

Pesquisa Sensor

Julho/2018

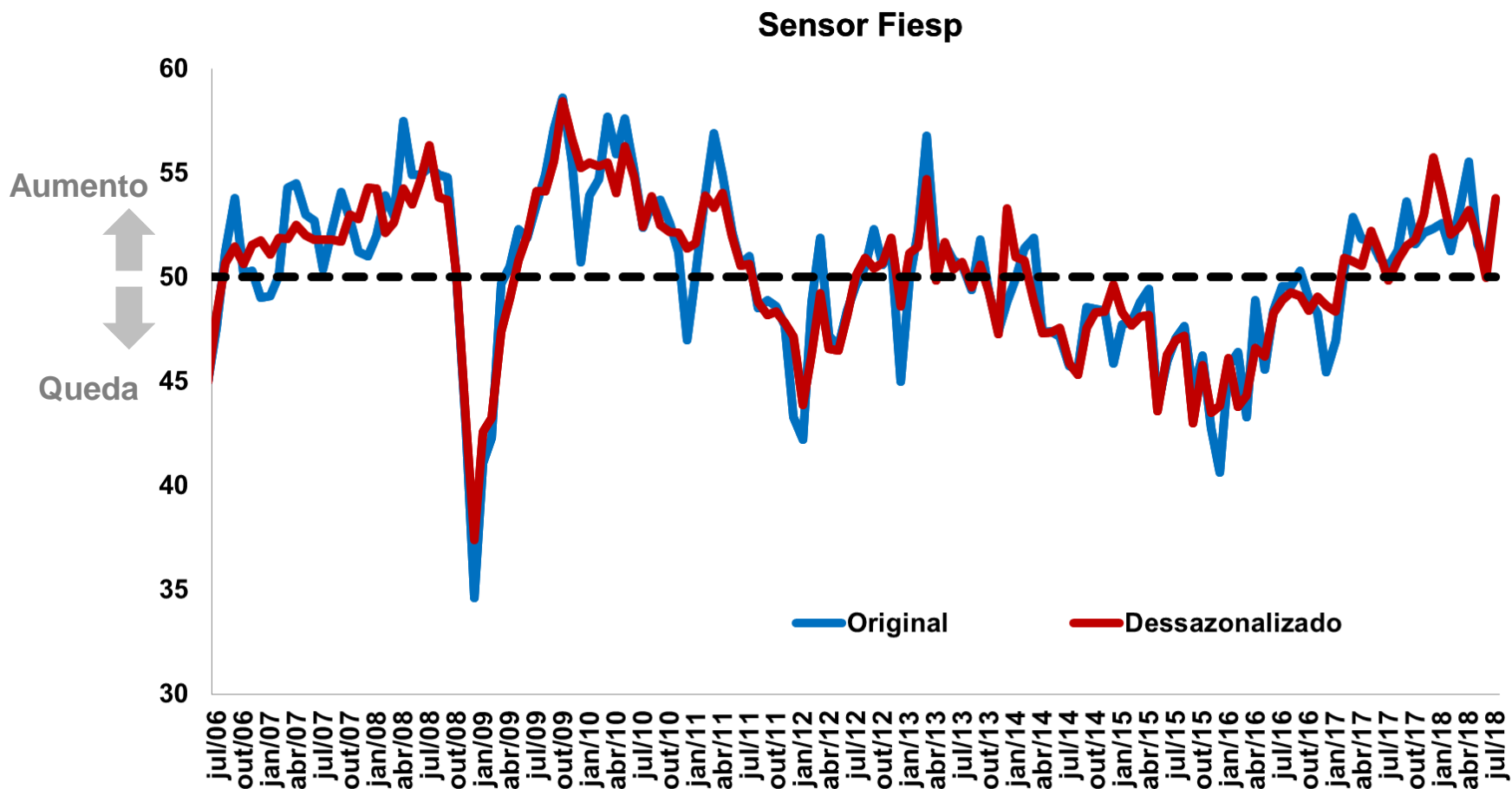


Indicadores de Julho

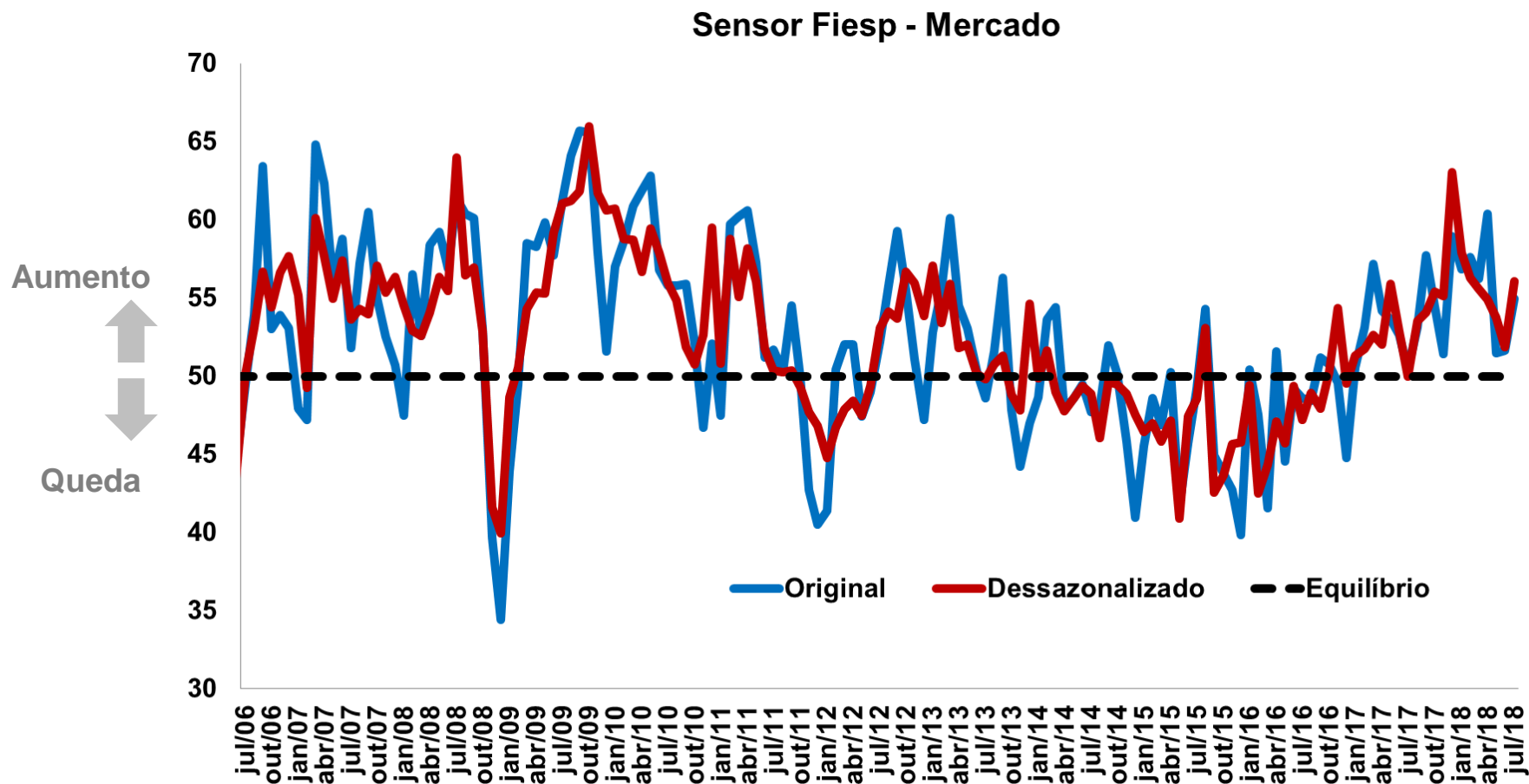
Sensor (sem ajuste)					Sensor (com ajuste)				
Indicador	jun/18	jul/18	Diferença (p.p.)	O que representa	Indicador	jun/18	jul/18	Diferença (p.p.)	O que representa
SENSOR GERAL	50.6	53.7	3.1	▲	SENSOR GERAL	50.0	53.8	3.8	▲
Mercado	51.6	54.9	3.3	▲	Mercado	51.8	56.1	4.2	▲
Vendas	51.9	60.1	8.2	▲	Vendas	51.1	60.1	9.0	▲
Estoque	46.3	51.5	5.2	▲	Estoque	45.9	50.7	4.8	▲
Emprego	50.8	50.5	-0.3	▼	Emprego	50.6	50.2	-0.4	▼
Investimento	52.6	51.6	-1.0	▼	Investimento	51.4	51.9	0.5	▲

* 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

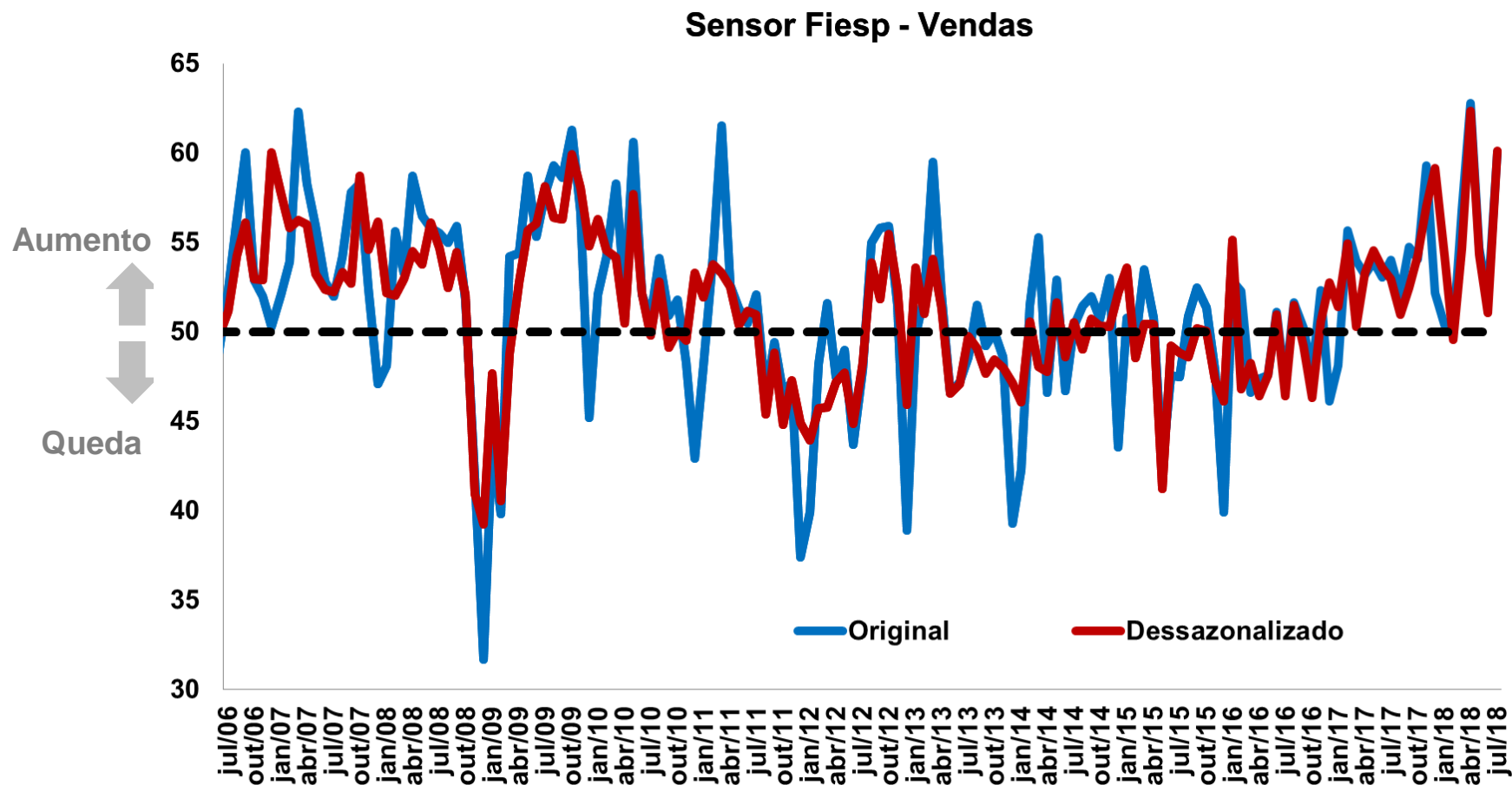
Séries do Sensor Geral



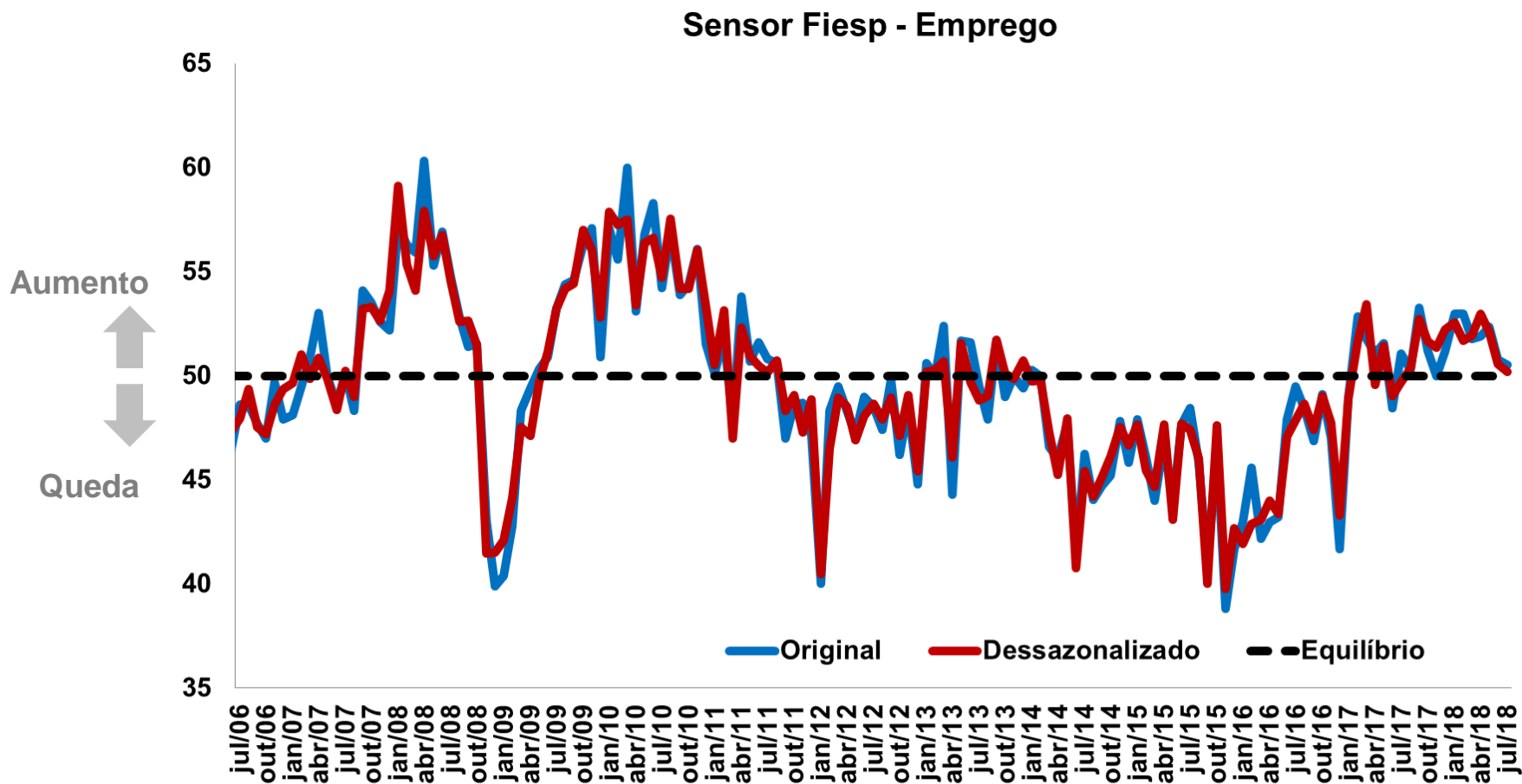
Séries do indicador Mercado



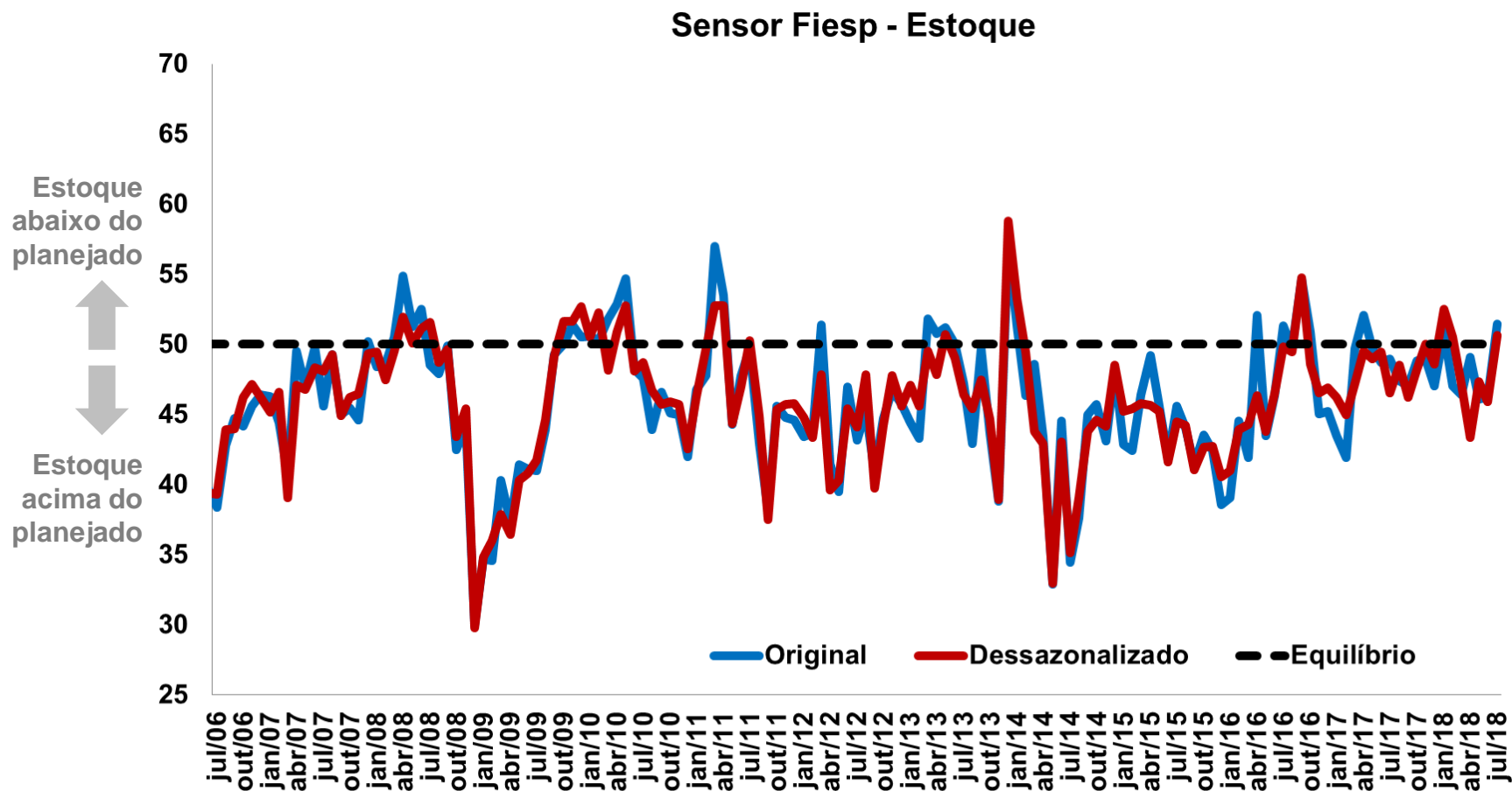
Séries do indicador Vendas



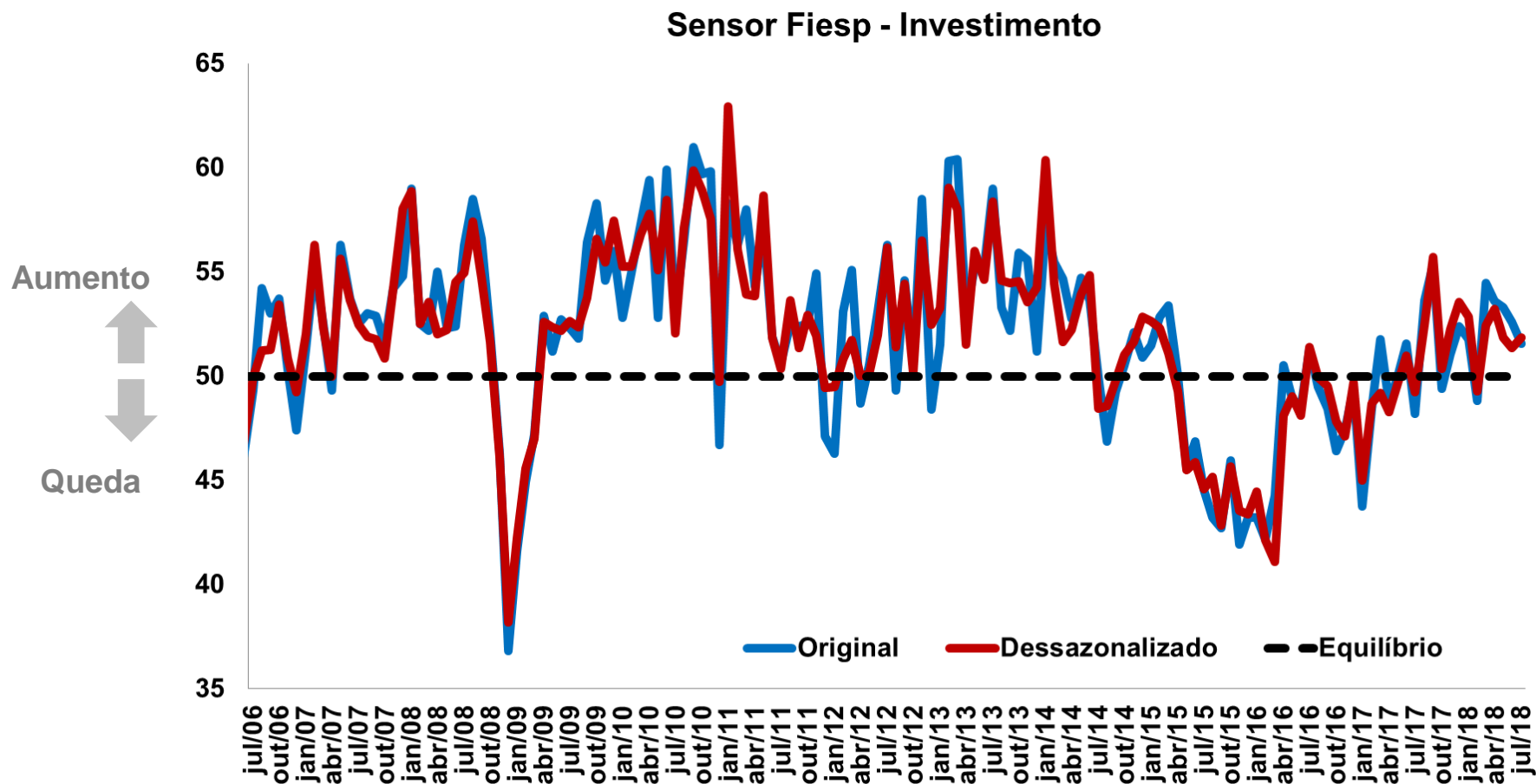
Séries do indicador Emprego



Séries do indicador Estoque



Séries do indicador Investimento



Série histórica para meses de 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
jul/18	53.7	54.9	60.1	51.5	50.5	51.6

Série histórica dos últimos 24 meses – sem ajuste

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

	ago/17	set/17	out/17	nov/17	dez/17	jan/18	fev/18	mar/18	abr/18	mai/18	jun/18	jul/18
Sensor Geral	51.3	53.6	51.6	52.1	52.3	52.6	51.3	53.2	55.5	51.6	50.6	53.7
Mercado	53.1	57.7	54.5	51.4	58.9	56.8	57.6	56.3	60.4	51.5	51.6	54.9
Vendas	52.1	54.8	54.1	59.3	52.2	50.4	50.0	56.8	62.8	54.7	51.9	60.1
Estoque	47.4	47.0	48.8	49.0	47.0	50.9	47.0	46.4	49.1	46.1	46.3	51.5
Emprego	50.3	53.3	51.2	50.0	51.2	53.0	53.0	51.8	51.9	52.3	50.8	50.5
Investimento	53.6	55.4	49.4	51.0	52.4	51.8	48.8	54.5	53.6	53.3	52.6	51.6

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

Série histórica dos últimos 24 meses – com ajuste

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

	ago/17	set/17	out/17	nov/17	dez/17	jan/18	fev/18	mar/18	abr/18	mai/18	jun/18	jul/18
Sensor Geral	50.9	51.5	51.8	53.0	55.8	54.0	52.0	52.4	53.2	51.9	50.0	53.8
Mercado	53.5	54.1	55.4	55.1	63.1	57.9	56.3	55.6	54.9	53.7	51.8	56.1
Vendas	51.0	52.5	54.3	57.0	59.1	54.3	49.6	54.6	62.3	54.3	51.1	60.1
Estoque	48.5	46.2	48.2	50.0	48.6	52.5	50.5	47.1	43.4	47.3	45.9	50.7
Emprego	50.3	52.7	51.7	51.4	52.2	52.6	51.7	51.9	53.0	52.1	50.6	50.2
Investimento	52.5	55.7	50.4	52.2	53.6	52.8	49.3	52.4	53.2	51.8	51.4	51.9

	ago/16	set/16	out/16	nov/16	dez/16	jan/17	fev/17	mar/17	abr/17	mai/17	jun/17	jul/17
Sensor Geral	49.3	49.1	48.4	49.1	48.7	48.4	50.9	50.8	50.6	52.2	51.1	49.9
Mercado	48.9	47.9	50.3	54.4	49.6	51.3	51.7	52.6	52.0	55.9	52.9	50.0
Vendas	51.5	49.2	46.3	50.6	52.8	51.4	55.0	50.3	53.3	54.6	53.6	52.9
Estoque	49.5	54.7	48.6	46.5	46.9	46.2	45.0	47.2	49.5	48.9	49.5	46.6
Emprego	48.6	47.4	49.0	47.7	43.3	48.9	51.7	53.4	49.5	51.4	49.0	49.7
Investimento	49.9	49.5	47.8	47.1	49.7	45.0	48.7	49.2	48.3	49.7	51.0	49.2

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