

The Role of Women in the Upcoming Brazilian Elections

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JUSTIÇA
ELEITORAL

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CORRIGE

CONFIRMA

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

des

Um te
escolh

El 33% de mujeres prevé depositar una papeleta en blanco. Varios partidos eligen atraerlas



BRASIL

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?

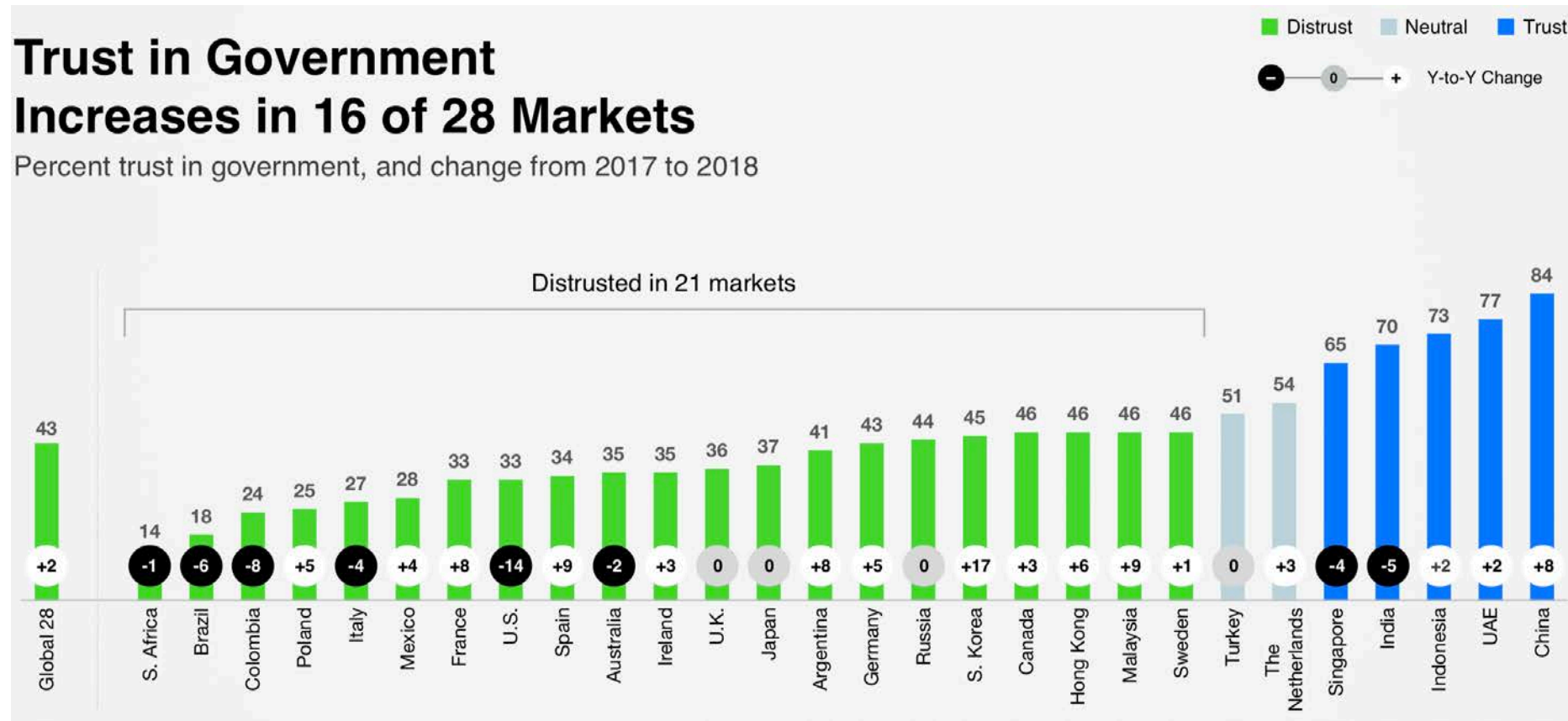
What is (will be) the role of women in the Brazilian elections?

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

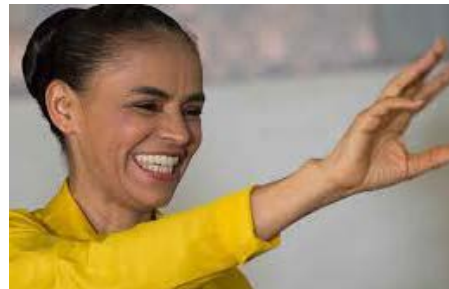
So many men!



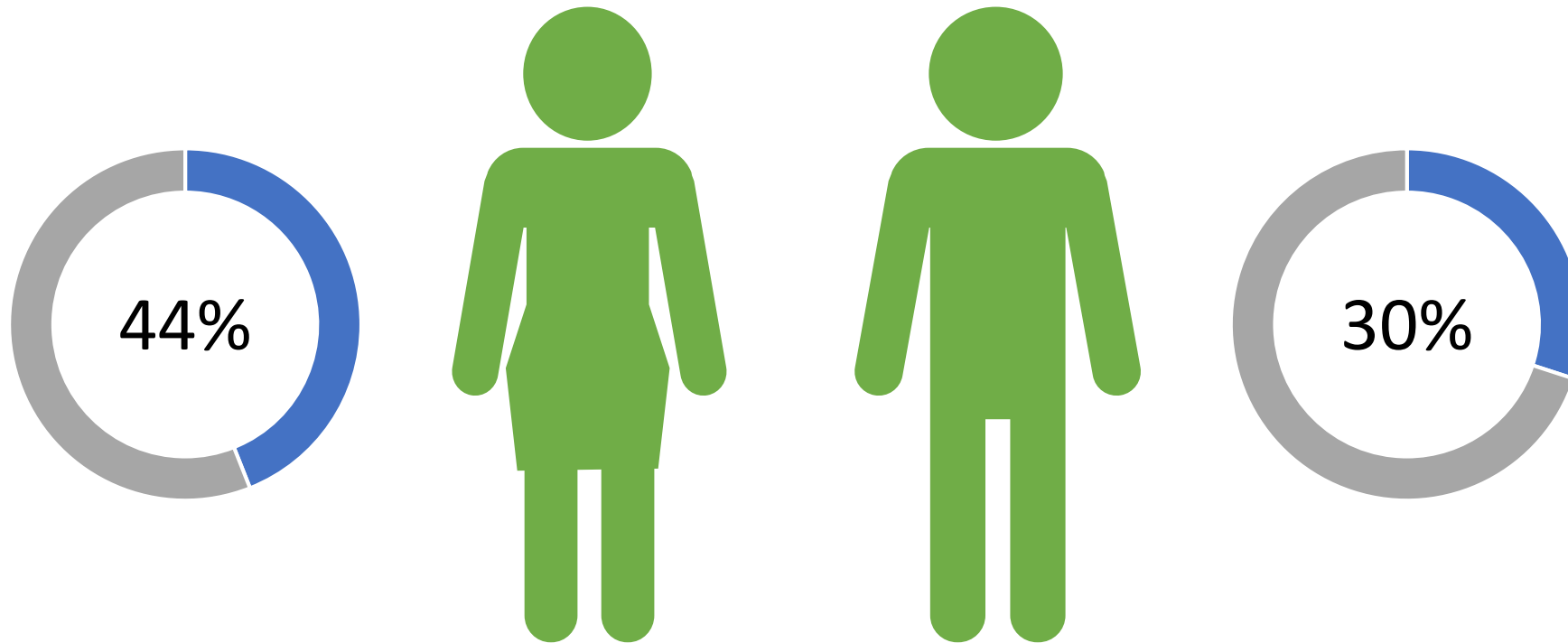
Assassination of Marielle Franco on 14 March



The presidential race



Campaigns started on 16 August... and voters were undecided



Gender-gap among undecided voters, led candidates to realize that...

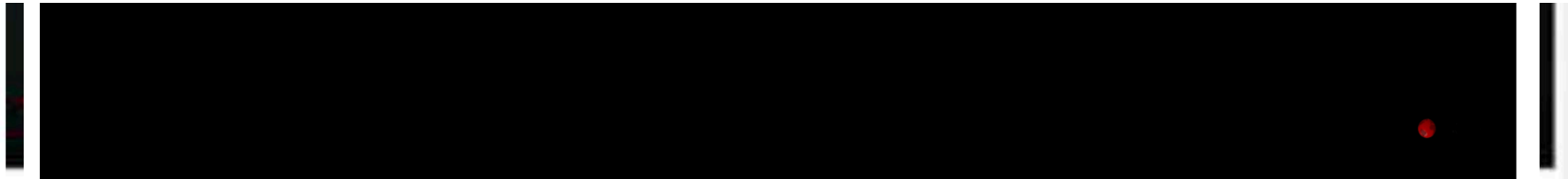
1. Women are the majority of voters (52.5%)
2. Perhaps more open to voting for candidates other than Bolsonaro (43% of women expressed they would never vote for Bolsonaro vs. 35% of men)
3. In 2014, Dilma won by a margin of 3.28%...

So, candidates sought to win-over women



En **Bolsonaro: 'O que torna mulher tão forte ta** Equ **quanto homem é arma na cintura dela'**

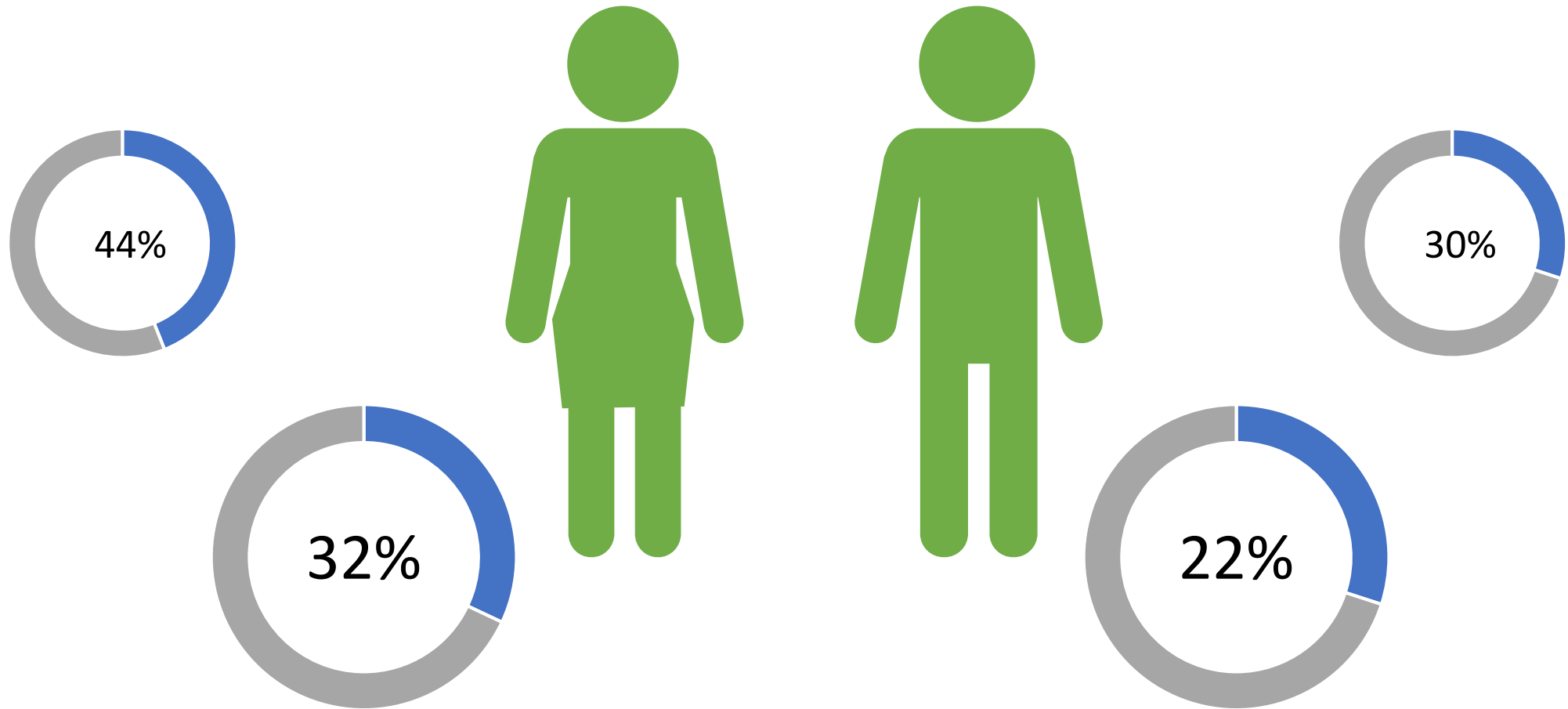
Em visita a Porto Velho, presidenciável do PSL disse que, se eleito, vai acabar 'historinha de querer dar porrada em mulher'. Ele afirmou que vai condecorar policiais mulheres que matarem criminosos.



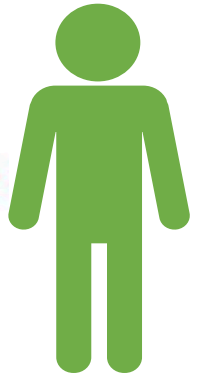
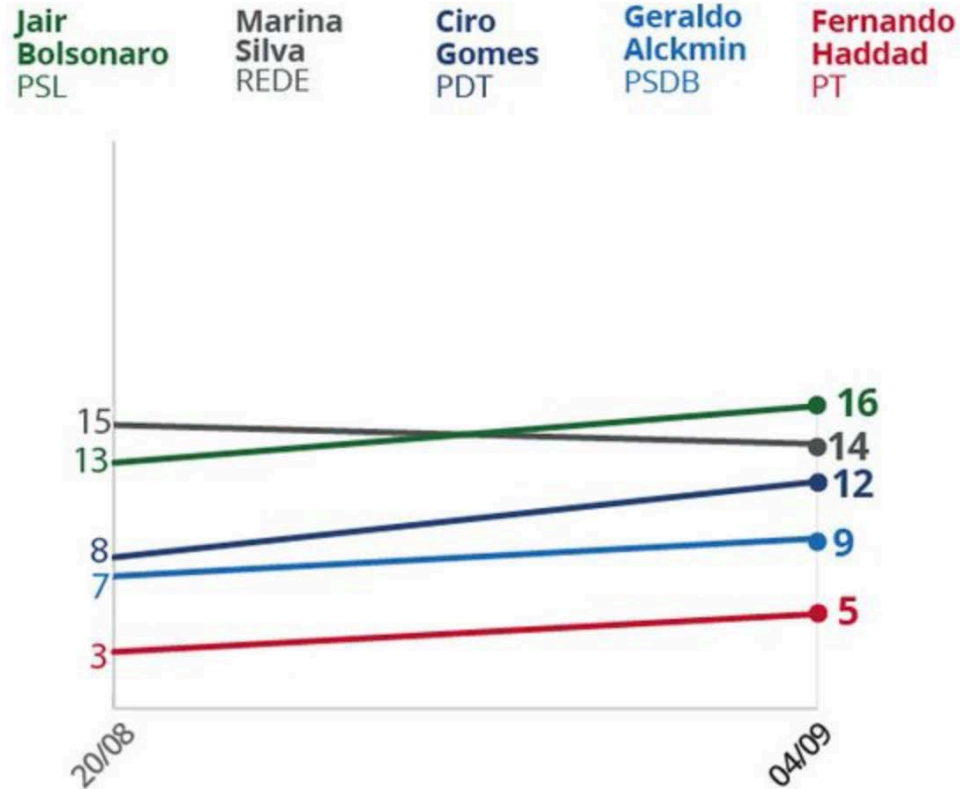
"Vagabunda! Idiota": campanha de Alckmin mostra Bolsonaro atacando mulheres

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

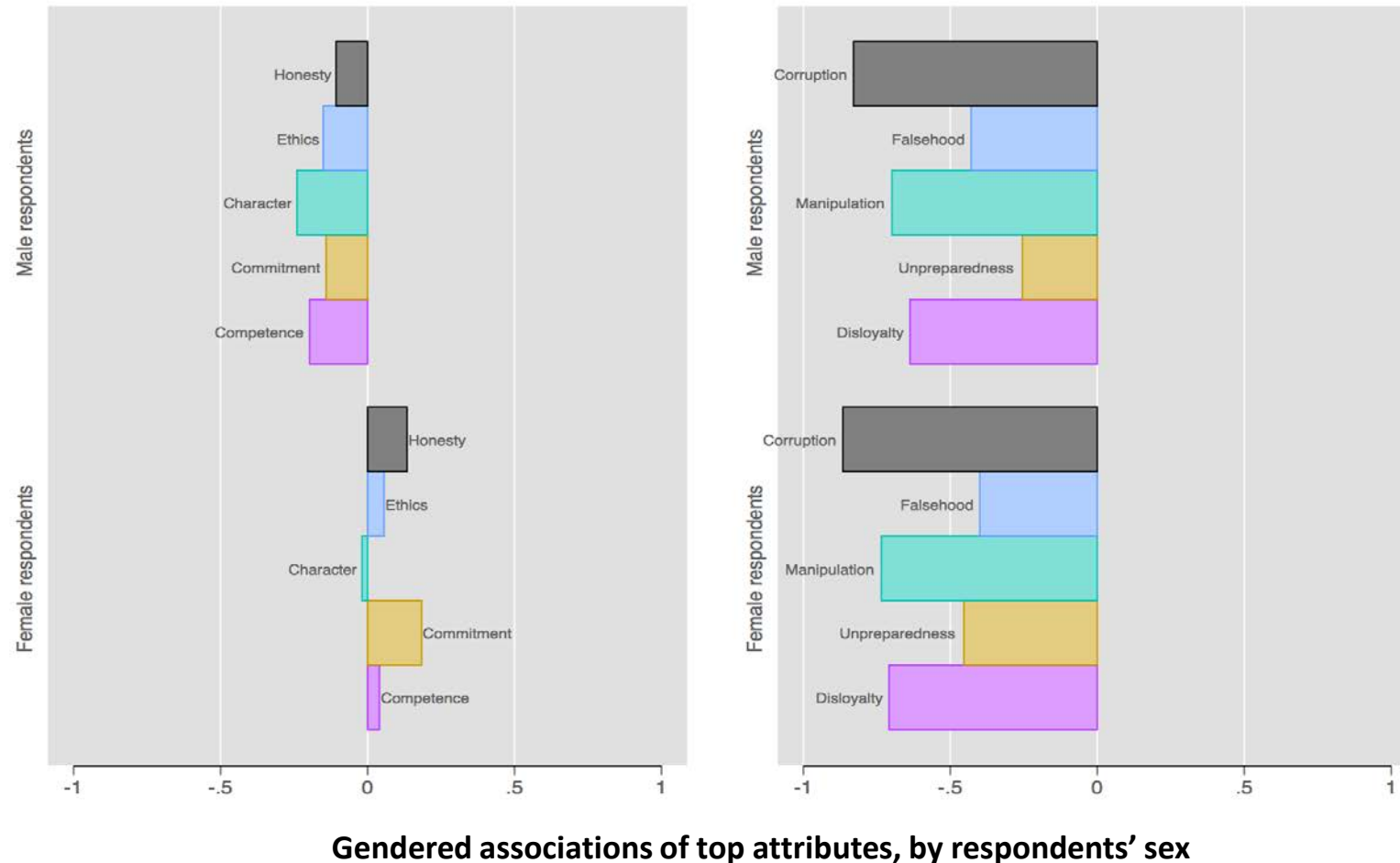


On 6 September, Bolsonaro was stabbed during a campaign rally

- 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)



Although...

O cronômetro só é ativado quando você apertar a barra de espaço.

Coloque os dedos indicadores próximos a estas teclas (E e I) - e para começar, aperte a barra de espaço.

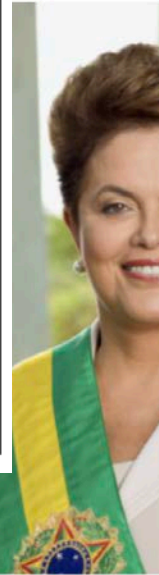
Masculino

Feminino

Senadora

Aperte as teclas E ou I de acordo com a categoria apropriada.

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6, ela deixou
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o presidente?



Péssimo

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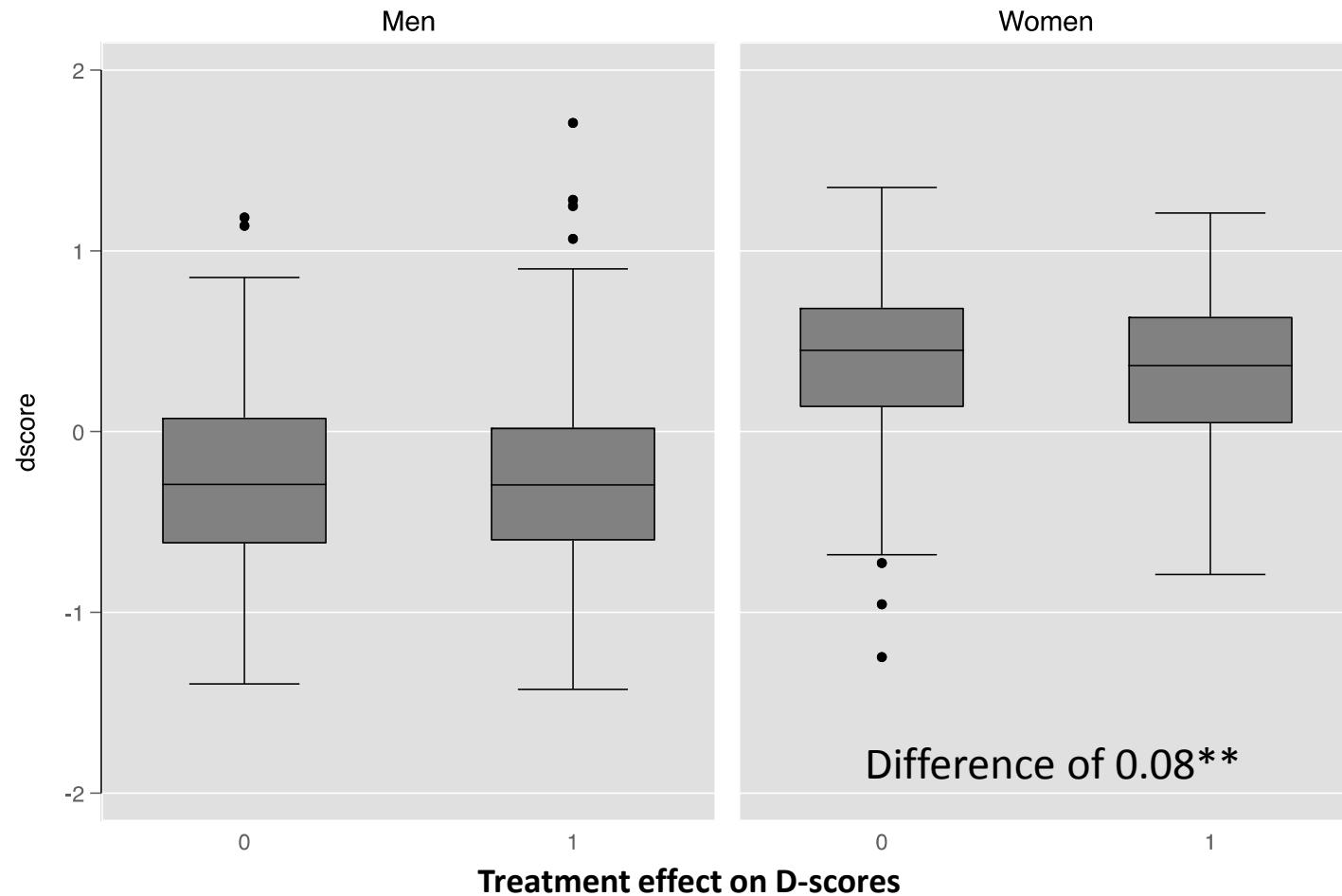
Masculino
or
Negativo

Feminino
or
Positivo

Deslealdade

Aperte as teclas E ou I de acordo com a categoria apropriada.

...Dilma's impeachment may have hurt voters' evaluation of women candidates (w/ Anna Petherick)



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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