

Elections 2022 in Brazil

Quick Take July

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

Electoral scenario analysis

In order to understand the strategy of each candidate, at this point in the electoral race, we must analyze not only the voting intentions but also their rejection rates. **The candidate with the highest rejection rate is Bolsonaro with 53%, followed by Lula with 36%**, according to a survey by Datafolha. We emphasize that the 3rd strongest candidate, Ciro Gomes, rose 6 points in rejection since May. This demonstrates the polarization of the election, as the two candidates with the most votes are also the ones with the most rejection.

It is important to observe the composition of the rejection groups of these candidates. In the case of the two main candidates, the characteristics of the electorate that weigh for rejection are: religion and gender.

A PoderData survey carried out from July 17 to 19 indicates that 44% of respondents who declare themselves to be **evangelicals** intend to vote for the current president Bolsonaro, against 35% who intend to vote for former president Lula. This group was a strong supporter of Bolsonaro in the 2018 election, but the historical series indicates a 10% increase in votes for Lula since the beginning of May. An interesting fact is that evangelicals, especially women, are seen as a strategic group for the decision of the elections. In 2018, the "null and white" votes among evangelicals reached 14%.

Among **women** in general, Bolsonaro has 24% of voting intentions, Lula 46% and Ciro 9%, according to a survey by BTG Pactual. In other words, only 1 in 4 women votes for Bolsonaro, which makes them the target group of their most recent approaches, to try to leverage themselves in this segment. With that, the figure of the first lady, Michelle Bolsonaro, an evangelical, can be a key piece, in addition to Bolsonaro's participation in services and religious meetings across the country.

Agenda and political articulation

July marked the beginning of the party conventions, which means that until August 5, the parties will have to make official the names that will run for the election. During the party conventions, Lula, Bolsonaro, Simone Tebet and Ciro Gomes were confirmed as candidates for their respective parties and Federations.

Lula and Alckmin seek to approach parliamentarians and the Armed Forces, having held a meeting with the president of the Senate, Rodrigo Pacheco, and other guests. In the field of Public Security, the PT prepares a series of proposals to try to bring Lula closer to the subject.

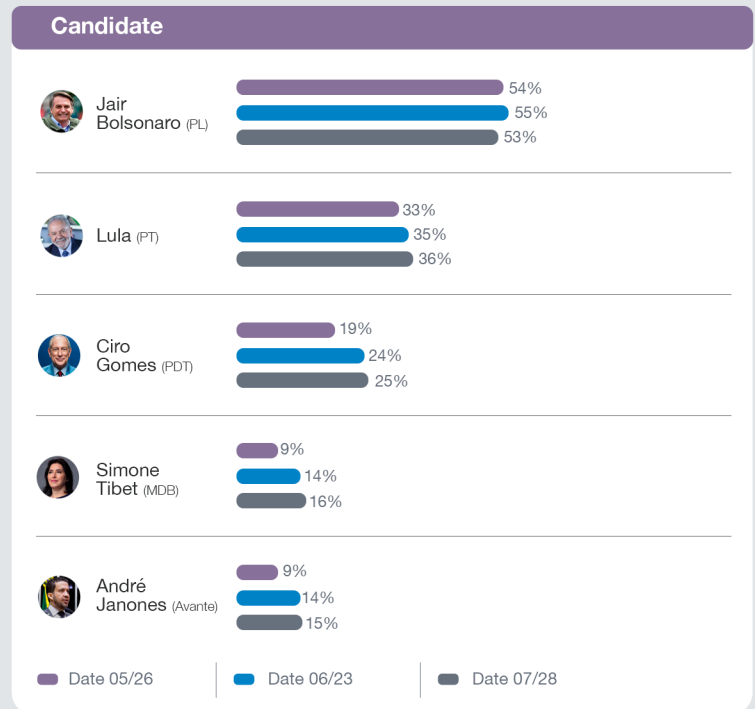
Lula's meeting with Pacheco supposedly upset Bolsonaro, who is dissatisfied with Pacheco's lack of support. Bolsonaro reinforces praise for the Speaker of the Lower House Arthur Lira, whom he thanks and recognizes his support.

In Minas Gerais, the second largest electorate in the country, the Novo Party is moving away from Bolsonaro - they fear that Bolsonaro's rejection will harm Zema's reelection, as he has been well evaluated in the state. Ciro remains isolated nationally, and still tries to articulate a platform in some states, but has lost important allies, such as Alexandre Kalil, in Minas, who announced support for the PT. His ticket is expected to choose another PDT member for VP.

Simone Tebet faces small resistance from the part of the MDB led by Renan Calheiros. André Janones said that in an eventual second round he will be on the opposite side of Bolsonaro and in defense of democracy.

Rejection Rate

(Survey carried out by Instituto DataFolha)



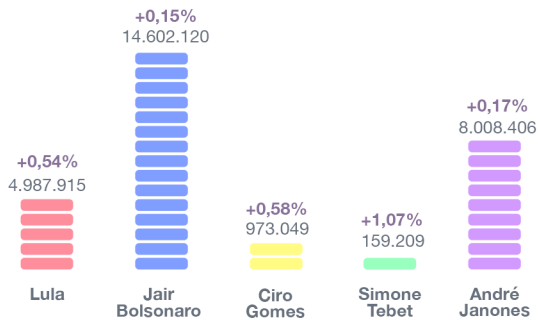
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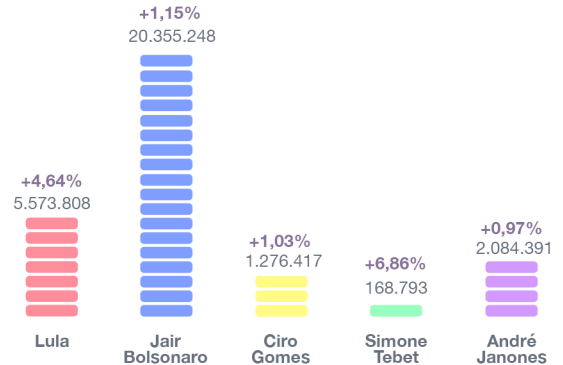
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Digital Presence

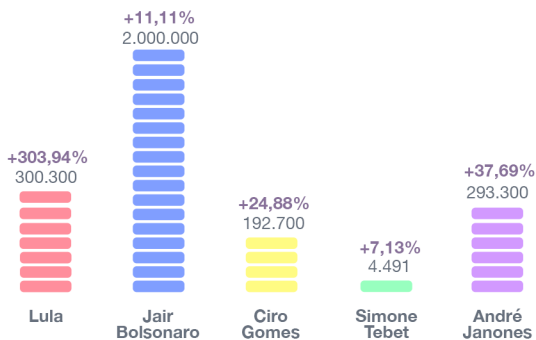
Facebook



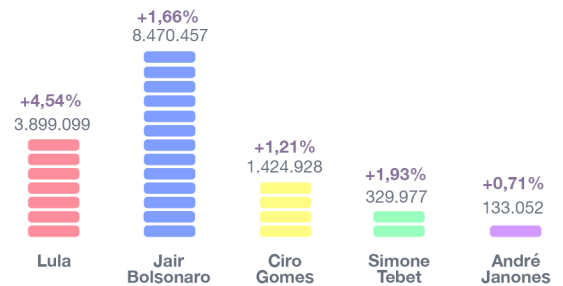
Instagram



Tik Tok



Twitter



Growth: All candidates showed growth in the number of followers on their social platforms. Jair Bolsonaro still maintains the lead, with almost 3 times more followers than the second place, Lula. However, Bolsonaro's growth tends to be smaller and slower, as he has an already consolidated presence on the networks and speaks to an increasingly radicalized base.

Tik Tok: It is worth noting Lula's growth on Tik Tok, whose number of followers tripled since the last report. The social network is strongly supported by young people and this growth reflects Lula's popularity in this age group (according to the latest polls). Other candidates also showed significant growth in the platform, greater than that of the president, but they are still far from the massive digital presence of Bolsonaro.

Repercussion: During the month, supporters of Lula and Bolsonaro and press vehicles mentioned candidates together in publications, causing both to reach a close number of mentions. This pattern is an indicator of the polarization of militancy and the unfeasibility of a third-way candidacy. It is worth mentioning that the Bolsonaroista militancy is more numerous, more engaged and seeks to promote favorable publications in times of crisis.

Mention peaks: Mention peaks coincide with critical moments for the government, such as the departure of Pedro Guimarães from the presidency of Caixa Econômica Federal, the assassination of a PT militant by a Bolsonaro supporter, the meeting with ambassadors and the PL convention. The large volume is formed mainly by Bolsonaroista influencers, including parliamentarians, who attack Lula and defend the president with many publications, taking advantage of his high engagement to stifle harmful narratives to the government. Lula's militancy does not have the same volume or the same organization and, although some posts critical of Bolsonaro appear occasionally among the most shared, they are still in the minority.

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What people want to know

- Adele, Nando Reis and Anitta:** Adele and Nando Reis appear as related topics after criticizing Jair Bolsonaro during their shows. Anitta's declaration that she would vote for Lula in the election also caused the artist's name to be associated with that of the PT candidate.
- Ambassadors, Maracanãzinho and Petrobrás:** There was great repercussion after Bolsonaro gathered Brazilian ambassadors allocated in other countries to question the fairness of the elections. The PL convention in Maracanãzinho gained prominence after critics of the president booked tickets without intending to appear, to empty the event, generating demonstrations against and in favor of the protest. Finally, the president's demand for Petrobras to reduce its profit margin also generated curiosity and intrigue during the month.
- Marcos Valério and Nelio Alves:** Searches once again linked Lula to businessman Marcos Valério Fernandes de Souza, operator of Mensalão, after Veja magazine published excerpts from the businessman's leniency agreement with the Federal Police linking the PT to the PCC (criminal organization named First Command of the Capital). Other searches linked Lula to pilot Nelio Alves, arrested in 2020 for transporting cocaine, after the release of a photo of both, taken in 1998, linking the pilot to a drug seizure in July 2022 – the cases are unrelated, and the pilot is not involved in the recent seizure.
- Cinelândia, Foz do Iguaçu and PGR:** Lula's event in Cinelândia, where an attack was carried out with a homemade bomb by a Bolsonaro supporter, and the murder of the PT militant by another Bolsonaro supporter during a birthday party in Foz do Iguaçu (PR) generated repercussions. There were also conversations between Lula and the PGR (Federal Prosecution Service), after his political group asked the PGR to federalize the murder investigation.

Research methodology: Identification of subjects related to the names of candidates through the Google Trends tool, considering the hot topics in searches in Brazil.

Main events of the month

- Known as **PEC Kamikaze**, the proposal that guarantees a series of social benefits was approved in two rounds by Congress. With this, the benefits will be boosted less than three months before the elections, which generated controversy and divided opinions regarding the unconstitutionality of the proposal.
- **The murder of a PT supporter by a Bolsonarista militant in Foz do Iguaçu (PR)** generated notes of repudiation against violence and its incitement by President Bolsonaro. The hypothesis that the violence worsens during the campaign has led the Federal Police to increase the number of security guards protecting Lula.
- **Bolsonaro** held a meeting with ambassadors and expressed his **concern about the fairness of the electoral process and electronic polling system**. However, he was later criticized by diplomats and other representatives of society, which culminated in:
 - Letters of support for democracy were written by representatives of the business community (FIESP) and by lawyers and jurists, including 11 former STF ministers, with over 600,000 signatures.
 - More than 40 prosecutors across the country have asked the PGR to investigate Bolsonaro for the attacks on electronic voting machines.
 - Minister Edson Fachin, current president of the TSE, gave Bolsonaro 5 days to give his views on actions by parties in the Court that ask for the removal of the video of the meeting with diplomats from social networks.

August main dates

Lula and Bolsonaro have not yet confirmed their presence in the 1st round debates between pre-candidates for the Presidency of the Republic. The expectation is that Lula will participate in up to three debates and that Bolsonaro will be absent. There is a desire for the media to form a "pool", bringing together professionals from different groups to formulate the program's questions.

CNN Brasil and Jovem Pan canceled the debates scheduled for August 6 and August 9. Band postponed the schedule.

08/05



Final date for the holding of conventions by political parties and federations aimed at deliberating on coalitions and choosing candidates

08/15



Last day for political parties, federations and coalitions to apply for the registration of candidates for president and vice president of the Republic

08/16



Electoral advertising is now allowed, including on the internet

08/22 to 08/26



During the week, Jornal Nacional conducts individual live interviews with presidential candidates.

08/26



Date from which, until September 29, 2022, free electoral propaganda will be broadcast on radio and television for the first round

08/28



Band TV Debate (event postponed, previously scheduled for the 14th)