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:

- **On-line 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.

<table>
<thead>
<tr>
<th>Non-Votes Among Voting Population (Brazil 2014)</th>
<th>Non-Votes Among Voting Population (U.S. 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstained, Blank, or Null (37.8%): 27,297,679</td>
<td>United (76.94%): 132,792,644</td>
</tr>
<tr>
<td>Voted (62.2%): 22,711,859</td>
<td>Turnout (23.1%): 127,015,024</td>
</tr>
</tbody>
</table>

Created by Andrew Allen, Woodrow Wilson Center, Brazil Institute
Sources: UOL, Politize!, Tribunal Superior Eleitoral (TSE), International IDEA

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![Infographic](image-url)