



DEPARTAMENTO DE PESQUISAS
E ESTUDOS ECONÔMICOS

Pesquisa SENSOR

Abril/2016



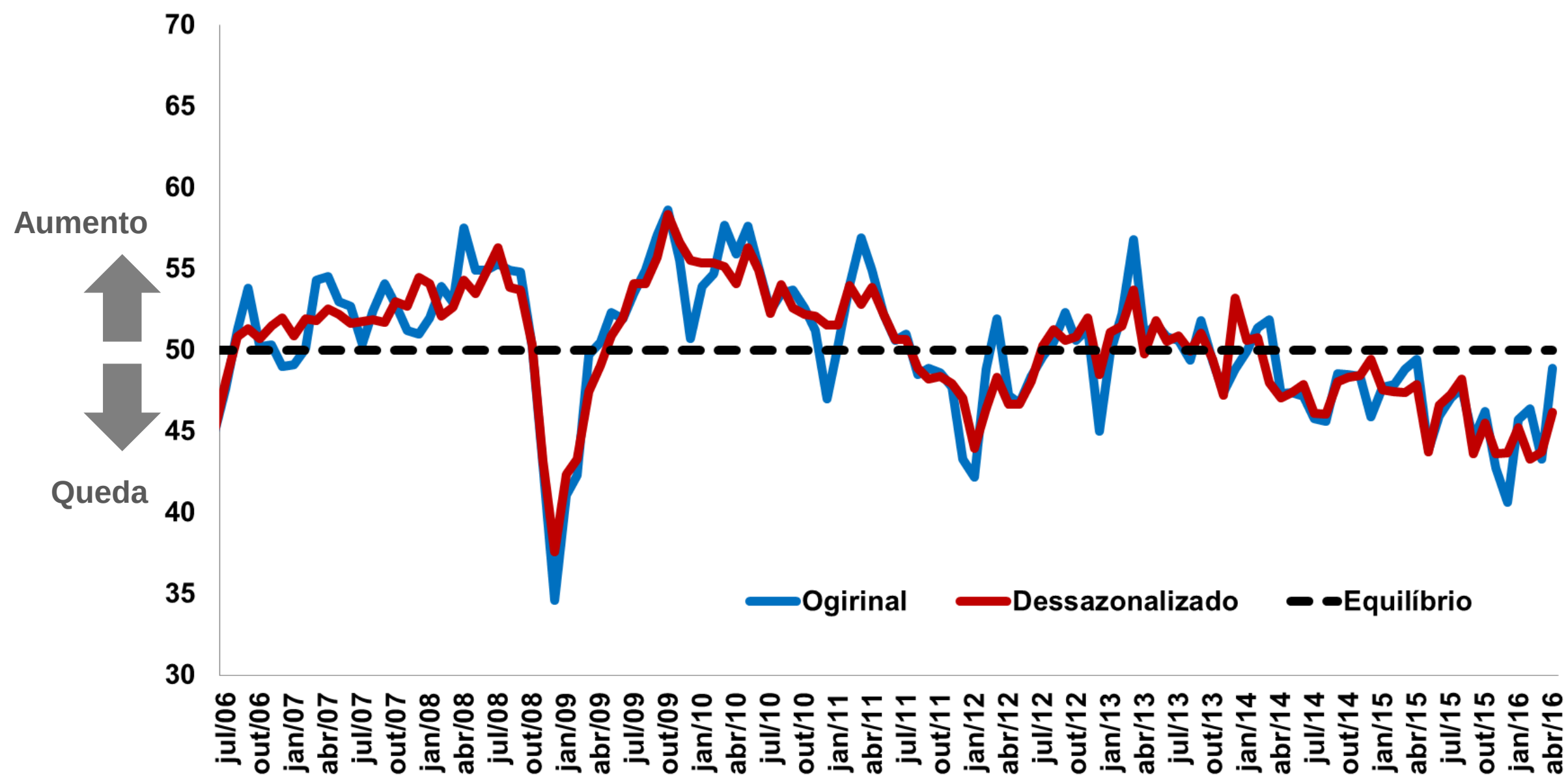
Indicadores de Abril

Sensor (sem ajuste)					Sensor (com ajuste)				
Indicador	mar/16	abr/16	Diferença	O que representa	Indicador	mar/16	abr/16	Diferença	O que representa
SENSOR GERAL	43.3	48.9	5.6	▲	SENSOR GERAL	43.7	46.1	2.4	▲
Mercado	41.5	51.6	10.1	▲	Mercado	44.6	46.9	2.3	▲
Vendas	46.6	47.4	0.8	▲	Vendas	47.0	45.9	-1.1	▼
Estoque	41.9	52.1	10.2	▲	Estoque	42.9	45.4	2.5	▲
Emprego	42.2	43.0	0.8	▲	Emprego	42.9	44.0	1.1	▲
Investimento	44.3	50.5	6.2	▲	Investimento	40.8	48.8	8.0	▲

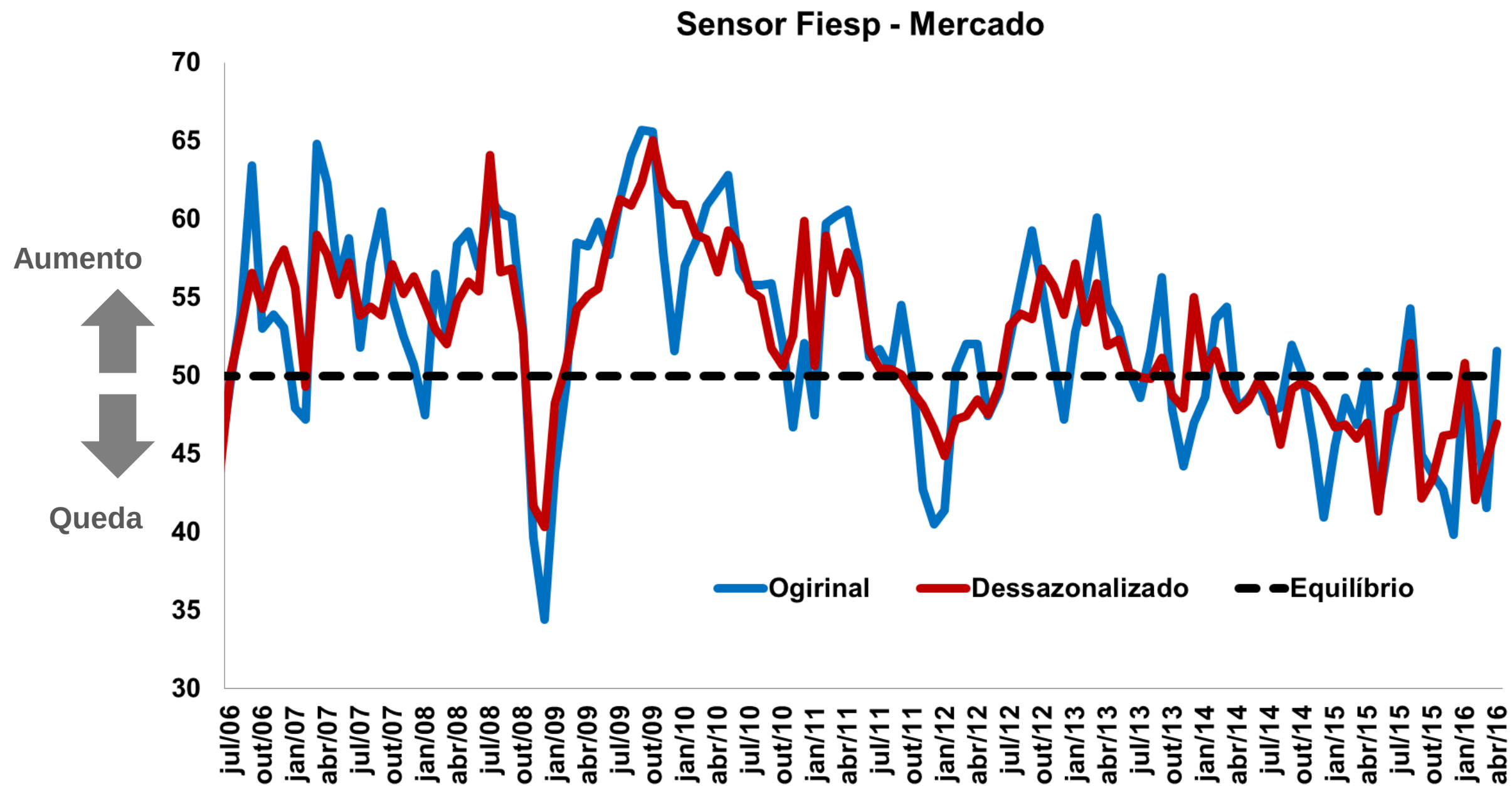
* Os indicadores variam de 0 a 100 pontos. Leituras acima de 50 significam aumento das expectativas para o indicador. No caso de Estoque, valores superiores a 50 indicam estoque abaixo do desejável, ao passo que valores inferiores a 50 indicam sobrestoque.

Séries do Sensor Geral

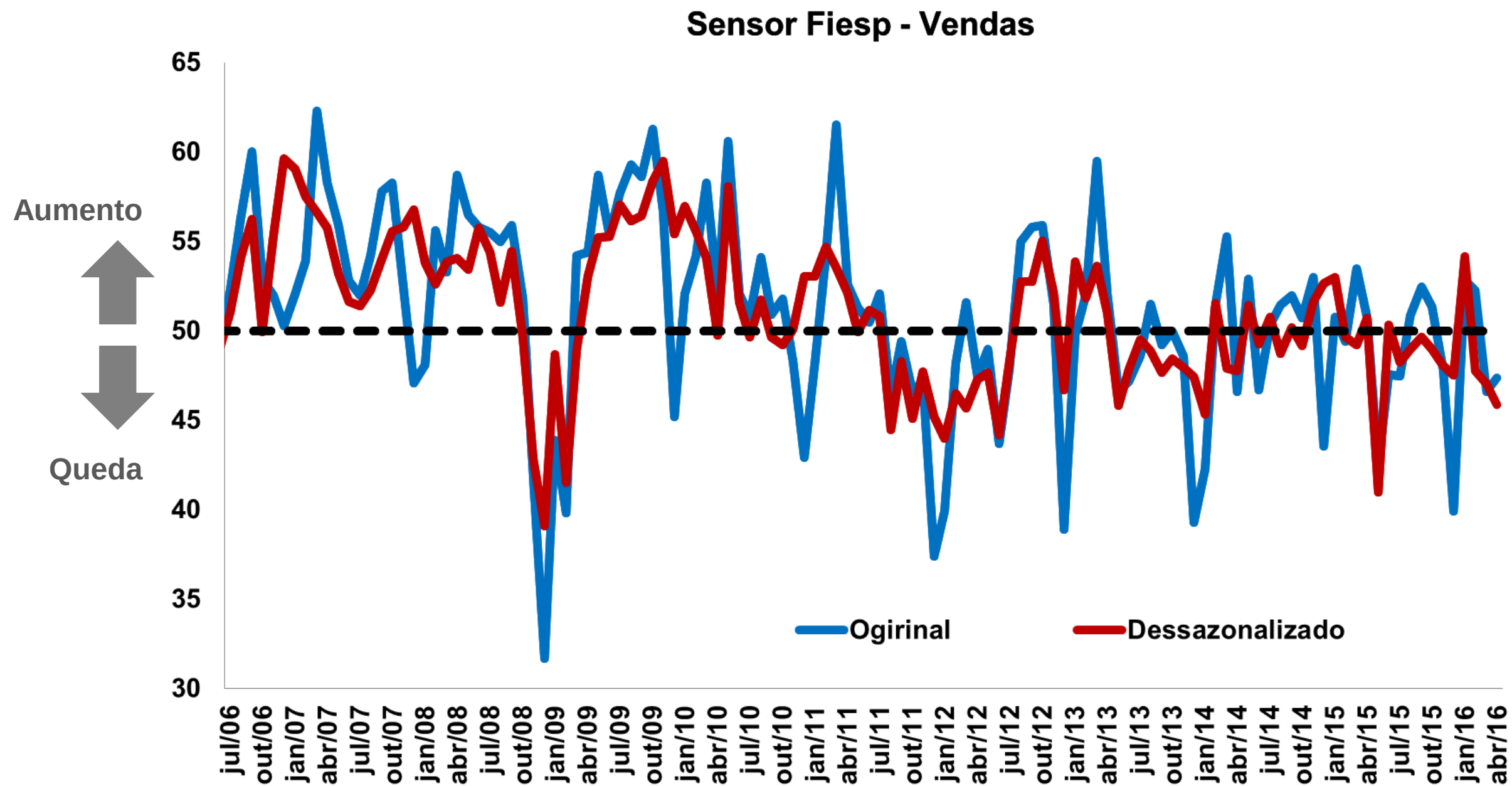
Sensor Fiesp



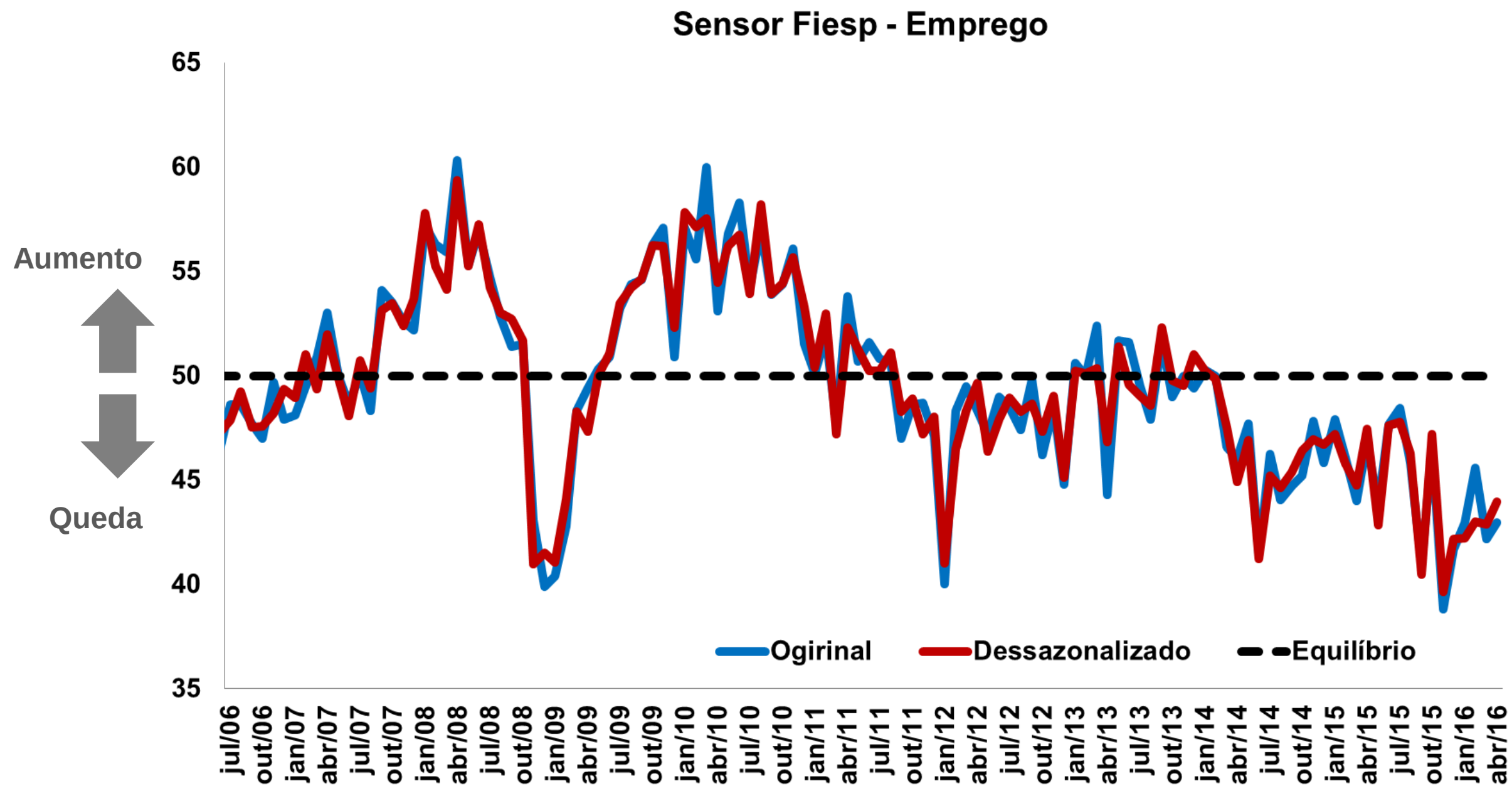
Séries do indicador Mercado



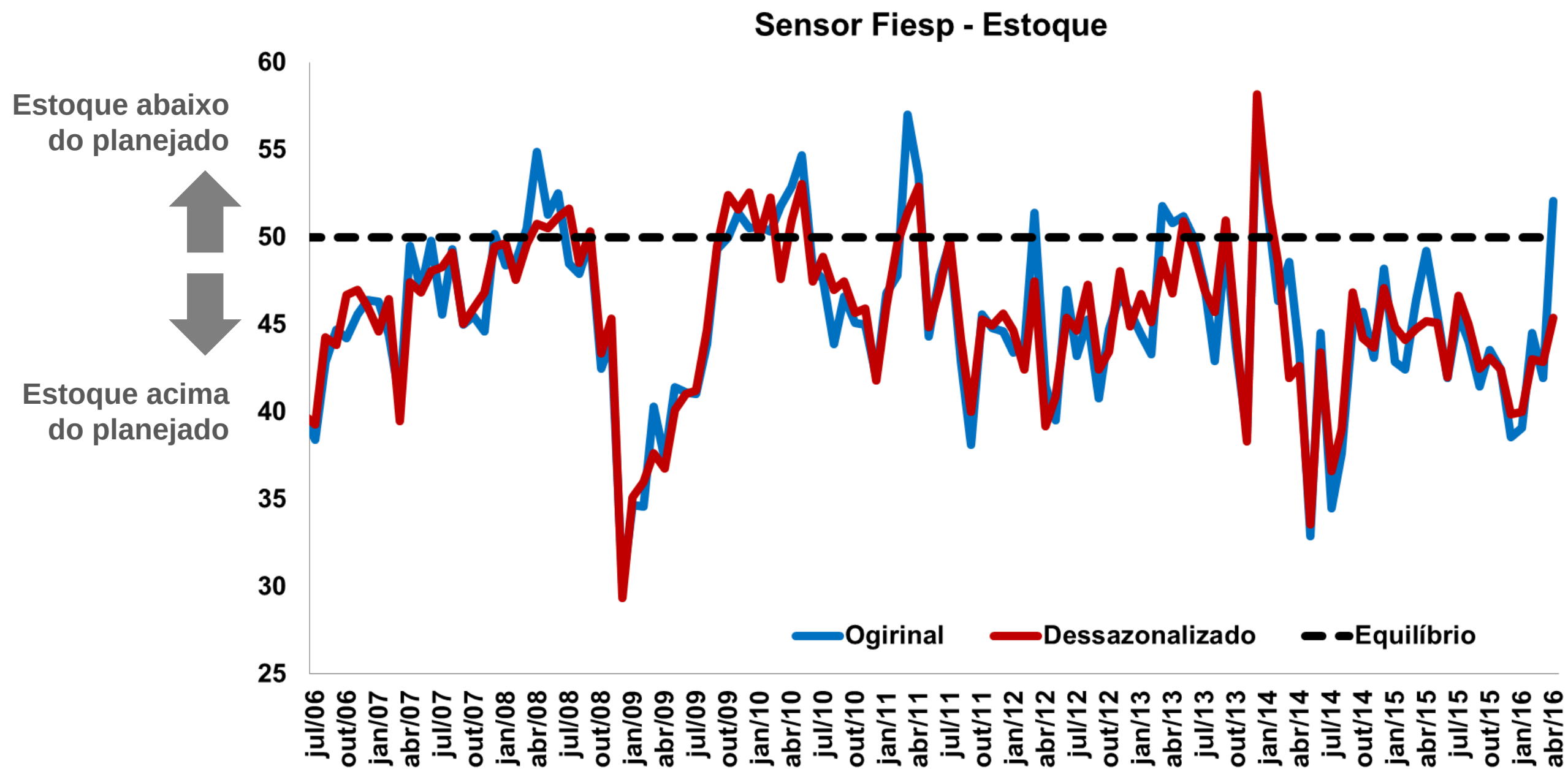
Séries do indicador Vendas



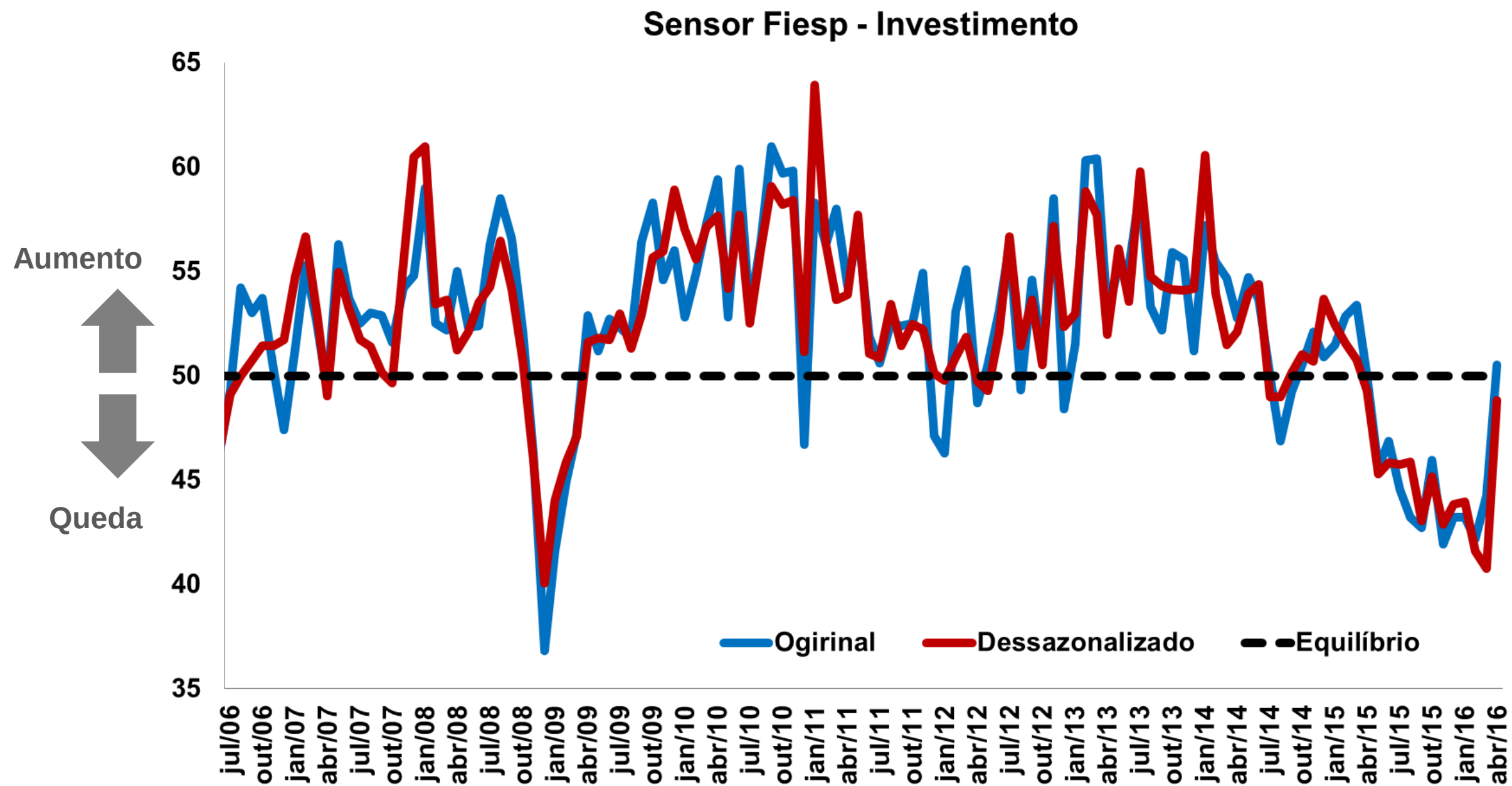
Séries do indicador Emprego



Séries do indicador Estoque



Séries do indicador Investimento



Série histórica para meses de Abril – sem ajuste

Série sem						
Data	Sensor	Mercado	Vendas	Estoque	Emprego	Investimento
abr/07	54.5	62.3	58.3	49.5	53.0	49.3
abr/08	57.5	58.4	58.7	54.9	60.3	55.0
abr/09	50.5	58.3	54.4	37.3	49.4	52.9
abr/10	55.9	61.9	52.0	52.9	53.1	59.4
abr/11	54.9	60.6	52.6	53.5	53.8	54.3
abr/12	47.2	52.0	47.5	41.5	48.3	48.7
abr/13	50.9	54.5	52.1	50.8	44.3	53.0
abr/14	47.3	47.9	46.6	43.4	46.0	52.8
abr/15	49.4	50.3	50.8	49.2	46.9	50.0
abr/16	48.9	51.6	47.4	52.1	43.0	50.5

Série histórica dos últimos 24 meses – sem ajuste

Pesquisa Sensor Fiesp - SEM AJUSTE SAZONAL (Resultados em pontos)

	mai/15	jun/15	jul/15	ago/15	set/15	out/15	nov/15	dez/15	jan/16	fev/16	mar/16	abr/16
Sensor Geral	43.8	45.9	47.0	47.6	44.5	46.2	42.7	40.6	45.7	46.4	43.3	48.9
Mercado	41.7	45.7	49.2	54.3	44.9	43.8	42.7	39.8	50.4	47.5	41.5	51.6
Vendas	42.5	47.6	47.5	50.9	52.5	51.4	47.8	39.9	52.9	52.3	46.6	47.4
Estoque	45.6	41.9	45.6	44.0	41.5	43.5	42.4	38.5	39.1	44.5	41.9	52.1
Emprego	43.8	47.7	48.4	45.8	40.9	46.6	38.8	41.7	43.0	45.6	42.2	43.0
Investimento	45.6	46.9	44.5	43.2	42.7	45.9	41.9	43.2	43.2	42.2	44.3	50.5

	mai/14	jun/14	jul/14	ago/14	set/14	out/14	nov/14	dez/14	jan/15	fev/15	mar/15	abr/15
Sensor Geral	47.4	47.2	45.8	45.6	48.6	48.5	48.4	45.9	47.7	47.9	48.8	49.4
Mercado	48.6	49.5	47.7	48.0	52.0	50.2	45.8	40.9	45.5	48.6	46.9	50.3
Vendas	52.9	46.7	50.3	51.5	52.0	50.7	53.0	43.6	50.8	49.4	53.5	50.8
Estoque	32.9	44.5	34.5	37.7	44.9	45.7	43.1	48.2	42.9	42.4	46.4	49.2
Emprego	47.7	41.4	46.3	44.1	44.7	45.2	47.8	45.8	47.9	46.1	44.0	46.9
Investimento	54.7	53.6	50.0	46.9	49.2	50.5	52.1	50.9	51.5	52.9	53.4	50.0

Série histórica dos últimos 24 meses – com ajuste

Pesquisa Sensor Fiesp - COM AJUSTE SAZONAL (Resultados em pontos)

	mai/15	jun/15	jul/15	ago/15	set/15	out/15	nov/15	dez/15	jan/16	fev/16	mar/16	abr/16
Sensor Geral	43.7	46.6	47.3	48.2	43.6	45.5	43.6	43.7	45.2	43.3	43.7	46.1
Mercado	41.3	47.6	48.0	52.1	42.2	43.3	46.2	46.3	50.8	42.0	44.6	46.9
Vendas	41.0	50.4	48.2	49.0	49.7	49.0	48.0	47.5	54.1	47.8	47.0	45.9
Estoque	45.1	42.0	46.6	45.0	42.5	43.1	42.4	39.9	40.0	43.0	42.9	45.4
Emprego	42.8	47.6	47.8	46.3	40.5	47.2	39.7	42.2	42.2	43.0	42.9	44.0
Investimento	45.3	45.8	45.8	45.9	43.0	45.2	42.9	43.8	44.0	41.6	40.8	48.8

	mai/14	jun/14	jul/14	ago/14	set/14	out/14	nov/14	dez/14	jan/15	fev/15	mar/15	abr/15
Sensor Geral	47.4	47.9	46.1	46.1	48.0	48.3	48.4	49.5	47.5	47.5	47.4	47.9
Mercado	48.4	49.8	48.5	45.6	49.1	49.6	49.2	48.1	46.7	46.9	46.0	47.0
Vendas	51.4	49.3	50.8	48.7	50.2	49.2	51.6	52.7	53.0	49.6	49.2	50.7
Estoque	33.6	43.4	36.6	39.0	46.8	44.2	43.7	47.1	44.9	44.1	44.7	45.2
Emprego	46.9	41.2	45.2	44.6	45.4	46.4	47.0	46.7	47.2	45.8	44.8	47.5
Investimento	53.9	54.4	49.0	49.0	50.2	51.0	50.7	53.7	52.4	51.6	50.8	49.3