



DEPARTAMENTO DE PESQUISAS  
E ESTUDOS ECONÔMICOS

# Pesquisa SENSOR

Julho/2017



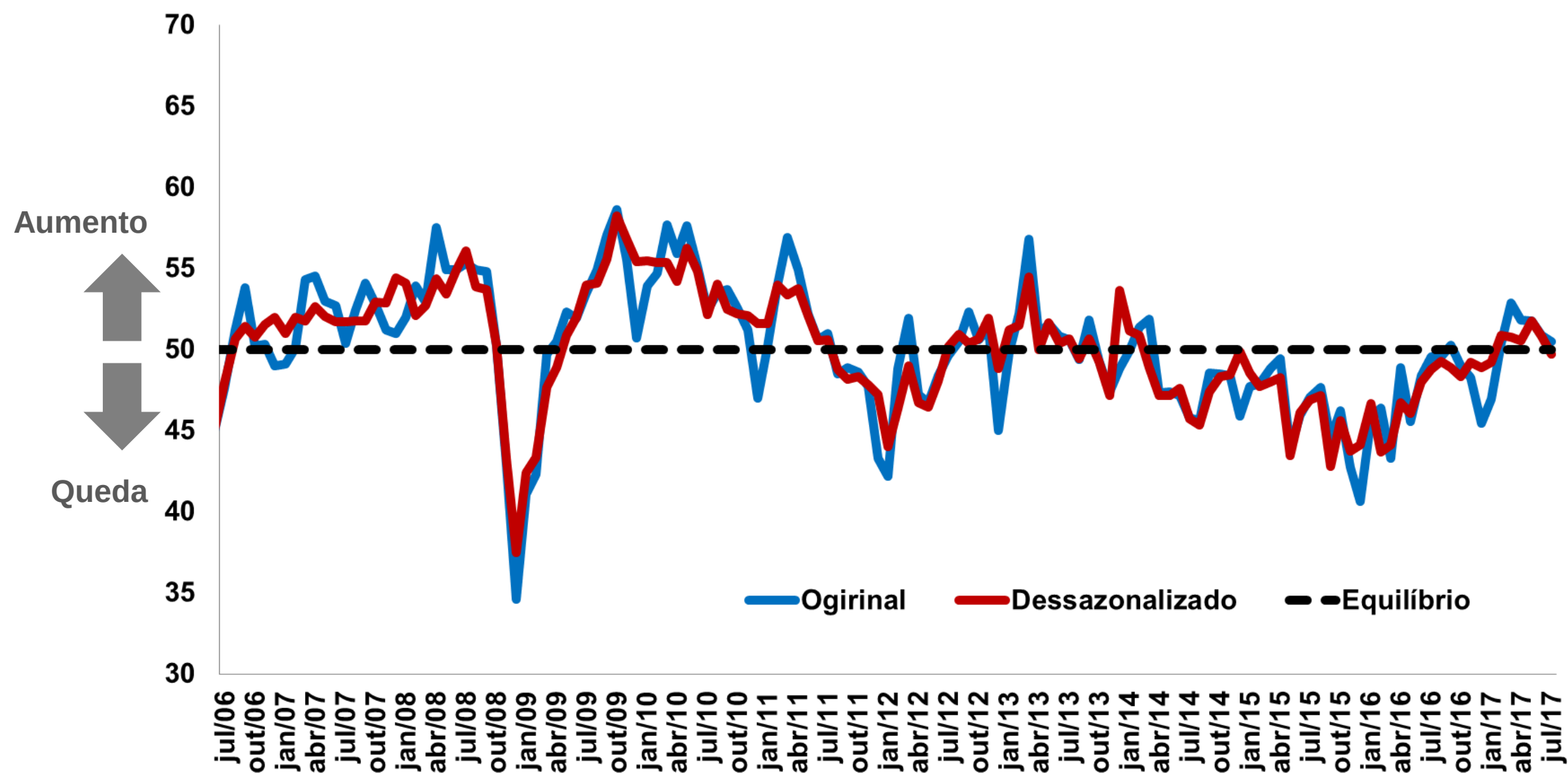
# Indicadores de Julho

| Sensor (sem ajuste) |        |        |                  |                  | Sensor (com ajuste) |        |        |                  |                  |
|---------------------|--------|--------|------------------|------------------|---------------------|--------|--------|------------------|------------------|
| Indicador           | jun/17 | jul/17 | Diferença (p.p.) | O que representa | Indicador           | jun/17 | jul/17 | Diferença (p.p.) | O que representa |
| SENSOR GERAL        | 50.9   | 50.5   | -0.4             | ▼                | SENSOR GERAL        | 50.8   | 49.7   | -1.1             | ▼                |
| Mercado             | 52.6   | 50.4   | -2.2             | ▼                | Mercado             | 51.6   | 49.9   | -1.7             | ▼                |
| Vendas              | 53.0   | 54.0   | 1.0              | ▲                | Vendas              | 54.9   | 54.2   | -0.7             | ▼                |
| Estoque             | 48.7   | 49.0   | 0.3              | ▲                | Estoque             | 48.4   | 46.4   | -2.0             | ▼                |
| Emprego             | 48.4   | 51.0   | 2.6              | ▲                | Emprego             | 48.5   | 48.6   | 0.1              | ▲                |
| Investimento        | 51.6   | 48.2   | -3.4             | ▼                | Investimento        | 50.3   | 48.4   | -1.9             | ▼                |

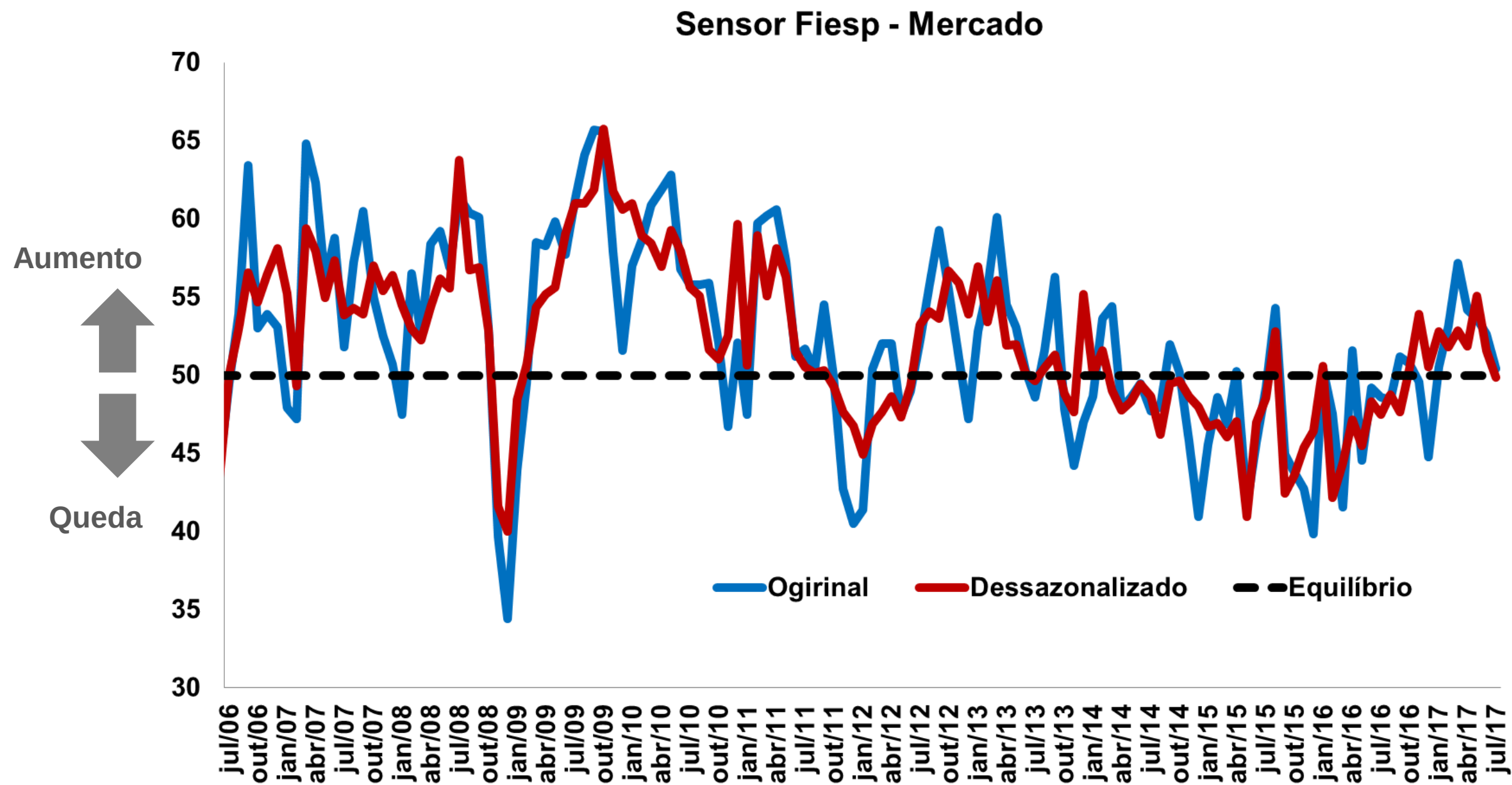
\* Os indicadores variam de 0 a 100 pontos. Leituras acima de 50 significam aumento das expectativas para o indicador. No caso de Estoque, valores superiores a 50 indicam estoque abaixo do desejável, ao passo que valores inferiores a 50 indicam sobrestoque.

# Séries do Sensor Geral

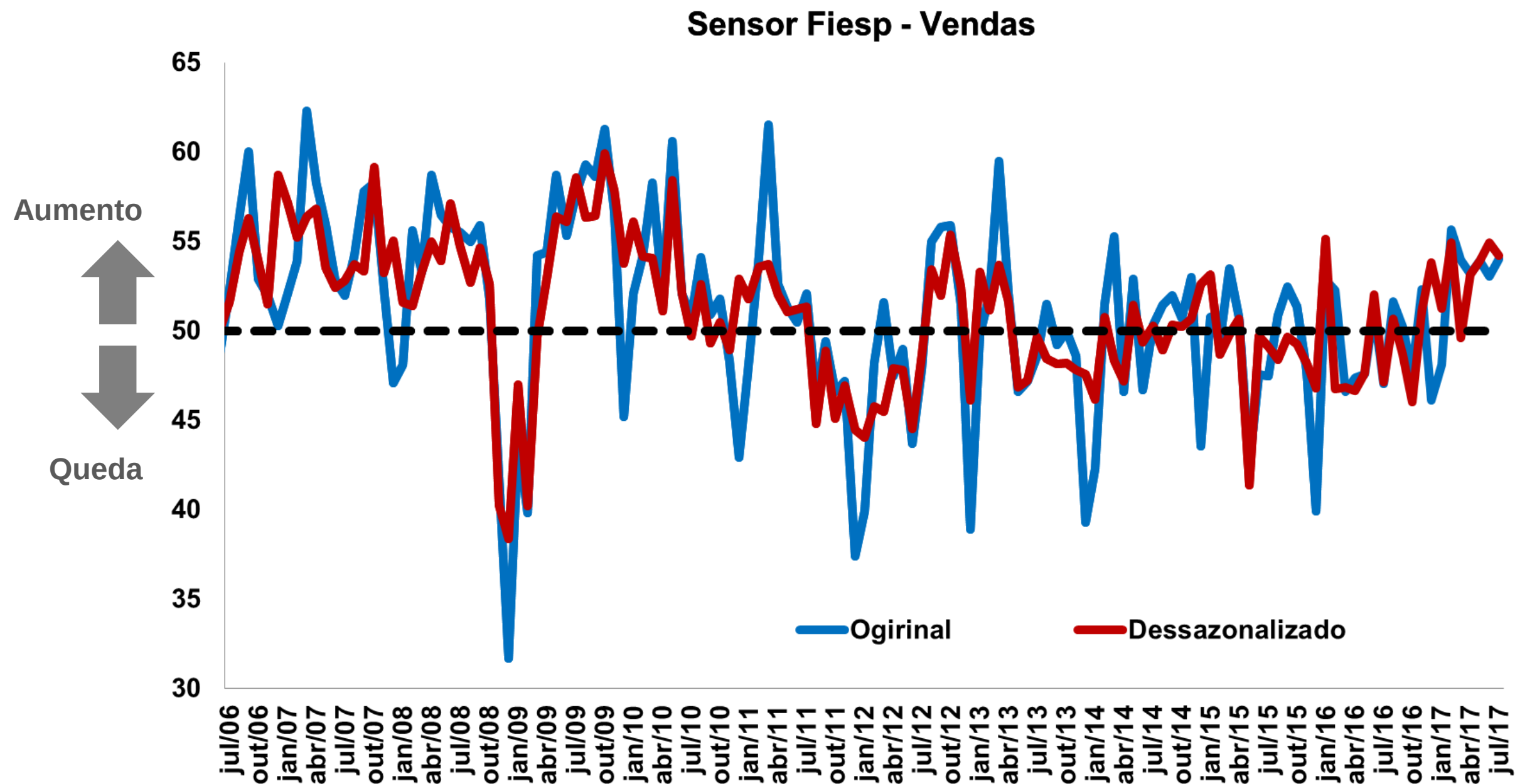
Sensor Fiesp



# Séries do indicador Mercado

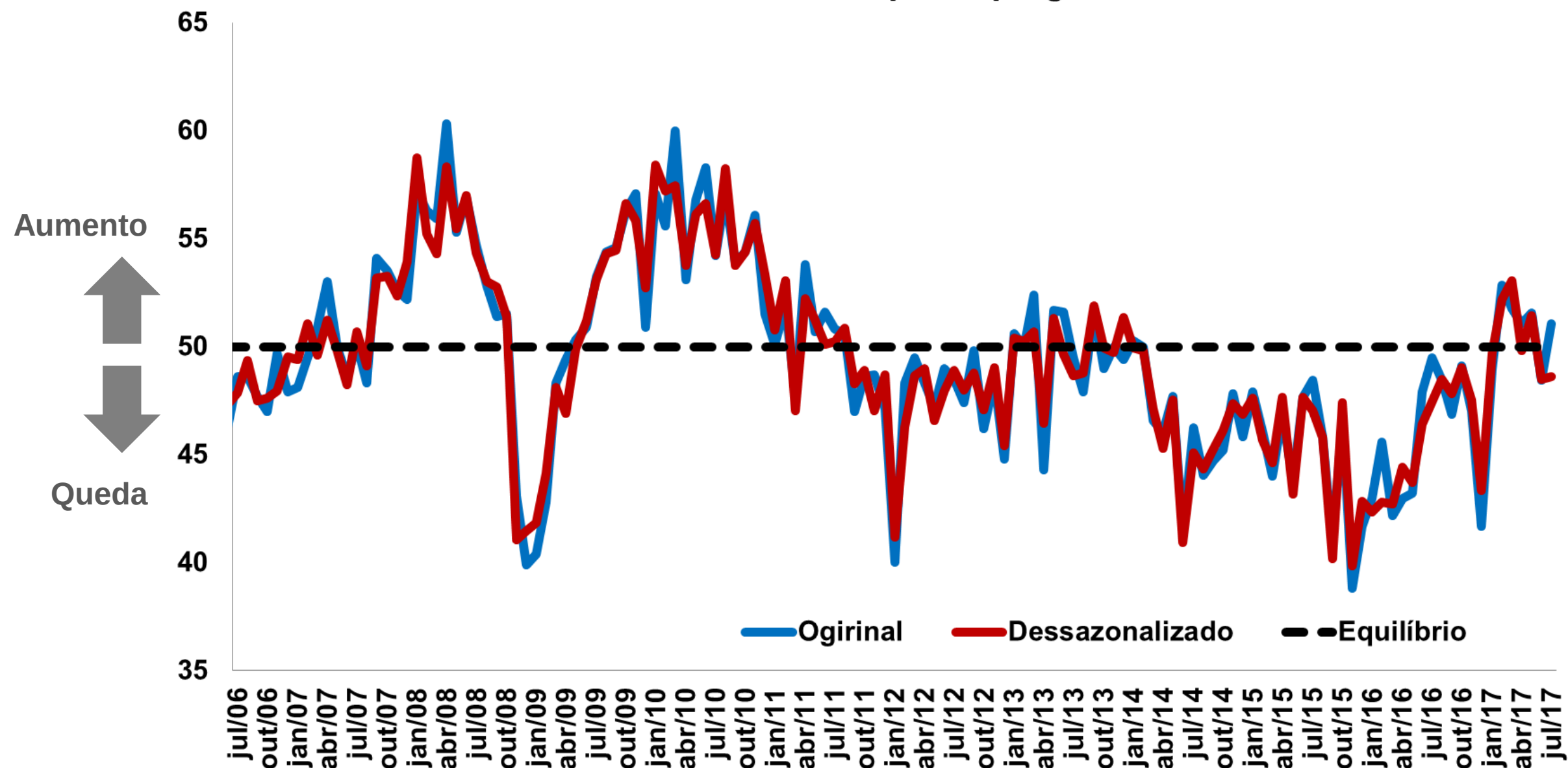


# Séries do indicador Vendas

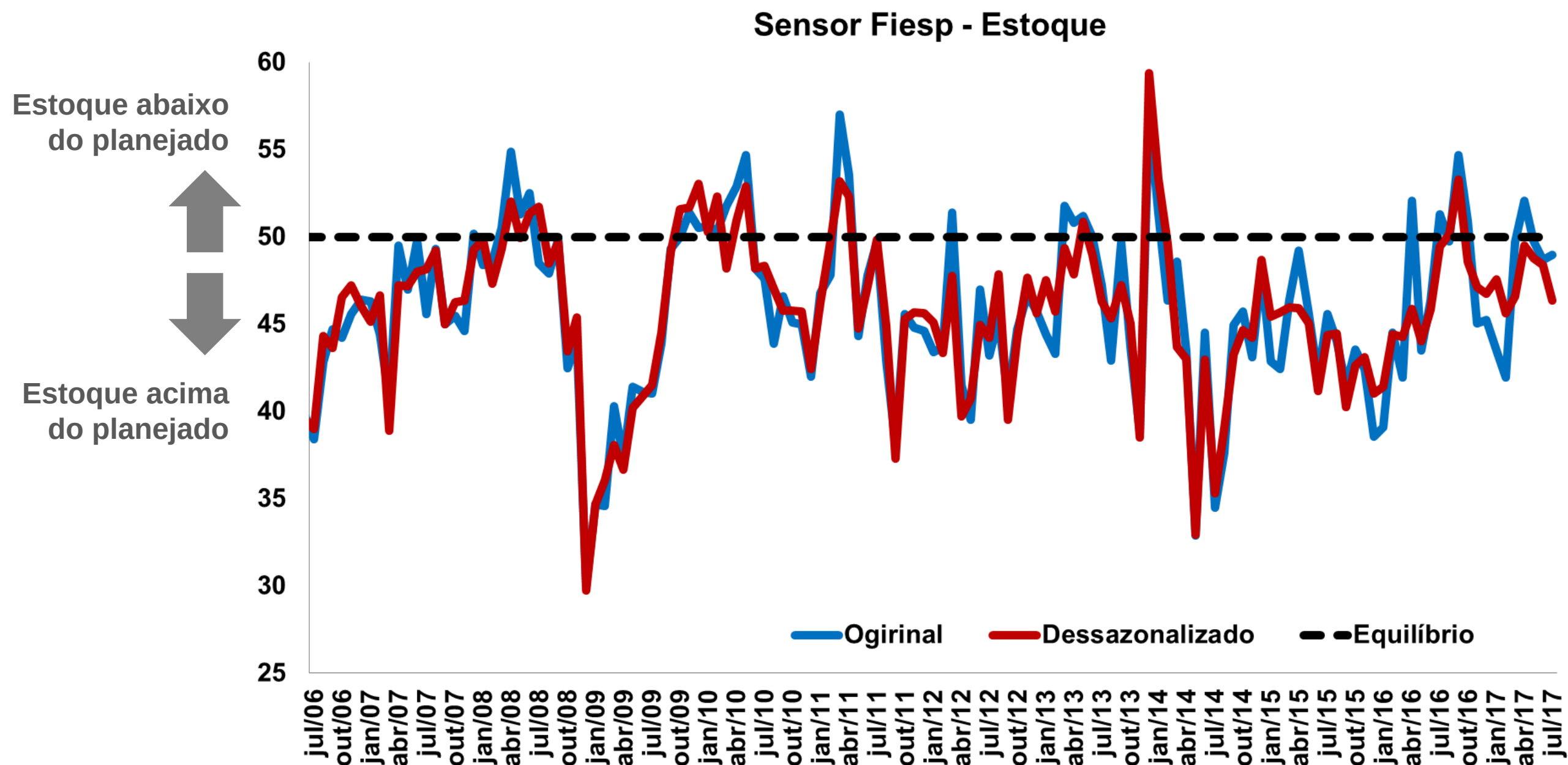


# Séries do indicador Emprego

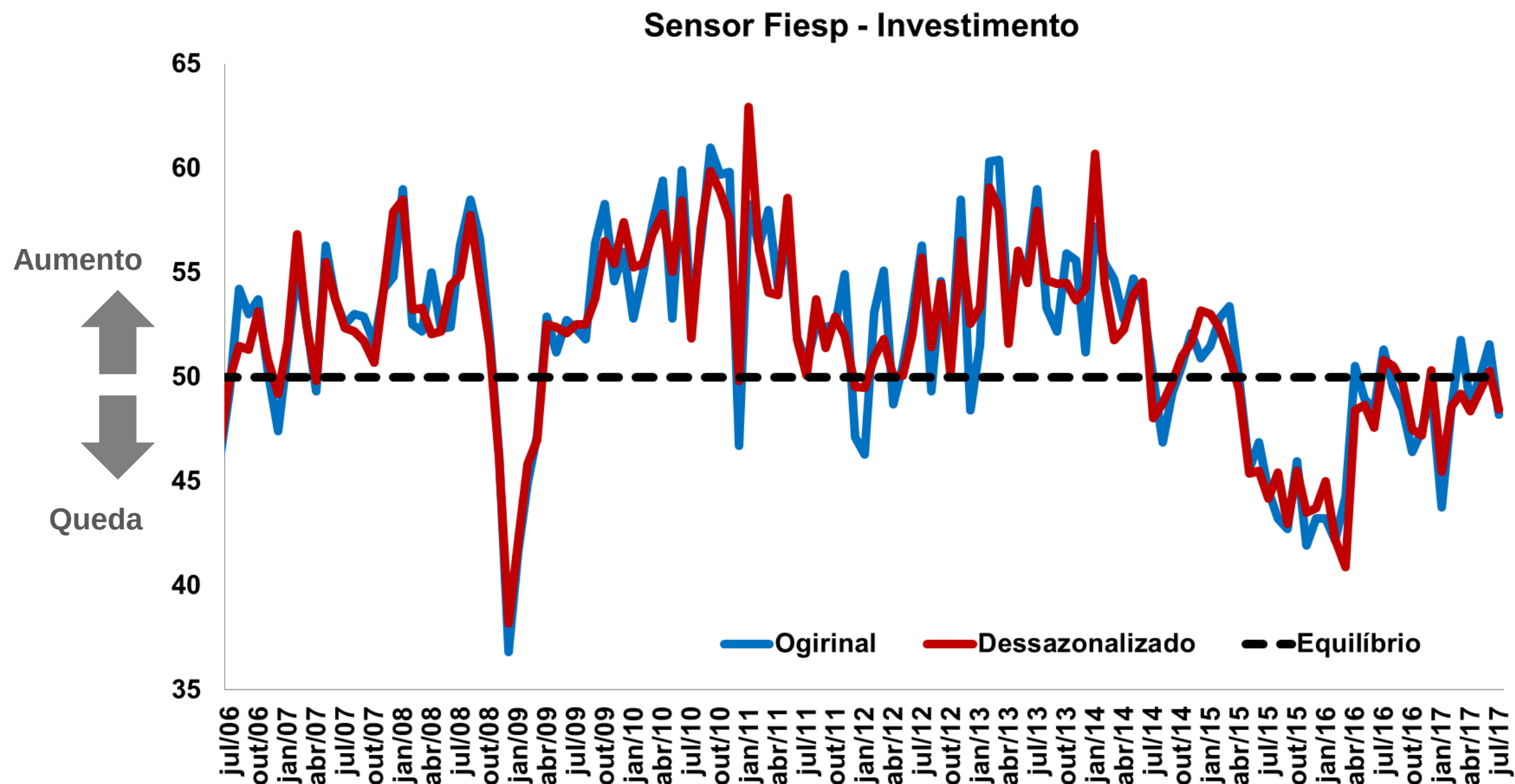
Sensor Fiesp - Emprego



# Séries do indicador Estoque



# Séries do indicador Investimento



## Série histórica para meses de Julho – sem ajuste

| Série sem ajuste |        |         |        |         |         |              |
|------------------|--------|---------|--------|---------|---------|--------------|
| Data             | Sensor | Mercado | Vendas | Estoque | Emprego | Investimento |
| jul/06           | 47.6   | 49.5    | 52.3   | 38.4    | 48.6    | 49.3         |
| jul/07           | 50.4   | 51.8    | 52.0   | 45.6    | 50.1    | 52.5         |
| jul/08           | 55.3   | 61.4    | 55.5   | 48.5    | 54.7    | 56.3         |
| jul/09           | 53.5   | 61.2    | 57.7   | 41.0    | 53.2    | 52.3         |
| jul/10           | 52.4   | 55.8    | 50.8   | 47.6    | 54.2    | 53.0         |
| jul/11           | 51.0   | 51.7    | 52.1   | 49.7    | 50.8    | 50.6         |
| jul/12           | 49.6   | 52.2    | 47.9   | 43.2    | 48.5    | 56.3         |
| jul/13           | 50.6   | 48.6    | 48.6   | 47.2    | 49.5    | 59.0         |
| jul/14           | 45.8   | 47.7    | 50.3   | 34.5    | 46.3    | 50.0         |
| jul/15           | 47.0   | 49.2    | 47.5   | 45.6    | 48.4    | 44.5         |
| jul/16           | 49.5   | 48.6    | 47.0   | 51.3    | 49.5    | 51.3         |
| jul/17           | 50.5   | 50.4    | 54.0   | 49.0    | 51.0    | 48.2         |

# Série histórica dos últimos 24 meses – sem ajuste

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

|                     | ago/16 | set/16 | out/16 | nov/16 | dez/16 | jan/17 | fev/17 | mar/17 | abr/17 | mai/17 | jun/17 | jul/17 |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Sensor Geral</b> | 49.5   | 50.3   | 49.0   | 48.3   | 45.4   | 47.0   | 50.4   | 52.9   | 51.8   | 51.8   | 50.9   | 50.5   |
| <b>Mercado</b>      | 48.4   | 51.2   | 50.7   | 49.6   | 44.8   | 50.5   | 53.1   | 57.1   | 54.2   | 53.6   | 52.6   | 50.4   |
| <b>Vendas</b>       | 51.6   | 50.3   | 47.7   | 52.3   | 46.1   | 48.1   | 55.6   | 54.0   | 53.2   | 53.9   | 53.0   | 54.0   |
| <b>Estoque</b>      | 49.7   | 54.7   | 50.9   | 45.1   | 45.2   | 43.5   | 41.9   | 49.7   | 52.1   | 49.7   | 48.7   | 49.0   |
| <b>Emprego</b>      | 48.4   | 46.9   | 49.1   | 47.0   | 41.7   | 49.0   | 52.9   | 51.8   | 51.0   | 51.6   | 48.4   | 51.0   |
| <b>Investimento</b> | 49.5   | 48.4   | 46.4   | 47.4   | 49.4   | 43.8   | 48.4   | 51.8   | 48.7   | 50.0   | 51.6   | 48.2   |

|                     | ago/15 | set/15 | out/15 | nov/15 | dez/15 | jan/16 | fev/16 | mar/16 | abr/16 | mai/16 | jun/16 | jul/16 |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Sensor Geral</b> | 47.6   | 44.5   | 46.2   | 42.7   | 40.6   | 45.7   | 46.4   | 43.3   | 48.9   | 45.6   | 48.4   | 49.5   |
| <b>Mercado</b>      | 54.3   | 44.9   | 43.8   | 42.7   | 39.8   | 50.4   | 47.5   | 41.5   | 51.6   | 44.5   | 49.2   | 48.6   |
| <b>Vendas</b>       | 50.9   | 52.5   | 51.4   | 47.8   | 39.9   | 52.9   | 52.3   | 46.6   | 47.4   | 47.6   | 51.1   | 47.0   |
| <b>Estoque</b>      | 44.0   | 41.5   | 43.5   | 42.4   | 38.5   | 39.1   | 44.5   | 41.9   | 52.1   | 43.5   | 46.4   | 51.3   |
| <b>Emprego</b>      | 45.8   | 40.9   | 46.6   | 38.8   | 41.7   | 43.0   | 45.6   | 42.2   | 43.0   | 43.2   | 47.9   | 49.5   |
| <b>Investimento</b> | 43.2   | 42.7   | 45.9   | 41.9   | 43.2   | 43.2   | 42.2   | 44.3   | 50.5   | 49.0   | 48.4   | 51.3   |

# Série histórica dos últimos 24 meses – com ajuste

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

|                     | ago/16 | set/16 | out/16 | nov/16 | dez/16 | jan/17 | fev/17 | mar/17 | abr/17 | mai/17 | jun/17 | jul/17 |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Sensor Geral</b> | 49.2   | 48.9   | 48.3   | 49.2   | 48.9   | 49.2   | 50.9   | 50.8   | 50.6   | 51.8   | 50.8   | 49.7   |
| <b>Mercado</b>      | 48.7   | 47.7   | 50.4   | 53.9   | 50.5   | 52.8   | 51.8   | 52.9   | 51.9   | 55.1   | 51.6   | 49.9   |
| <b>Vendas</b>       | 50.7   | 48.7   | 46.0   | 51.1   | 53.8   | 51.3   | 54.9   | 49.6   | 53.2   | 53.9   | 54.9   | 54.2   |
| <b>Estoque</b>      | 50.1   | 53.3   | 48.6   | 47.1   | 46.7   | 47.6   | 45.6   | 46.6   | 49.5   | 48.8   | 48.4   | 46.4   |
| <b>Emprego</b>      | 48.5   | 47.8   | 49.0   | 47.5   | 43.3   | 49.7   | 52.2   | 53.0   | 49.8   | 51.4   | 48.5   | 48.6   |
| <b>Investimento</b> | 50.5   | 49.7   | 47.5   | 47.2   | 50.3   | 45.5   | 48.6   | 49.2   | 48.4   | 49.3   | 50.3   | 48.4   |

|                     | ago/15 | set/15 | out/15 | nov/15 | dez/15 | jan/16 | fev/16 | mar/16 | abr/16 | mai/16 | jun/16 | jul/16 |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Sensor Geral</b> | 47.2   | 42.8   | 45.6   | 43.7   | 44.1   | 46.7   | 43.7   | 44.1   | 46.7   | 46.0   | 48.0   | 48.8   |
| <b>Mercado</b>      | 52.8   | 42.5   | 43.6   | 45.4   | 46.4   | 50.6   | 42.2   | 44.4   | 47.2   | 45.5   | 48.3   | 47.5   |
| <b>Vendas</b>       | 48.4   | 49.7   | 49.3   | 48.2   | 46.8   | 55.1   | 46.7   | 46.8   | 46.7   | 47.6   | 52.0   | 47.2   |
| <b>Estoque</b>      | 44.5   | 40.3   | 42.6   | 43.1   | 41.0   | 41.4   | 44.4   | 44.3   | 45.9   | 44.0   | 45.8   | 49.5   |
| <b>Emprego</b>      | 45.8   | 40.2   | 47.4   | 39.9   | 42.8   | 42.3   | 42.8   | 42.7   | 44.4   | 43.7   | 46.4   | 47.4   |
| <b>Investimento</b> | 45.4   | 43.0   | 45.5   | 43.5   | 43.7   | 45.0   | 42.2   | 40.9   | 48.4   | 48.6   | 47.6   | 50.8   |