



Public Opinion Tracking ***Sociopolitical Context in*** ***Argentina***

2st half June 2015



Sample characteristics

Technical specifications

Universe

18 to 75-year-old men and women living in the entire Province of Buenos Aires (CABA, GBA and interior of the Province).

Sample

Random probability sampling of a total of 800 cases stratified by region. The sampling error is approximately +/-4%. For results processing, data were weighted by respondents' region, sex, age and educational level.

Tool

8-minute questionnaire containing 28 questions
delivered over the phone through IVR system.

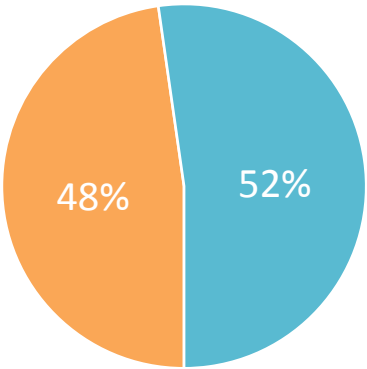
Field dates

The field work was carried out between **June 22nd and 23rd, 2015.**

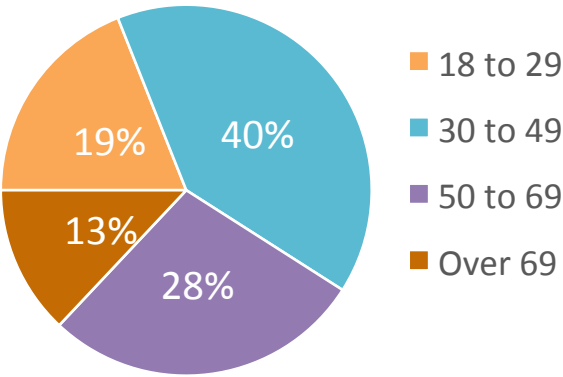
Weighted Sample Structure

Sex

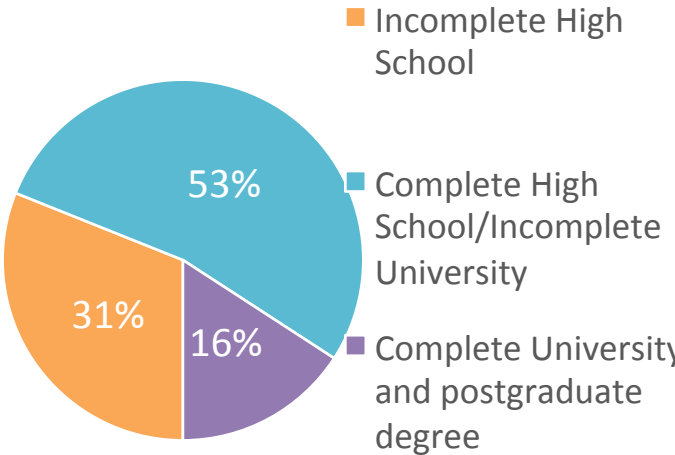
Male Female



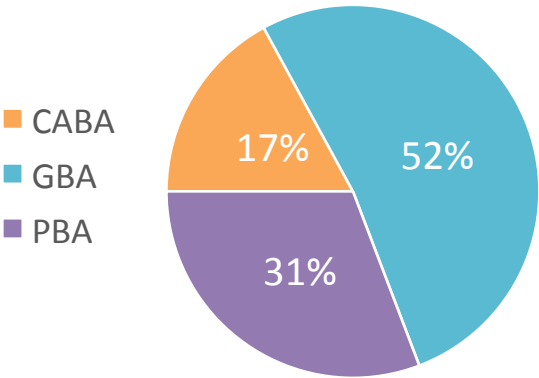
Age



Educational Level



Region



PBA

Greater La Plata
Mar del Plata
Bahía Blanca

GBA

Quilmes
Tigre
San Isidro
Esteban Echeverría
Malvinas Argentinas
Morón
Florencio Varela
La Matanza
Ezeiza

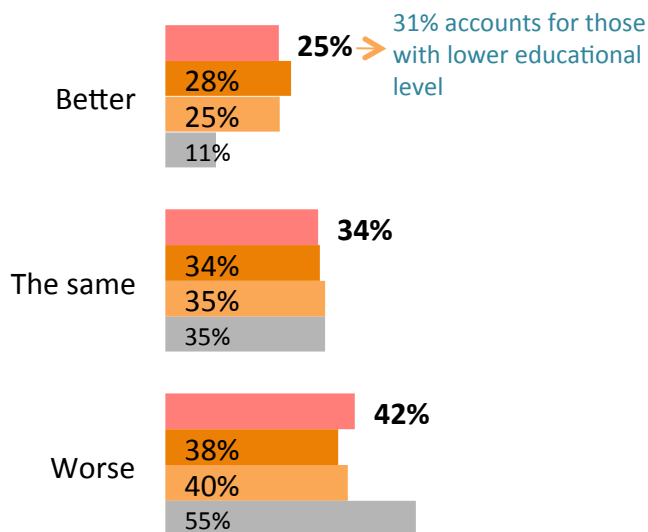


Electorate's Opinion Framework

Personal situation analysis and outlook

How is your personal/family economy compared to a year back –Is it better, worse or the same?

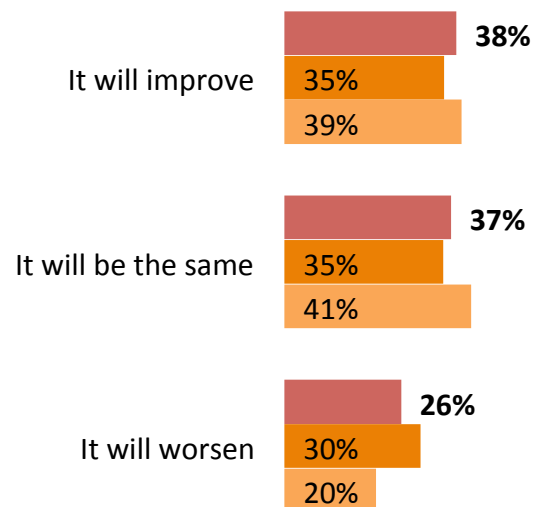
Personal economy compared to 1 year back



2nd half June '15 1st half June '15
April '15 April '14

Thinking about the future a year from now, do you consider the situation of the country will improve, will be the same or will worsen?

Expectations for the country 1 year from today

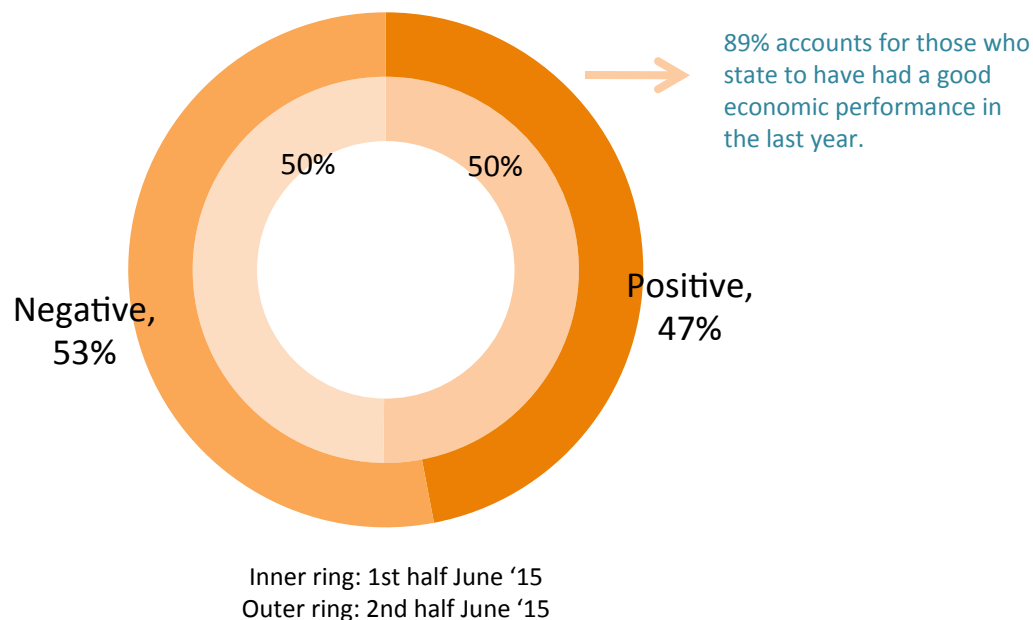


2nd half June '15 1st half June '15 April '15

The current personal evaluation and the outlook for the country a year from now are still much more favorable than last year's records.

Kirchnerism's balance assessment

Would you state that the last 12 years of administration of the country held by Kirchnerism leave a mostly positive or negative balance?

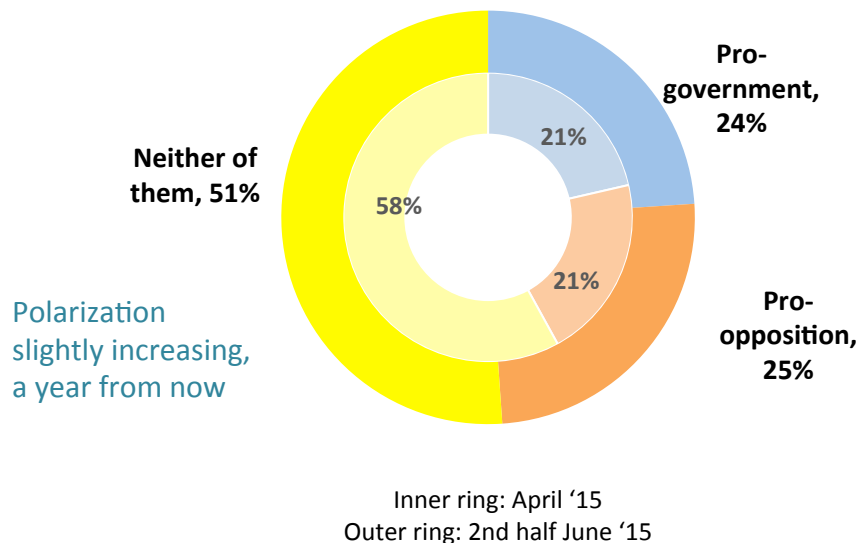


There is polarized opinion regarding the evolution of the country during the last decade.
Kirchnerism assessment is closely related to personal economy.
It is also associated to voting intention.

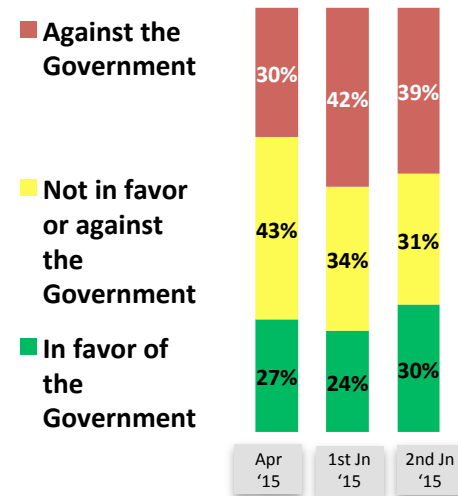
Political map positioning

Do you consider yourself as a supporter of the governing party, the opposition or neither of them?

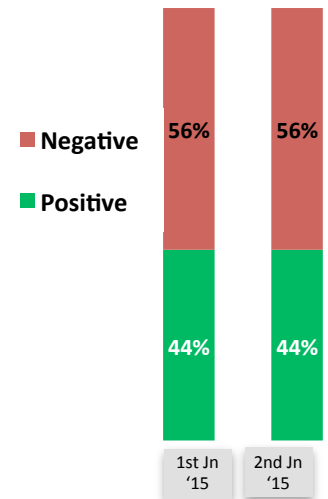
Political orientation



Voting intention of those in between



How do they assess the balance of the Kirchnerism decade

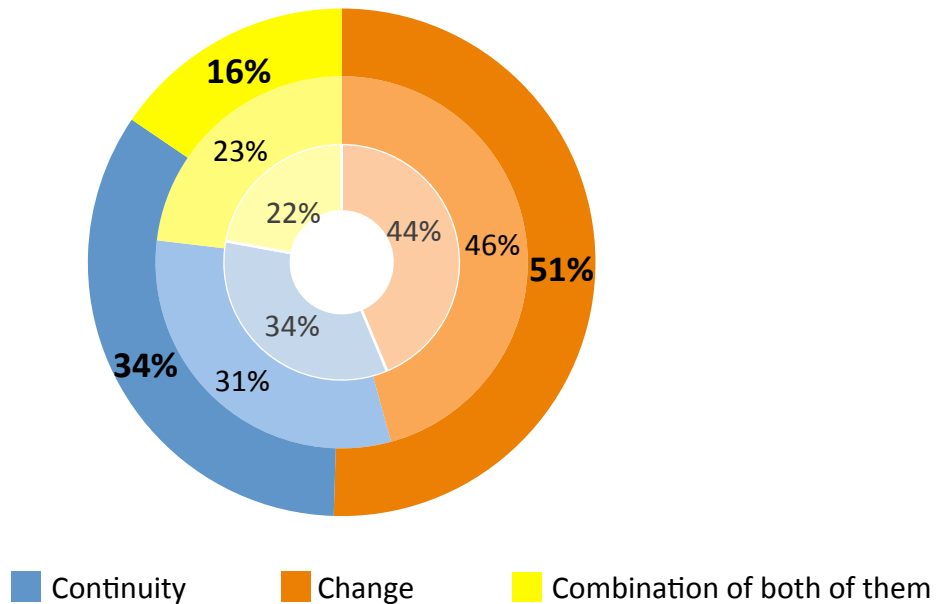


Despite the polarization of the country's last decade assessment, one out of two respondents does not consider him/herself as a supporter of the governing party or the opposition.

However within this group, the vote is split approximately 50% - 50% as well as the assessment of the situation of the country during the last decade.

Change or continuity?

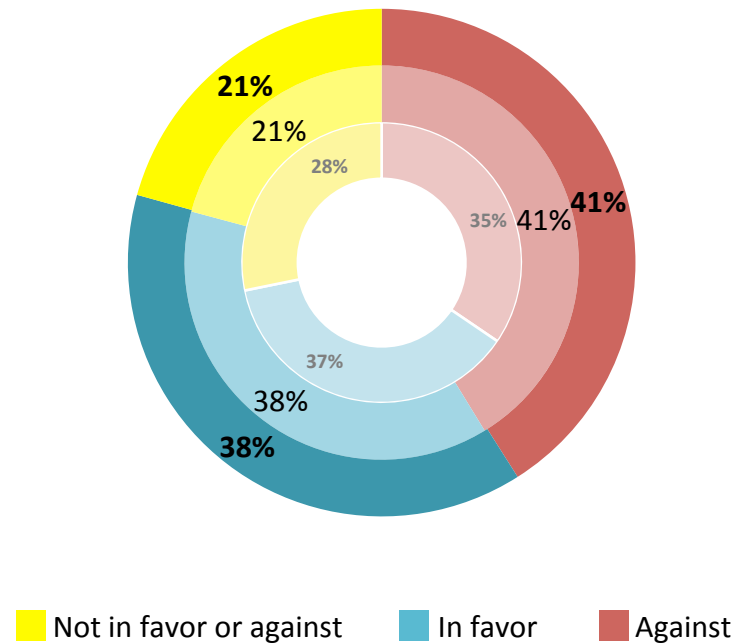
Regarding the model that the national Government proposes today, in the upcoming presidential elections, will you vote for a change, for continuity or a combination of both of them?



Inner ring: April '15
Middle ring: 1st half June '15
Outer ring: 1st. half June '15

Will you vote in favor of or against the Government?

Regardless the candidate that you will choose in the upcoming presidential elections, would you say that you will vote in favor of the national Government, against it or neither of them?

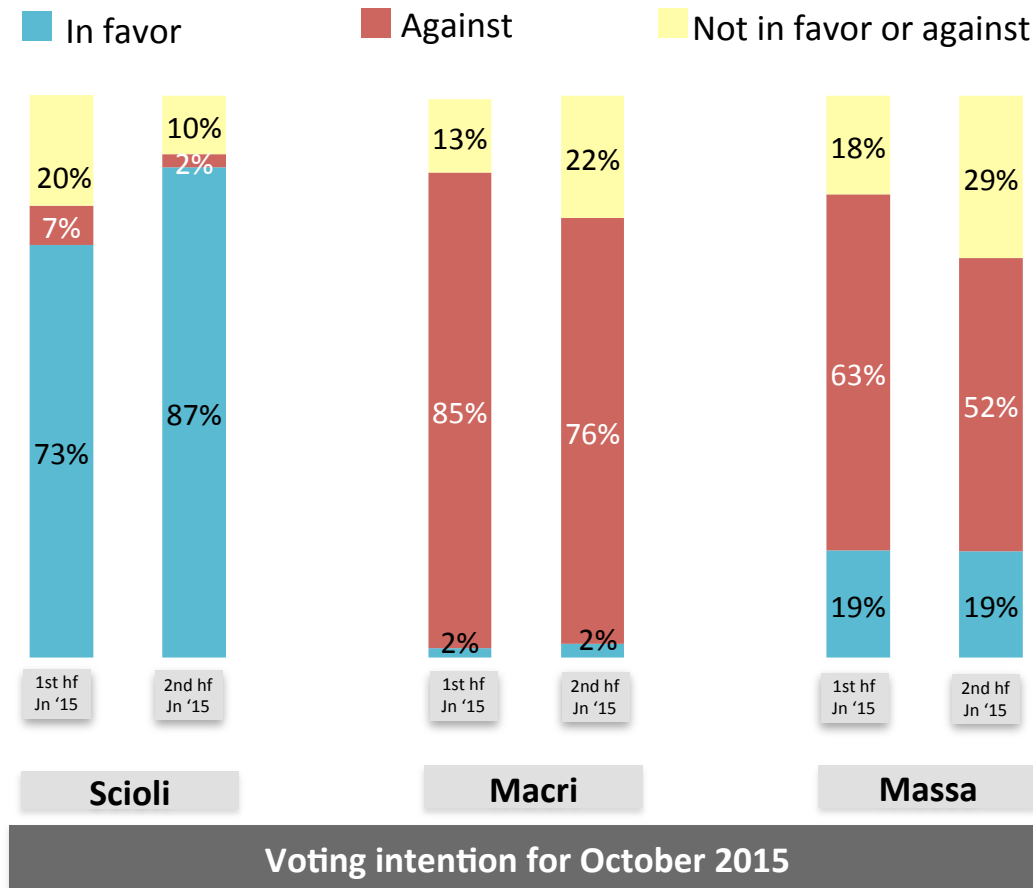


Inner ring: April '15
Middle ring: 1st half June '15
Outer ring: 2nd half June '15

Votes sign, in favor of or against the Government according to candidates

Regardless the candidate that you will choose in the upcoming presidential elections, would you say that you will vote in favor of the national Government, against it or neither of them?

As Scioli's image goes more officialist, Macri's and Massa's turns into more neutral.



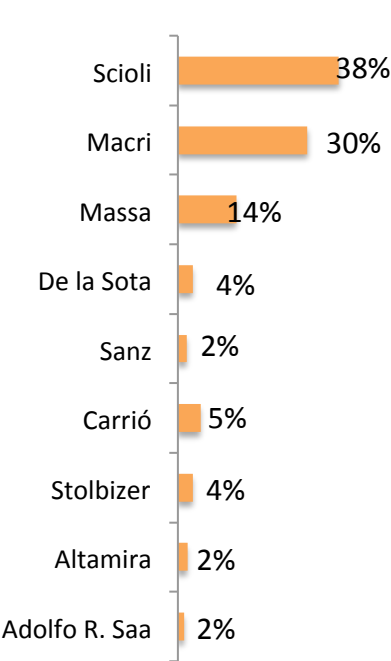


President

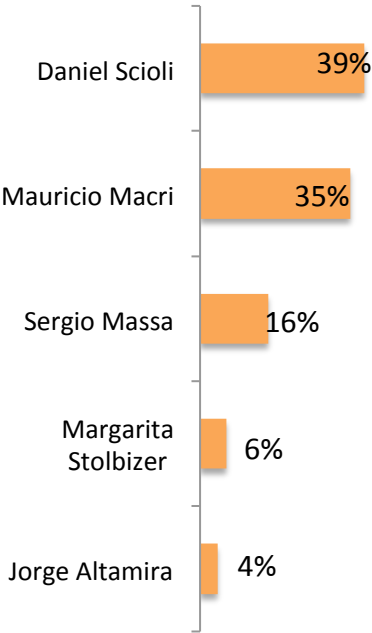
Voting intention for President

If presidential elections were held this Sunday, who would you vote for?

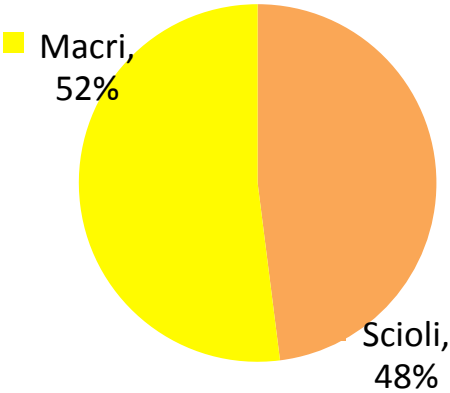
Primaries Scenario



Elections Scenario

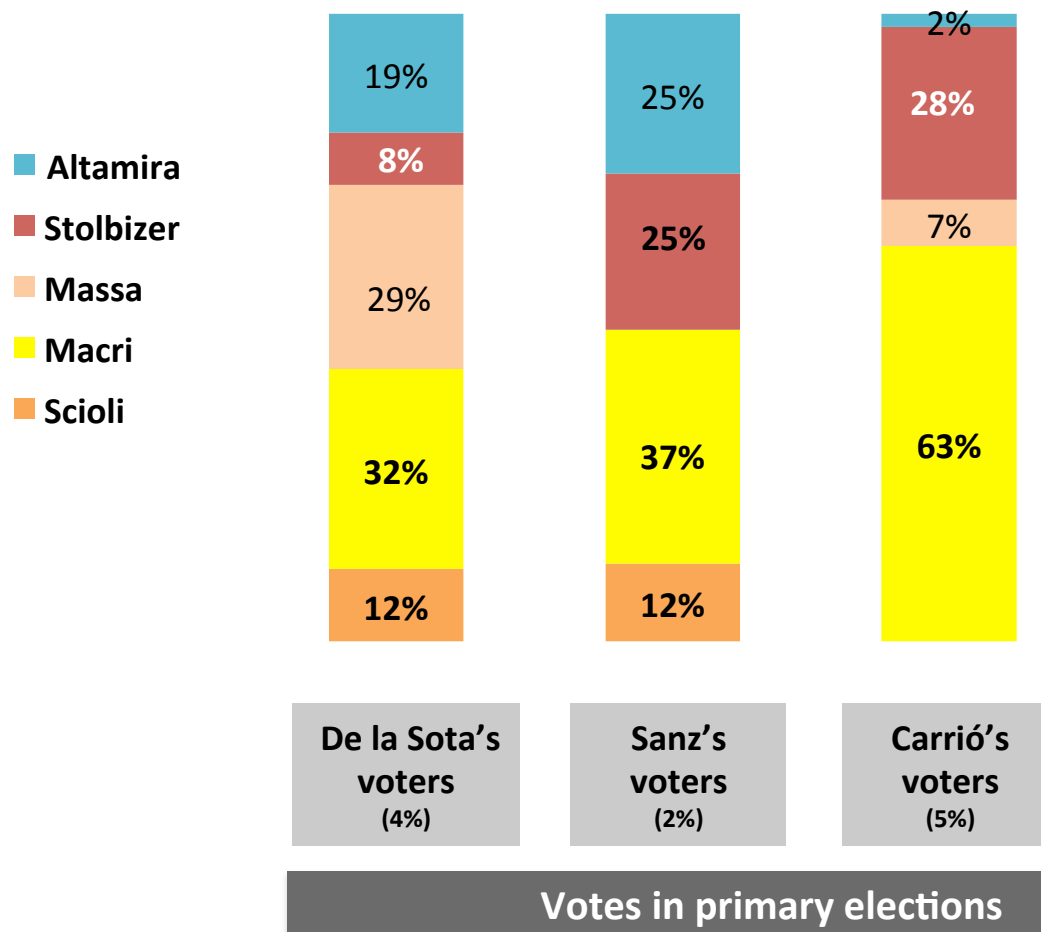


Ballotage Scenario



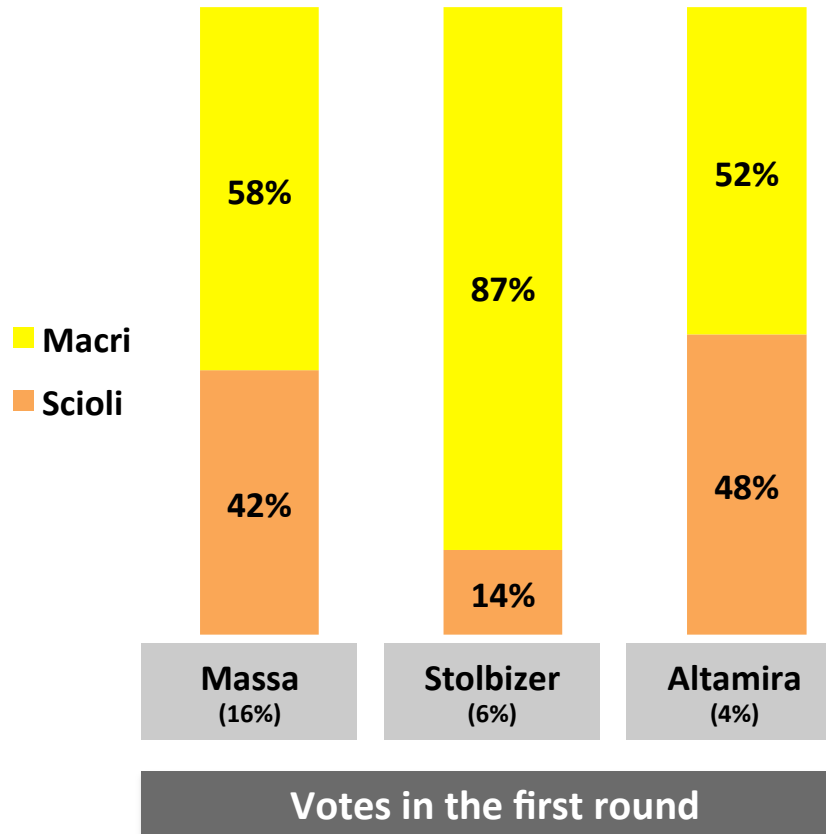
Presidential Elections 2015

Who will obtain votes originally intended for De la Sota, Sanz and Carrió at the primaries and those aimed at Massa if he withdraws from presidential elections?



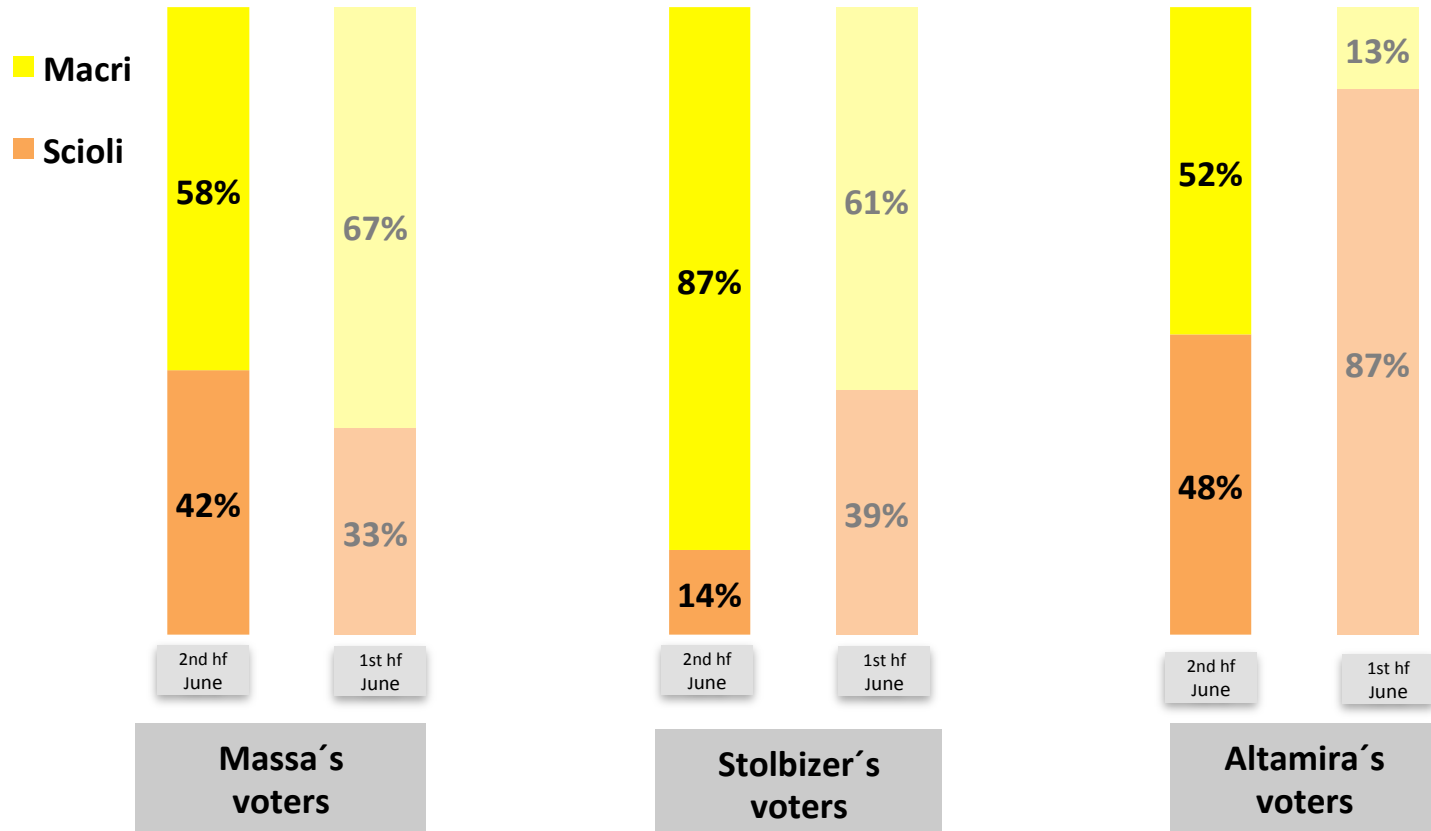
Second Round Scenario

Redistribution of votes for Massa, Stolbizer and Altamira
in a second round



Second Round Scenario

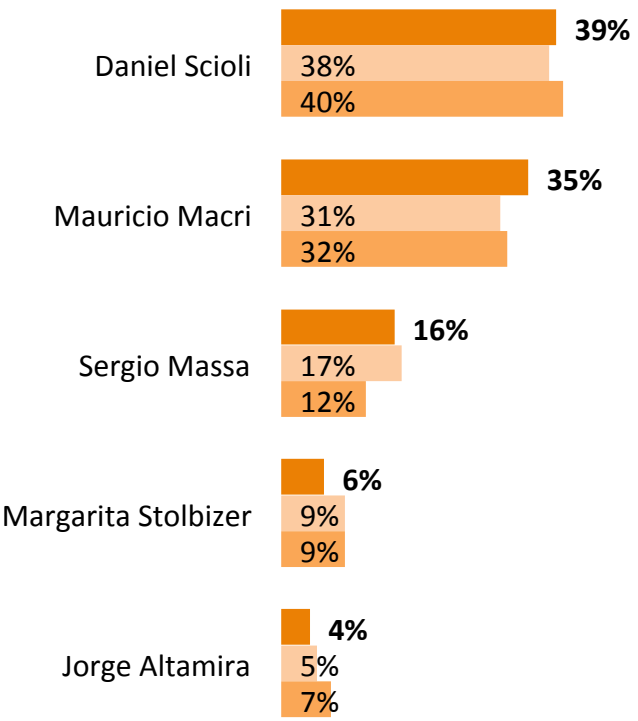
Redistribution of votes for Massa, Stolbizer and Altamira
in a second round



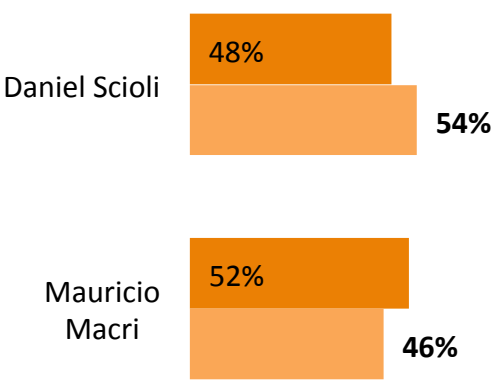
Voting intention for President. Evolution

If presidential elections were held this Sunday, who would you vote for?

Elections Scenario



Ballotage Scenario



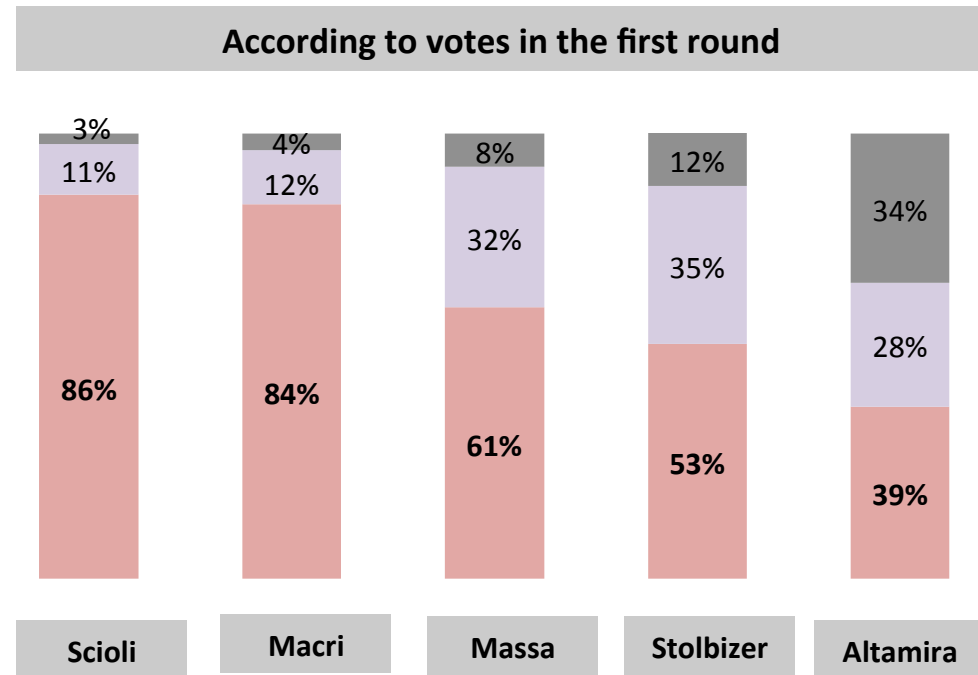
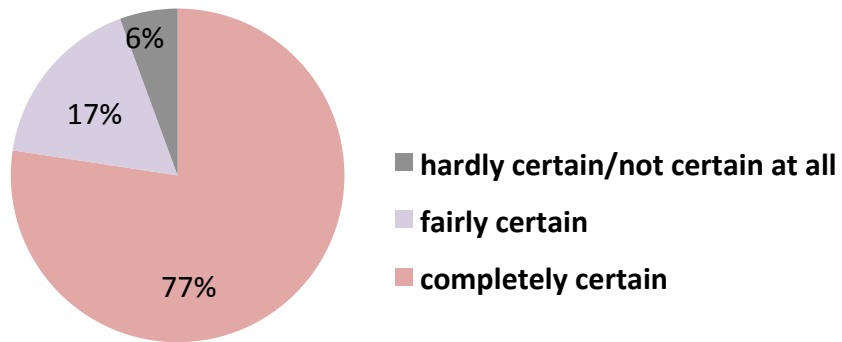
2nd half June '15 1st half June '15 April '15



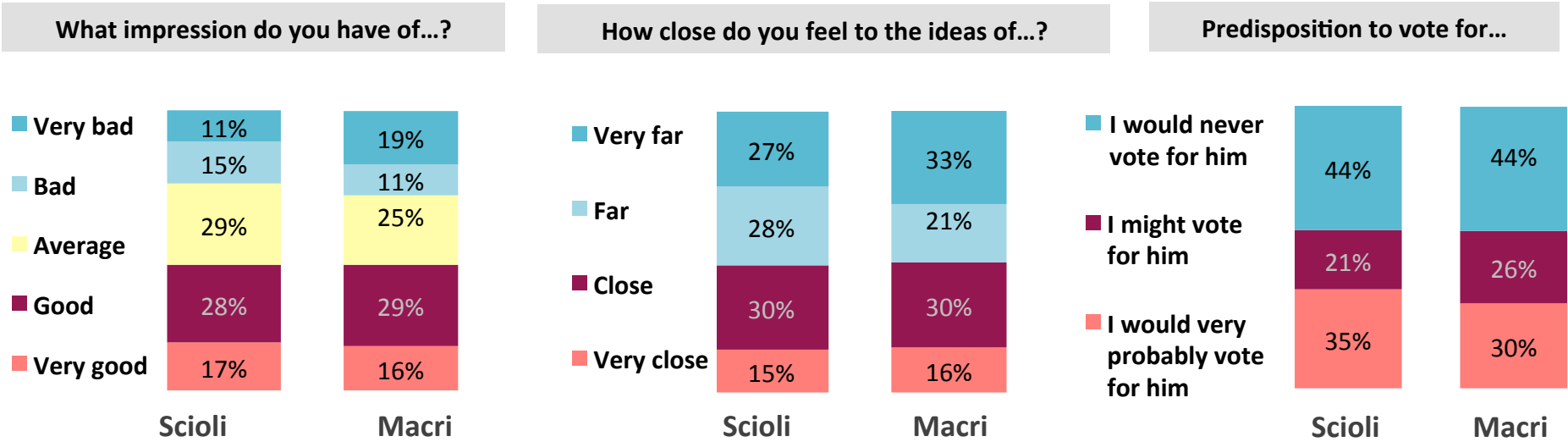
Macri against Scioli

Certainty level in voting intention

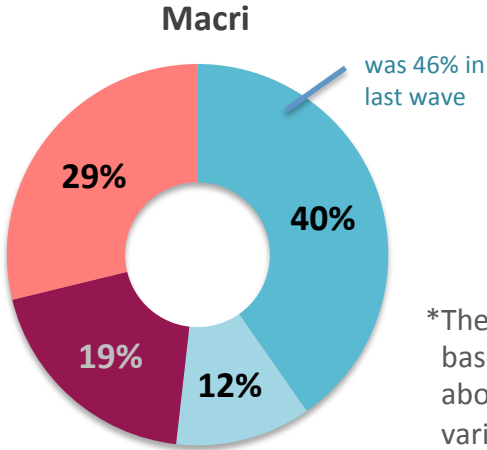
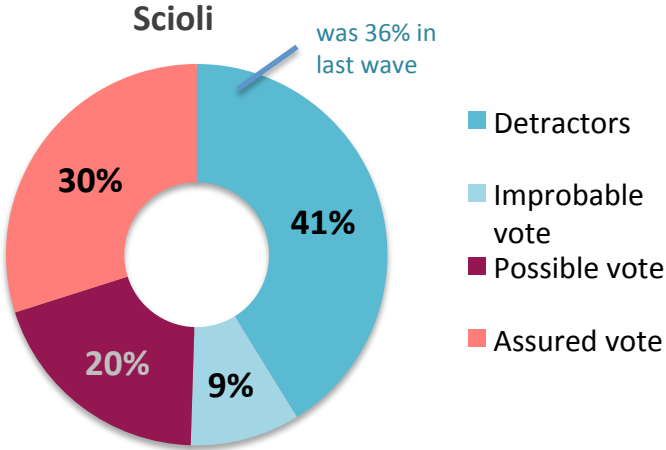
How certain are you about your answers to previous questions regarding your voting intention in upcoming elections?



Scioli against Macri. 2nd half June

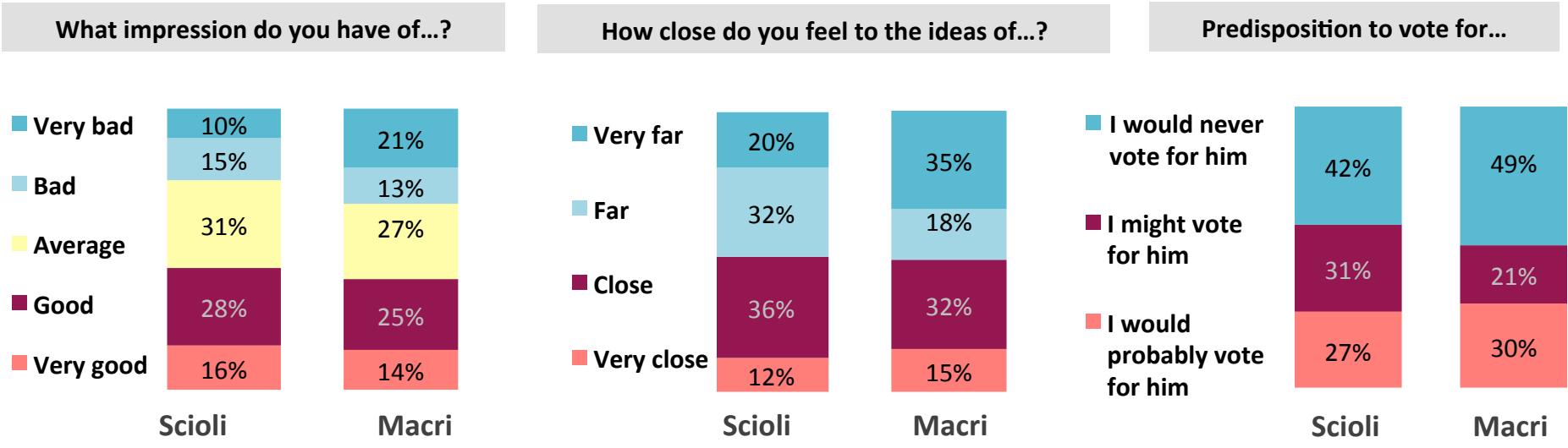


VOTER PROXIMITY INDEX*

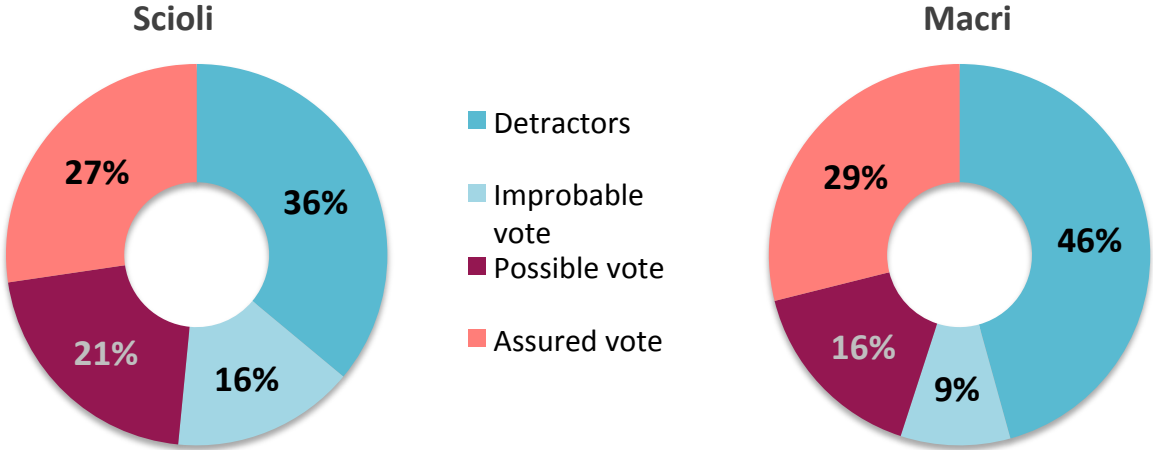


*The index was based on the 3 above-mentioned variables.

Scioli against Macri. 1st half June



VOTER PROXIMITY INDEX*



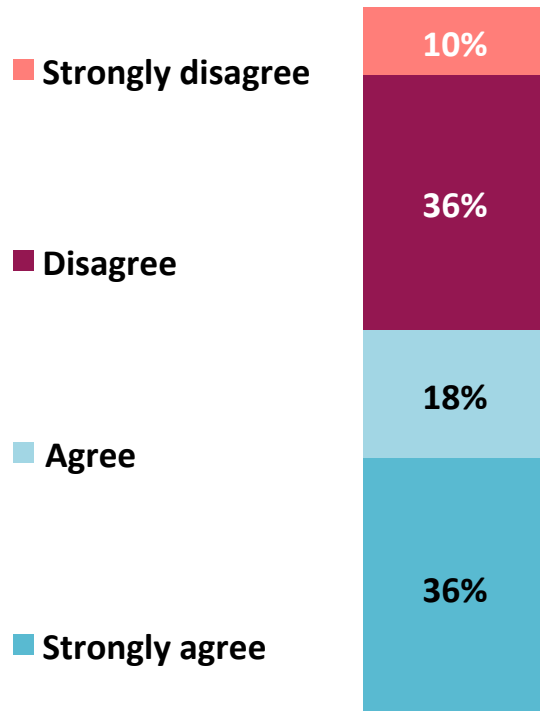
*The index was based on the 3 above-mentioned variables.

Macri's presidency perception

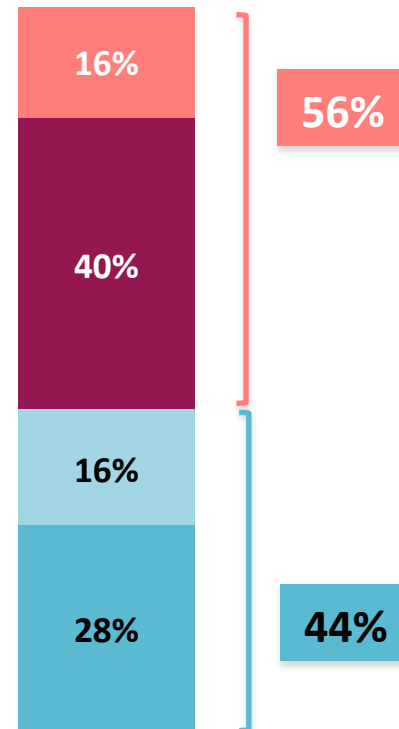


How do you agree on the following statements?

"If Macri wins, the country will face an adjustment."
(April '15)



"If Macri wins, we will go back to the '90s, to a non-inclusive model of the country beneficial for a small group of people."
(2nd hf June '15)

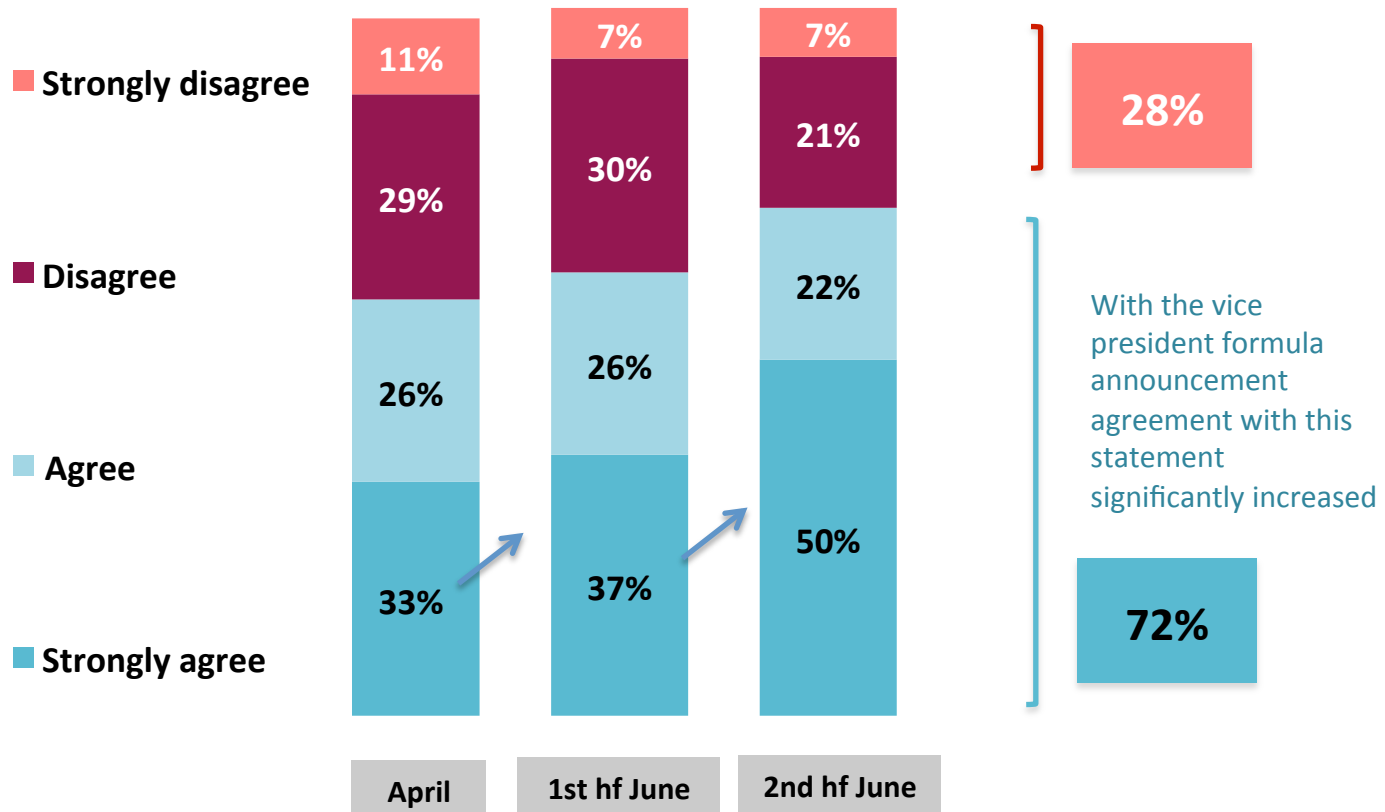


Scioli's presidency perception

How do you agree on the following statement?

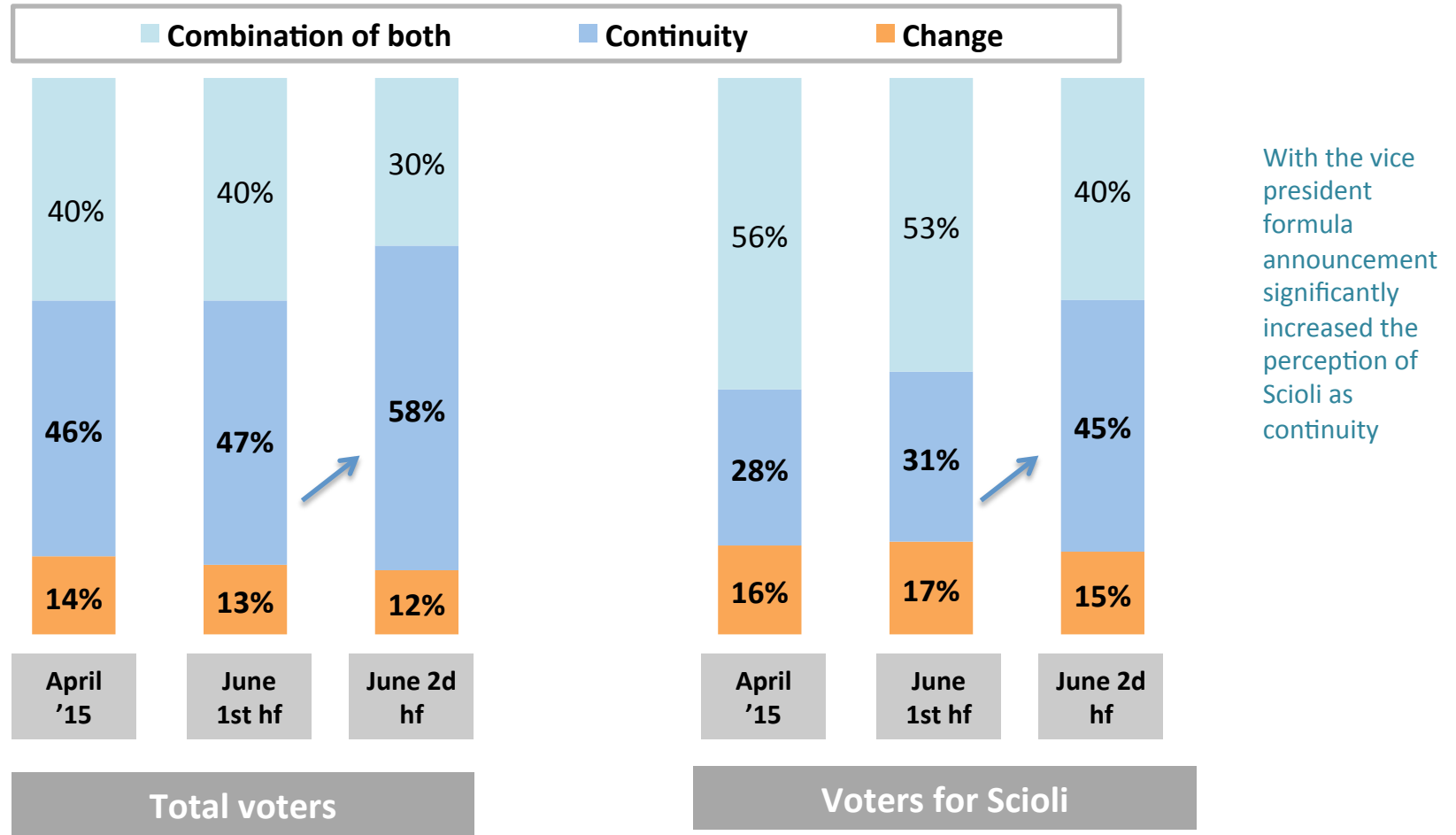


"If Scioli is elected as a President, Cristina Kirchner will continue to govern the country through him."



Scioli's perception as a change or continuity

Regarding the model proposed by the national Government, would you say that Scioli represents a change, continuity or a combination of both? Total voters against voters for Scioli.





Leaders' image

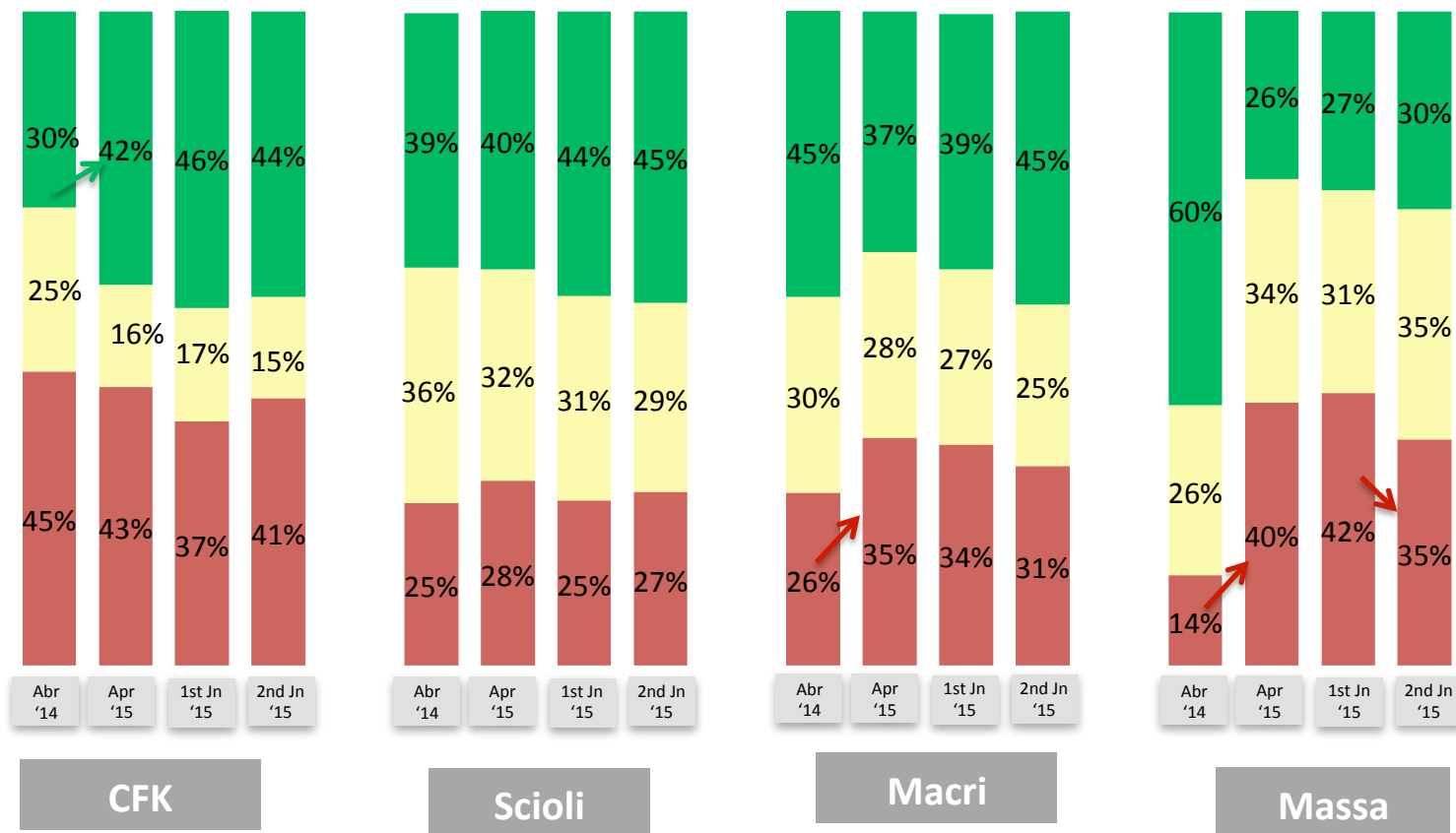
Image evolution 2014-2015

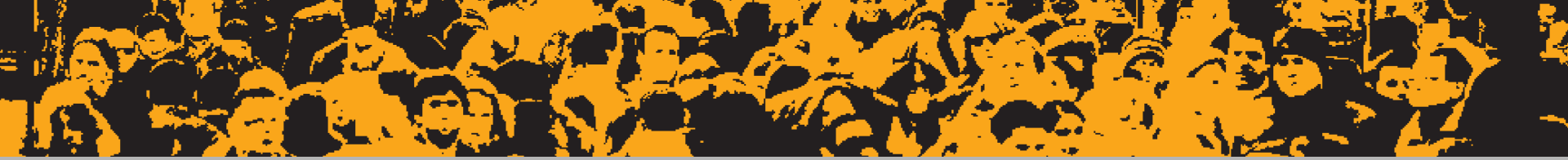
What is your opinion about...?

■ Positive

■ Fair

■ Negative



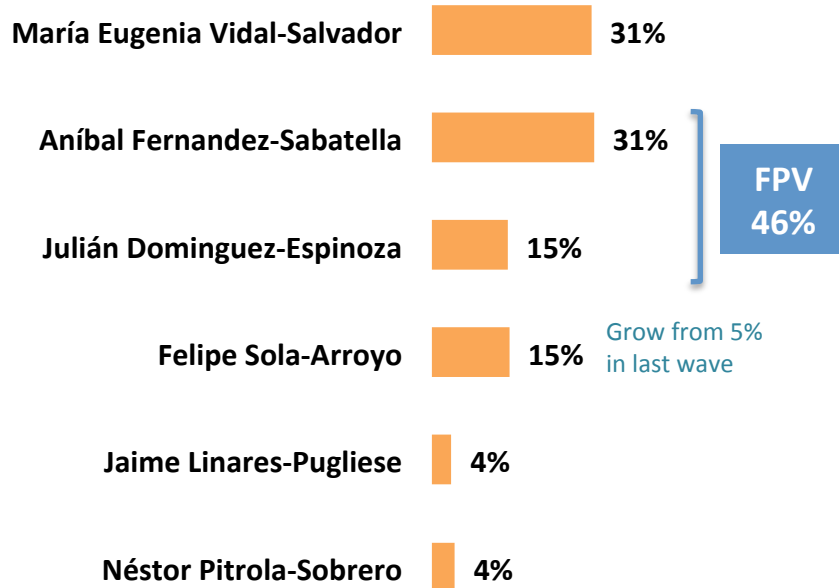


Governor of the Province of Buenos Aires

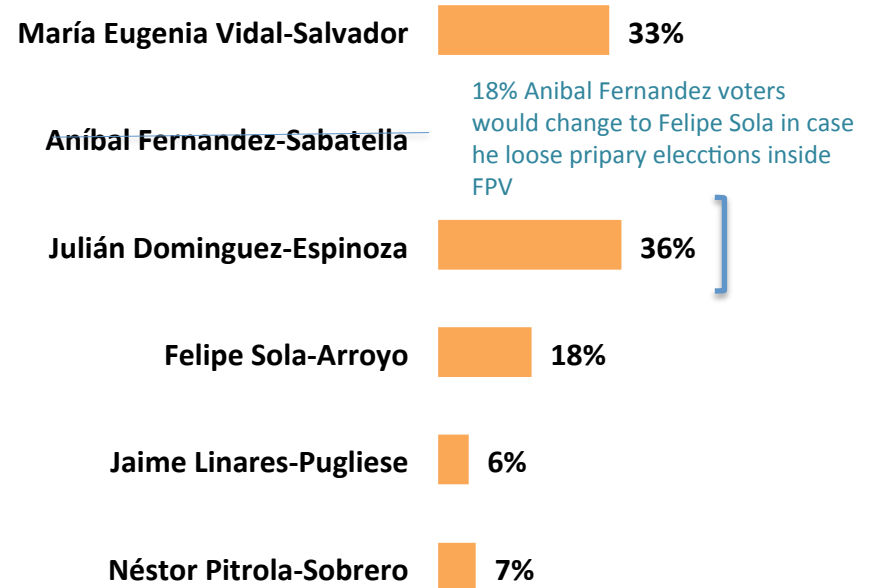
Voting intention for Governor of the Province of Buenos Aires 2015

Thinking about the upcoming elections for Governor of the Province of Bs. As., who would you probably vote out of the following candidates?*

PASO Scenario

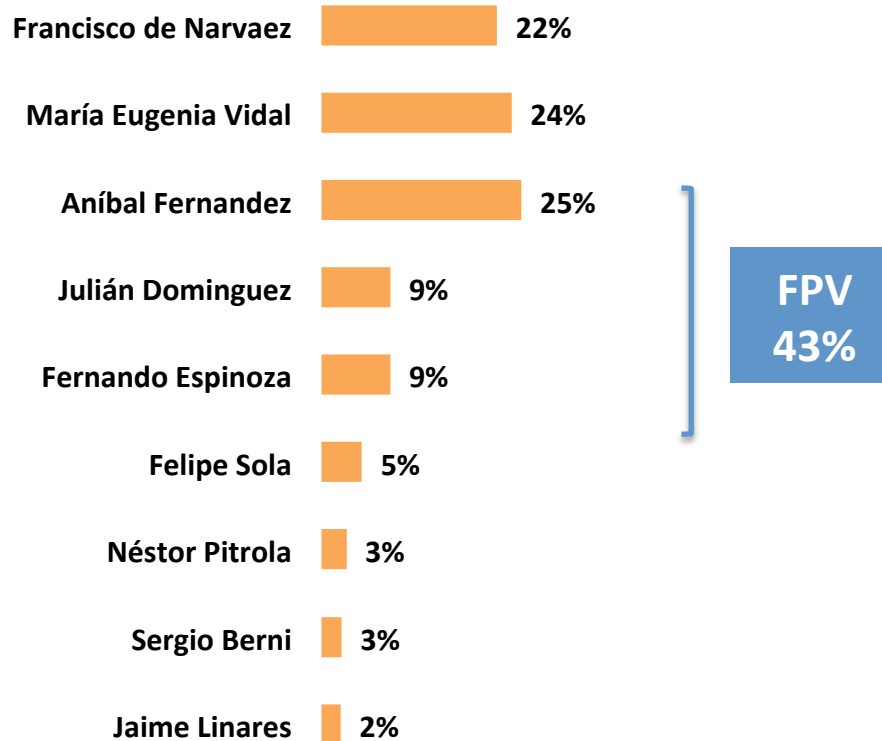


Other Scenario



Intención de voto para Gobernador de la provincia de Bs As 2015: 1st hf June 15

¿Y pensando en las próximas elecciones para gobernador de la Provincia de Bs. As., A quién diría Ud. que votaría con más seguridad entre los siguientes candidatos? 1st half June 2015 *



*El cuestionario se aplicó antes de la renuncia de Francisco de Narváez como candidato a gobernador de la provincia

Vote for Governor according to vote for President

Thinking about the upcoming elections for Governor of the Province of Bs. As., who would you probably vote out of the following candidates?*

	Voting intention for president				
	Scioli	Macri	Massa	Stolbizer	Altamira
María Eugenia Vidal-Salvador	9%	67%	25%	20%	16%
Aníbal Fernandez-Sabatella	60%	6%	18%	17%	22%
Julián Dominguez-Espinoza	26%	3%	13%	9%	9%
Felipe Sola-Arroyo	5%	14%	39%	20%	12%
Jaime Linares-Pugliese	1%	4%	2%	23%	13%
Néstor Pitrola-Sobrero	0%	6%	3%	12%	28%
Total	100%	100%	100%	100%	100%

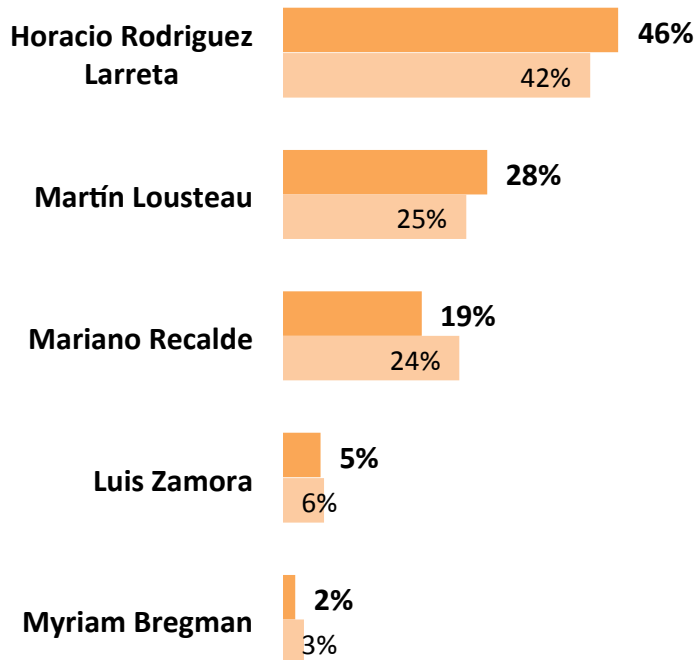


City of Buenos Aires Head of Government

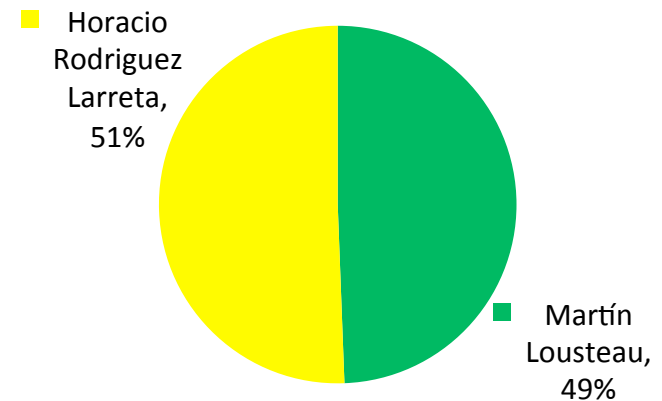
Voting intention for Head of Government of the City of Bs. As. 2015

Thinking about the upcoming elections for Head of Government of the City of Buenos Aires, who would you probably vote out of the following candidates?

Elections Scenario



Ballotage Scenario



2nd half June '15 1st half June '15

Vote for Head of Government in ballotage scenario, according to 1st round vote

Thinking about the upcoming elections for Head of Government of the City of Buenos Aires, who would you probably vote out of the following candidates?

Voting intention for Head of Government in 1st round			
Ballotage	Rodriguez Larreta	Lousteau	Recalde
Horacio Rodriguez Larreta	100%	5%	0%
Martín Lousteau	0%	95%	100%
Total	100%	100%	100%

Vote for Head of Government according to vote for President

Thinking about the upcoming elections for Head of Government of the City of Buenos Aires, who would you probably vote out of the following candidates?

Voting intention for president					
1st round Scenario	Scioli	Macri	Massa	Stolbizer	Altamira
Horacio Rodriguez Larreta	15%	72%	45%	11%	11%
Martín Lousteau	25%	28%	25%	75%	13%
Mariano Recalde	60%	-	8%	-	12%
Luis Zamora	-	-	22%	-	53%
Myriam Bregman	-	-	-	14%	11%
Total	100%	100%	100%	100%	100%

Ballotage Scenario	Scioli	Macri	Massa	Stolbizer	Altamira
Horacio Rodriguez Larreta	15%	74%	51%	25%	25%
Martín Lousteau	86%	26%	49%	75%	75%
Total	100%	100%	100%	100%	100%

Vote for Head of Government according to vote for President. 1st half june `15




Thinking about the upcoming elections for Head of Government of the City of Buenos Aires, who would you probably vote out of the following candidates? 1st half June 2015

	Voting intention for president				
	Scioli	Macri	Massa	Stolbizer	Altamira
Horacio Rodriguez Larreta	3%	77%	47%	7%	13%
Martín Lousteau	24%	18%	31%	71%	23%
Mariano Recalde	71%	3%	0%	14%	24%
Luis Zamora	2%	2%	22%	8%	14%
Myriam Bregman	0%	0%	0%	0%	26%
Total	100%	100%	100%	100%	100%






Voter profile per candidate




Voter's political profile. June 2015 (1st half)

		Total	 Scioli	 Macri	 Massa
Kirchnerism's balance	Positive	47%	92%	8%	36%
	Negative	53%	8%	92%	64%
	Total	100%	100%	100%	100%
Will you vote in favor or against the national Government?	In favor	38%	87%	2%	19%
	Not in favor or against	21%	10%	22%	29%
	Against	41%	2%	76%	52%
	Total	100%	100%	100%	100%
Will you vote for a change or continuity?	Continuity	34%	78%	3%	13%
	Combination of both	16%	10%	11%	26%
	Change	51%	13%	86%	61%
	Total	100%	100%	100%	100%
Do you consider yourself as...	Pro-government	24%	55%	3%	6%
	Neither of them	51%	42%	53%	66%
	Pro-opposition	25%	4%	44%	28%
	Total	100%	100%	100%	100%
How do you see the country a year from now?	Better	38%	59%	24%	33%
	The same	37%	33%	36%	42%
	Worse	26%	9%	40%	26%
	Total	100%	100%	100%	100%

Voter's political profile. April '15 against June '15

		Total											
		April	1st hf June	2nd hf June	April	1st hf June	2nd hf June	April	1st hf June	2nd hf June	April	1st hf June	2nd hf June
Kirchnerism's balance	Positive	-	50%	47%	-	86%	92%	-	6%	8%	-	26%	36%
	Negative	-	50%	53%	-	14%	8%	-	95%	92%	-	74%	64%
	Total	-	100%	100%	-	100%	100%	-	100%	100%	-	100%	100%
Will you vote in favor or against the national Government?	In favor	37%	38%	38%	82%	73%	87%	5%	2%	2%	15%	19%	19%
	Not in favor or against	28%	21%	21%	14%	20%	10%	31%	14%	22%	40%	18%	29%
	Against	35%	42%	41%	4%	6%	2%	64%	85%	76%	44%	63%	52%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Will you vote for a change or continuity?	Continuity	34%	31%	34%	74%	61%	78%	5%	1%	3%	12%	19%	13%
	Combination of both	23%	24%	16%	18%	27%	10%	18%	10%	11%	35%	21%	26%
	Change	44%	46%	51%	8%	11%	13%	77%	89%	86%	53%	60%	61%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do you consider yourself as...	Pro-government	21%	26%	24%	51%	55%	55%	2%	2%	3%	2%	15%	6%
	Neither of them	58%	51%	51%	48%	42%	42%	57%	48%	53%	82%	58%	66%
	Pro-opposition	21%	23%	25%	1%	3%	4%	42%	50%	44%	16%	28%	28%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
How do you see the country a year from now?	Better	35%	39%	38%	56%	51%	59%	24%	29%	24%	30%	32%	33%
	The same	30%	41%	37%	10%	40%	33%	44%	44%	36%	33%	34%	42%
	Worse	35%	20%	26%	34%	9%	9%	31%	27%	40%	38%	34%	26%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Voter's sociodemographic profile. June 2015 (2nd half)

		Total			
Region	CABA	17%	11%	25%	10%
	GBA	52%	62%	40%	59%
	Int. PBA	31%	27%	35%	31%
	Total	100%	100%	100%	100%
Educational level	Incomplete high school	53%	58%	45%	74%
	Complete high sch./Inc. University	31%	28%	36%	22%
	Complete university/postgraduate degree	16%	14%	19%	4%
	Total	100%	100%	100%	100%
Age	18 to 29	19%	20%	18%	21%
	30 to 49	40%	42%	41%	28%
	50 to 69	28%	27%	30%	29%
	Over 69	13%	11%	11%	22%
	Total	100%	100%	100%	100%
Sex	Male	48%	46%	49%	42%
	Female	52%	54%	51%	58%
	Total	100%	100%	100%	100%