

# Brazilian Elections

17<sup>th</sup> Edition

October 11, 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.*

# NEXT STEPS IN THE ELECTORAL CALENDAR

## 2022

**OCT 15**

No runoff candidates may be arrested until the election, unless caught in the act of committing a crime.

**Runoff presidential debates**

**Oct. 16:** Debate on Band TV in a pool with Folha/UOL and TV Cultura

**Oct. 17:** Debate on Rede TV

**Oct. 22:** Debate on SBT in a pool with CNN, Veja, O Estado de S. Paulo, NovaBrasil FM, and Terra

**Oct. 23:** Debate on TV Record

**Oct. 28:** Debate on TV Globo

**OCT 24**

Last day for registering **election polls**

**OCT 28**

Last day of **electoral advertisements** and debates on radio and television

**OCT 30**

**Runoffs**



**NOV 2**

Start of the government transition, if Lula is elected

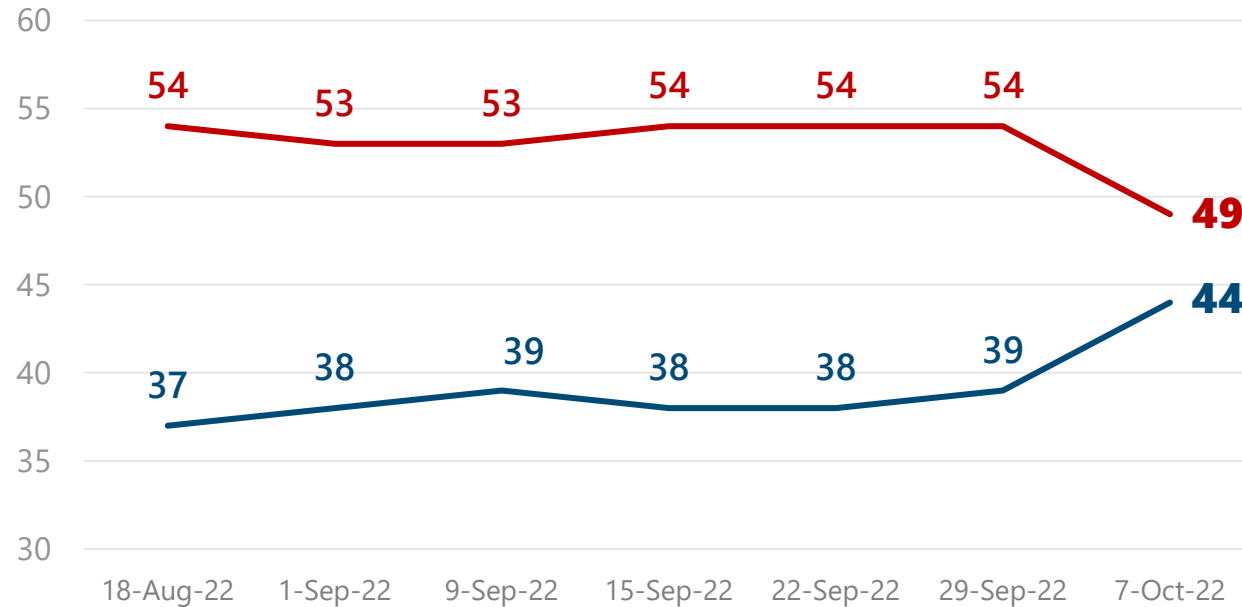
# VOTING INTENTION – *Runoff*



Lula  
PT



Bolsonaro  
PL



## ⊗ REJECTION



Source: Datafolha 07/10/22

The first runoff polls – *Datafolha, Quaest, Ipec, and PoderData* – do not show an ideal scenario for Bolsonaro, but they were a bucket of cold water for the Lula campaign. After the morale hit from the smaller-than-expected 5-point lead in the first round came another: the polls point towards a tight race, with the disadvantage that Bolsonaro currently has more momentum and impactful supporters – including several recently elected or reelected governors and lawmakers.

Further bad news for Lula in the latest Datafolha poll can be seen in the Bolsonaro administration’s approval, which reached 40%, the highest level since December 2020. In addition, Bolsonaro’s rejection remains high, at 51%, but Lula’s grew 6 pp, from 40% to 46%. Furthermore, among voters with income between 2 and 5 times the minimum wage, Bolsonaro leads Lula by 52% to 41%.

The TV debates will be impactful.



Photo: Estado de Minas

# BOLSONARO (PL)

## Runoff targets: Southeastern states

Though he finished behind Lula in the first round, the incumbent managed to elect a large caucus in Congress and allied governors – and some of his other gubernatorial candidates are front-runners in state runoffs. The focus of the campaign is to gain some votes in the Northeast and make up Lula's 6 million-vote lead, especially in the Southeast states of Minas Gerais, Rio de Janeiro, and São Paulo.

He has ramped up religious and moralistic narratives on social media.

Another positive event for Bolsonaro was the rally at the presidential palace where he was supported by several reelected governors and over 200 lawmakers, including House Speaker Arthur Lira.

### OFFICIAL ENDORSEMENTS

- **Antonio Denarium (PP)**  
*Reelected governor of Roraima*
- **Ronaldo Caiado (UNIÃO)**  
*Reelected governor of Goiás*
- **Gladson Cameli (PP)**  
*Reelected governor of Acre*
- **Ibaneis Rocha (MDB)**  
*Reelected governor of the Federal District*
- **Romeu Zema (NOVO)**  
*Reelected governor of Minas Gerais*
- **Mauro Mendes (UNIÃO)**  
*Reelected governor of Mato Grosso*
- **Coronel Marcos Rocha (UNIÃO) –**  
*In a runoff for reelection in Rondônia*
- **Wilson Lima (UNIÃO)**  
*In a runoff for reelection in Amazonas*
- **Rodrigo Garcia (PSDB)**  
*Defeated reelection candidate in São Paulo*



Photo: Terra

# LULA (PT)

## Pressure to clear up commitments

The runoff campaign starts with the challenge of fighting the high abstention rate, usually higher among low-income voters, his largest base. Another challenge will be amplifying dialogue with evangelicals. Lula is expected to touch on moral and “customs agenda” issues in debates.

Lula also received the support of centrist leaders, including former opponents from the PSDB party, though it is uncertain how many votes this may add to his bid.

He has been under pressure to go into more detail on how his administration would handle the economy, reforms, and fiscal responsibility, as well as to anticipate names for a possible economic team.

### OFFICIAL ENDORSEMENTS

- **Simone Tebet** (MDB/MS) *3<sup>rd</sup>-placed presidential candidate*
- **Parties:** PDT (including 4<sup>th</sup>-placed presidential candidate **Ciro Gomes**) and CIDADANIA
- **PSD party leaders**, especially in the North and Northeast
- **Helder Barbalho** (MDB) – *Reelected governor in Pará, proportionally the best-voted gubernatorial candidate in Brazil*
- **Historic leaders of the PSDB party:** *José Serra, Fernando Henrique Cardoso, and Tasso Jereissati*
- **‘Fathers’ of the Real Plan** - *Pedro Malan, Edmar Bacha, Persio Arida and Armínio Fraga, economists that served in the Itamar Franco and Fernando Henrique Cardoso administrations*

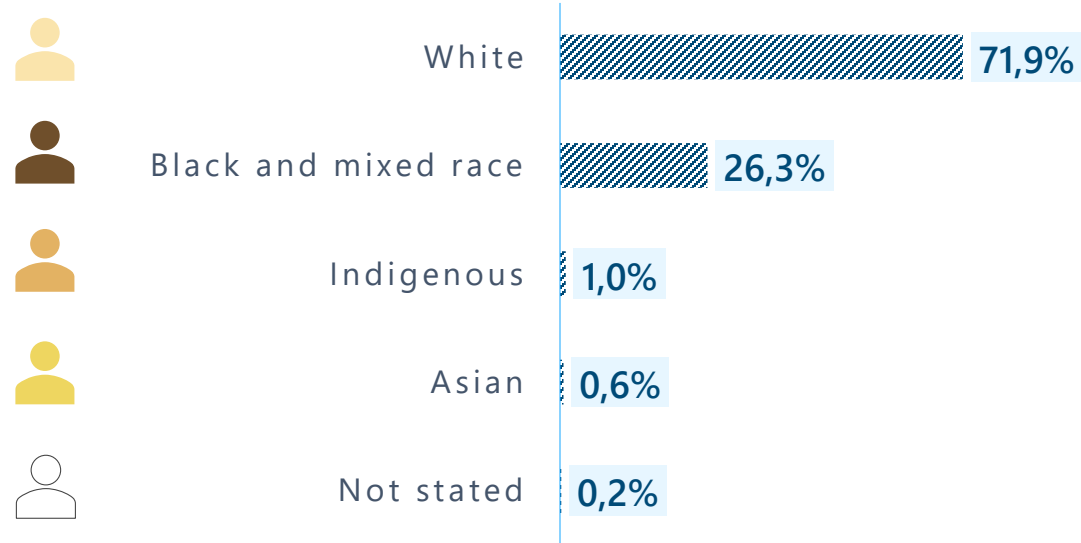
# NEW HOUSE OF REPRESENTATIVES

Female representation increased 18%, less than in 2018 (51%)

## SEX



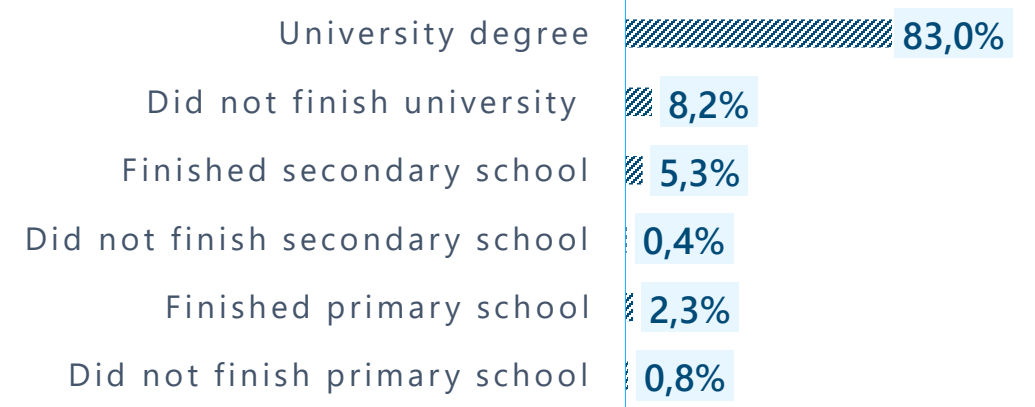
## RACE



## MARITAL STATUS



## LEVEL OF EDUCATION



## AGE (AVERAGE: 50.27)



# ELECTIONS | PATRI 2022

PATRI is Brazil's leading public affairs company, with 35 years of experience in helping companies navigate the complex world of public policy, issues management and government relations in Brazil. With a team of over 75 professionals located in Brasília, São Paulo, Belo Horizonte and Washington, DC, PATRI's expertise combines an in-depth understanding of multiple sectors, industries and stakeholders with an exhaustive knowledge of all branches of federal, state and municipal governments. For further information please contact us.



## Brasília

[patripoliticaspUBLICAS@patri.com.br](mailto: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**