The Role of Women in the Upcoming Brazilian Elections

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These are elections for:

- President (+ vice-president)
- Senate (2/3 seats = 54 senators, 2x state)
- Chamber of Deputies (513 deputies)
- Governors (27+27 vice-governors)
- State/district legislatures (1,060, 27 legislatures)

A total of 1,683 seats
A eleição das mulheres

Em nenhum outro momento da história brasileira a participação feminina no processo de escolha de um presidente da República foi tão decisiva. Maioria do eleitorado, elas definirão quem será o próximo ocupante do Planalto. E, pela primeira vez, nunca foi tão grande o número de candidatas a vice.
So, what’s going on?

What is (will be) the role of women in the Brazilian elections?
First, some context...
Dilma Rousseff impeached on 31 August 2016
High rates of distrust in government, with presidential approval of 4%

Source: Edelman Trust Barometer
So many men!
Assassination of Marielle Franco on 14 March
The presidential race
Campaigns started on 16 August... and voters were undecided

IBOPE (20/Aug/2018)
Gender-gap among undecided voters, led candidates to realize that...

1. Women are the majority of voters (52.5%)

2. Perhaps more open to voting for candidates other than Bolsonaro (43% of women expressed they would never vote for Bolsonaro vs. 35% of men)

3. In 2014, Dilma won by a margin of 3.28%...
So, candidates sought to win-over women
Meanwhile, on 1 September, the TSE rejected Lula’s candidacy
Still, share of undecided voters has decreased
Without Lula, Bolsonaro leads the polls with men and women.
On 6 September, Bolsonaro was stabbed during a campaign rally

- Some say this will give him an electoral boost
  - 30% vote intentions (BTG poll, 10/Sept/2018)

- Worker’s Party candidate, Fernando Haddad, still falling behind Ciro (PDT) and Marina (Rede)

- Datafolha is coming out today
If the impeachment taught us anything is that congressional (and other) races really matter!
Parties could indeed benefit from nominating & supporting women (w/ Anna Petherick)

Gendered associations of top attributes, by respondents’ sex
Although...
...Dilma’s impeachment may have hurt voters’ evaluation of women candidates (w/ Anna Petherick)

[Graph showing treatment effect on D-scores for men and women, with a difference of 0.08**]
So, what does this all mean?

• Women have certainly been at the center of the Brazilian elections
• As candidates have realized, attracting women voters is key for their electoral success
• Voters want political renewal and women are less tainted by negative perceptions of politics
• Despite new campaign finance laws, incumbents and parties are working hard to keep their seats: women’s political representation is not expected to increase by much—especially at the national-level
• There should be some change in subnational legislatures, however, especially as women innovate in campaign strategies
Thank you.

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