

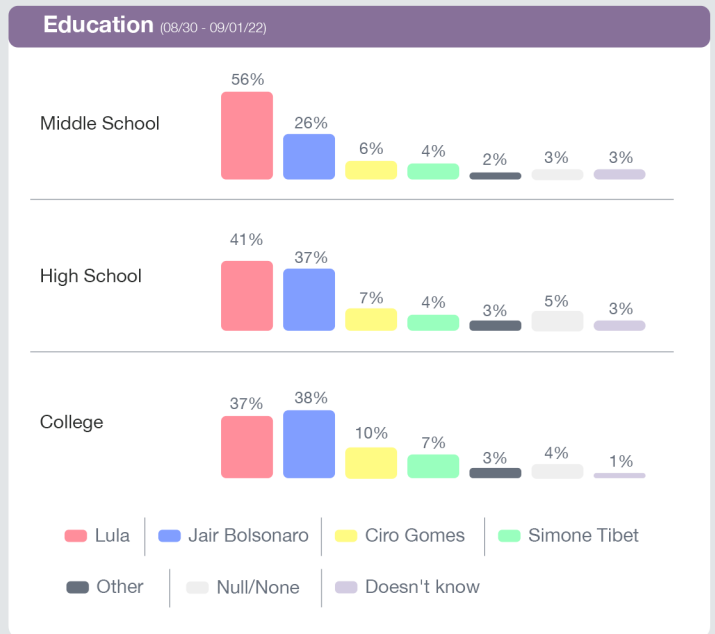
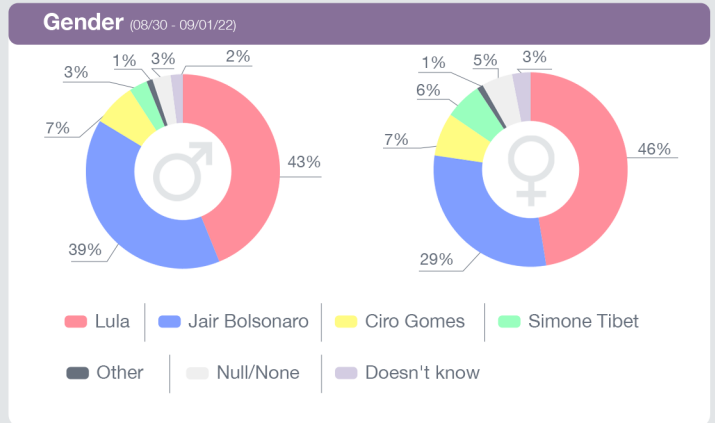
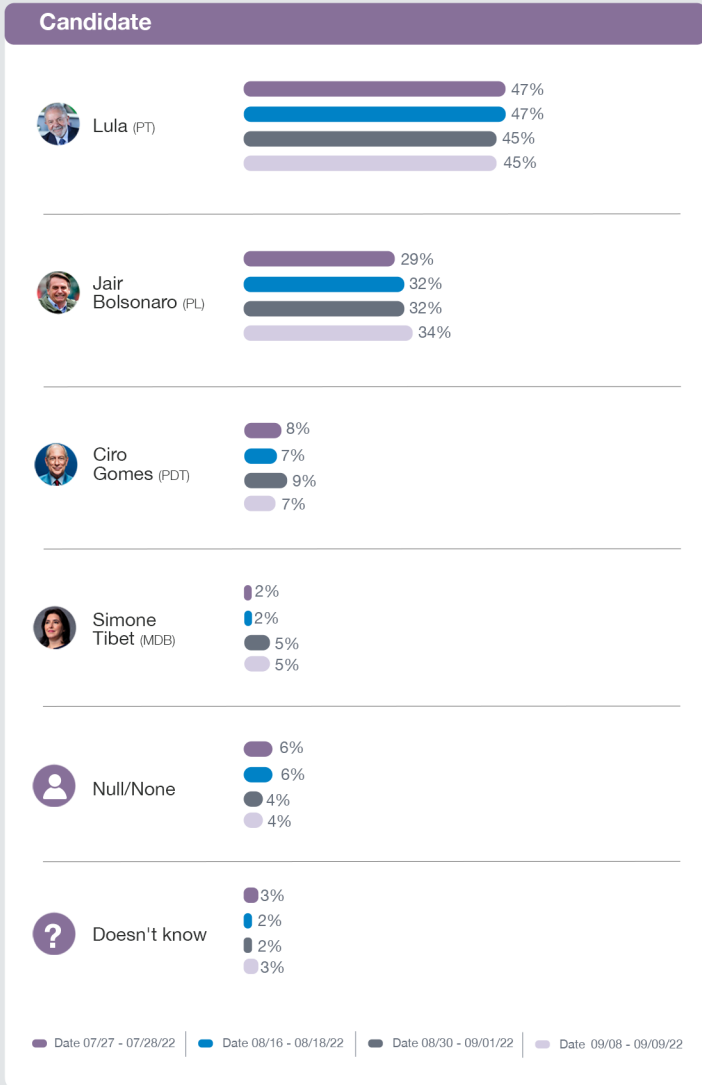
Elections 2022 in Brazil

Quick Take September

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

General and group voting intentions

(Survey carried out by the Datafolha Institute)



Electoral scenario analysis

Data from the most recent survey by the Datafolha Institute indicates a growth in the so-called “third way” candidates. Despite this, the poll continues to reveal stability between the two main candidates: Lula and Bolsonaro and a probable second round between them.

The Datafolha poll released on September 09th is part of the first wave of polls on voting intentions conducted after the presidential candidates participated in Jornal Nacional and at the first debate that brought together all the candidates. The numbers from the stimulated poll indicate that former president Lula has 45% of the voting intentions, current president Bolsonaro has 34%, and Ciro Gomes holds the third place with 7%. Bolsonaro grew 2 percentage points and Lula maintained the same score since the last poll on September 1st.

The runoff scenario is still uncertain, and both have fluctuated in the margin of error since the last edition of this poll. In the projection of the second round, Lula received 53% of voting intentions and Bolsonaro, 39%. It is the smallest difference between them since May 2021, when the institute carried out the first survey, the greatest distance in the second round simulations was in December 2021, when it reached 29 points.

In most electoral clusters, Lula has an advantage over Bolsonaro. The current president has a better presence among men, the wealthier and evangelicals and among regions, he leads only in the South – with a small difference. But the most recent polls reveal a movement in voting intentions, such as a reduction in Lula’s advantage in the Southeast region.

Seeking to get closer to the more religious electorate, the PT campaign has sought to combat Fake News on the subject and consolidate Lula’s image as a Christian. Jair Bolsonaro continues to predominate among the evangelical electorate and is growing in the group’s vote intention but seeks to reduce his rejection among women.

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Agenda and political articulation

August marked the beginning of electoral advertising, interviews with presidential candidates in prime time (week of August 22nd) and the first debate (August 28th), between the main candidates. It was also the official registration month for presidential candidates (with a maximum deadline of August 15th) and the month with the greatest largest exposure regarding the elections and the agenda of its candidates.

The candidates took part in a debate and were submitted to interviews on national television. Despite having had positive performances in the interviews, **the participation of Bolsonaro and Lula in more debates are still unknown since candidates tend to be more exposed to critics**. Simone Tebet's participation and the female representation agenda in the debate were highlighted in the main media.

The wives of the two main candidates also gained space on the agenda, especially in view of the need to garner votes from the female audience. Michelle Bolsonaro even appears in electoral advertising on TV, at the announcement about the transposition of the São Francisco River. Lula's wife, Rosângela, is not appear in the advertisements, but she is prominently accompanying him in strategic decisions and political acts.

Both Lula and Bolsonaro face market distrust and there is a movement to understand, in addition to the government plans that have been released, what are the proposals for the resumption of economic growth and a new fiscal anchor.

Even without officially participating in the campaign, André Janones has been getting closer and closer to Lula. The deputy's support has been accompanied by millions of followers on social media and attacks on Bolsonaro and his supporters. Janones has high engagement on all his social networks, his videos criticizing the president have millions of views.

What people want to know:

Jornal Nacional and debate: The participation of candidates in the debate promoted by the consortium of press vehicles, as well as the interviews granted to Jornal Nacional, generated great interest over the last month. The presence of candidates in the debate and in the interviews caused the volume of searches to grow substantially at the end of the month. This growth demonstrates that more traditional means of communication such as TV still have the strength to guide the debate about the election and can influence the voter's vote at the beginning of the election time.

Flow, MST and agribusiness: Jair Bolsonaro's participation at the Flow Podcast, on August 8th, and on the Pânico program, on August 26th, intensified the volume of searches for Lula, especially on the day it was aired. After the president's interview with Pânico, the peak of searches associates the PT candidate with terms linked to the MST (Landless Workers' Movement) and agribusiness, topics dear to Bolsonaro's narrative. With the election polarized and unfavorable results in polls of voting intentions, Jair Bolsonaro continues to guide the debate by attacking Lula, who so far leads the polls, while keeping his much larger and more popular base of followers on social media more engaged than that of the other candidates.

Simone Tebet and Ciro Gomes: The interviews of Simone Tebet and Ciro Gomes for Jornal Nacional generated interest in the candidates, with a large increase in the volume of searches for their names at the end of August. The growth reinforces the importance of traditional media for exposing less popular candidates with fewer followers and engagement on social media, especially for exposing these candidates to voters outside their immediate orbit.

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

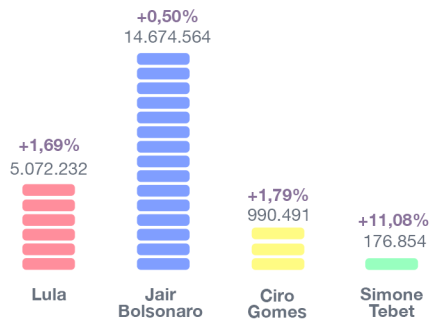
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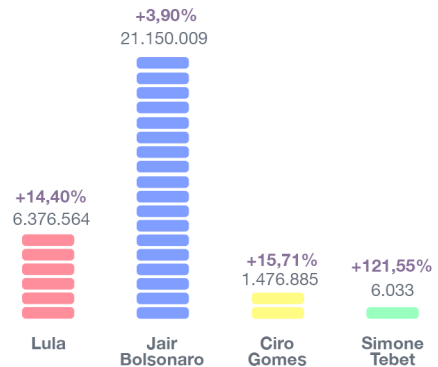
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Digital Presence

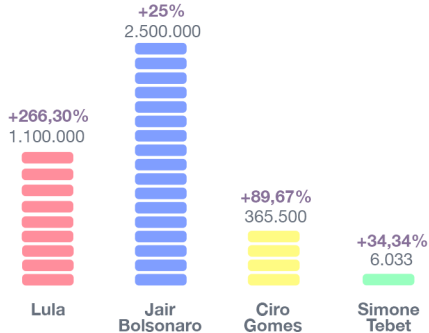
Facebook



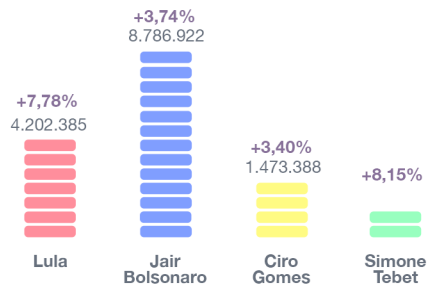
Instagram



Tik Tok



Twitter



Growth: throughout August, all candidates showed growth in the number of followers of their profiles on social media. Jair Bolsonaro still maintains the lead, with almost 3 times more followers than the second place, Lula. However, Bolsonaro's growth is smaller, as he has an already consolidated presence in the networks. Simone Tebet and Ciro Gomes showed significant growth throughout the month, but they are still far behind Bolsonaro and Lula.

Tik Tok: Lula continues to grow on Tik Tok and his number of fans on the network has tripled again – it is worth remembering that the profile was created in June this year and has already accumulated more than 1 million followers. The number of followers of the other candidates also continues to grow, which points to the importance of the network for the candidates' campaign strategy. Despite Lula's growth, he is still behind Bolsonaro, who has a consolidated presence in the digital environment and a captive audience.

Repercussion: with elections closer, the beginning of the campaign and the participation of candidates in interviews and in the debate held by the consortium of press vehicles, there was a considerable increase in the number of mentions of candidates on social media. Lula and Bolsonaro concentrate most mentions and the tweets with the most engagement mention Lula and Bolsonaro together. The debate and interviews generated content for social media, with excerpts being used to promote a candidate or attack an opponent. Bolsonaro supporters are still the most engaged, with an aggressive and bellicose rhetoric, and keeps Lula under constant attack, mentioning the PT candidate in comparisons with Jair Bolsonaro. Election polls are also the subject of posts, with publications sharing results or questioning their reliability.

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Main events of the month

- **The maintenance of the Auxílio Brasil value of BRL 600 was not addressed in next year's Budget** sent by the government's economic team, suggesting that the value should return to BRL 400 as of January. However, the Executive obtained approval to include about 804 thousand families in the benefit, expanding the scope of the program and the government's expectation is that by December the waiting list will be zero.
- **The news that businessmen would be organizing a "coup d'état" if Lula wins the next elections generated a lot of repercussions.** The Federal Police carried out an operation that targeted the group of businessmen and Supreme Court Minister Alexandre de Moraes, determined the breach of their bank secrecy and hearing, in addition to blocking the accounts on social networks. The expectation is that the Federal Public Ministry request the filing of the action. The episode generated demonstrations against and in favor of the group of businessmen, in addition to pronouncements in defense of democracy.
- **The TSE (Superior Electoral Court) reinforced that the military will not have real-time access to data from electronic voting machines in the October elections.** According to the body, the conference of ballot boxes can be done by any citizen after the votes are counted. The release of conference bulletins has been taking place for some elections and this year it is also available on the internet.
- On September 7th, Brazil celebrated its Independence Day, and the celebrations took place in several cities across the country. **Since President Bolsonaro was elected, this date has been used to promote political demonstrations by his far-right supporters and to criticize the Judiciary.** In the capital, Brasília, and in Rio de Janeiro, large crowds of his supporters took to the streets and held up posters with anti-democratic phrases, calling for military intervention with Bolsonaro in charge.
- Neither the president of the Senate, Rodrigo Pacheco; nor the president of the Lower House, Arthur Lira; nor Minister Luiz Fux attended. **During the event, Bolsonaro asked for votes and attacked former president Lula.** Despite some criticism directed at the Federal Supreme Court and the electoral system regarding the use of electronic voting machines, the tone of his speech was more moderate than that of the last Independence Day.
- Opposition political sectors and jurists accuse Bolsonaro of using the event to campaign for his re-election in next month's presidential election. **The Democratic Labor Party (PDT) filed a lawsuit asking the Superior Electoral Court to investigate Bolsonaro for abuse of political and economic power during the events.** The party also demands that Bolsonaro be declared ineligible.

Main dates of September

