

# **POLITICAL AND SOCIAL CONTEXT IN ARGENTINA** *PUBLIC OPINION SURVEY*

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**MAY 2019**



**REYES | FILADORO**  
COMUNICACIÓN ESTRATÉGICA

**numeral8**

# MAIN FINDINGS

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- 01.** While 30% of the voters consider inflation as the main problem affecting the country, 18% is worried about unemployment. Argentine's profound concern about the economy affects the mood of the population as well as their expectations for the future. 73% think inflation will remain at the same level during the next month.
- 02.** This survey shows a slight enhancement on the voters' expectations that the economy will improve in the upcoming year; however overall expectations remain low and 58% of the voters think the economic situation will be as bad or worse than now during the next year. Moreover, 70% show no confidence in Mauricio Macri's ability to solve the economic crisis. Half of the people who voted for Macri in 2015 feel this way.
- 03.** Recent government measures to tackle inflation are assessed negatively by 64% of the voters, specially by the poor who suffer inflation the most. 88% of the people who find it impossible to make ends meet, think government efforts to lower inflation will fail.



## MAIN FINDINGS

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- 04. 69% of the voters are overwhelmed by feelings of frustration and anger; 25% of them mention unemployment as their main concern. They are particularly upset about the lack of opportunities and low wages.
- 05. Alberto Fernández's unexpected nomination as the leading presidential candidate of "kirchnerism", with Cristina Fernández de Kirchner as his running mate, has improved their chances to deliver victory over Macri in the general election, as well as to avoid a runoff scenario. The ticket Fernández-Fernández leads voters' preferences with 40% over Mauricio Macri's 31% of voting intention.
- 06. Including María Eugenia Vidal on the ballot, would only add 3 points to the ruling coalition party.



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**GENERAL**  
*CONTEXT*

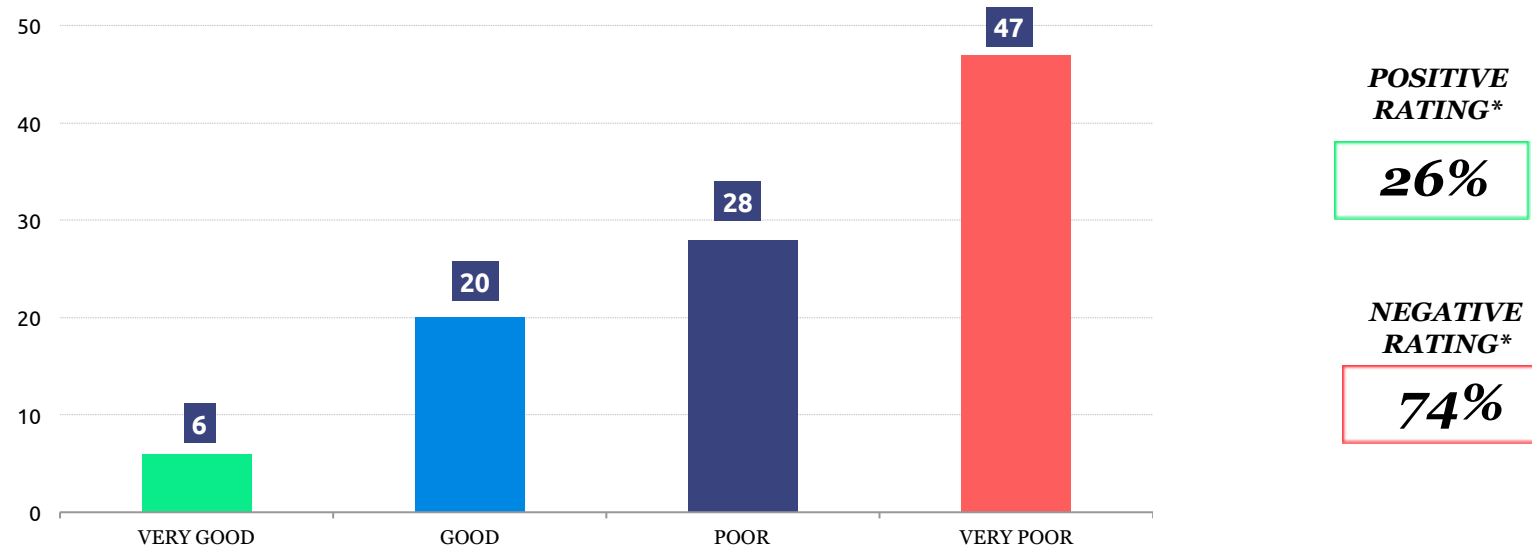
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# OVERALL ECONOMIC SITUATION

“How would you rate Argentina’s economic conditions in terms of very good, good, poor or very poor?”

- 8 out of 10 voters between 30 and 49 years old as well as those who live in the suburbs of the City of Buenos Aires have a negative opinion about the economic situation.



SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

(\*) NOTE: POSITIVE RATING GROUPS “VERY GOOD” AND “GOOD” CATEGORIES, WHILE NEGATIVE RATINGS GROUPS “POOR” AND “VERY POOR” CATEGORIES.



# MAJOR ISSUES

“In your opinion, what is the main problem facing this country today?”

- Macri’ supporters are more worried about corruption than any other problem.

	<i>OCT 2018</i>	<i>MAY 2019</i>
<b>INFLATION</b>	38%	30%
<b>CORRUPTION</b>	17%	20%
<b>UNEMPLOYMENT</b>	19%	18%
<b>LOW QUALITY EDUCATION</b>	13%	11%
<b>JUDICIAL SYSTEM</b>	-	9%
<b>CRIME</b>	6%	5%
<b>DRUGS</b>	4%	3%
<b>OTHER PROBLEM</b>	3%	5%
<b>DK / NA</b>	1%	1%

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.



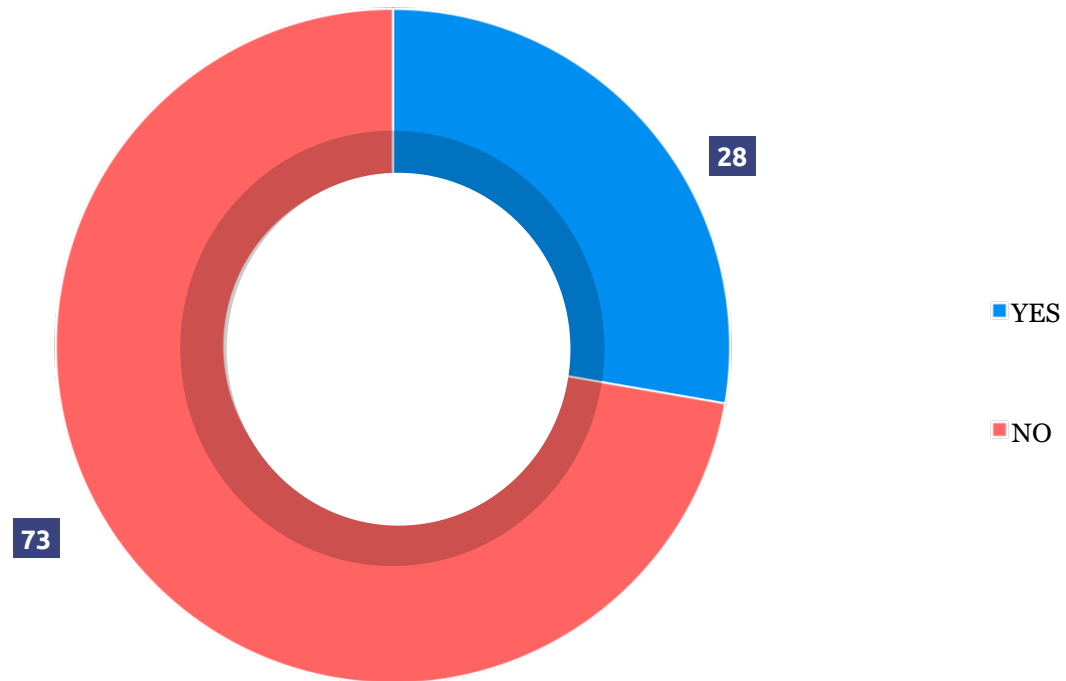
# INFLATION

## NEXT MONTH

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“Do you think inflation will be lower next month?”

- Two thirds of Macri’s supporters think inflation will decrease during the next month.

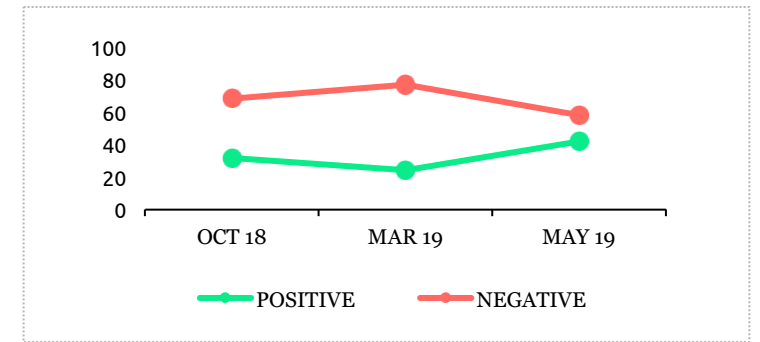


SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

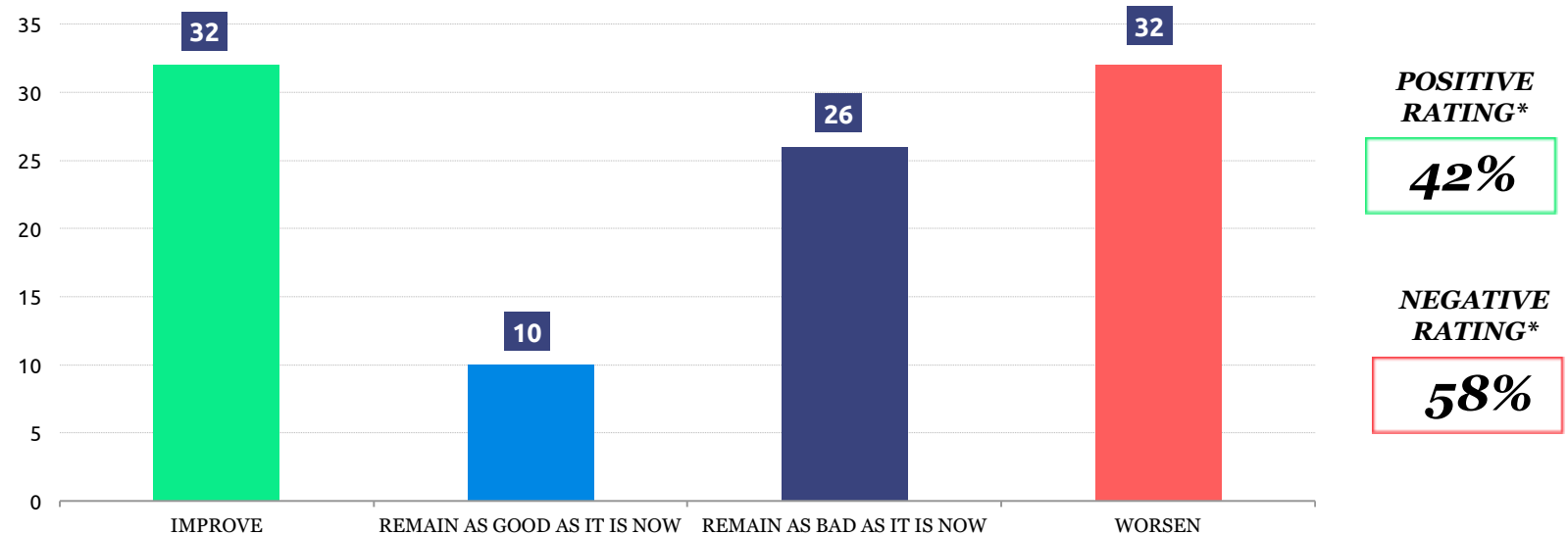


# ECONOMIC EXPECTATIONS

“Considering the next 12 months, do you think the economy will improve, it will remain as good as it is now, it will remain as bad as it is now or it will worsen?”



- Macri’ supporters are the most optimistic. Seven out of ten think the economy will improve.



SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

(\* ) NOTE: POSITIVE RATING GROUPS “IMPROVE” AND “REMAIN AS GOOD AS IT IS NOW” CATEGORIES, WHILE NEGATIVE RATINGS GROUPS “REMAIN AS BAD AS IT IS NOW” AND “WORSEN” CATEGORIES.



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**NATIONAL**  
*GOVERNMENT*

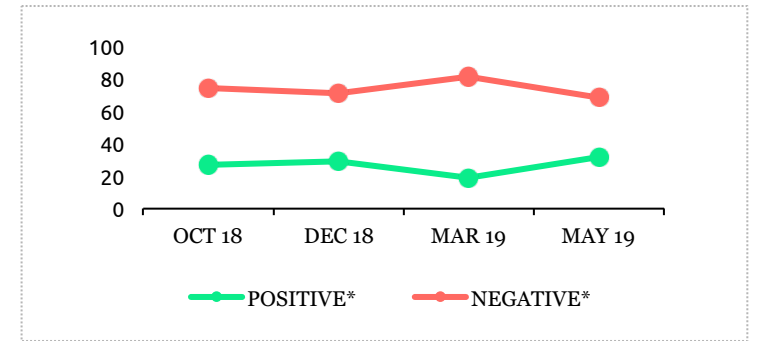
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# MAURICIO MACRI

## APPROVAL RATING

“How has your opinion of Mauricio Macri changed since he assumed the presidency?”



- 40% of the people who voted for Macri in the last presidential election feel disappointed.

	<i>OCT</i> <i>2018</i>	<i>DEC</i> <i>2018</i>	<i>MAR</i> <i>2019</i>	<i>MAY</i> <i>2019</i>
<b>HE EXCEEDED MY EXPECTATIONS</b>	4%	5%	2%	6%
<b>MY OPINION OF HIM IS AS GOOD AS IT WAS BEFORE</b>	23%	24%	18%	26%
<b>MY OPINION OF HIM IS AS BAD AS IT WAS BEFORE</b>	31%	28%	30%	24%
<b>HE DISAPPOINTED ME</b>	43%	43%	51%	44%

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

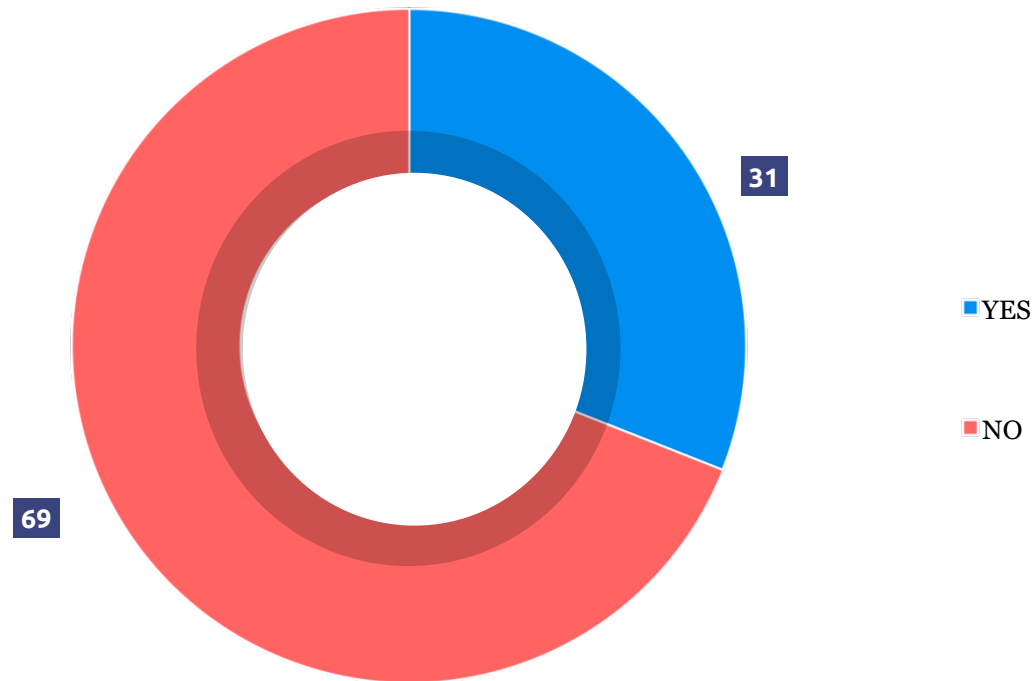
(\*) NOTE: POSITIVE RATING GROUPS “HE EXCEEDED MY EXPECTATIONS” AND “MY OPINION OF HIM IS AS GOOD AS IT WAS BEFORE” CATEGORIES, WHILE NEGATIVE RATINGS GROUPS “MY OPINION OF HIM IS AS BAD AS IT WAS BEFORE” AND “HE DISAPPOINTED ME” CATEGORIES.



# TRUST IN THE GOVERNMENT'S ECONOMIC STAFF TO HANDLE THE ECONOMY

“Do you trust the government's economic staff to improve the economy?”

- Half of the people who voted for Macri in 2015 trust the government's economic staff to improve the economy.



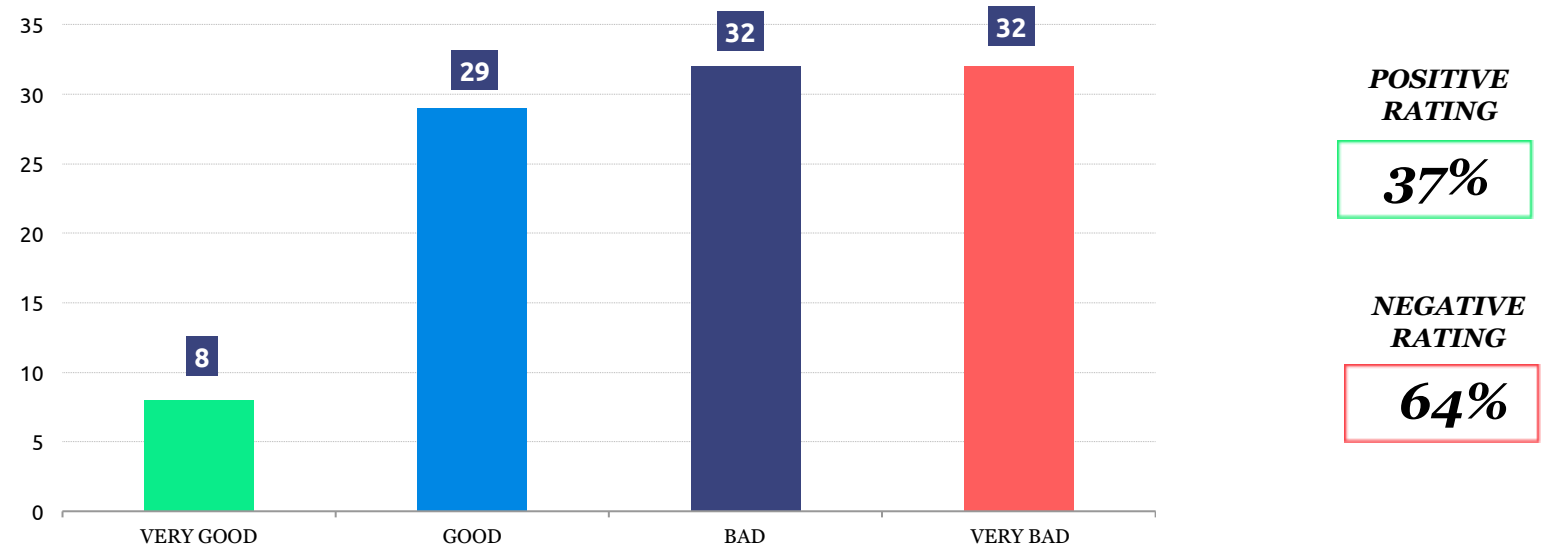
SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.



# EFFECTIVENESS OF NATIONAL GOVERNMENT'S MEASURES TO TACKLE INFLATION

“How do you rate the government's recent measures to tackle inflation?”

- 88% of the voters who have difficulties making ends meet, think government measures are bad or very bad to tackle inflation.



SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.



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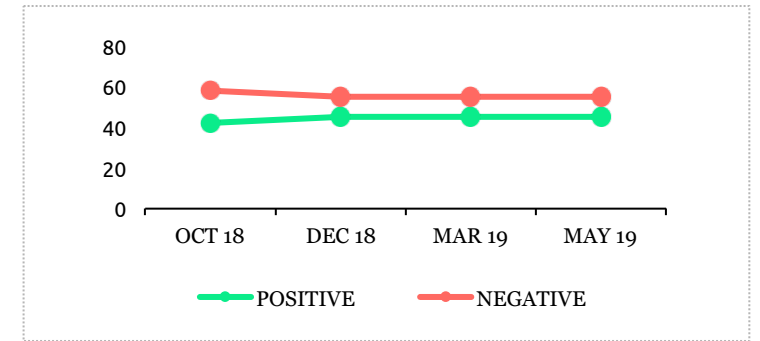
**PERSONAL**  
*FINANCIAL SITUATION*

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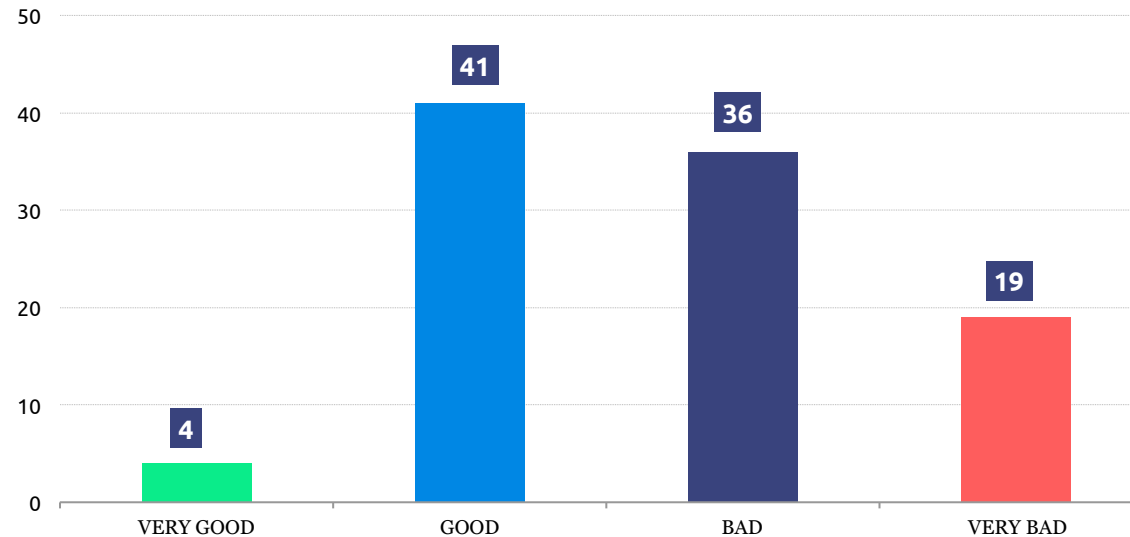


# PERSONAL FINANCIAL SITUATION

“How would you rate your personal financial situation?”



- 66% of the people who live in the suburbs of the Buenos Aires City and 81% of those who say they would vote against Mauricio Macri in the next election, report a negative economic situation at home.



**POSITIVE RATING**

**45%**

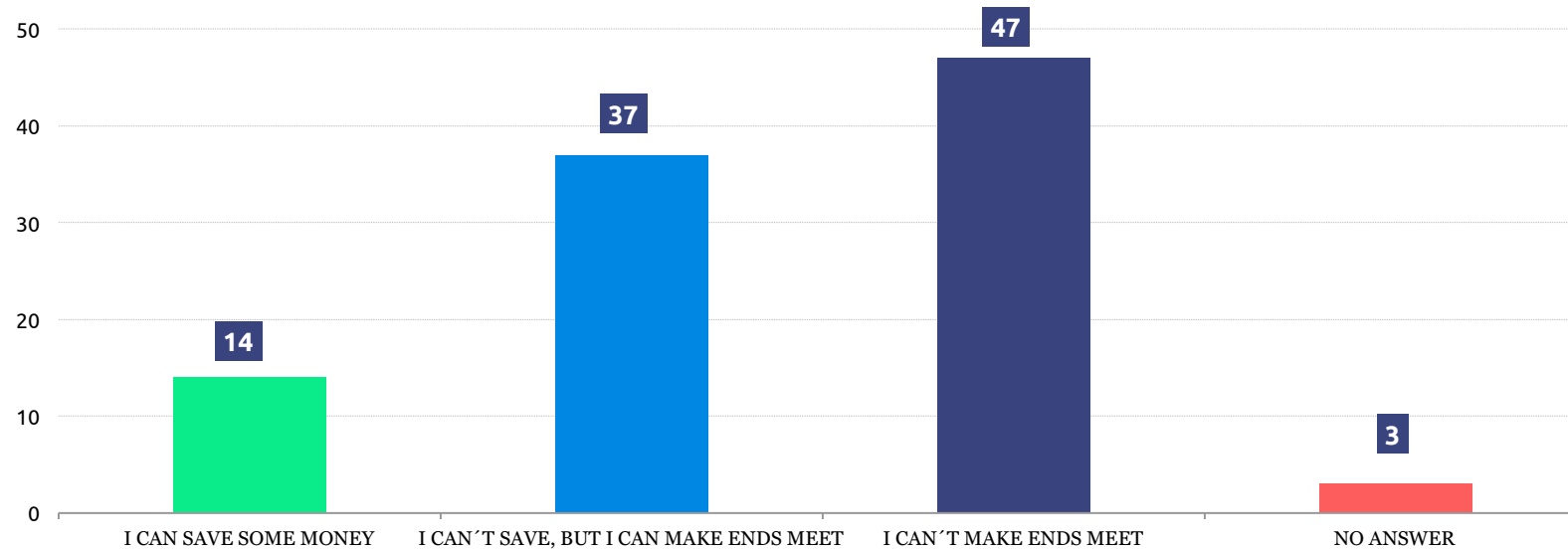
**NEGATIVE RATING**

**55%**

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

# PERSONAL SAVINGS CAPACITY

“In terms of your family income, in which category would you place yourself?”



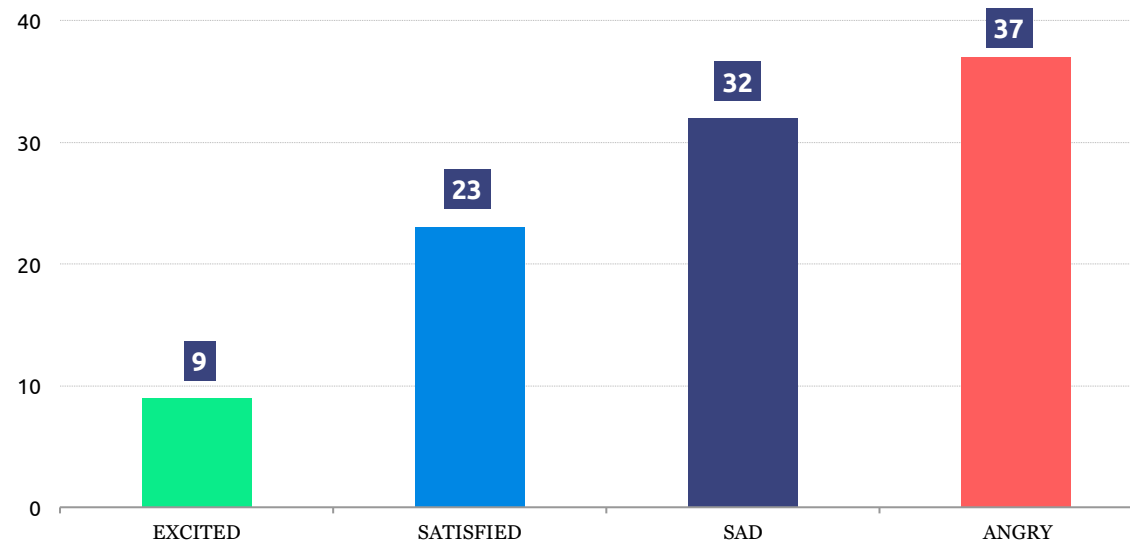
SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.



# PERSONAL EMOTIONAL WELLBEING

“Which of the following terms best describe your mood?”

- 25% of the respondents who feel angry, think unemployment is the main problem facing the country.



**POSITIVE  
FEELINGS**

**32%**

**NEGATIVE  
FEELINGS**

**69%**

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.





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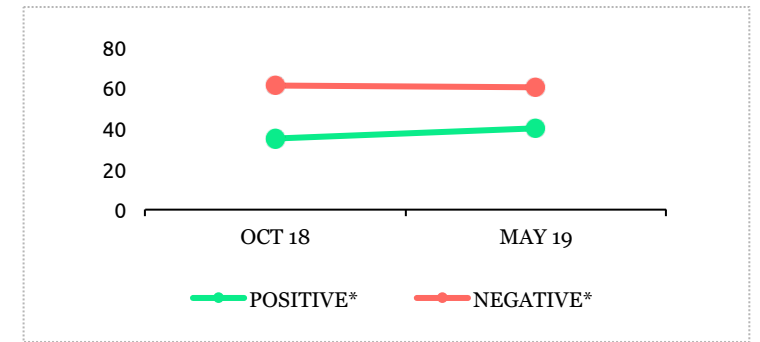
**JUDICIAL**  
*SYSTEM*

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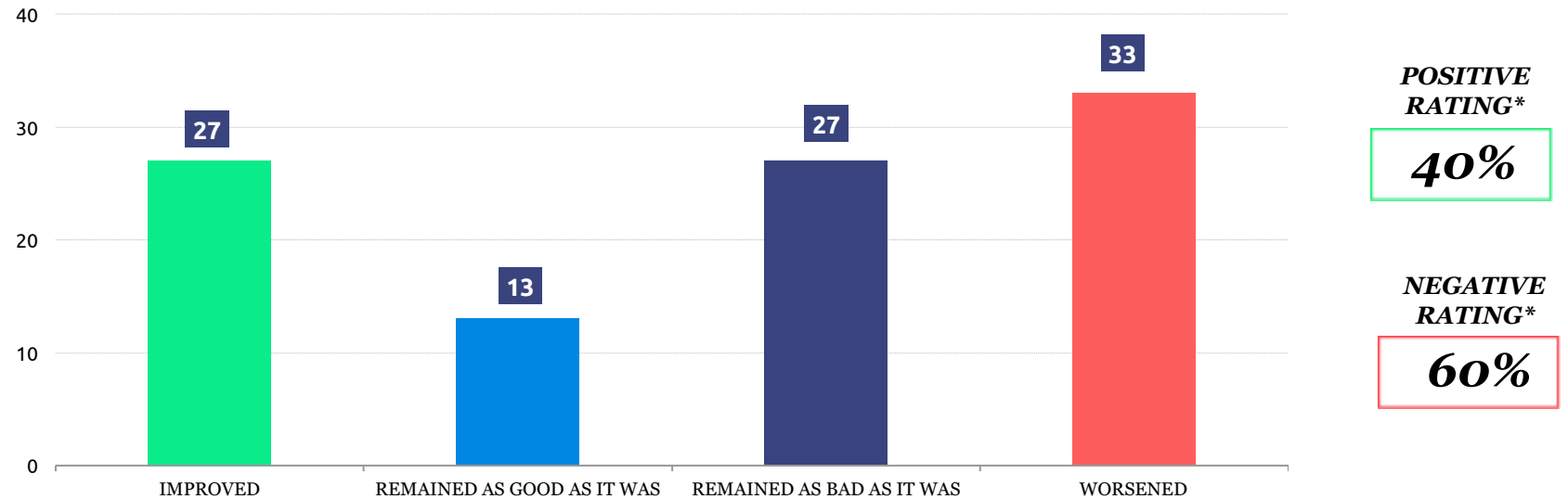


# TRUST IN THE JUDICIAL SYSTEM UNDER MACRI'S ADMINISTRATION

“How would you rate the national judicial system functioning since Macri assumed the presidency in terms of it has improved, it has remained as good as it was, it has remained as bad as it was or it has worsened?”



- 86% of the voters who support Mauricio Macri have a positive view of the judicial system.



SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

(\*) NOTE: POSITIVE RATING GROUPS “IMPROVED” AND “REMAINED AS GOOD AS IT WAS” CATEGORIES, WHILE NEGATIVE RATINGS GROUPS “REMAIN AS BAD AS IT WAS” AND “WORSENERD” CATEGORIES.

# CRISTINA KIRCHNER'S CULPABILITY ON CORRUPTION CHARGES

“Do you think Cristina Kirchner is guilty or innocent of corruption charges against her?”

- All of Macri's supporters consider Cristina Kirchner is guilty of corruption.

	<b>OCT 2018</b>	<b>MAY 2019</b>
<b>SHE IS GUILTY</b>	52%	51%
<b>SHE IS INNOCENT</b>	33%	34%
<b>DON'T KNOW</b>	14%	16%

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.



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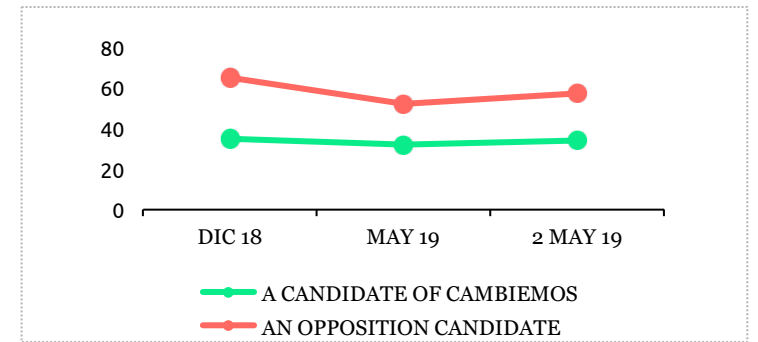
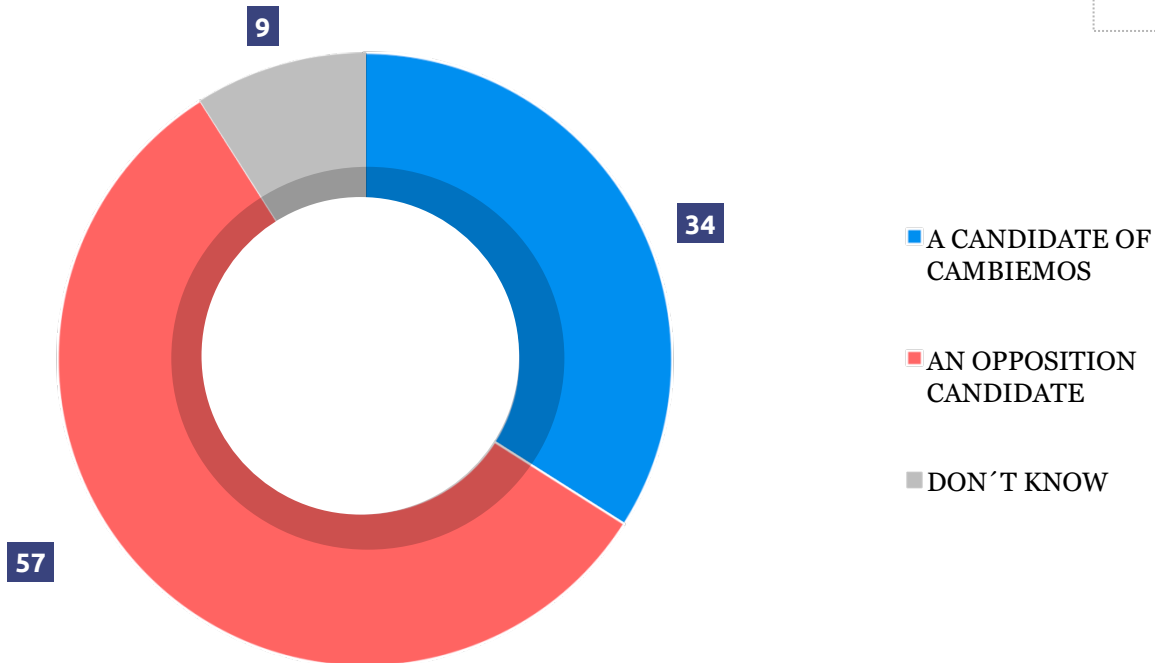
**VOTERS´**  
*PREFERENCES*

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# PRESIDENTIAL ELECTION CONTINUITY VS CHANGE

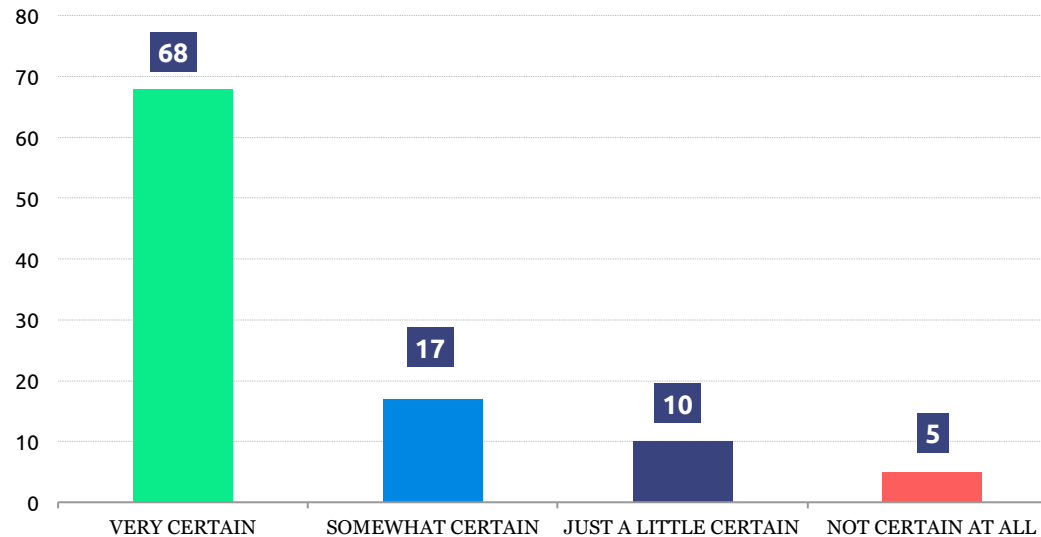
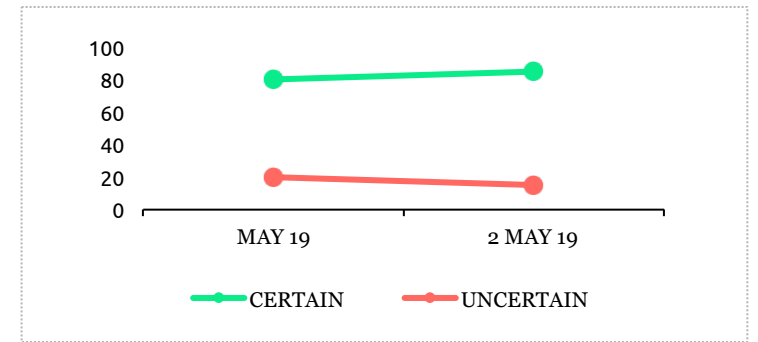
“If the presidential election was held today would you vote for a candidate of the ruling party Cambiemos or would you vote for a candidate of the opposition?”



SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. THE SECOND SURVEY WAS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

# CERTAINTY OF PRESIDENTIAL VOTING INTENTION

“How certain are you that you would support your candidate: very certain, somewhat certain, just a little certain, or not certain at all?”



**VERY/ SOMEWHAT CERTAIN**

**85%**

**JUST A LITTLE CERTAIN/ NOT CERTAIN AT ALL**

**15%**

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 1 TO 4 MAY. THE SECOND SURVEY WAS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

# PRESIDENTIAL ELECTION

## SCENARIO 1

“If the presidential election were held today, which candidate would you vote for?”

	<b>OCT 2018</b>	<b>MAY 2019</b>
<b>ALBERTO FERNÁNDEZ Y CRISTINA F. DE KIRCHNER</b>	34%	40%
<b>MAURICIO MACRI</b>	28%	31%
<b>SERGIO MASSA</b>	9%	6%
<b>ROBERTO LAVAGNA*</b>	-	5%
<b>JOSÉ LUIS ESPERT*</b>	-	3%
<b>MARTÍN LOUSTEAU*</b>	5%	-
<b>NICOLÁS DEL CAÑO</b>	3%	3%
<b>JUAN MANUEL URTUBEY</b>	4%	3%
<b>ANOTHER CANDIDATE</b>	8%	3%
<b>DON'T KNOW</b>	9%	6%

SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.

(\*) R. LAVAGNA AND J.L. ESPERT WERE NOT MEASURED IN OCTOBER 2018, WHILE M. LOUSTEAU WAS NOT MEASURED IN MAY 2019.



# PRESIDENTIAL ELECTION

## ESCENARIO 2

“If the presidential election were held today and María Eugenia Vidal were in the ballot as Mauricio Macri’s VP, which candidate would you vote for?”

	SCEN. 1	SCEN.2	DIFF. BTW. S2 - S1
ALBERTO FERNÁNDEZ Y CRISTINA F. DE KIRCHNER	40%	40%	-
MAURICIO MACRI	31%	34%	+3
SERGIO MASSA	6%	4%	-2
ROBERTO LAVAGNA	5%	5%	-
JOSÉ LUIS ESPERT	3%	3%	-
NICOLÁS DEL CAÑO	3%	5%	+2
JUAN MANUEL URTUBEY	3%	2%	-1
ANOTHER CANDIDATE	3%	3%	-
DON'T KNOW	6%	5%	-1

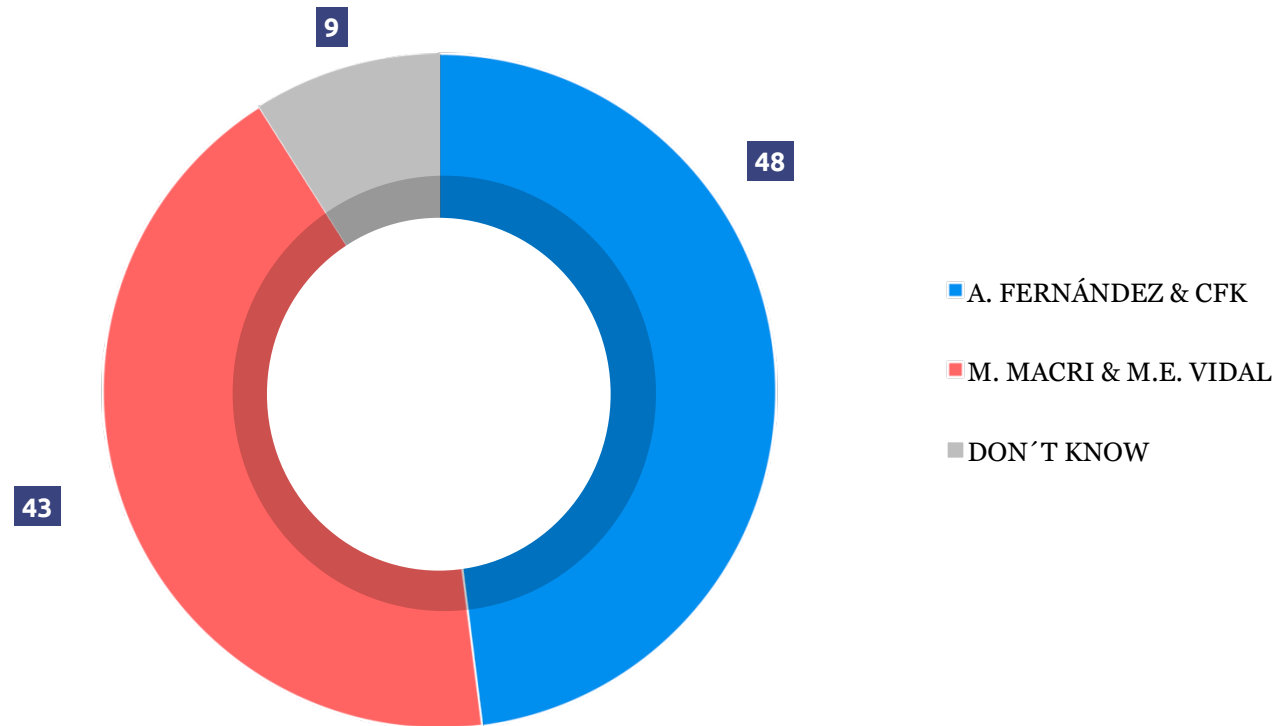
SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.





# PRESIDENTIAL ELECTION RUNOFF

“If the runoff election were held today and the two contenders were Alberto Fernández with Cristina Kirchner for Unidad Ciudadana and Mauricio Macri with María Eugenia Vidal for Cambiemos, who would you vote for?”



SOURCE: REYES FILADORO - NUMERAL 8. NATIONAL SAMPLE OF 1200 TELEPHONE AND PERSONAL INTERVIEWS CONDUCTED BETWEEN 25 TO 26 MAY. MOE +/- 2,8%, AT THE 95% CONFIDENCE LEVEL.



## ABOUT

### *REYES-FILADORO AND NUMERAL 8*

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- **Reyes Filadoro** is a consulting firm that works with governments, political candidates, NGOs and businesses to design and execute communication strategies to reach their target audience.
- Reyes Filadoro is run by Florencia Filadoro, a political scientist from The George Washington University and Hernán Reyes, a journalist and filmmaker who graduated from the University of Florida. Both have wide experience working with the public and the private sector in Latin America, Europe and the United States.
- [www.reyesfiladoro.com](http://www.reyesfiladoro.com)

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