

# Brazil Elections 2022

October 2022

This report is part of a series of publications by  
Edelman Global Advisory on the Brazilian Elections in 2022

## Executive

**Candidates Lula (PT) and Jair Bolsonaro (PL) will move to a second runoff round in the Brazilian presidential election.** Although the latest polls indicated the possibility of Lula's victory in the first round, the former president's campaign failed to convert votes from third party candidates voters. The result reinforces the polarization between the candidates, a determining factor in Brazilian politics since the 2018 elections.

## Second Round Key Points

### Votes Transfer

According to the latest poll published by Datafolha, voters for third party candidates Simone Tebet and Ciro Gomes, who finished third and fourth place respectively, will be divided between Lula and Bolsonaro in the second round. More Ciro voters are anticipated to migrate to Bolsonaro than Tebet to Lula.

### Rejection

In a Datafolha poll asking which candidate would you never vote for, 52% of voters rejected Bolsonaro, and 39% rejected Lula, indicating a challenge for Bolsonaro at the second round.

### Polarization

Despite the high rejection levels for both candidates, the result of the first round reinforces the polarization between the candidates, present since the beginning of the campaign. In the same way that Bolsonaro positioned himself against Lula's party in 2018, Lula is positioned as the main force against the current president.

## Conservative values vs. corruption

Bolsonaro emphasized his conservative values and principles through a nationalist discourse and religious appeal to differentiate from Lula, making references from the period when the former and now elected president was convicted and served time for corruption charges.

## Second round



**Lula**  
**48,43%**



**Bolsonaro**  
**43,20%**

### Other candidates

Simone Tebet (MDB)	—	4,16%
Ciro Gomes (PDT)	—	3%
Others	—	1,5%

## Pandemic Posturing vs. Social Well-Being

Lula's campaign emphasized his care for the poor and the well-being of the population, signaling his concern towards the rising number of families with hunger and criticizing Bolsonaro's pandemic-era anti-science positioning.

## Bolsonaro's legislative strength

Important victories from Bolsonaro allies both at the national legislative and state level reveal that the campaign of the current president should gain strength at the second round.

## Alliances

Bolsonaro's campaign will be getting closer to state campaigns to obtain new voters. It is expected for Lula to align to defeated candidates looking for support from Simone Tebet (Movimento Democrático Brasileiro, MDB) and from Carlos Lupi (Partido Democrático Trabalhista, PDT).

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## Lula (PT)

He was president for two terms, from 2003 to 2010, and federal deputy from 1987 to 1991. He is the founder of the Workers' Party (PT), a former unionist and a former metallurgist. He led the polls for the 2018 elections, but was convicted and imprisoned on corruption charges and did not participate in the election. Later, the process was declared a miscarriage of justice by the Supreme Court and he was released.

### Economy

Lula promises to fight poverty and hunger and to focus on tackling inflation; defends the strengthening of state-owned companies, to revoke the spending ceiling and a more progressive income-tax regime; proposes to revoke the “regressive milestones of the current labor legislation”, stipulated in the last reform; Overcome the “regressive and dismantling measures” of the 2019 pension reform; Renegotiate the debts of families, and small and mid-size companies with public and private banks; Suggests the resumption of government investments in infrastructure and national reindustrialization; Encourages private investment through credit, concessions, partnerships and guarantees.

### Health

Strengthening the Public Health System (SUS) and develop a new pharmaceutical policy, focused on risk reduction, prevention, treatment, and support to drug users, on top of the valorization of healthcare professionals.

### Environment

Defends investments in green economy, based on conservation, restoration, and sustainable use of biodiversity and to combat illegal deforestation through the strengthening of regulatory bodies.



## Bolsonaro (PL)

Current president of Brazil since 2019, he is a retired military and politician. He began his political career as a councilor in 1988 and was a federal deputy between 1991 and 2018. Despite his long political trajectory, he was elected with a “political outsider” narrative in 2018.

### Economy

Proposes that it is necessary to reduce the amount of State attributions and facilitate the work of the businessmen so that employment and income can be generated; Defends the privatization of state-owned companies to promote better public administration; Commits to maintaining the value of the social program ‘Auxílio Brasil’ at R\$ 600 in 2023, the controversial social program that Bolsonaro was criticized for overstating the value of through the election; To work for Brazil to join the OECD and other international entities promoting free trade; Defends the implementation of administrative reform.

### Health

Claims his administration faced the health crisis of the century, Covid-19, and will continue to guarantee and expand the offer of health programs, by strengthening the Public Health System (SUS) focused on primary care and food security programs.

### Environment

Defends the concessions of forests and parks to private players for the “rational and sustainable exploration” of the Amazon; combat forest fires and illegal deforestation by using military satellite monitoring technology; supports technologies that can generate clean fuels and reduce carbon footprint.

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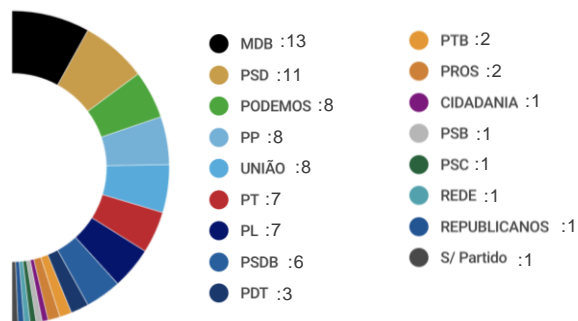
## Federal Senate

Every 4 years a part of the Senate is renewed. In 2022, of the 81 seats, 27 were elected, or 1/3 of the Senate.

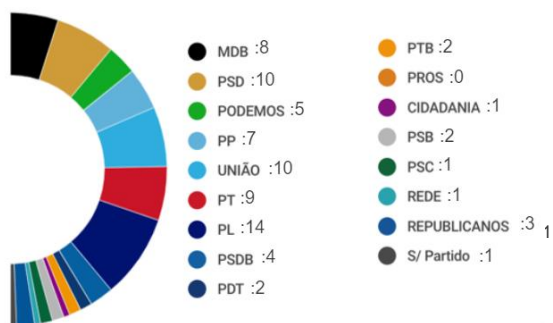
Bolsonaro's party (PL) emerges as the big winner of the election, winning 9 of the 27 seats in dispute, forming the largest bench from 2022 on, with 14 senators. Outstanding members of the Bolsonaro government won seats in the Senate, indicating the electoral strength of the group. Among them are Marcos Pontes (SP), Tereza Cristina (MS), Damare Alves (DF) and Hamilton Mourão (Republicanos – RS). These seats are very relevant for Bolsonaro to have more support at the Senate, where he faced challenges during his first tenure.

Lula's PT, on the other hand, despite having won 4 new seats, conquering the third largest bench, may face more difficulties in articulations in the Senate, due to the numerous benches of the right-wing forces and allies of the current president.

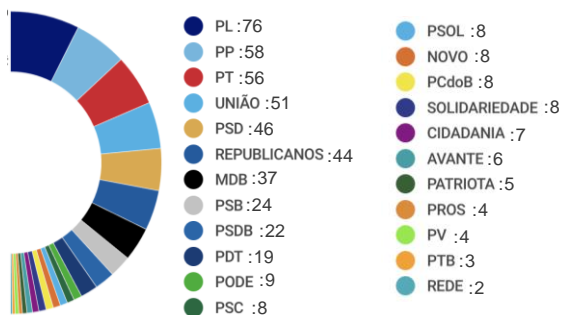
## Current Benches



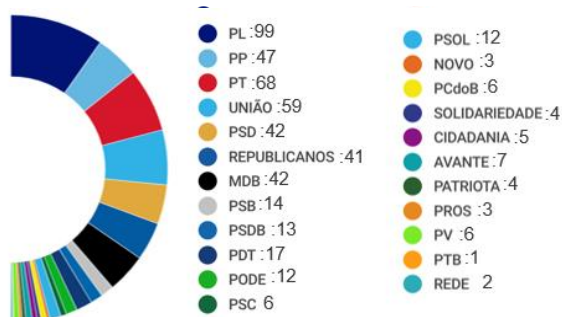
## New Elected Benches



## Current Benches



## New Elected Benches



## Chamber of Deputies

This year, new rules established by the National Congress, in the 2021 electoral mini-reform, and by the TSE come into force for the first time.

Among other rules, this Sunday's election (2) required that to be elected, the candidate and his party obtained a minimum number of votes, thus making it difficult for parties with less expressive votes to be elected.

As in the Senate, a large number of Bolsonaro supporters were elected, the PL reached 99 seats and became the largest bench elected in the last 24 years. The PT also raised its bench, from 56 to 68, if you count the other parties in its federation, PV and PC do B, it adds up to 80 seats. In addition, Rede and Psol, PT allies, elected 14 more federal representatives.



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## State Governors

### Elected in 1<sup>st</sup> round

#### Acre



#### **Gladson Cameli (PP) – 56,75 %**

Gladson de Lima Cameli (PP) is a civil engineer and the current governor. Held political positions for 15 years. He served as a federal representative from 2007 to 2018, when he left office to run for state government, being elected with 54% of the votes.

#### Amapá



#### **Clécio Luis (SD) – 53,69 %**

Clécio Luis (SD), teacher, has been city councilor two times in Macapá by PT from 2005 and 2012 and mayor of Macapá by PSOL from 2013 until 2020.

#### Ceará



#### **Elmano de Freitas (PT) - 54%**

Elmano de Freitas (PT), lawyer and member of PT since 1989, state representative since 2015 and former-education secretary between 2008 and 2012.

#### Distrito Federal



#### **Ibaneis Rocha (MDB) – 50,3%**

Ibaneis Rocha (MDB) is the current governor of the Federal District, elected in 2018 for his first political office. A lawyer with a long career in Brasília, he was president of the Brazilian Bar Association in the Federal District (OAB-DF), where he also held several positions.



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## State Governors

### Elected in 1<sup>st</sup> round

#### Goiás



#### **Ronaldo Caiado (União Brasil) – 51,81%**

Ronaldo Caiado (União Brasil) is the current governor of Goiás. Graduated in Medicine, he belongs to a family of rural producers with strong political involvement. He has served as a federal representative for five terms and held the position of senator when he was elected governor in 2018.

#### Maranhão



#### **Carlos Brandão (PSB) – 51,29%**

Carlos Brandão (PSB) is the current governor of Maranhão when he took office after Flávio Dino left office to run for Senator. Brandão was also federal representative from 2007 to 2014 and was vice-governor from 2015 until 2022.

#### Mato Grosso



#### **Mauro Mendes (União Brasil) – 68,45%**

Mauro Mendes (União Brasil) has a degree in Electrical Engineering and is a metallurgy entrepreneur in Cuiabá. He was president of the Federation of Industries of Mato Grosso (Fiemt) and of the Sesi / Senai System. He also held the position of vice president of the National Confederation of Industries (CNI). In 2012, he was elected mayor of Cuiabá, but did not run in the following election.

#### Minas Gerais



#### **Romeu Zema (Novo) – 56,18%**

Romeu Zema (Novo), businessman and current governor of Minas Gerais was elected in 2018 without having occupied public positions before, positioning as a figure outside the political system and with an administration marked by the attempt to financially restructure the state.



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## State Governors

### Elected in 1<sup>st</sup> round

#### Pará



##### **Helder Barbalho (MDB) – 70,41%**

Helder Barbalho (MDB) has a degree in Business Administration and a postgraduate degree in Public Management. He held a few political positions and served as Minister of Fisheries and Aquaculture in the second government of Dilma Rousseff. He was elected governor for the first time in 2018.

#### Paraná



##### **Ratinho Junior (PSD) – 69,64%**

Ratinho Junior (PSD) is the current governor of Paraná. Graduated in Marketing and Advertising, he began his political career aged 21, and has already served as a federal representative and state representative. In his government plan, he brings proposals to strengthen agribusiness and agriculture, in addition to economic strengthening actions designed for women, with lower interest rates.

#### Piauí



##### **Rafael Fonteles (PT) – 57,17%**

Rafael Fonteles (PT), economics professor and economy secretary since 2015, president of Comsefaz between 2019 and 2021 and reelected for the period of 2021/2023.

#### Rio de Janeiro



##### **Claudio Castro (PL) – 58,67%**

Claudio Castro (PL), lawyer, took office as state governor with the impeachment of Wilson Witzel in 2020, was chief of staff of Márcio Pacheco at Rio de Janeiro's Municipal Chamber and at the State Legislative, and was elected city councilor in 2016.



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## State Governors

### Elected in 1<sup>st</sup> round

#### Rio Grande do Norte



##### **Fátima Bezerra (PT) – 58,31 %**

Fátima Bezerra (PT) has been a member of the party since 1981. She has served as a senator, federal representative and state representative. She was the rapporteur of the Provisional Measure (339/06) that regulated the Fund for the Maintenance and Development of Basic Education and for the Valorization of Education Professionals (Fundeb).

#### Roraima



##### **Antônio Denarium (PP) – 56,47%**

Antônio Oliverio Garcia de Almeida (PP) is a businessman, farmer, rancher and currently governor of the state of Roraima. He was appointed federal intervenor in the state of Roraima from December 10 to 31, 2018 by the president at the time, Michel Temer.

#### Tocantins



##### **Wanderlei Barbosa (Republicanos) – 58,14%**

Wanderlei Barbosa (Republicanos), current governor since 2022 with the removal of Mauro Carlesse, was state representative from 2011 to 2018, city councilor of Palmas from 1997 to 2011 and city councilor of Porto Nacional from 1989 to 1997.

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## State Governors

### 2<sup>nd</sup> round election

#### Alagoas



**Paulo Dantas**  
(MDB)  
46,64%



**Rodrigo Cunha**  
(UNIÃO)  
26,79%

#### Amazonas



**Wilson Lima**  
(UNIÃO)  
42,81%



**Eduardo Braga**  
(UNIÃO)  
20,99%

#### Bahia



**Jerônimo Souza**  
(PT)  
49,45%



**ACM Neto**  
(UNIÃO)  
40,80%

#### Espírito Santo



**Renato Casagrande**  
(PSB)  
46,94%



**Carlos Mannato**  
(PL)  
38,48%

#### Mato Grosso do Sul



**Capitão Contar**  
(PRTB)  
26,71%



**Eduardo Riedel**  
(PSDB)  
25,16%

#### Paraíba



**João Lins**  
(PSB)  
39,65%



**Pedro Cunha Lima**  
(PSDB)  
23,90%

#### Pernambuco



**Marília Arraes**  
(Solidariedade)  
23,97%



**Raquel Lyra**  
(PSDB)  
20,58%

#### Rio Grande do Sul



**Onyx Lorenzoni**  
(PL)  
37,5%



**Eduardo Leite**  
(PSDB)  
26,81%



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## State Governors

### 2<sup>nd</sup> round election

#### Rondônia



**Cel. Marcos Rocha**  
(UNIÃO)  
38,88%



**Marcos Rogério**  
(PL)  
37,05%

#### Santa Catarina



**Jorginho Mello**  
(PL)  
38,61%



**Décio Lima**  
(PT)  
17,42%

#### São Paulo



**Tarcísio de Freitas**  
(Republicanos)  
42,32%



**Fernando Haddad**  
(PT)  
35,70%

#### Sergipe



**Rogério Carvalho**  
(PT)  
44,70%



**Fábio Mitidieri**  
(PSD)  
38,91%



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