

Brazilian Elections

10th Edition

August 23, 2022

PATRI does not conduct public opinion polls. The sources of the polls are always mentioned alongside the data or its graphical representations. Brazilian legislation determines that, in election years, only polls registered with the electoral justice five days in advance may be released.

PRESIDENTIAL RACE

Campaigns are on and the Bolsonaro-Lula polarization continues to set the tone

Candidates are campaigning throughout the country and online. Electoral ads will begin to be broadcasted on TV and radio on August 26.

The presidential run is clearer. The time for other candidates to burst the Bolsonaro-Lula polarization bubble is running short.

Suspicion about the integrity of the Brazilian voting system remains, but with less intensity. Despite political agitations, candidates have been reassuring their commitment to accepting the electoral results.

With around one month left for the 1st round, on October 2, it is unlikely that the presidential run will radically change. However, eventual major slips may lead to surprises.

The 10th edition of the Brazilian Elections Project sheds light on candidates' main proposals and updates voting intention polls.



NEXT STEPS IN THE ELECTORAL CALENDAR

2022

AUG 26 - SEP 29

Election campaign period on radio and TV for the first round

SEP 29 – Last day for debates to be held before the first round



OCT 7 – OCT 28

Election campaign period on radio and TV for the runoffs

OCT 28 - Last day for debates to be held before the runoffs



FREE ELECTORAL ADS ON TV AND RADIO

From August 26 until September 29 for the 1st round



Lula (PT)

Coalition "*Brasil da Esperança*"
(PT, PCdoB, PV, SOLIDARIEDADE, PSOL, REDE, PSB, AGIR, AVANTE, PROS)

3'39"



286 ads



Simone Tebet (MDB)

Coalition "*Brasil para Todos*"
(MDB, PSDB, CIDADANIA, PODEMOS)

2'20"



184 ads



Jair Bolsonaro (PL)

Coalition "*Pelo Bem do Brasil*"
(PP, REPUBLICANOS, PL)

2'38"



207 ads



Ciro Gomes (PDT)

52"



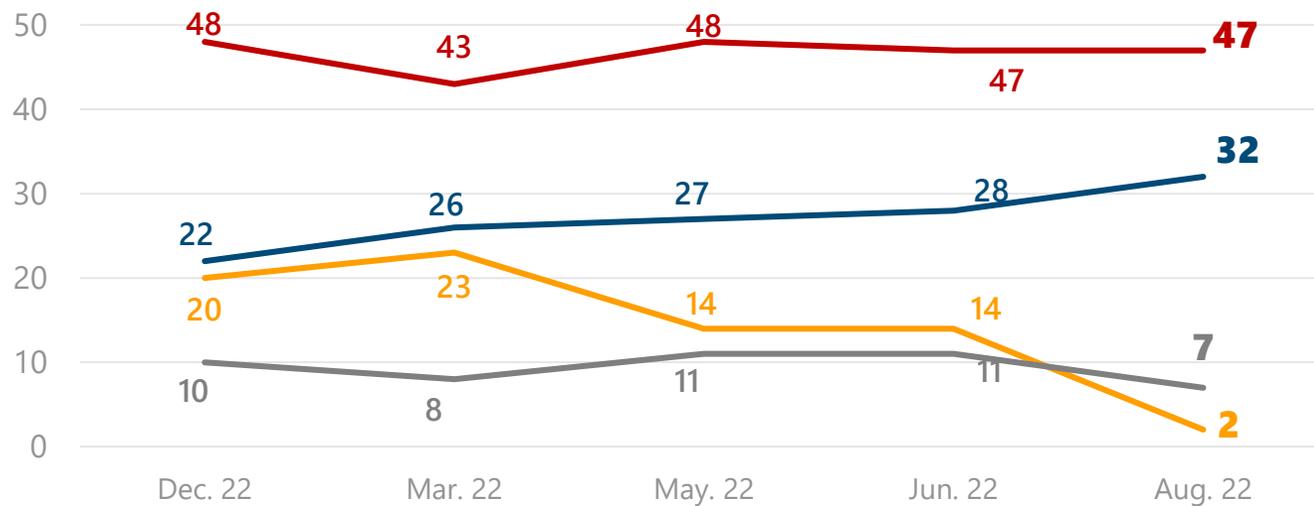
68 ads

VOTING INTENTION (%)

Stimulated polls – August 2022 (Datafolha)



1ST ROUND | 2 p.p. margin of error



RUNOFF



Since the first voting intention polls, the Bolsonaro-Lula polarization is evident, reducing space for other candidates.

Lagging behind Lula, Bolsonaro has been focusing on expanding social benefits and reducing taxes on fuels and energy.

Meanwhile, Lula has been unofficially campaigning since the Supreme Court overturned charges against him in March 2021.

With less than 45 days until the 1st round, Lula and Bolsonaro have been successful in attracting convenient voters using a negative partisanship rhetoric.

LUIZ INÁCIO LULA DA SILVA (PT)



This is the sixth time Lula runs for president. Elected in 2002 and 2006, he made moves for a run in 2018, but was arrested and barred from running on charges overturned later.

ECONOMY

- Revision of the labor reform, protection of self-employed people, working from home, and app workers.
- Revocation of the spending cap, and minimum wage increases.
- Payroll tax cuts and taxation of profits, dividends, and fortunes.

SOCIAL

- Amplifying the Brazilian Unified Health System and welfare programs.
- Fortifying basic education and the Brazilian Education Plan.
- Fortifying the Brazilian Unified System of Social Assistance.

INFRASTRUCTURE

- Reindustrialization focusing on the green and digital economic transitions.
- Media regulation to fight fake news.

INSTITUTIONAL

- Reestablishing anti-corruption instruments.
- Opposes privatizations.
- Repositioning Brazil in the international arena as a relevant diplomatic actor.

JAIR MESSIAS BOLSONARO (PL)



After almost three decades as a federal representative, he was elected president in 2018 on a socially conservative and business-friendly platform.

ECONOMY

- Defense of privatizations, using the Eletobras as an example.
- Lowering taxes.
- Prioritizing criteria for accession to the OECD.

SOCIAL

- Income transfer programs.
- Fortification of the Digital Health Program.
- Easing access to credit via government guarantees to women and low-income people.

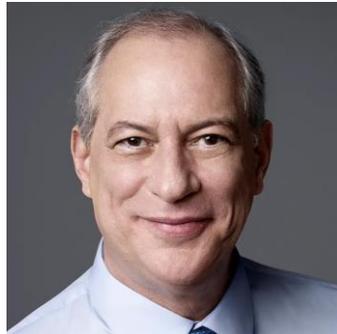
INFRASTRUCTURE

- Infrastructure privatization and concession programs.
- Public financing for agribusiness credit and decreasing regulations on pesticide use.
- Investment in green hydrogen, wind energy, and biogas.

INSTITUTIONAL

- Revising the time limit for demarcation of indigenous lands.
- Creating new ministries to accommodate allies.

CIRO FERREIRA GOMES (PDT)



The former lawmaker, Mayor of Fortaleza, Governor of Ceará, and Minister of Finance and National Integration is running for president for the fourth time. He placed third in 2018 with 12.5% of the vote.

ECONOMY

- Broad tax reform.
- 20% cut in tax exemptions.
- Taxation of profits, dividends, and fortunes.

SOCIAL

- Installation of free wi-fi in public areas.
- Guaranteeing paid internships for students.

INFRASTRUCTURE

- Construction of oil and gas and bioenergy industrial complexes.
- Universal access to clean water through public and private investment.
- Land regularization.

INSTITUTIONAL

- New labor laws in accordance with ILO principles.
- Prepare Petrobras to develop new energy sources.

SIMONE TEBET (MDB)



She was a state representative, mayor of Três Lagoas, and Lieutenant Governor of Mato Grosso do Sul before being elected to the Senate in 2014, where she chaired the Judiciary Committee.

ECONOMY

- Floating exchange rate, inflation targets, and fiscal liability.
- Recreation of the Ministry of Planning.
- Foster privatizations and concessions.

SOCIAL

- Equal payment for men and women.
- Creation of a Secretariat of Children and Youth.
- Permanent welfare program and eradicate hunger.

INFRASTRUCTURE

- Sustainable targets and reduction of deforestation by strengthening oversight bodies.
- Zero-carbon agribusiness and reforestation incentives.
- Infrastructure modernization, reducing energy prices, and improving urban mobility.

INSTITUTIONAL

- Compensation for landowners in indigenous areas.
- Full digitalization of public services.
- Tax reform.

ELECTIONS | PATRI

 2022

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