

Brazilian Elections

12th Edition

September 6, 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.

2022 ELECTIONS

The start of electoral advertisements on TV and radio, the first debate, the BRL 41 billion social spending package, the 1.2% GDP growth in Q2, and falling unemployment and inflation have not yet altered the electoral scenario. It has been, for all intents and purposes, the same since May 2021, when the Supreme Court threw out former President Lula da Silva's judicial convictions and reestablished his political rights.

In general, Lula has been in the 40s and incumbent Jair Bolsonaro in the 30s. He only change was the growth of Ciro Gomes and Simone Tebet, who grew from a sum of 9 to 14pp – small growth, but relevant as it reduces Lula's odds of winning a first-round majority. Bolsonaro now bets on the effects of the social spending and the improved economy will appear between the first round on Oct. 2 and the runoff on Oct. 30.

Meanwhile, September 7 marks the bicentennial of Brazil's independence. Despite agitation on social media among Bolsonaro supporters clamoring for institutional rupture, this remains unlikely in practice – though the risk of punctual aggressions and confusions remains.

NEXT STEPS IN THE ELECTORAL CALENDAR

2022

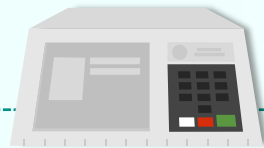
AUG 26 - SEP 29

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 2

FIRST ROUND



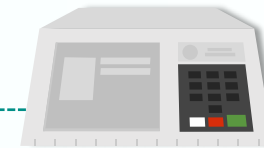
OCT 7 – OCT 28

Election campaign period on radio and TV for the runoffs

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

OCT 30

RUNOFFS



PRESIDENTIAL RACE

The election is trending towards a runoff

After three weeks of the official campaign period and a week of electoral advertisements on TV and radio, Ciro Gomes and Simone Tebet were the candidates that grew the most in voting intention polls. Despite this growth still being far from threatening front-runners Lula and Bolsonaro, Gomes's and Tebet's advance pushes the election towards a runoff, leaving Lula more distant from 50% of the valid votes in the first round.

Among the front-runners, there were no significant changes. Bolsonaro had been narrowing the gap to Lula, in part due to increased support in the lower-middle class (those who earn 2 to 5 times the minimum wage), but this growth has stagnated. In runoff scenarios, the incumbent is still unable to cross the 40% threshold, facing resistance among female voters and low-income households (those who earn up to 2 times the minimum wage).



VOTING INTENTION

Datafolha stimulated poll – Sep/22



Lula
PT



Bolsonaro
PL



Ciro Gomes
PDT

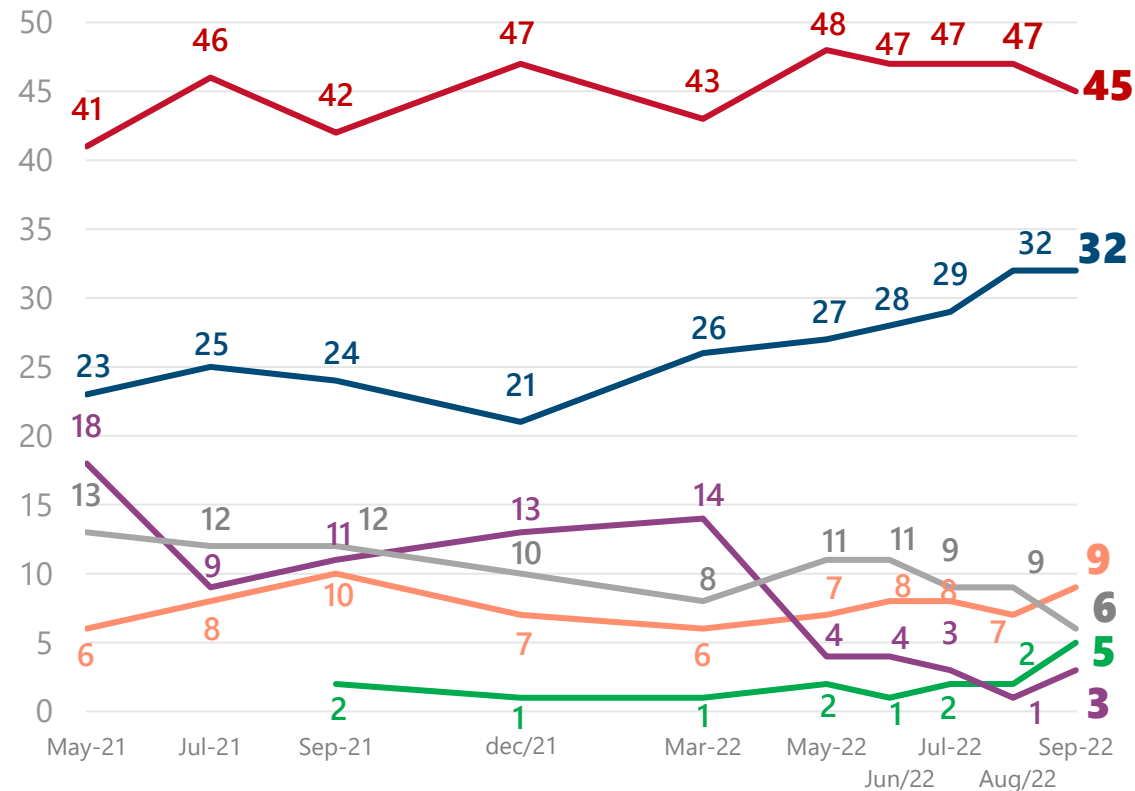


Simone Tebet
MDB

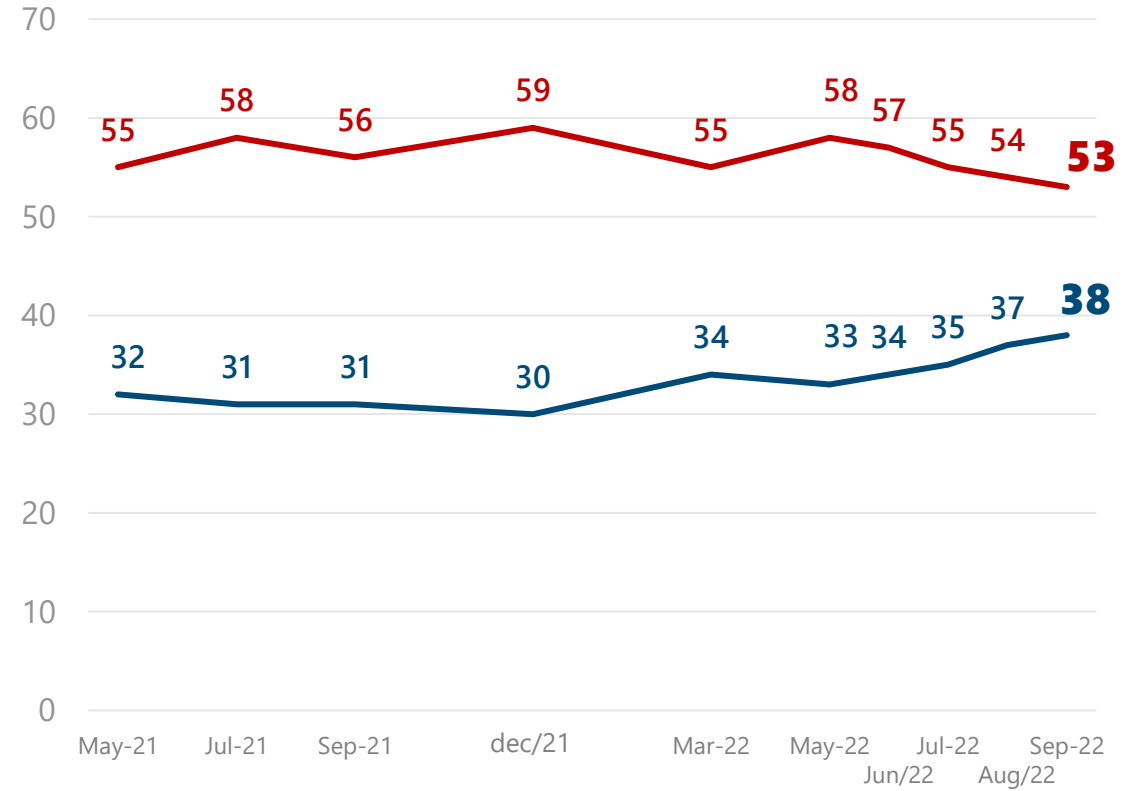
Others

DK/DNA/Null

First Round



Runoff



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, domestic, and app workers.
- Revoking the spending cap, with fiscal regime revisions to “include the poor in the budget”.
- Tax simplification and shifting the tax burden from consumption to higher incomes.

SOCIAL

- Amplifying the Brazilian Unified Social Assistance System (SUAS) and welfare programs.
- Fortifying basic education and the Brazilian Education Plan.
- Fortifying the Brazilian Unified Health System (SUS) focusing on prevention and vaccination.

INFRASTRUCTURE

- Modernization and expansion of logistics, transportation, social, and urban infrastructure with public investments.
- Diversifying energy from clean and renewable sources.
- Stimulating mining with respect for the environment, labor rights, and local communities.

INSTITUTIONAL

- Reestablishing transparency and social participation instruments.
- Repositioning Brazil in the international arena as a relevant diplomatic actor with cooperation, investments, and technology transfer.

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 importation, sales, and income taxes.
- Prioritizing criteria for accession to the OECD.

SOCIAL

- Income transfer programs.
- Strengthening the Digital Healthcare Program.
- Creating a program for socioeconomic inclusion and reducing regional differences.

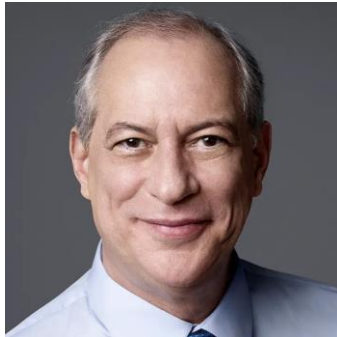
INFRASTRUCTURE

- Infrastructure privatization and concession programs.
- Legalizing wildcat mining and mining in protected cave areas.
- Investment in green hydrogen, wind energy, and biogas.

INSTITUTIONAL

- Revising the time limit for demarcation of indigenous lands.
- Creating new ministries to accommodate allies.
- Imposing limits on social media moderation policies.

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 with unification of several taxes.
- 20% cut in tax exemptions.
- Taxation of profits and dividends and a wealth tax with a 0.5% rate on assets above BRL 20 million.

SOCIAL

- Emergency Jobs Plan, with public investment and a focus on the construction sector.
- Universal Income Program unifying welfare policies.
- “Anti-Greed Law” limiting banks’ interest rates.

INFRASTRUCTURE

- Universal access to clean water through public and private investment.
- Land regularization.
- Involving the private sector in new energy sources.
- Increasing the government’s share in Petrobras.

INSTITUTIONAL

- New labor laws in accordance with ILO principles.
- Recreating the Ministry of Culture with greater investment.
- Carrying out referenda to decrease conflicts in Congress.

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 aiming to boost competition and efficiency.

SOCIAL

- Recreation of the Ministry of Culture
- Welfare program for low-income young people granting an amount of USD 1,000 to those who finish high school.
- Permanent welfare program and eradicate hunger.

INFRASTRUCTURE

- Reduce energy costs to consumers eliminating subsidies.
- Improving urban mobility with cleaner option and integrating different kinds of transport.
- Infrastructure modernization of ports, airports, and waterways through private investment.

INSTITUTIONAL

- Compensation fund for states and municipalities in the north, northeast, and Midwest regions.
- Full digitalization of public services by 2026.
- Implement the tax reform. In the first six months.

OTHER CANDIDATES



SORAYA THRONICKE (UNIÃO)

A lawyer and first-term Senator elected in the 2018 “Bolsonaro wave” but is currently critical of the president. Agribusiness is one of her main issues and proposes a single flat tax.



TO BE DEFINED (PTB)

The Superior Electoral Court (TSE) rejected Roberto Jefferson’s candidacy and now the party has 10 days to choose a new name, likely that of Padre Kelmon, the former VP nominee.



SOFIA MANZANO (PCB)

An economist and university professor, she presents her bid and government plan as a tool in the ideological struggle. Proposes revoking the labor and pension reforms and the spending cap.



CONSTITUINTE EYMAEL (DC)

The founder and president of the DC party is running for president for the sixth time. Defends valuing the legislative and judicial branches and ethical family values.



PABLO MARÇAL (PROS)

A life coach with no public experience. Gained notoriety after endangering followers on a mountain hike. His proposals are around 3 pillars: “virtualization”, “entrepreneur-ization”, and “mentality shifts”.



VERA LÚCIA (PSTU)

One of the founders of the PSTU, she has run unsuccessfully for federal representative, mayor of Aracaju and São Paulo, and governor of Sergipe. Defends doubling the minimum wage and increasing parental leave.



LEONARDO PÉRICLES (UP)

Coordinator of the MLB housing social movement. Defends a moratorium on public debt, revoking the spending cap, land reform, nationalizing major companies, a wealth tax, and expanding public services.



LUIZ FELIPE D’ÁVILA (NOVO)

A political scientist, he has never held public office. A founder of the Public Leadership Center. Defends an open market and more foreign trade through tariff cuts and antidumping measures.

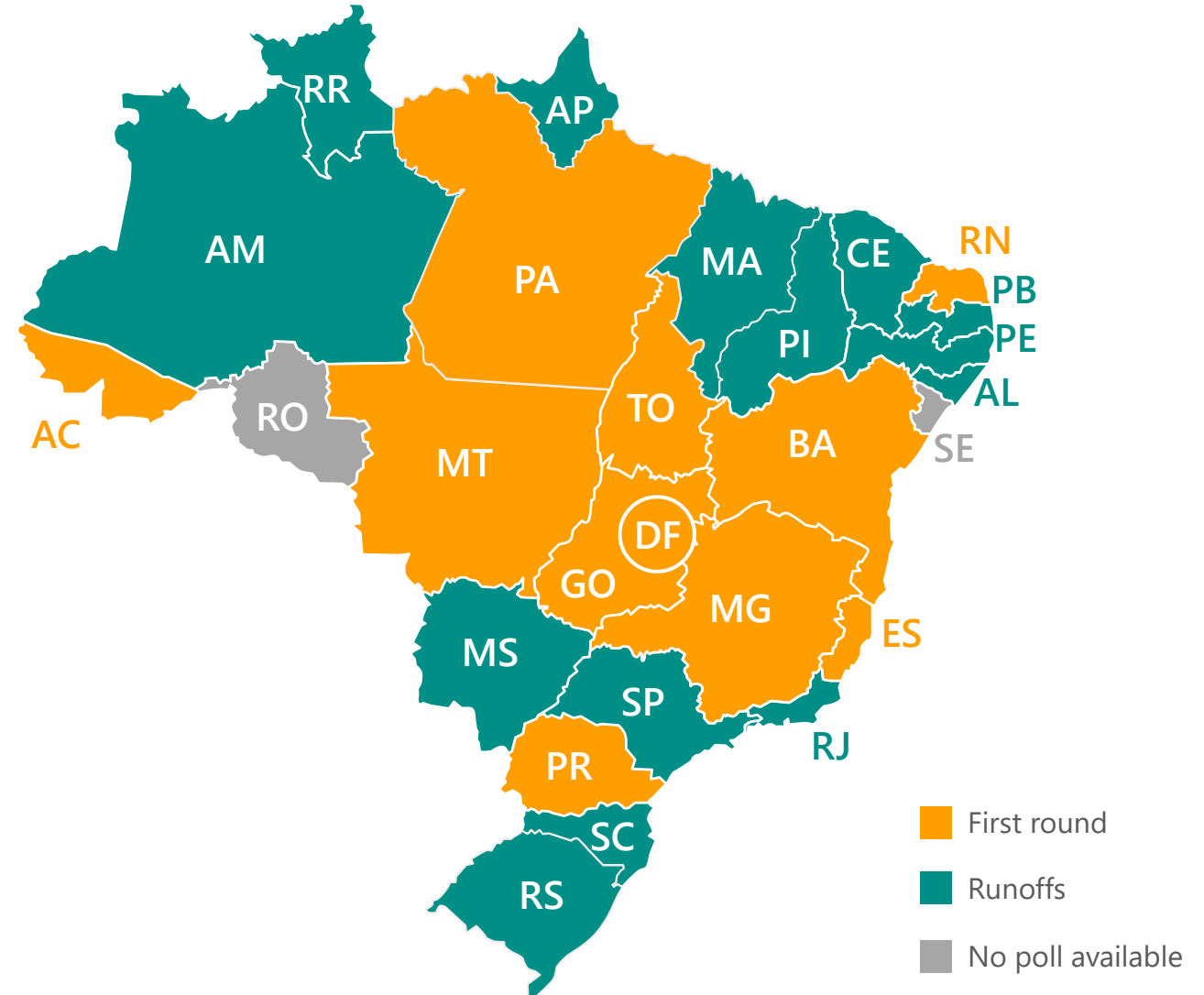
RACE IN THE STATES

General panorama

Voting intention polls are not synonymous with actual votes cast. But with less than a month to go until the first round, the map seeks to synthesize the snapshot of state races. Based on the latest polls available, it signals which states are likely to wrap up their elections in the first round and which are expected to require a runoff on October 30.

In short, first-round decisions are possible in 11 states, with runoffs expected in 14. In 2018, 13 states defined their governors in the first round.

Of the 14 states where runoffs are expected, 9 still have unclear perspectives regarding who will reach the second round. Here, tangled scenarios prevail, with several competitive candidates in the races, and September will be crucial for the campaigns.



ELECTIONS | PATRI 2022

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