

HOW PRESIDENTIAL ELECTIONS WORK IN BRAZIL

NOMINATION

In Brazil, candidates are **required to have a party affiliation** to run. Candidates are chosen by party leadership through internal primaries.

11

parties appeared on the 2014 presidential ballot.

4

parties have held the presidency since 1990

CAMPAIGN

By law, campaigning and advertising periods are **limited** in length.

Formal Campaign

52 DAYS

(16 Aug - 6 Oct 2018)

Campaigns are permitted to advertise via internet, printed material, loudspeakers, etc.

TV/Radio Advertisement

35 DAYS

(31 Aug - 4 Oct 2018)

Government-designated airtime is split proportionally among candidates.

FINANCING

The Superior Electoral Court (TSE) imposes limits on campaign fundraising and expenses. Restrictions include:

ONLINE CROWDFUNDING

Limited to

R\$ 1,064.10

per donor daily

INDIVIDUAL DONATIONS

Limited to

10%

of the previous year's income

CANDIDATE'S PERSONAL RESOURCES

Limited to

R\$ 70 million

in expenses

For 2018, the government created an electoral fund for all federal-level elections that is **worth over R\$ 1.7 billion (U.S \$440 million)** and **split among parties** according to representation in Congress.

VOTING

The president is elected by **direct vote**, in contrast to the U.S. electoral college system.

Because a candidate must earn **more than 50%** of the vote to win, many elections go to a **second round**.

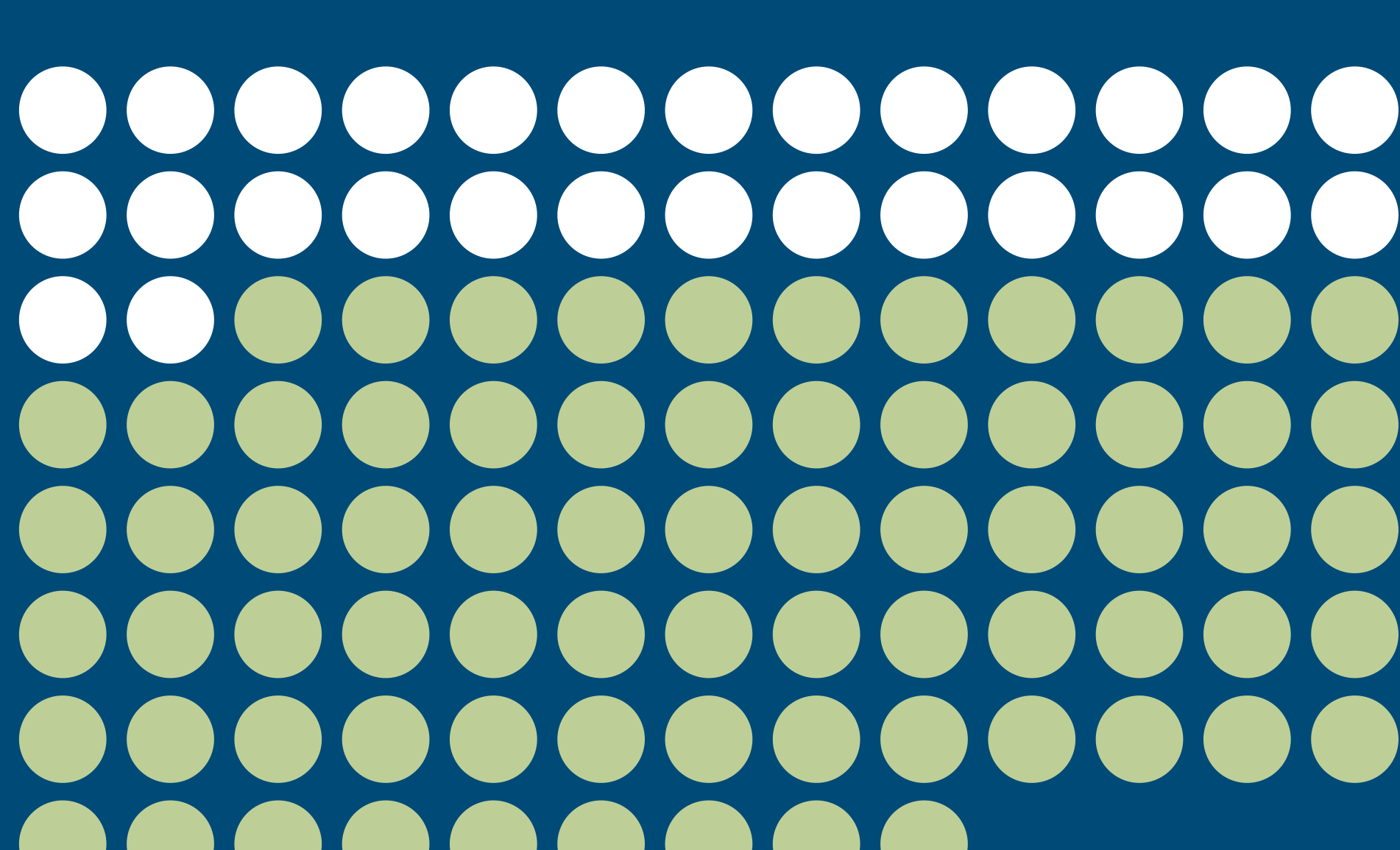
Every election since

2002

has gone to a second round

Voting is **compulsory** in Brazil; however, voters may choose to vote "null", "blank", or abstain.

Non-Votes Among Voting Population (Brazil 2014)



Non-Votes Among Voting Population (U.S. 2016)

