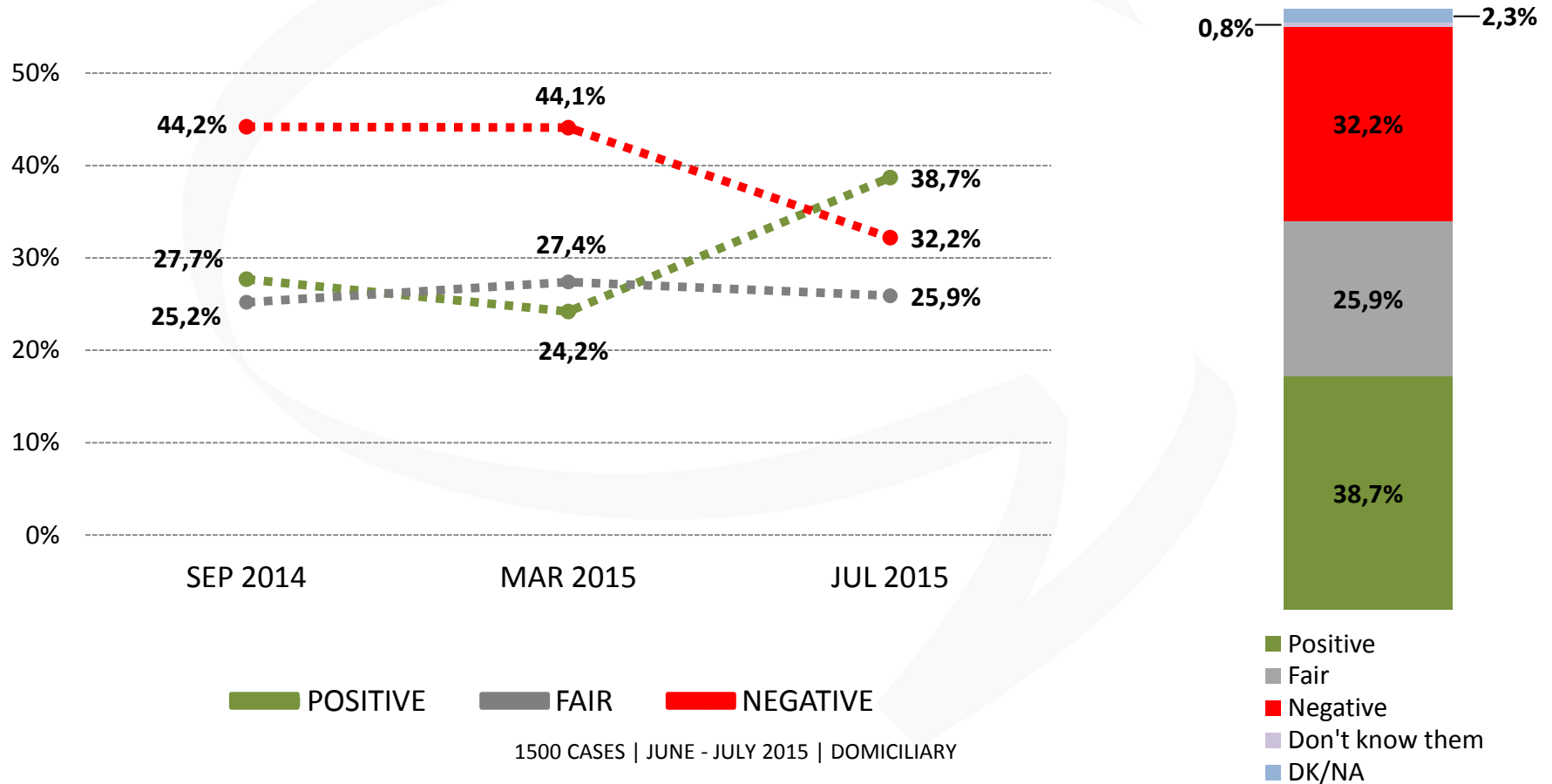
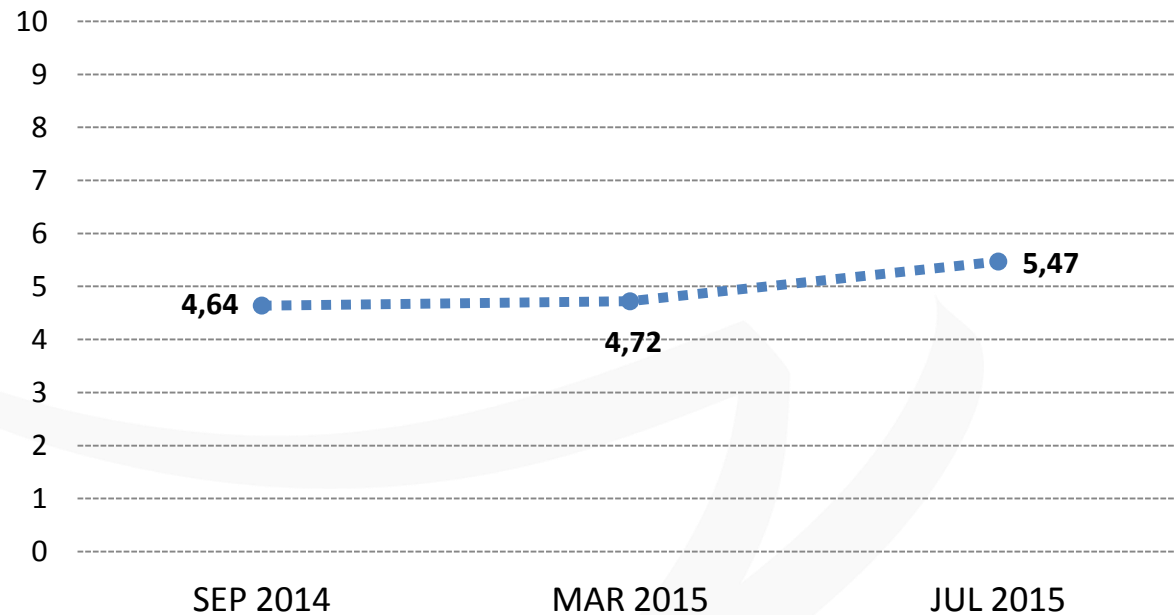


EVOLUTION OF CRISTINA KIRCHNER'S IMAGE



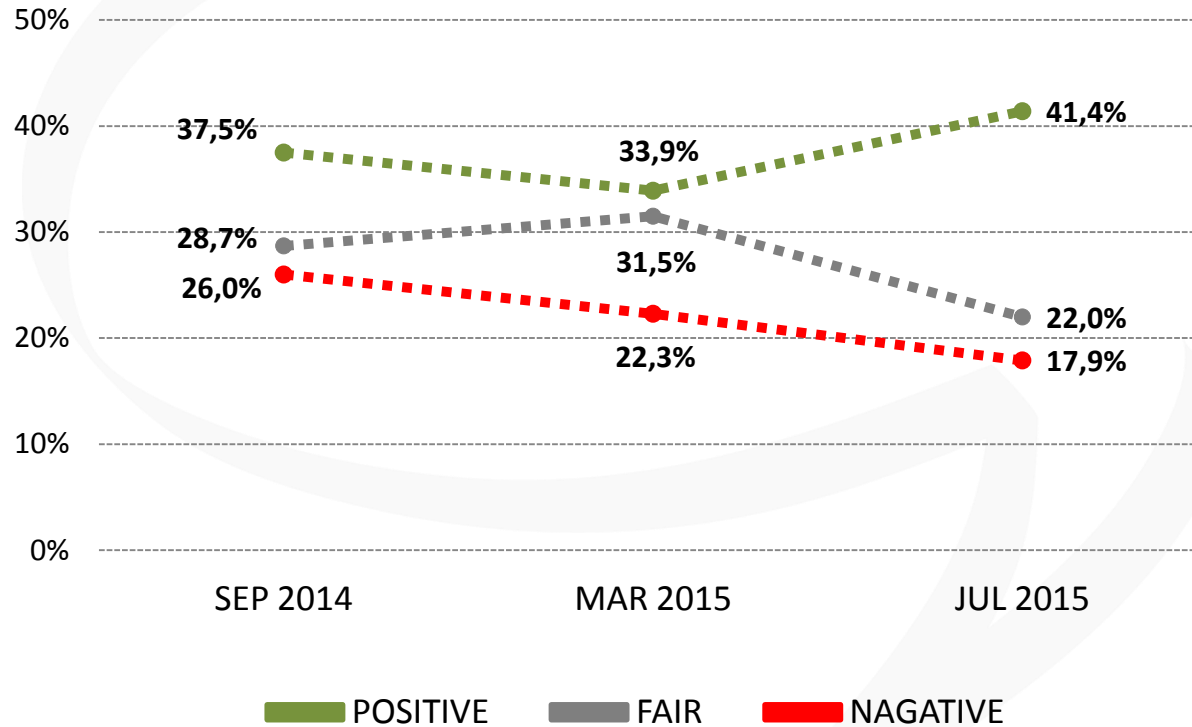
EVOLUTION OF NATIONAL GOVERNMENT RATING

JULY 2015	
Score	%
1	11,5%
2	4,4%
3	7,7%
4	8,0%
5	15,1%
6	10,4%
7	13,1%
8	11,0%
9	5,1%
10	7,5%
DK/NA	6,2%
Total	100%
AVERAGE	5,47



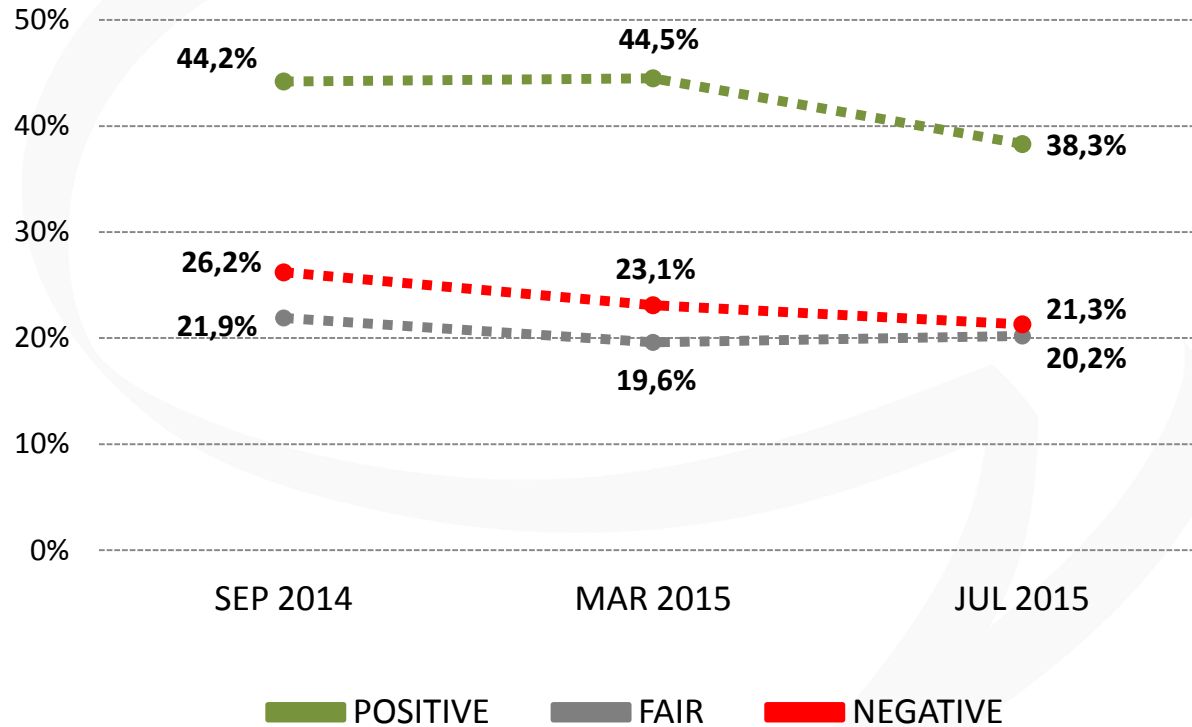
1500 CASES | JUNE - JULY 2015 | DOMICILIARY

EVOLUTION OF SCIOLI'S IMAGE



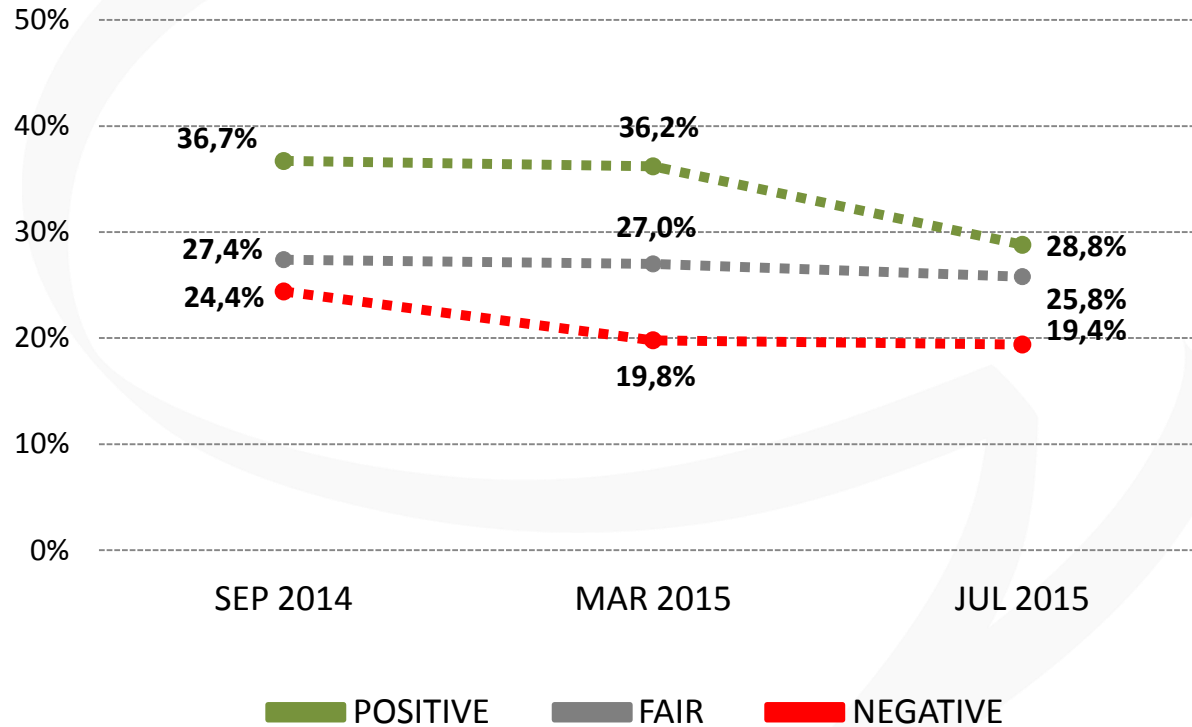
1500 CASES | JUNE - JULY 2015 | DOMICILIARY

EVOLUTION OF MACRI'S IMAGE



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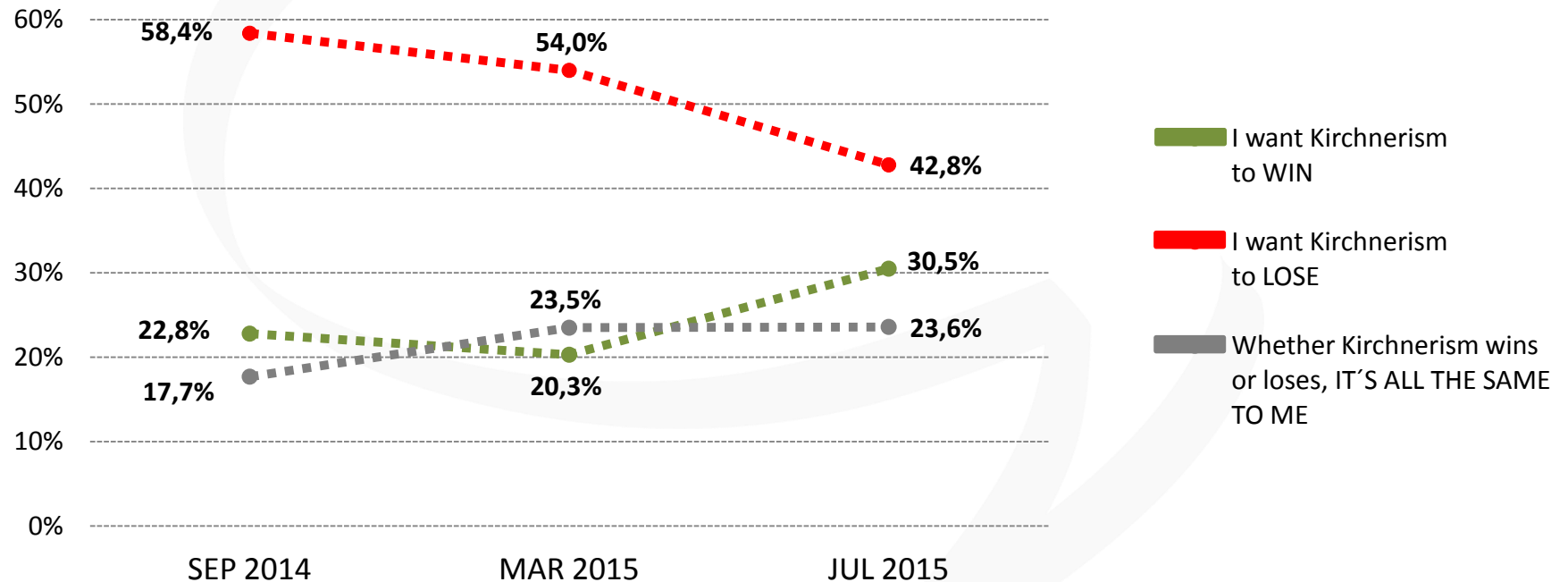
EVOLUTION OF MASSA'S IMAGE



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What is your position on the upcoming presidential elections 2015?

EVOLUTION

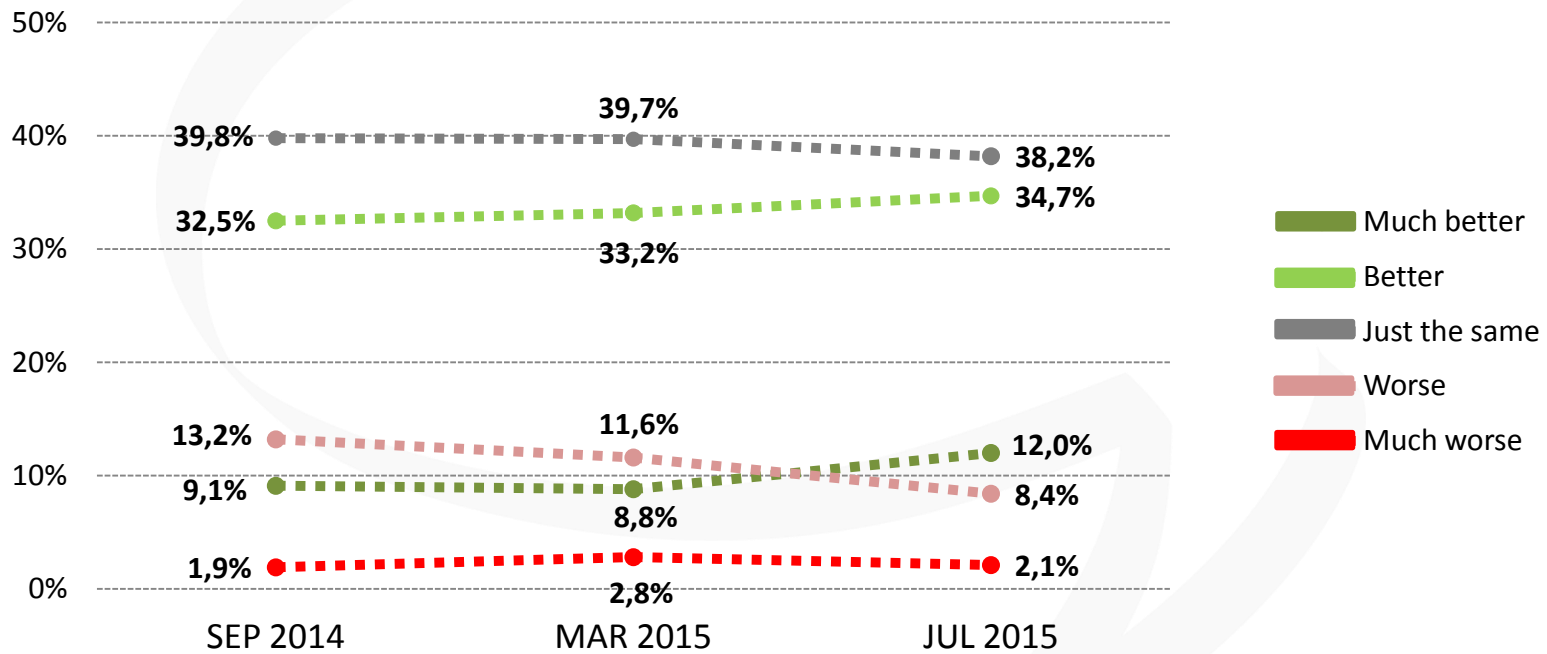


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Public Opinion Poll in The Argentine Republic

NATIONWIDE TOTAL

What do you think the country's situation will be after the 2015 elections?

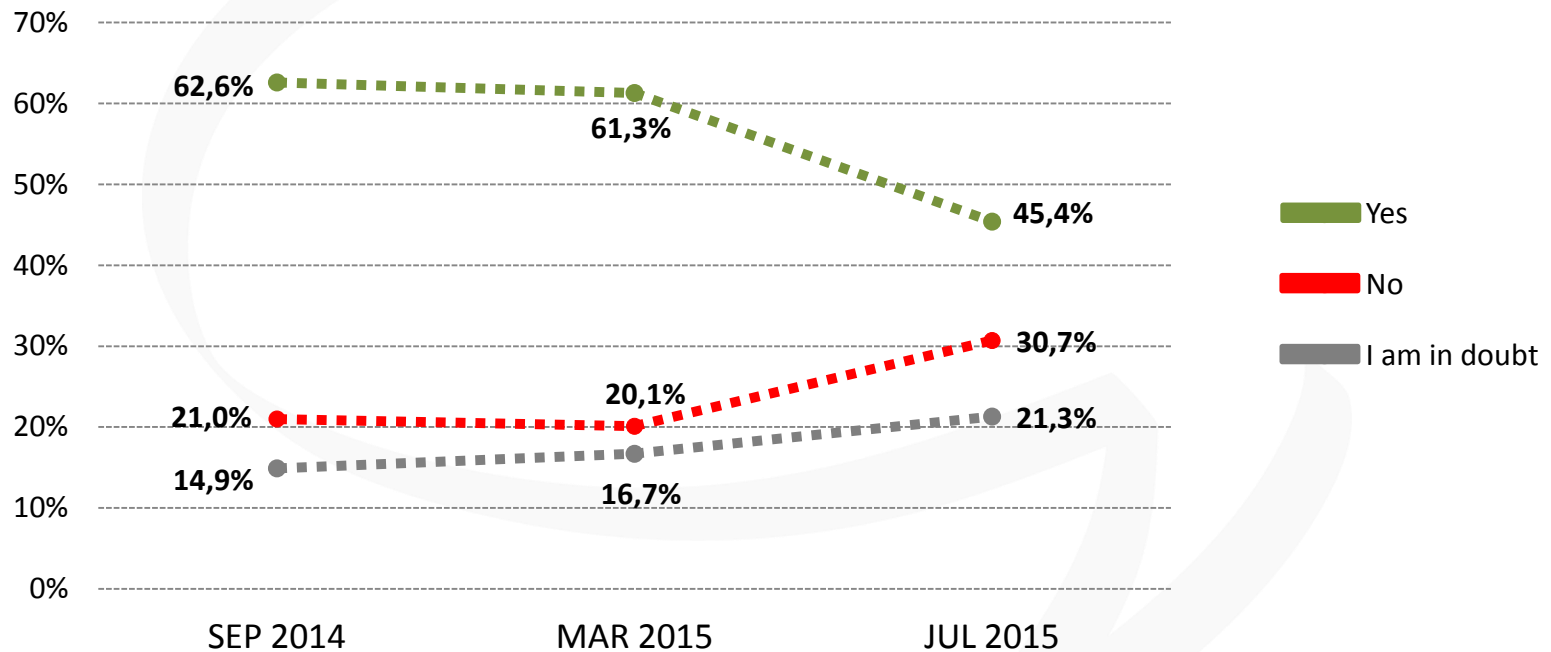


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Public Opinion Poll in The Argentine Republic

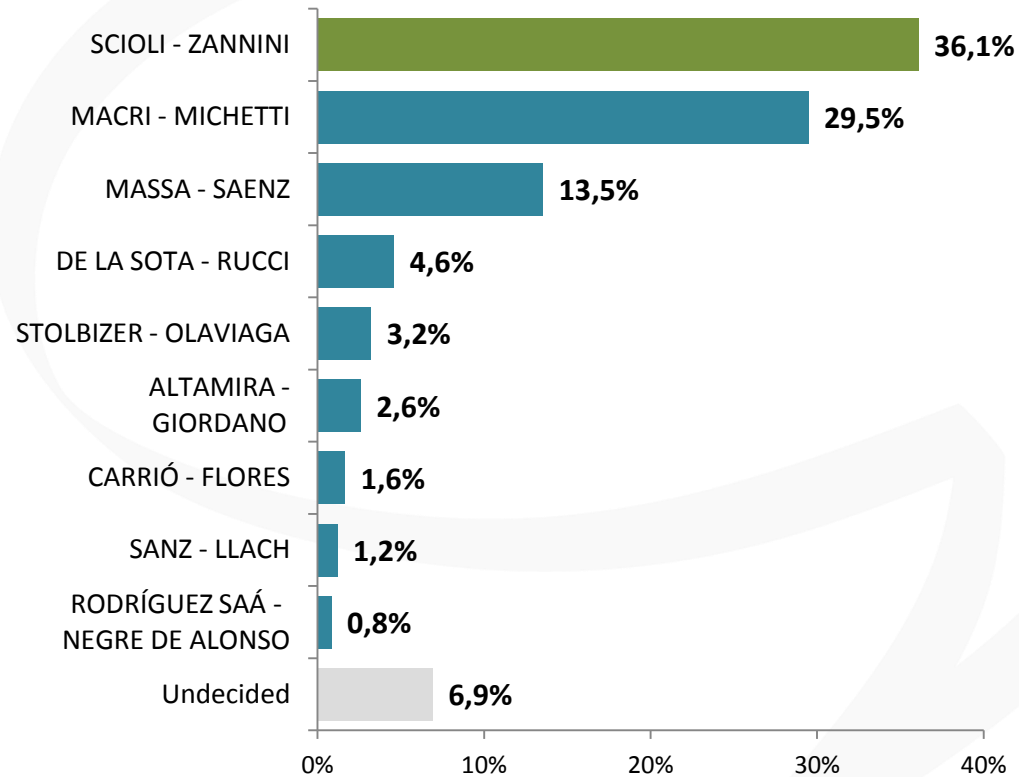
NATIONWIDE TOTAL

Do you think the political cycle of Kirchnerism is exhausted?



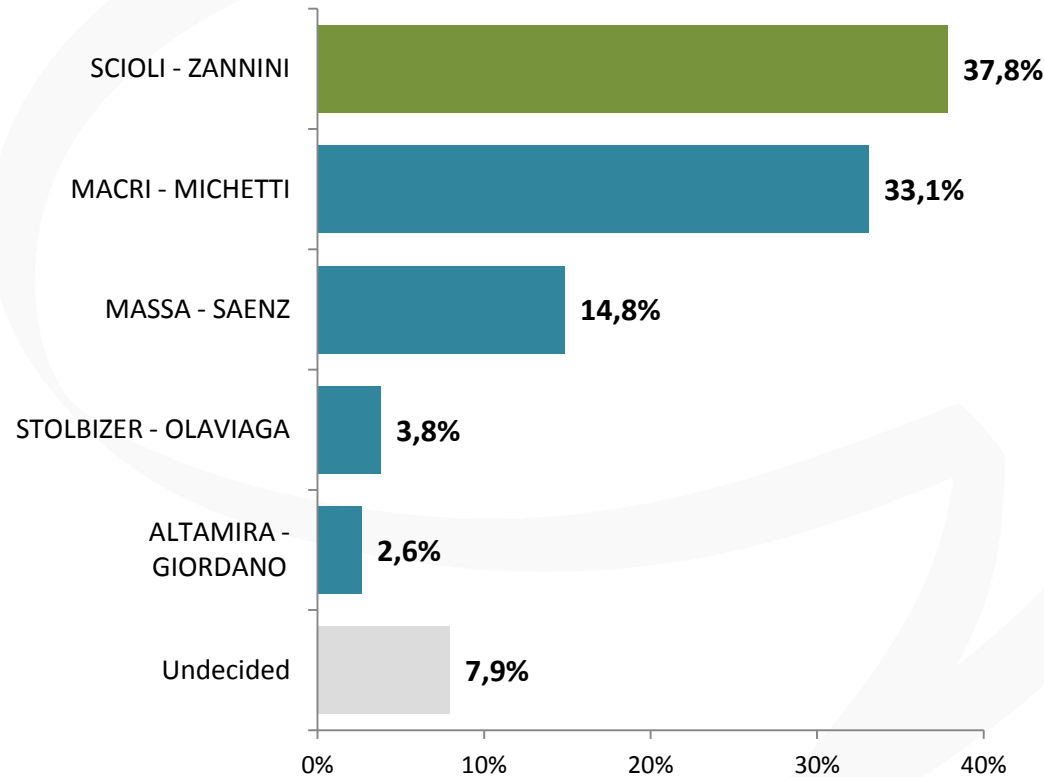
1500 CASES | JUNE - JULY 2015 | DOMICILIARY

VOTING INTENTION FOR PRESIDENT 2015 (Primary Elections- PASO)



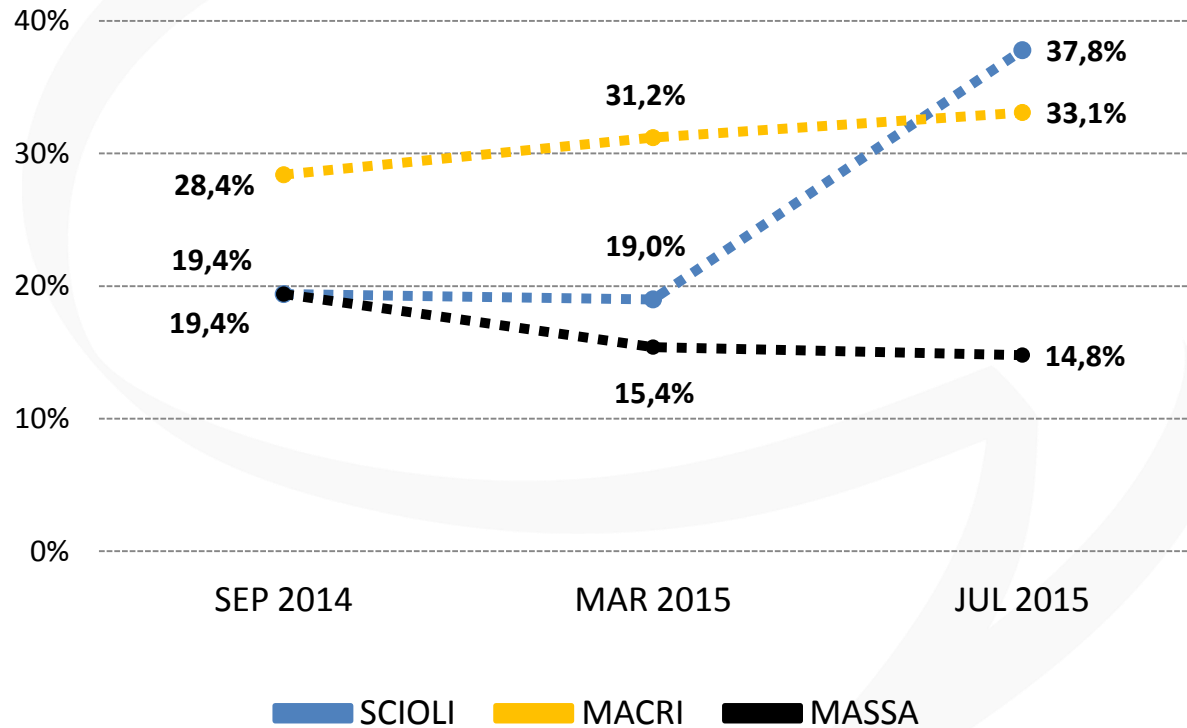
1500 CASES | JUNE - JULY 2015 | DOMICILIARY

VOTING INTENTION FOR PRESIDENT 2015 (GENERAL)



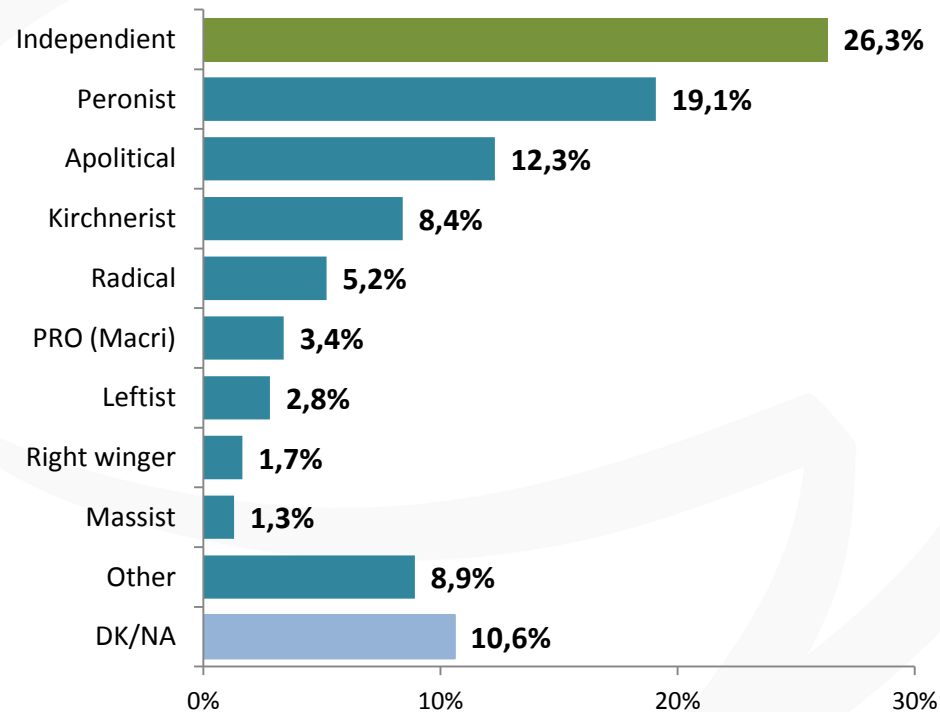
1500 CASES | JUNE - JULY 2015 | DOMICILIARY

EVOLUTION OF VOTING INTENTION FOR PRESIDENT 2015



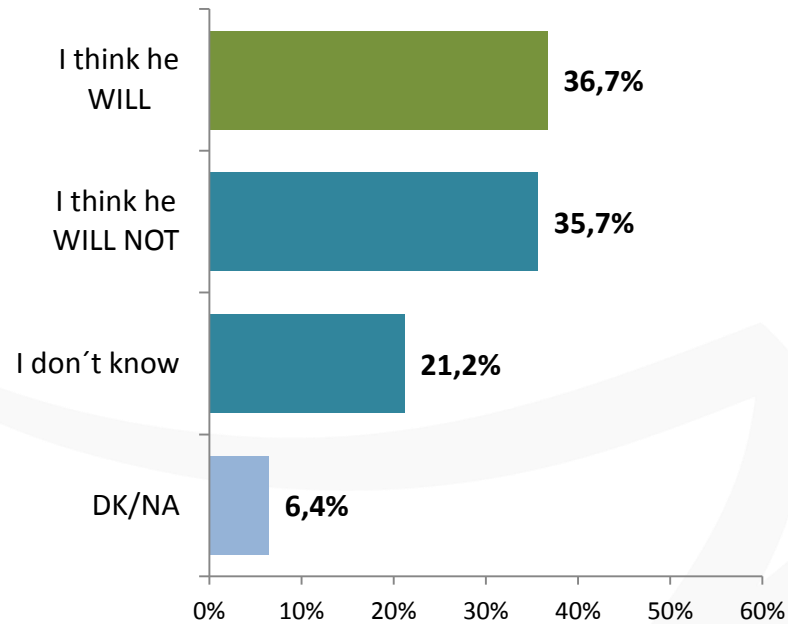
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How would you define yourself ideologically?



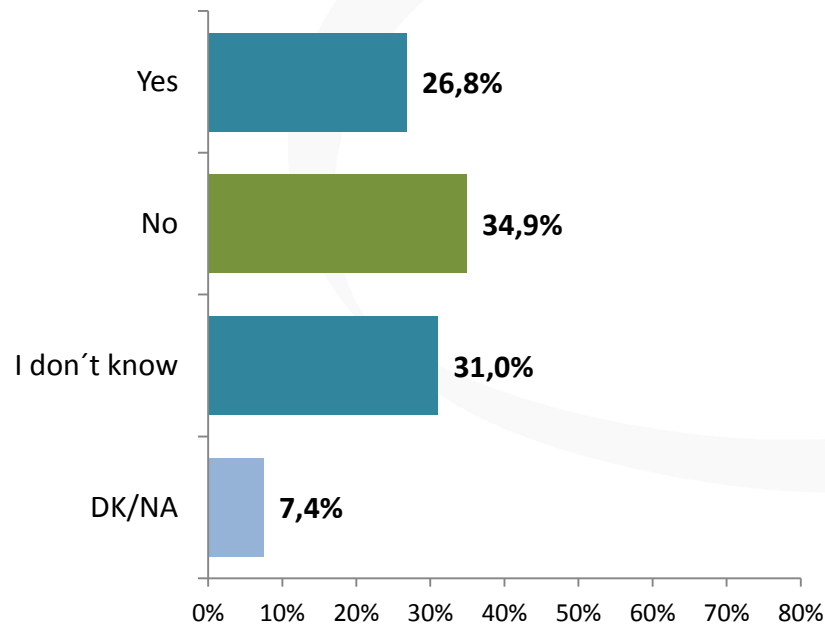
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If Scioli becomes president, will he be able to govern the country in accordance with his convictions?

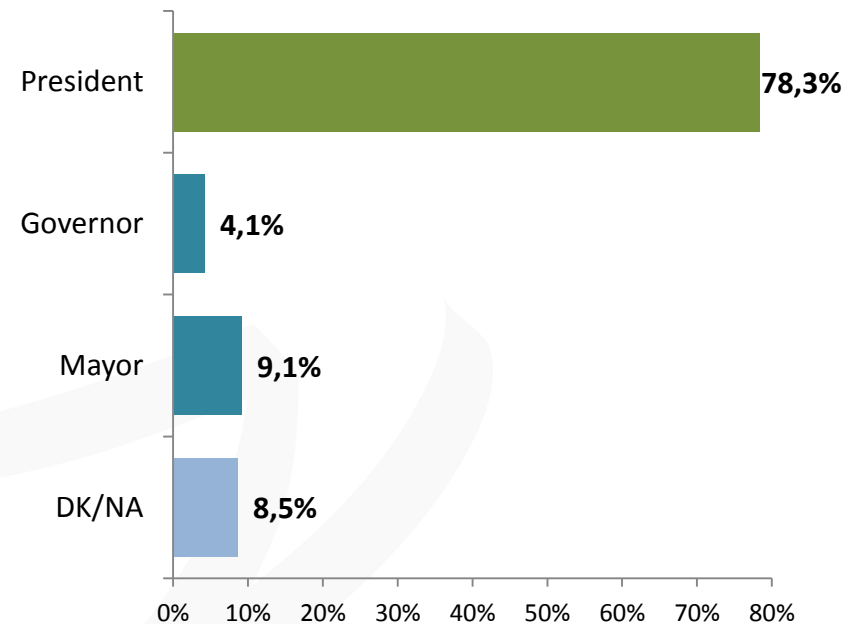


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Are you planning to split your ticket when voting in the upcoming elections?

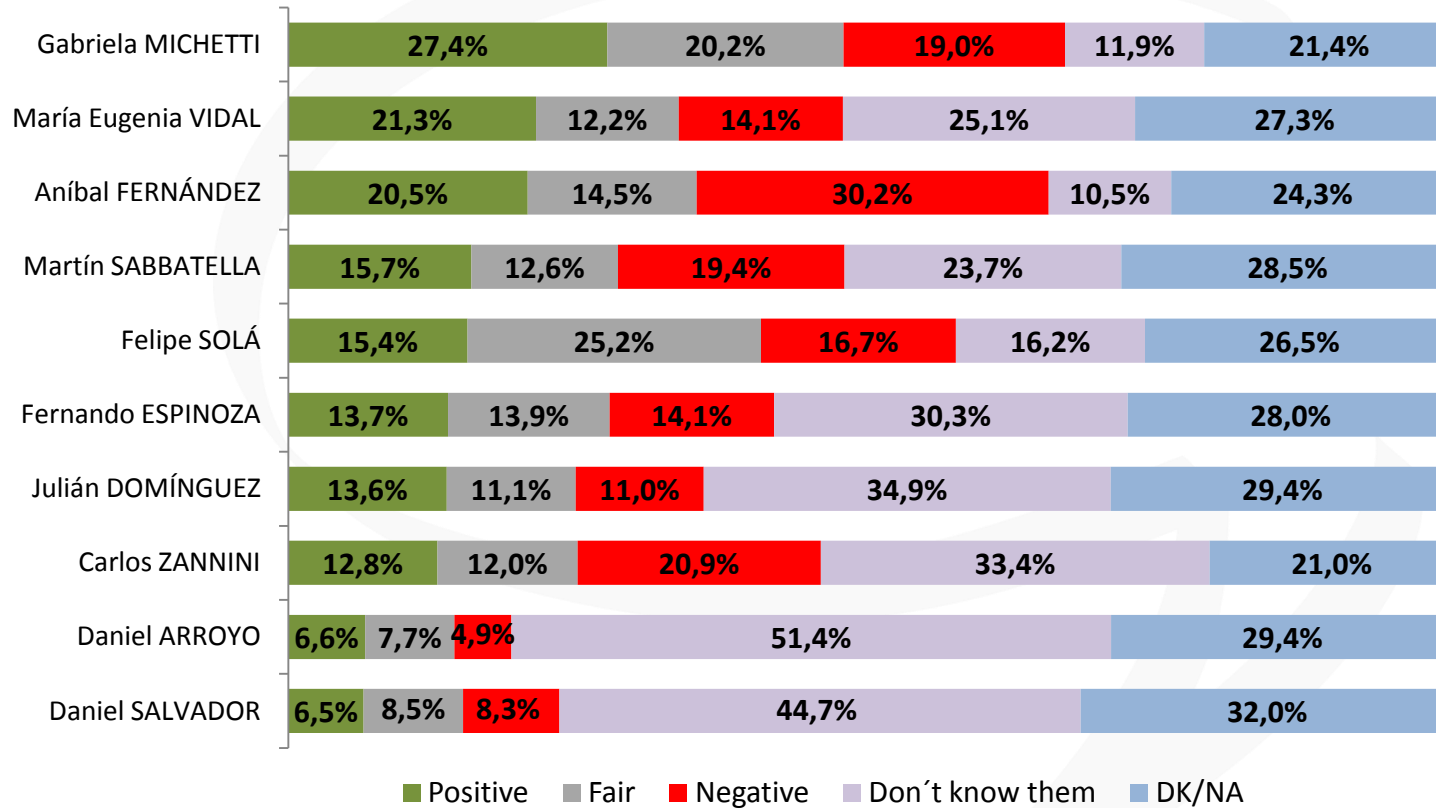


Which is the most important part of the ticket to you when voting?



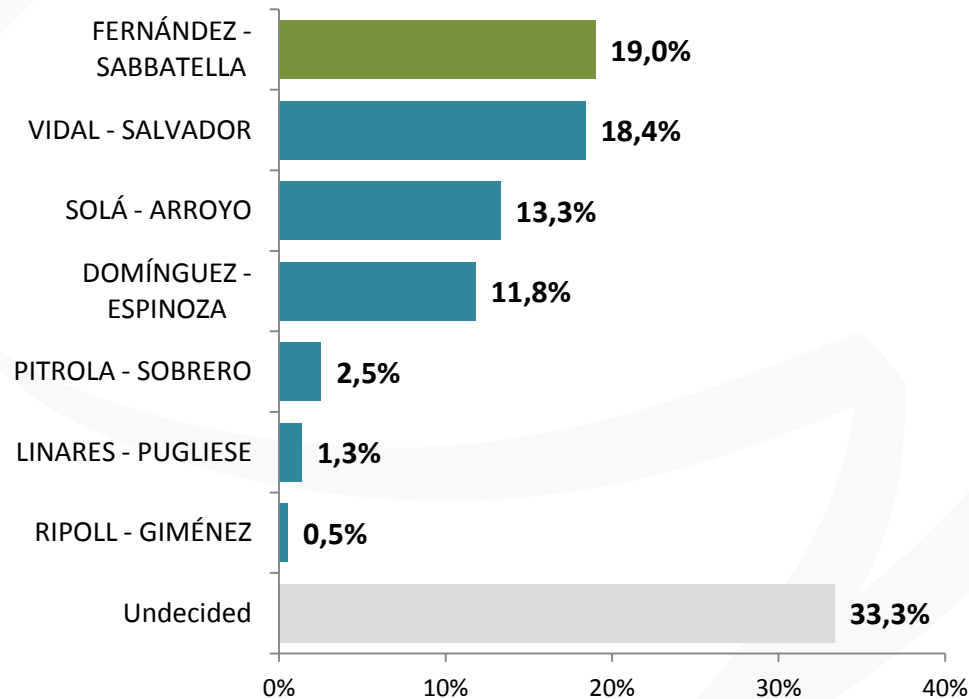
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What kind of personal image do you have of the following political figures?



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VOTING INTENTION FOR BUENOS AIRES GOVERNOR 2015 (Primary Elections- PASO)



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By **Lic. Jorge Daniel Giacobbe**
Director of Giacobbe & Asociados
@JorgeGiacobbe

A re-appreciation process of some of the Kirchnerism representatives has been verified since March 2015 to date: Cristina Kirchner's positive image climbed 15 points (from 24% to 39%) as well as the rating for the national government's management (from 7.72 to 5.47 point average).

At the same time, the heat of the Kirchnerism-anti Kirchnerism discussion seems to have cooled down since the percentages of "I want Kirchnerism to win" have climbed to 30%, after an extended period of staying at 20/23%.

In the same way, the figures of "I want Kirchnerism to lose" went down, currently being at 43% when they had reached 58% in the past.

It is in the future voting behavior of the 24% of the ones polled saying "whether Kirchnerism loses or wins it's all the same to me" where the secret of the national election lies.

This poll indicates that Daniel Scioli has managed to grow, beyond the votes that are already his, in terms of two processes: on one hand, by capturing the intentions of the "hard to get" voters for the Kirchnerism who preferred Florencio Randazzo and feel that Carlos Zannini is a guarantee for the continuity of Kirchnerism.

It should be pointed out that last March, the back then Randazzo voters were not linearly willing to vote for Daniel Scioli in the event he won the hypothetical internal voting.

On the other hand, Scioli is managing to capture undecided people who do not relate with the Kirchnerism-anti Kirchnerism debate, and who nowadays think that electing the Governor would be a less abrupt change than electing Mauricio Macri.

So far, Scioli is managing to transcend the limits of the universe of the Kirchnerism supporters, by reaching 36% in

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the primaries and 38% in the general election.

The huge unfamiliarity with Carlos Zannini (33.4% does not know him and 21% DKNA) poses a significant question down the line: it could be either harmless or harmful for Scioli when it comes to obtaining the vote of the undecided ones, based on how the former is ultimately perceived by the independent public.

For its part, the numbers of Mauricio Macri are at a standstill since March 2015 (30% in the primaries and 33% in the general election), despite the figures of “I want Kirchnerism to lose” (43%) continue to be greater than the voting intentions. That is to say, he has managed to become an acceptable tool for change only for a part of the non-Kirchnerist electorate.

Sergio Massa’s fall came to a stop, partly supported by the Peronist, non-Kirchnerist public and partly by the opposing independent public (13% in the primaries and 15% in the general election).

The power of Daniel Scioli in the Province of Buenos Aires helps revert the adverse numbers of the rest of the large electoral districts of the country. However -so far- the difference is not big enough to allow any of the candidates to obtain the necessary figures to win in the first round. The current state of the electorate indicates that they will make both compete in a runoff, in which all voters for other parties will have to re-define their votes.

The scenario for the election of Governor for the Province of Buenos Aires shows a greater level of undecided people

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compared to the national one, but it suggests that Fernandez-Sabbatella (19%) and Vidal-Salvador (18%) tickets are initially one step higher up than Dominguez-Espinoza (13%) and Sola-Arroyo(12%) tickets.

It is important to highlight that the main focus of the Argentine electorate is placed on the presidential election above the election for Governor and Mayors. Therefore, it is expected that the presidential ticket will drive the candidates associated to Daniel Scioli up and above the rest.

The Argentine society is now immersed in a debate that tends to be reduced to the binomial expression of people or

concepts, depending on the view of each elector and the circumstances. One part of the society participates in terms of “Kirchnerism vs anti Kirchnerism”, whereas the other part does it from the “Scioli vs Macri” point of view. They are not the same symbolically.

The central K-antiK debate tends to favor Mauricio Macri since the National Government is the stimulus that generates discomfort to a part of the society. The central Scioli-Macri debate tends to favor the former because (so far) he proposes a more foreseeable change than the latter.

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Opinión Pública

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FACT SHEET

Execution Date

JUNE 2015 (CABA, Córdoba, Santa Fe, Mendoza, Tucumán, Corrientes, Entre Ríos, Neuquén, Río Negro).
JULY 2015 (Province of Buenos Aires).

Type of Sampling

Adjusted by segments of gender, age, electoral section and province.

Sampling Size

1500 CASES.

Method

Structured questionnaire with open-ended and closed-ended questions.

Enquiry System

Home interviews with closed envelope.

Sampling Error

+/- 2,58.