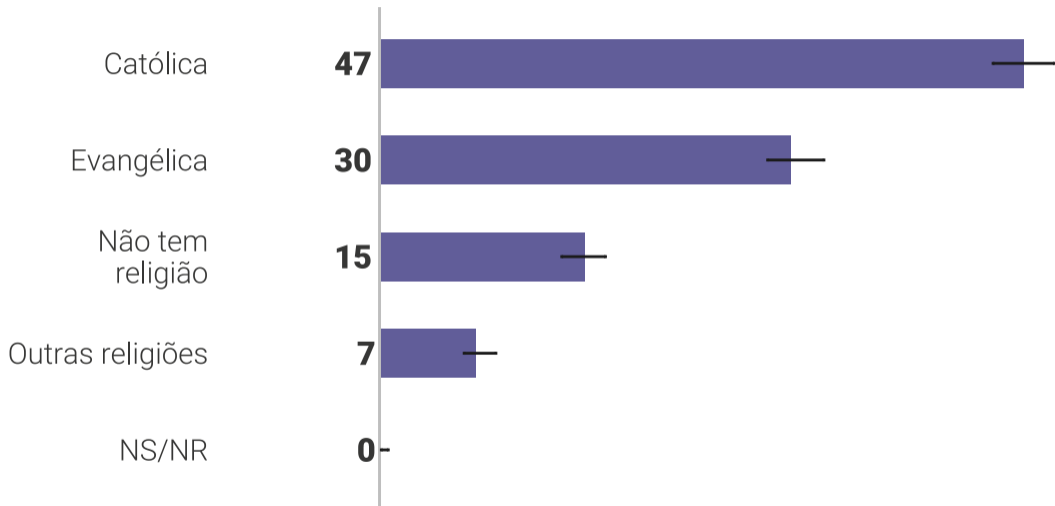


Região



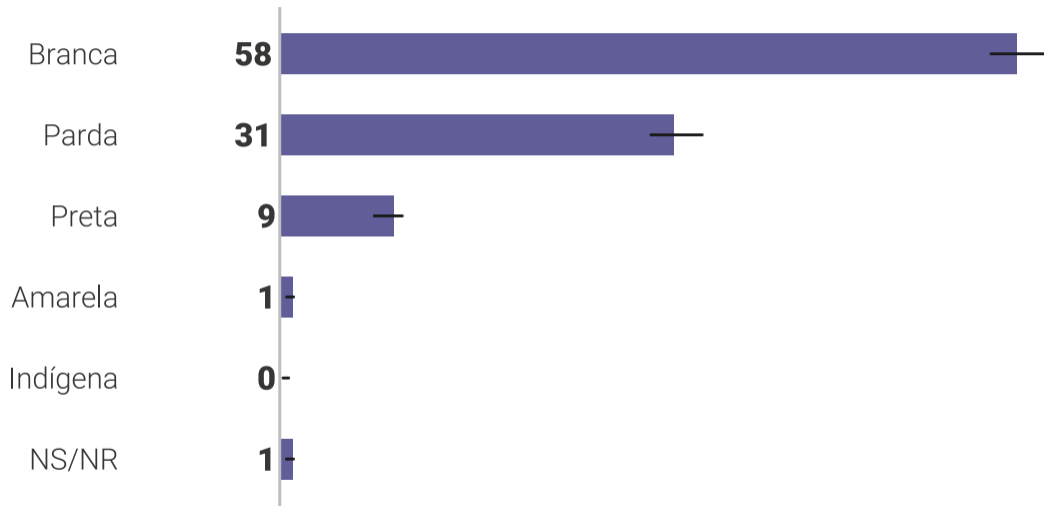


Religião

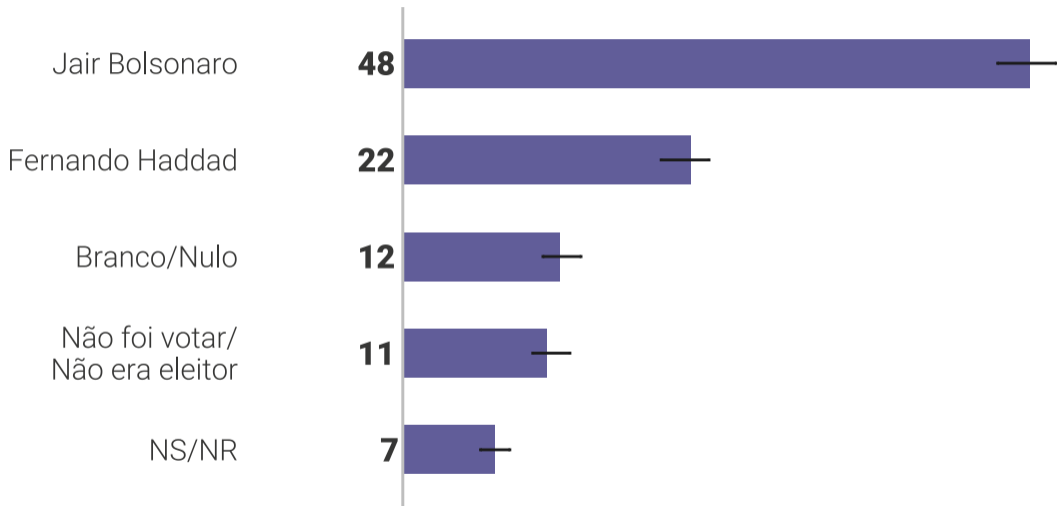




Cor/Raça



Voto para Presidente em 2018





WWW.QUAEST.COM.BR