

Elections 2022 in Brazil

Quick Take Junho

This report is part of a series of publications of Edelman Global Advisory regarding Brazil 2022 Elections

Electoral scenario analysis

In May and June polls, both spontaneous and stimulated, the two main candidates, former President Lula and current President Bolsonaro, have maintained their share of votes. Lula with 37% and Bolsonaro with 25%, in the most recent poll. **Lula's advantage has surpassed 12% and has already reached 15%.**

In the stimulated poll, the former president reached 47%, indicating the possibility of winning in the first round. No other candidate was strengthened in this period, not even the third most voted, **Ciro Gomes**, who reached a maximum of 8%. One of the arguments that reinforces the possibility of PT (Worker's party) winning in the first round is the migration of votes from **Ciro to Lula**, a trend shown in different polls. **Simone Tebet, on the other hand, has gained more support and media exposure but has not converted this into voting intentions**, reaching a maximum of 3%.

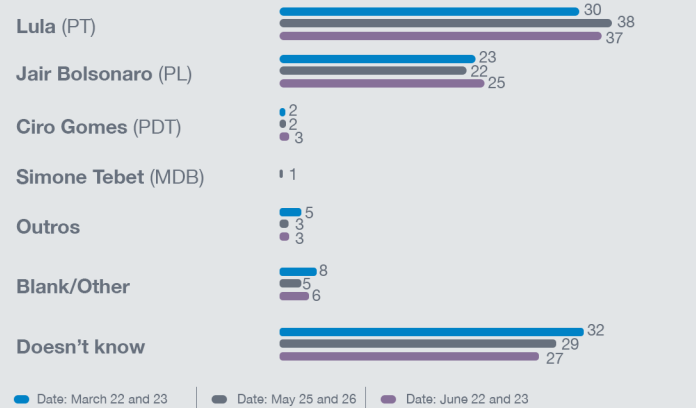
It is important to note that the percentage of those who do not know or **who would vote white/null, reached 40% and today it appears at 33%**, which demonstrates a tendency for greater definition of candidates by voters but maintains a scenario with great potential of change.

The ex-president's biggest challenge is to dialogue with the private sector, which he has done with the advantage of having the ex-governor of São Paulo, **Geraldo Alckmin**, as his vice-candidate. The partnership is the bet to increase votes and achieve a victory in the first round. For the current president, the challenge is to contain the political risks of the latest scandal involving his former Minister of Education, **Milton Ribeiro**, and the possible installation of a CPI in Congress to investigate the case, which may have Bolsonaro as one of the targets of the debate and investigation.

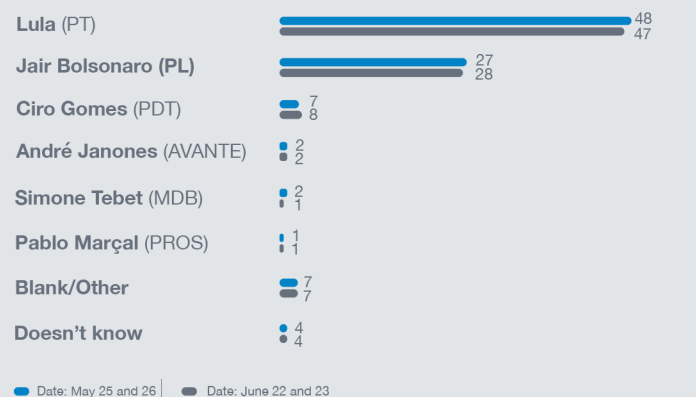
Research Progression

Source: Datafolha

Spontaneous Poll



Stimulated Poll



Candidate agenda and political articulation

Lula was away from his official schedule for part of the month, to recover from a Covid-19 infection. Among his official commitments, he was in some states in the Northeast and in Minas Gerais, where he supported the candidacy of Alexandre Kalil (PSD) for the state government. Former minister Marina Silva signaled that she will support Lula.

President Jair Bolsonaro officially went to Florida to inaugurate a vice-consulate, where he also participated in events alongside supporters. In Brazil, he prioritized the Northeast, visiting Paraíba and Alagoas. Bolsonaro formalized General Braga Neto as his vice-candidate, what can displease part of the center bloc in Congress, also known as "Centrão".

Simone Tebet also prioritized visits to the Northeast and was received by the pre-candidate for the government of Pernambuco, Raquel Lyra (PSDB), and other important names in the state. The PSDB decided to support Tebet's postulation, and the expectation is that, in return, the MDB will support the party in Pernambuco, Minas Gerais and Rio Grande do Sul.

There is speculation that Tasso Jereissati (PSDB/CE) will be appointed as Tebet's vice-candidate, which may indicate a proximity between the candidate and **Ciro Gomes**, with whom Jereissati maintains good relations. Recently, Simone Tebet stated that **Ciro and her "are on the same side of history"** and, although there is no indication that one of the two will withdraw from the candidacy, this could mean a rapprochement between projects and in future debates.

The "Industry Dialogues" event, organized by CNI, received Bolsonaro, **Ciro Gomes** and Tebet, and the pre-candidates presented some proposals aimed at the sector and answered questions from the industry. Although Lula did not attend the event, a meeting is scheduled with representatives of the Federation of Industries of the State of São Paulo (Fiesp) on July 5th.

Journalist Renata Lo Prete will receive presidential candidates in a series on the G1 news portal. **Ciro Gomes** and **Simone Tebet** were the first interviewed and **André Janones** will participate in the next edition, on July 11th.

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What people want to know

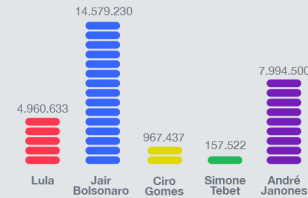
Abílio Diniz, PCC and Drones: after Lula said that he interceded in favor of the kidnappers of businessman Abílio Diniz in 1998, there was a lot of interest in the relationship between the former president and the businessman. Lula was also associated by internet users with the PCC after the news that his accountant, João Leite, would have worked for the faction. In addition, a drone that attacked participants at an event held by Lula and Kalil in Belo Horizonte generated curiosity.

Milton Ribeiro and Mark Ruffalo: Jair Bolsonaro is being investigated alongside the name of Milton Ribeiro, a former education minister arrested in June. There was a lot of interest in the official and motorcycle tour carried out in Orlando-USA. In addition, the president's name appears next to American actor Mark Ruffalo, especially after Bolsonaro mocked the actor's tweet that called for the defense of Brazilian indigenous peoples.

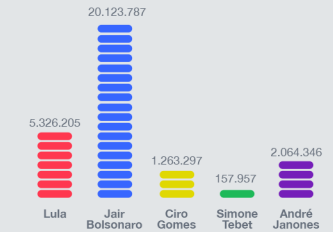
Source / Research Methodology: Identification of subjects related to the names of candidates through the Google Trends tool, considering the hot topics.

Digital Presence

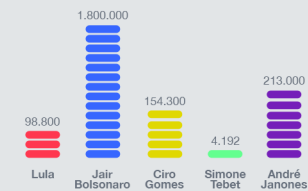
Facebook



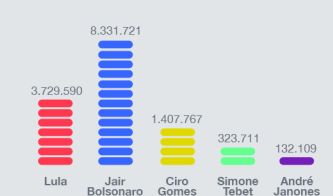
Instagram



Tik Tok



Twitter



Main events of the month

- Former education minister, Milton Ribeiro, is arrested on suspicion of privileging evangelical pastors and their municipalities with the transfer of funds. Audio demonstrates that Ribeiro placed this as a priority given to him by President Bolsonaro.
- Senator Randolfe formalizes the request for CPI of the MEC in the Senate after the arrest of former Minister of Education Milton Ribeiro. Minister Moraes sends the Attorney General's Office a request for an investigation against Bolsonaro for possible involvement in a scandal at the MEC.
- Agreement against fake news from Superior Electoral Court (TSE) invites religious groups, but has low adherence. Of 33 invited leaders, only 13 accepted.
- House of Representatives approves Provisional Measure that extends payroll loan to beneficiaries of Auxílio Brasil. The measure can positively impact Bolsonaro's campaign.
- Superior Electoral Court (TSE) launches a campaign in partnership with Instituto Marielle Franco to encourage more women in politics in the 2022 Elections. The initiative will address gender violence in politics and will be broadcast on all TV and radio stations in the country.
- Discussions around violence and female reproductive rights gain notoriety. Ministry of Health launches booklet on the subject and authorities manifest.
- Brazil Risk Indicator, which measures the country's ability to pay its debts, reaches 300 points.

Next month main dates

02/07

As of this date, public officials are prohibited from engaging in any conduct that affects equal opportunities between candidates.

11/07

The Superior Electoral Court releases, on the internet, the official number of voters eligible to vote, which will be the basis for calculating the spending limits of parties and candidates.

17/07

It will be available, on the internet, the consultation of polling places with vacancies for voting in transit and temporary transfer of section for military, public security agents and municipal guards on duty.

20/07

Between July 20 and August 5, party conventions are allowed to deliberate on coalitions and choose candidates and candidates. Legends, federations and coalitions have until August 15th to apply for registration of the chosen candidates.