

## Public Opinion Survey

### THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

2012	2013	Nº	NAME	VOTES
	1	<b>1</b>	Pope Francis	325
3	5	<b>2</b>	FAVALORO René	195
2	4	<b>3</b>	Mother Teresa of Calcutta	146
1	2	<b>4</b>	BELGRANO Manuel	143
4	6	<b>5</b>	SAN MARTÍN José de	125
5	3	<b>6</b>	ILLIA Arturo	114
10	8	<b>7</b>	MANDELA Nelson	101
8	7	<b>8</b>	CARR Juan / Red Solidaria	93
6	9	<b>9</b>	Gandhi	92
21	18	<b>10</b>	LANATA Jorge	85
13	13	<b>11</b>	MUJICA José "Pepe"	76
7	10	<b>12</b>	ALFONSÍN Raúl	70
27	11	<b>13</b>	CARRIÓ Elisa	62
11	15	<b>14</b>	Pope John Paul II	41
		<b>15</b>	CAMPAGNOLI José María	36
	25	<b>16</b>	Cáritas	36
12	12	<b>17</b>	DUARTE Eva	36
9	14	<b>18</b>	GUEVARA Ernesto "Che"	32
62	90	<b>19</b>	ZANETTI Javier	32
23	22	<b>20</b>	CASTRO Nelson	31
32		<b>21</b>	MESSI Lionel	30
	29	<b>22</b>	BARRIENTOS Margarita	27
16	30	<b>23</b>	SÁBATO Ernesto	27
		<b>24</b>	GARCÍA MÁRQUEZ Gabriel	23
	20	<b>25</b>	Greenpeace	23
14	19	<b>26</b>	SARMIENTO Domingo Faustino	23
18	16	<b>27</b>	MORENO Mariano	22
100	23	<b>28</b>	PÉREZ ESQUIVEL Adolfo	19
	31	<b>29</b>	VERA Gustavo / La Alameda	19
31	38	<b>30</b>	FRONDIZI Arturo	18
38	48	<b>31</b>	OCAÑA Graciela	18
15	26	<b>32</b>	KING Martin Luther	17
24	84	<b>33</b>	GIMÉNEZ Susana	16
20		<b>34</b>	Jesus Christ	16

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49	100	35	SOSA Mercedes	16
33	43	36	DE LA TORRE Lisandro	15
19	21	37	BORGES Jorge Luis	14
28	24	38	FERNÁNDEZ DE KIRCHNER Cristina	14
	93	39	COBOS Julio	14
	44	40	Fundación Garrahan	14
17	39	41	GIECO Raúl Alberto "León"	14
		42	IBAÑEZ Jorge	14
	97	43	MACRI Mauricio	14
	66	44	MASSA Sergio	14
	17	45	PERÓN Juan Domingo	14
60		46	RUIZ GUIÑAZÚ Magdalena	14
35		47	TINELLI Marcelo	14
25	28	48	YRIGOYEN Hipólito	14
26	34	49	BINNER Hermes	13
57	45	50	GINÓBILI Emanuel	13
74	96	51	GONZÁLEZ Elpidio	13
99	40	52	PELLONI Martha	13
68	27	53	PALACIOS Alfredo	12
	69	54	UNICEF	12
	50	55	ALBINO Abel / Fundación Conin	11
72		56	BIASATTI Santo	11
		57	CALABRÓ Juan Carlos	11
30	52	58	CARLOTTO Estela de	11
46	33	59	LELOIR Federico	11
52	46	60	MORALES Víctor Hugo	11
	36	61	Padre PANTALEO Mario	11
		62	WITTEVEEN PARDO Axel	10
	95	63	HEWSON Paul David "Bono"	10
		64	FLORES Héctor "Toty" / Cooperativa La Juanita	10
98	98	65	Médicos Sin Fronteras	10
		66	Padre DI PAOLA José Ignacio "Pepe"	10
64	72	67	BADÍA Juan Alberto	9
	53	68	CARRANZA Mónica / comedor "Los Carasucias"	9

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2012	2013	Nº	NAME	VOTES
47	47	69	MOREAU DE JUSTO Alicia	9
		70	SANZ Ernesto	9
70	91	71	ARGIBAY Carmen	8
55	83	72	EINSTEIN Albert	8
42	75	73	FANGIO Juan Manuel	8
92		74	GALEANO Eduardo	8
94		75	GUINZBURG Jorge	8
	79	76	LONGOBARDI Marcelo	8
	37	77	MARADONA Esteban Laureano	8
43	67	78	Padre MUGICA Carlos	8
	63	79	Francis of Assisi	8
49	100	80	SOSA Patricia	8
40	51	81	ARANA Facundo	7
83		82	BACHELET Michelle	7
		83	BULLRICH Patricia	7
		84	CORMILLOT Alberto	7
		85	DESPOUY Leandro	7
88		86	DORREGO Manuel	7
45	32	87	KIRCHNER Néstor	7
		88	LEGRAND Mirtha	7
		89	MICHETTI Gabriela	7
		90	PINTOS Abel	7
	65	91	ARTIGAS José Gervasio	6
	76	92	FAYT Carlos	6
		93	Fundación Madres del Dolor	6
34	85	94	LENNON John	6
58	58	95	LÓPEZ MURPHY Ricardo	6
97		96	MARADONA Diego	6
		97	PIGNA Felipe	6
		98	MORALES Enrique "Ricky Martin"	6
37	87	99	SCIOLI Daniel	6
		100	SPENCER Diana	6
		101	TORRES Diego	6
48	89	102	WALSH María Elena	6

## Public Opinion Survey

### THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

People leaving the list in respect to 2013

2012	2013	NAME
	59	ALEM Leandro
69	55	ALLENDE Salvador
	71	AZURDUY Juana
50	73	BALBÍN Ricardo
41	56	BIELSA Marcelo
84	60	BOLIVAR Simón
	82	BRAVO Alfredo
86	42	CHÁVEZ Hugo
	94	CORTÁZAR Julio
87	95	CORTIÑAS Nora
	35	Cruz Roja
29	74	DARÍN Ricardo
	77	GÜEMES Martín Miguel
	61	INCUCAI
	57	JAURETCHE Arturo
	78	KOVADLOFF Santiago
65	86	LULA DA SILVA Luis Inácio
	80	Missing Children
	99	MORENO Guillermo
	68	PRAT GAY Alfonso
	62	ROSAS Juan Manuel de
	49	SARLO Beatriz
80	54	SOLANAS Fernando "Pino"
81	101	STOLBIZER Margarita
	102	STRASSERA Julio César
	103	TERRAGNO Rodolfo
102	88	TOSCO Agustín
	41	TRIMARCO Susana
	64	WALSH Rodolfo
39	70	ZAMORA Luis

## Public Opinion Survey

### THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

People entering the list in respect to 2013

2012	2013	2014	NAME
83		<b>82</b>	BACHELET Michelle
72		<b>56</b>	BIASATTI Santo
		<b>83</b>	BULLRICH Patricia
		<b>57</b>	CALABRÓ Juan Carlos
		<b>15</b>	CAMPAGNOLI José María
		<b>84</b>	CORMILLOT Alberto
		<b>85</b>	DESPOUY Leandro
88		<b>86</b>	DORREGO Manuel
		<b>64</b>	FLORES Héctor "Toty" / Cooperativa La Juanita
		<b>93</b>	Fundación Madres del Dolor
92		<b>74</b>	GALEANO Eduardo
		<b>24</b>	GARCÍA MÁRQUEZ Gabriel
94		<b>75</b>	GUINZBURG Jorge
		<b>42</b>	IBAÑEZ Jorge
20		<b>34</b>	Jesucristo
		<b>88</b>	LEGRAND Mirtha
97		<b>96</b>	MARADONA Diego
32		<b>21</b>	MESSI Lionel
		<b>89</b>	MICHETTI Gabriela
		<b>98</b>	MORALES Enrique "Ricky Martin"
		<b>66</b>	Padre DI PAOLA José Ignacio "Pepe"
		<b>97</b>	PIGNA Felipe
		<b>90</b>	PINTOS Abel
60		<b>46</b>	RUIZ GUIÑAZÚ Magdalena
		<b>70</b>	SANZ Ernesto
		<b>100</b>	SPENCER Diana
35		<b>47</b>	TINELLI Marcelo
		<b>101</b>	TORRES Diego
		<b>62</b>	WITTEVEEN PARDO Axel

## Public Opinion Survey

### THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

LABEL	TOTAL
ARGENTINIANS	78
FOREIGNERS	18
MEN	75
WOMEN	21
LIVING	52
DEAD	44
LEGAL ENTITY / OTHERS	6

LABEL	LIVING	%	DEAD	%	TOTAL	%
ARGENTINIANS	47	60,26%	31	39,74%	78	100%
FOREIGNERS	5	27,78%	13	72,22%	18	100%

LABEL	MEN	%	WOMEN	%	TOTAL	%
ARGENTINIANS	61	78,21%	17	21,79%	78	100%
FOREIGNERS	14	77,78%	4	22,22%	18	100%

## Public Opinion Survey

### THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

#### Argentinians living

LABEL	TOTAL	%
Politician	10	21,28%
Social leader	6	12,77%
Musician	6	12,77%
Journalist	5	10,64%
Athlete	4	8,51%
TV/Radio host	3	6,38%
Religious	3	6,38%
Writer	2	4,26%
Jurist	2	4,26%
Doctor	2	4,26%
Vice President	2	4,26%
Actor/Actress	1	2,13%
President	1	2,13%

#### Argentinians dead

LABEL	TOTAL	%
President	7	22,58%
Politician	6	19,35%
Writer	3	9,68%
TV/Radio host	2	6,45%
Doctor	2	6,45%
Military	2	6,45%
Religious	2	6,45%
Actor/Actress	1	3,23%
Scientist	1	3,23%
Athlete	1	3,23%
Social leader	1	3,23%
Businessman	1	3,23%
Jurist	1	3,23%
Revolutionary leader	1	3,23%

## Public Opinion Survey

### THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

#### Argentinians living and dead

CLASIFICACIÓN	TOTAL	%
Politician	16	20,51%
President	8	10,26%
Social leader	7	8,97%
Musician	6	7,69%
TV/RADIO host	5	6,41%
Athlete	5	6,41%
Writer	5	6,41%
Journalist	5	6,41%
Religious	5	6,41%
Doctor	4	5,13%
Jurist	3	3,85%
Actor/Actress	2	2,56%
Military	2	2,56%
Vice President	2	2,56%
Scientist	1	1,28%
Businessman	1	1,28%
Revolutionary leader	1	1,28%



## THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

### Foreigners living

CLASIFICACIÓN	TOTAL	%
Musician	2	40,00%
President	2	40,00%
Journalist	1	20,00%

### Foreigners dead

CLASIFICACIÓN	TOTAL	%
Religious	3	23,08%
Revolutionary leader	2	15,38%
Scientist	1	7,69%
Writer	1	7,69%
Spiritual leader	1	7,69%
Military	1	7,69%
Musician	1	7,69%
Politician	1	7,69%
President	1	7,69%
Royalty	1	7,69%

## THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

### Foreigners living and dead

CLASIFICACIÓN	TOTAL	%
Musician	3	16,67%
President	3	16,67%
Religious	3	16,67%
Revolutionary leader	2	11,11%
Scientist	1	5,56%
Writer	1	5,56%
Spiritual leader	1	5,56%
Military	1	5,56%
Journalist	1	5,56%
Politician	1	5,56%
Royalty	1	5,56%

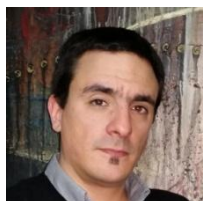
## THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

### Filled fields

FIELD	TOTAL	%
1º	500	100,00
2º	499	99,80
3º	490	98,00
4º	478	95,60
5º	437	87,40
6º	391	78,20
7º	346	69,20
8º	315	63,00
9º	291	58,20
10º	262	52,40

**NOTE:** The form features 10 blank fields for survey respondents can consign the names of people that they consider honest.

# POPE FRANCIS BEATS MARADONA'S "HAND OF GOD"



By **Lic. Jorge Daniel Giacobbe**

*Director at Giacobbe & Asociados*

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The results thrown by the third consecutive edition of the Ranking of Honest People bestow a list that conceptualizes our sense of honesty and which- however- allows us , year after year, to register the signs of change that Argentina's society undergoes.

The ten most valued ones, are practically still the same ones: only **Jorge Lanata** has entered, after his third year rising, reached the tenth place, taking the space that last year belonged to former President **Raúl Alfonsín**. The ranking is still leaded by **Pope Francis**, who, since he has been elected, became the unquestioned symbol of argentine honesty, far ahead of any second one. **René Favaloro** is the second most popular, place that used to FIT **Manuel Belgrano** (4<sup>th</sup>), while **Juan Carr** (8<sup>th</sup>) still one of the most valued argntines living.

This year's sudden steep rise has been the District Attorney's, **José María Campagnoli**, whose irruption in media and the public opinion have turned him also into a symbol of honesty. The survey respondents have entrusted him with a praised 15<sup>th</sup> place, taking into account that he had never shown up in the list in previous years.

All figures related to the spiritual are undergoing a moment of valuation, which also becomes visible when it comes to seek for honesty, and which rises with crises of political representation. Among the first 100 names, to Pope Francis' phenomenon, we must add **Mother Teresa of Calcutta** (3<sup>rd</sup>) and **Mahatma Gandhi** (9<sup>th</sup>); as well as the fondly remembered **Pope John Paul II** (14<sup>th</sup>), **Jesus Christ** (34<sup>th</sup>), the nun **Martha Pelloni** (52<sup>nd</sup>) , **Mario Pantaleo's** parents (61<sup>st</sup>), **Pepe Di Paola** (66<sup>o</sup>), **Carlos Mugica** (78<sup>o</sup>) and **Francis of Assisi** (79<sup>th</sup>).

## Public Opinion Survey

On the other hand, Argentina's politics are undergoing a different moment. The three most honest figures work in the legislative power: **Elisa Carrio** (13<sup>th</sup>), **Gustavo Vera** (29<sup>th</sup>) and **Graciela Ocaña** (31<sup>st</sup>). Not until the 38<sup>th</sup> place does President **Cristina Fernandez** show up, way below Uruguay's President **José "Pepe" Mujica** (11<sup>th</sup>), and with the same amount of votes than the three candidates who intend to replace her: **Julio Cobos**, **Mauricio Macri** and **Sergio Massa**. **Hermes Binner** follows them just one vote behind.

Whoever is willing to get into this data, will pick up all kinds of interesting informative pieces. Ask yourself which ones of these characters glow for their presence, and which ones for their absence. The question will have to be posed on, for example, how business owners and trade unionist who were not recalled among the 100 most honest ones are seen by Argentine society.

The relation of living people versus dead ones, men versus women, and how much weight historic mystic has when it comes to fitting dignitaries into this ranking are also worth of deeper analysis. Evolution shows us that Argentina's public opinion produces changes, not only in the electoral arena, but also in terms of values. These may be temporary fashions or rather get institutionalized, only time will tell. Truth is, with **Pope Francis** to the head, they all beat the "hand of God" (Maradona, 96<sup>o</sup>).

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# Public Opinion Survey

## THE MOST HONEST PEOPLE ACCORDING TO ARGENTINIANS

### TECHNICAL DATA

**Date**

JUNE / JULY 2014

**Research area**

Buenos Aires City  
Buenos Aires Province  
Rest of Argentina

**Sample type**

Adjusted quota of sex, age and province.

**Sample size**

DOMICILIARY: 281 cases.  
ONLINE PANEL: 219 cases.  
TOTAL: 500 cases.

**Mode**

Structured questionnaire with open and closed questions.