

Brazilian Elections

11th Edition

August 31, 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

With one month until the elections, every move will count

The game is on. Candidates started their campaigns both online and on the streets and have been facing debates and interviews. Their moves will be even more in the spotlight, exposing good and bad intentions, strategies, ideas, and some errors.

With around one month until the first round, every move will count. That is what the 11th edition of the 2022 Brazilian Elections Project will feature. The first debate on TV, broadcast by Band in partnership with several communication vehicles, exposed candidates' vulnerabilities. September will be tough!



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





INTERVIEWS

40 minutes: no one pushed the limit

Last week, the four main presidential candidates were interviewed in Brazil's leading news broadcast, *Jornal Nacional*. After a week of campaigns online and on the streets, the interviews were a warm-up to the electoral advertising, which began on August 26, and to the first debate on TV on August 28. During the interviews, the network had a high audience, with candidates using their 40 minutes to consolidate their electoral behavior:

- **Bolsonaro** – *Calmer, he did not fight questions, sending the messages he wanted: he will respect the voting system "if the elections are clean"; investigations into crimes during the pandemic were a "circus"; the presence of the "Centrão" in the administration avoids the president becoming a dictator; his attacks on the Supreme Court were just "hot tempers".*
- **Gomes** – *Presented several ideas, including an Anti-Greed Law, and assured that his administration would govern with the minority in Congress if bills that do not have the support from the legislative branch are submitted to popular vote. Continues to have faith in being a viable alternative to the Bolsonaro-Lula negative partisanship.*
- **Lula** – *Picked up on an admission by the anchor – who stated that he 'owes nothing to the judiciary' – and suggested partial a mea culpa for corruption in Petrobras and mistakes in the Rousseff administration. Mentioned his previous administration's (2003-2010) measures as an asset for the campaign.*
- **Tebet** – *Spoke the most and was interrupted the least dealt with fighting poverty, housing affordability and basic education. Described herself as "a politician with a mother's heart".*

FIRST DEBATE

Tebet seizes on political vacuum left by Bolsonaro and Lula

The first TV debate, which brought together six presidential candidates on August 28, saw the frontrunners arrive at the studio with clear strategies.

Bolsonaro wanted to react to the idea that Lula performed better than him in the evening news interviews. Lula wanted to talk about his administrations and not get caught up in Bolsonaro's taunts regarding corruption and his imprisonment. With Lula in a discrete stance, Bolsonaro went on the offensive against the women in the

race (Tebet and Thronicke) and in the audience, becoming a target for his rivals and the female electorate, where he already performs poorly.

Lula has already realized that merely talking about his administrations is not a solution for everything. It's a narrative that focuses on the past, and there is no escaping questions on corruption. Tebet, who performed well in the debate, was exposed to a broader audience – now we must see what that may entail.



VOTING INTENTION

Datafolha stimulated poll – Aug/22



Lula
PT



Bolsonaro
PL



Ciro Gomes
PDT

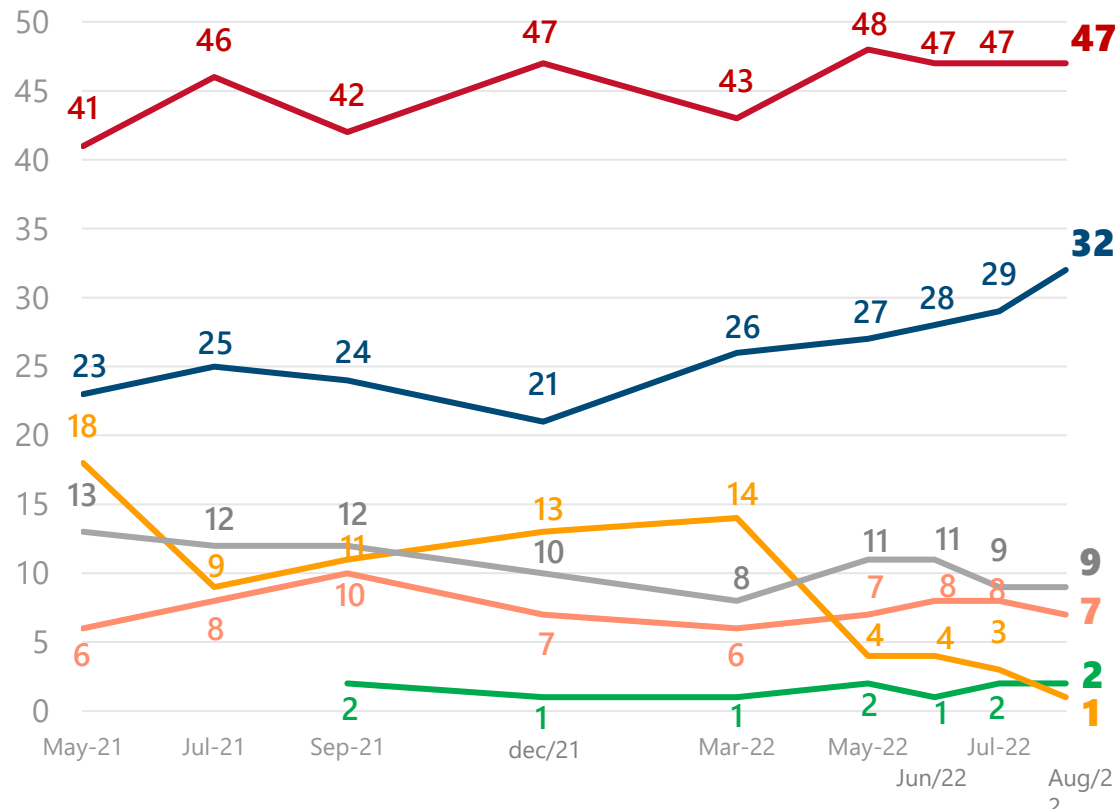


Simone Tebet
MDB

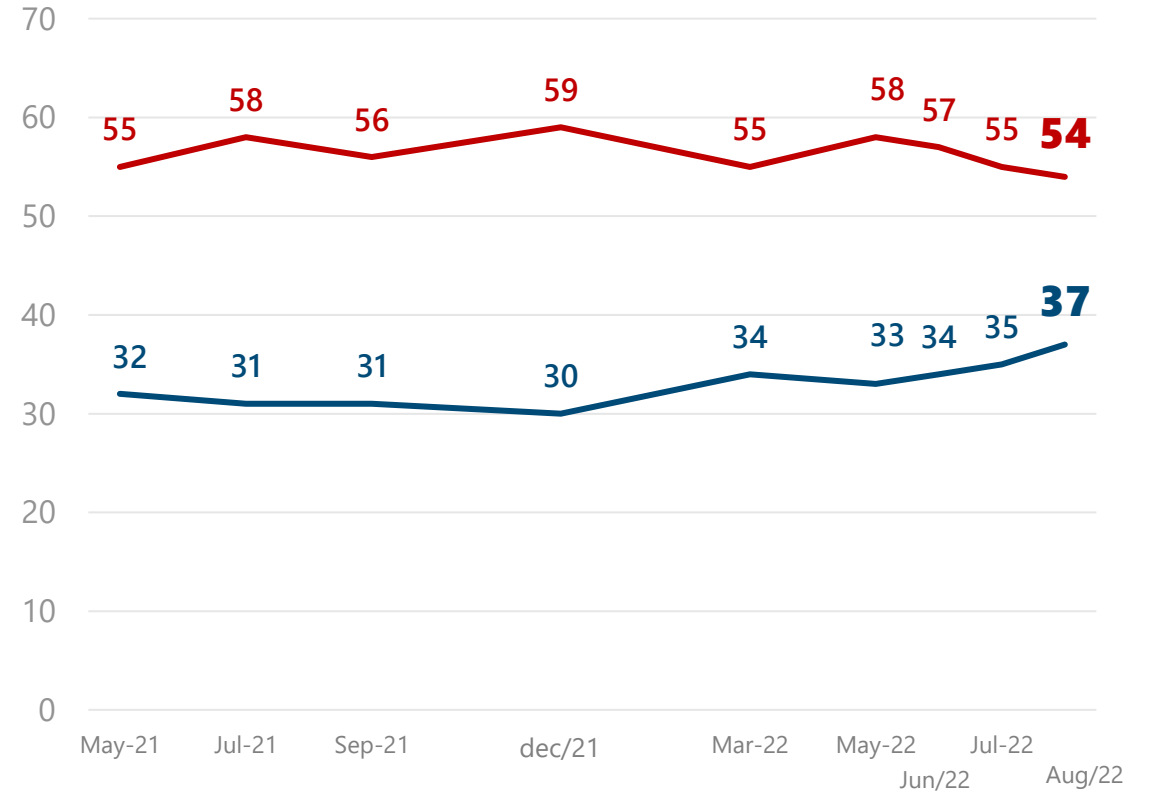
Others

DK/DNA/Null

First Round



Runoff



DEMOGRAPHIC BREAKDOWN (%)



Bolsonaro
PL

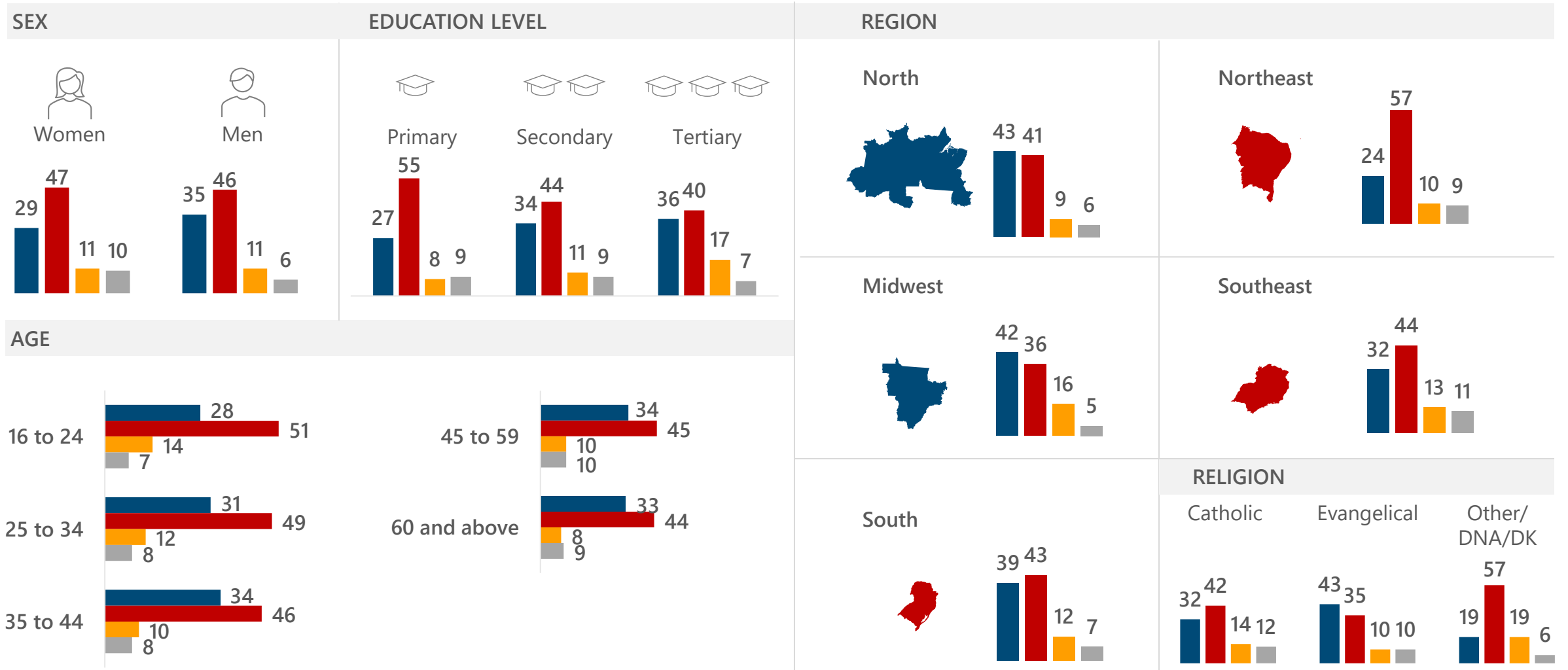


Lula
PT

Others

Blank/Null/DK/DNA

Source: Datafolha First Round poll – Aug./2022.
2 p.p. error margin



REJECTION & POLLING BY INCOME (%)



Bolsonaro
PL



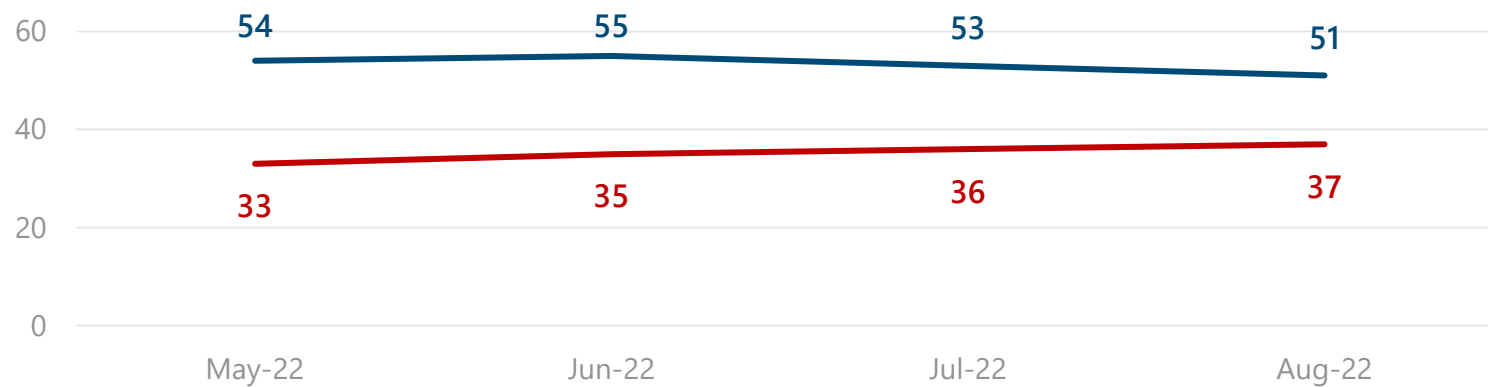
Lula
PT

Others

Blank/Null/DK/DNA

Source: Datafolha First Round poll – Aug./2022.
2 p.p. error margin

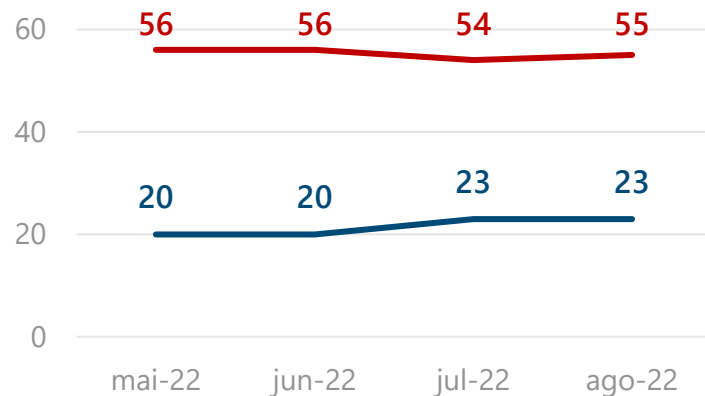
REJECTION



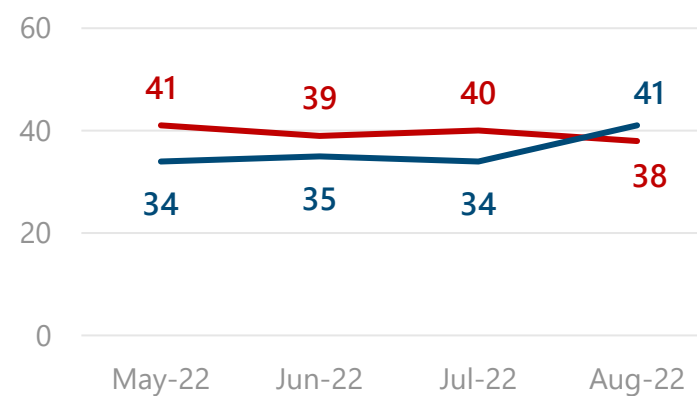
Poll aggregators that apply weighting factors to consolidate different methodologies also point to a scenario polarized between Lula and Bolsonaro, with a 10 to 15pp difference between them.

The latest polls have not yet absorbed the start of campaigning on TV, the interviews, or the debate. But they already reflect Bolsonaro's growth among those who earn two to five times the minimum wage, the group most impacted by the decreases in unemployment and inflation. His rejection, however, is still high, which limits his growth in the runoff.

UP TO 2X THE MINIMUM WAGE



2X TO 5X THE MINIMUM WAGE



ELECTIONS | PATRI

 2022

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Brasília

patripoliticaspUBLICAS@patri.com.br

SAF Sul Quadra 02, Bloco D

Edifício Via Esplanada, Salas 103 a 106

Fone: (61) 3327-2606 - Fax: (61) 3327-1619

São Paulo ▪ **Belo Horizonte** ▪ **Washington, DC**