

# Public Opinion Poll

## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	Nº	NAME	VOTES		
38	11	20	22	19	25	20	8	21	19	6	4	4	7	5	6	4	8	7	5	1	MACRI Mauricio	964		
							69	57	50	16	11	15	21	13	12	21	49	2	2	2	2	Papa Francisco	768	
43	35	31	27	23	14	11	17	10	46	30	55	31	18	27	44	26	3	3	4	3	3	LANATA Jorge	600	
17	9	15	15	8	9	5	10	6	9	9	3	3	3	2	3	2	2	6	3	4	4	TINELLI Marcelo	486	
12	19	16	18	17	19	22		24	55	45	38	16	19	9	23	38	20	40	19	5	5	LEGRAND Mirtha	340	
																					6	6	VIDAL María Eugenia	330
													11	22	27	16	17	22	24		7	7	OBAMA Barack	276
			95		57	12	6	30	12	12	15	7	6	11	13	48	57	13	13		8	8	CARRIÓ Elisa	273
								9	6	3	2	1	2	3	1	1	1	1	1		9	9	KIRCHNER Cristina	272
96	84		61		97				99		84						9	9	8		10	10	PERÓN Juan Domingo	258
																					11	11	PEÑA Marcos	218
18	38	30	19	18	35	97				99		27	60			83	10	18	18		12	12	FAVALORO René	216
20	30	6	11	4	7	9	21	25	49		45	60	24				19	23	21		13	13	ALFONSÍN Raúl	210
												75		69		23	7	8	11		14	14	MESSI Lionel	182
												64					16	17	16		15	15	SAN MARTÍN José de	170
													22		83		46	5	7		16	16	MASSA Sergio	168
																			87		17	17	MICHETTI Gabriela	166
93						57	77	84	84	75	49	53	33	35	40	91	38	38	38		18	18	CASTRO Nelson	134
95				92	52	84	36	22	11	13	8	13	10	10	9	7	4	4	6		19	19	Clarín	134
49	88	27	68			51	73	38	52	86	22	9	17	19	7	5	12	11	9		20	20	SCIOLI Daniel	126
																	24	27	26		21	21	BELGRANO Manuel	124
	73					68											93	26	25		22	22	LONGOBARDI Marcelo	124
22	10	12	4	6	13	14	47	16	37	21	50	12	15	6	26	9	13	14	15		23	23	GIMÉNEZ Susana	116
								77													24	24	PRAT GAY Alfonso	104
																	27	31	28		25	25	SARMIENTO Domingo F.	104
																					26	26	ALBINO Abel	100
4	4	4	8	2	8	3	20	13	17	2	9	5	4	12	17	18	6	12	12		27	27	MARADONA Diego	92
													64	62	31	31		24			28	28	LORENZETTI Ricardo	90
																	88	64			29	29	LEUCO Alfredo	88
							107	69	57	49	23	46		18	8	12					30	30	MAGNETTO Héctor	86
					88	100	45	1	1	1	1	2	1	1	18	33	14	21	17		31	31	KIRCHNER Néstor	84
	83		81														11	20	14		32	32	DUARTE DE PERÓN Eva	80
															89	60		55	98		33	33	MERKEL Angela	76
																					34	34	URTUBEY Juan Manuel	74

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1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	Nº	NAME	VOTES		
																	91	65	62	<b>35</b>	ILLIA Arturo	72		
																					<b>36</b>	MANES Facundo	72	
															43				80		<b>37</b>	SANZ Ernesto	72	
																					<b>38</b>	FRIGERIO Rogelio	66	
																	66				<b>39</b>	FRONDIZI Arturo	64	
					10	6	16	12	45	14	5	6	5	4	2	3	5	19	20		<b>40</b>	MOYANO Hugo	54	
																					<b>41</b>	NISMAN Alberto	54	
																					<b>42</b>	FAYT Carlos	50	
																	40	61	50		<b>43</b>	Madre Teresa	48	
																					<b>44</b>	RODRÍGUEZ LARRETA H.	46	
								80	91												<b>45</b>	TÉVEZ Carlos	46	
							70					84	91	50	65	70	37	37	32		<b>46</b>	CARR Juan	44	
																	94	62	65		<b>47</b>	MANDELA Nelson	44	
																					<b>48</b>	STOLBIZER Margarita	44	
	60			33								36					18	36	33		<b>49</b>	BORGES Jorge Luis	42	
																					<b>50</b>	BARRIENTOS Margarita	40	
					23	13	23										42	79			<b>51</b>	DE LA SOTA José Manuel	40	
													98	46	39	24	33	35	42		<b>52</b>	MORALES Víctor Hugo	40	
								79	40	54	44			28	19	27	41	29	35		<b>53</b>	ROCCA Paolo	40	
					109	88	70		94	59	47	56	32	75	25	23	15	22			<b>54</b>	RIAL Jorge	38	
																					<b>55</b>	DURÁN BARBA Jaime	36	
																	82		100		<b>56</b>	YRIGOYEN Hipólito	36	
																		69	74		<b>57</b>	Gandhi	34	
																					<b>58</b>	AWADA Juliana	32	
																					<b>59</b>	CAMPANELLA José	32	
																		74	83		<b>60</b>	ALBERDI Juan Bautista	30	
																					<b>61</b>	CAPUTO Nicolás	30	
					92			97				45	52			77	31	41	27		<b>62</b>	GUEVARA Ernesto	30	
									59	98	42	66	49	30	22	32	39	30	34		<b>63</b>	La Nación	28	
									104										73	55		<b>64</b>	PUTIN Vladimir	28
																					<b>65</b>	KOVADLOFF Santiago	26	
																					<b>66</b>	MALCORRA Susana	26	
																	73	97	79		<b>67</b>	ROSAS Juan Manuel de	26	
							83	80			39	48	43	38	28	46	65		45		<b>68</b>	CARLOTTO Estela de	24	

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1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	Nº	NAME	VOTES	
								100		51		67					53	53	96	69	GINÓBILI Emanuel	24	
																			63	70	Jesucristo	24	
																			84	71	CAMPAGNOLI José María	22	
														92			89	32	47	72	DARÍN Ricardo	22	
97			45	93	93		48	29	38								63		85	73	Juan Pablo II	22	
																	25	16	10	74	KICILLOF Axel	22	
					65	27											86			75	BULLRICH Patricia	20	
							13	37	74	84	53		34	58	29	49	21	39	23	76	Corte Suprema de Justicia	20	
																			41	77	DEL MORO Santiago	20	
47	55				72	43	12	31	14	11	21	20	23	25	30	35	70	34	76	78	Iglesia Católica	20	
																					79	KING Martin Luther	20
2	1	1	1	1	1	2	1	7	8	18	32	23	30	54		98	29	47	40	80	MENEM Carlos	20	
																		84	66	81	ROCA Julio Argentino	20	
																			60	82	FANTINO Alejandro	18	
																				83	LEUCO Diego	18	
																				84	PINEDO Federico	18	
																				85	ROSSI Pablo	17	
															84	41	83	45	82	86	678	16	
								45	15	24	17	19	28	14	4	17	22			87	FERNÁNDEZ Aníbal	16	
																	95		77	88	MORENO Mariano	16	
25	20	25	25	35	33	31	52	61	48	56		73	76				47			89	SÁBATO Ernesto	16	
																					90	BULLRICH Esteban	14
									61									91	75	91	GATES Bill	14	
																					92	MONZÓ Emilio	14
60	31	35	30	56		42				107			90	63	91	56				93	RUIZ GUIÑAZÚ Magdalena	14	
																					94	STURZENEGGER Federico	14
					84			107		35	87	58	48	37	25				99	95	UIA	14	
																					96	GALLARDO Marcelo	12
											82	44		53							97	Greenpeace	12
																					98	ISIS	12
																					99	LOUSTEAU Martín	12
					94	80	53	50	76	101				86					97	100	MAJUL Luis	12	
															42	19	74	100	91	101	ROUSSEFF Dilma	12	
																					102	Twitter	12

# Public Opinion Poll

## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### Outgoing Names in 2014

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	NAME
							106												93	Abuelas de Plaza de Mayo
																			94	BERNI Sergio
																			92	BONADIO Claudio
														49	46	6	36		51	BOUDOU Amado
													81					10	30	CAPITANICH Jorge
			96	46								52		52	90	50	56	67	67	CASANOVA "Moria"
															65	99		36	36	CASELLA Beto
100								28	41	46	37	43	63						68	CASTRO Fidel
																	58		37	CERATI Gustavo
								90	85	8	7	8	12	17	16	22	28	78	46	CHÁVEZ Hugo
													8	8	14		88	57	69	COBOS Julio
																	59	87	70	CORTÁZAR Julio
								51	58	26	14	14	13	20	10	8	51	59	71	DE VIDO Julio
6	2	2	2	7	17	7	2	2	2	10	18	22	20	7	5	43			72	DUHALDE Eduardo
																		89	56	FANGIO Juan Manuel
																			73	FERRARESI Jorge
																			57	Fondos Buitre
																	62	90	61	FRANCELLA Guillermo

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#### Outgoing Names in 2014

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	NAME
																			52	GALUCCIO Miguel
53	66	60	59	16	44	41		74		100		71					32	46	44	GARCÍA Charly
																	26	70	54	GARDEL Carlos
				91		66				78	98	80		65				92	95	GIECO León
																			29	GRIESA Thomas
76	47	59	49	61	22	48	65	36	43	42	16	24	16	21	15	10	52	54	53	GRONDONA Julio
																		48	39	INSAURRALDE Martín
															34	14	71	42	31	KIRCHNER Máximo
																36	44	80	48	La Campora
																			86	MARLEY Bob
																			58	MASCHERANO Javier
																	67		88	MUJICA Jose
				95														82	89	OLMEDO Alberto
		95																	90	POLINO Marcelo
																72		63	43	RANDAZZO Florencio
												88	75			99	35	58	78	RIQUELME Juan Roman
				85	83												68	93	49	SOLARI Carlos Alberto
																	61	64	81	SPINETTA Luis Alberto
									78		77		72	94	21	13	48	25	59	ZANNINI Carlos

## Public Opinion Poll

# THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### Incoming Names in 2014

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	Nº	NAME
																				26	ALBINO Abel
																				58	AWADA Juliana
																				50	BARRIENTOS Margarita
																				90	BULLRICH Esteban
					65	27											86			75	BULLRICH Patricia
																				59	CAMPANELLA José
																				61	CAPUTO Nicolás
					23	13	23										42	79		51	DE LA SOTA José Manuel
																				55	DURÁN BARBA Jaime
																				42	FAYT Carlos
								45	15	24	17	19	28	14	4	17	22			87	FERNÁNDEZ Aníbal
																				38	FRIGERIO Rogelio
																	66			39	FRONDIZI Arturo
																				96	GALLARDO Marcelo
											82	44	53							97	Greenpeace
																				98	ISIS
																				79	KING Martin Luther
																				65	KOVADLOFF Santiago
																				83	LEUCO Diego
													64	62	31	31		24		28	LORENZETTI Ricardo

## Public Opinion Poll

### THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

#### Incoming Names in 2014

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008	2010	2011	2012	2013	2014	Nº	NAME
																				99	LOUSTEAU Martín
							107	69	57	49	23	46		18	8	12				30	MAGNETTO Héctor
																				66	MALCORRA Susana
																				36	MANES Facundo
																				92	MONZÓ Emilio
																				41	NISMAN Alberto
																				11	PEÑA Marcos
																				84	PINEDO Federico
								77												24	PRAT GAY Alfonso
																				44	RODRÍGUEZ LARRETA H.
																				85	ROSSI Pablo
60	31	35	30	56		42				107			90	63	91	56			93	RUIZ GUIÑAZÚ Magdalena	
25	20	25	25	35	33	31	52	61	48	56		73	76				47		89	SÁBATO Ernesto	
																				48	STOLBIZER Margarita
																				94	STURZENEGGER Federico
								80	91											45	TÉVEZ Carlos
																				102	Twitter
																				34	URTUBEY Juan Manuel
																				6	VIDAL María Eugenia

# Public Opinion Poll

## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### Classification

CLASSIFICATION	TOTAL
ARGENTINES	79
FOREIGNERS	14
MEN	76
WOMEN	17
LIVE	68
DEAD	25
LEGAL ENTITY/ OTHER	9

CLASSIFICATION	LIVE	%	DEAD	%	TOTAL	%
ARGENTINES	60	75.9%	19	24.1%	79	100%
FOREIGNERS	8	57.1%	6	42.9%	14	100%

CLASSIFICATION	MEN	%	WOMEN	%	TOTAL	%
ARGENTINES	65	82.3%	14	17.7%	79	100%
FOREIGNERS	11	78.6%	3	21.4%	14	100%



## Public Opinion Poll

### THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

#### Living Argentines

CLASSIFICATION	TOTAL	%
Politician	22	36.7%
Journalist	9	15.0%
Sportsperson	5	8.3%
Radio and/or TV Host	5	8.3%
Social Leader	3	5.0%
Jurist	3	5.0%
President	3	5.0%
Doctor	2	3.3%
Businessperson	2	3.3%
Actor/Actress	1	1.7%
Filmmaker	1	1.7%
Writer	1	1.7%
Labor Unionist	1	1.7%
First Lady	1	1.7%
Member of a Religious Community	1	1.7%

#### Dead Argentines

CLASSIFICATION	TOTAL	%
President	7	36.8
Politician	6	31.6
Writer	2	10.5
Member of the Military	1	5.3
Revolutionary Leader	1	5.3
Jurist	1	5.3
Doctor	1	5.3

## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### Living and Dead Argentines

CLASSIFICATION	TOTAL	%
Politician	28	35.4%
President	10	12.7%
Journalist	9	11.4%
Radio and/or TV Host	5	6.3%
Sportsperson	5	6.3%
Jurist	4	5.1%
Social Leader	3	3.8%
Writer	3	3.8%
Doctor	3	3.8%
Businessperson	2	2.5%
Actor/Actress	1	1.3%
Filmmaker	1	1.3%
Revolutionary Leader	1	1.3%
Member of the Military	1	1.3%
First Lady	1	1.3%
Member of a Religious Community	1	1.3%
Labor Unionist	1	1.3%

## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### Living Foreigners

CLASSIFICATION	TOTAL	%
President	4	50.0%
Bussinessperson	3	37.5%
Journalist	1	12.5%

### Dead Foreigners

CLASSIFICATION	TOTAL	%
Member of a Religious Community	3	50.0%
Politician	1	16.7%
President	1	16.7%
Revolutionary Leader	1	16.7%

### Living and Dead Foreigners

CLASSIFICATION	TOTAL	%
President	5	35.7%
Member of a Religious Community	3	21.4%
Bussinessperson	3	21.4%
Journalist	1	7.1%
Revolutionary Leader	1	7.1%
Politician	1	7.1%

## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### Checked Boxes

BOX	TOTAL	%
1º	1200	100.0%
2º	1192	99.3%
3º	1184	98.7%
4º	1172	97.7%
5º	1148	95.7%
6º	1110	92.5%
7º	1064	88.7%
8º	1024	85.3%
9º	986	82.2%
10º	936	78.0%

**NOTE:** The form has 10 blank boxes for the ones polled to write down the names of the persons they consider influential from their point of view.

# THE EMERGENCE OF A NEW POWER



By **Lic. Jorge Daniel Giacobbe**

*Director of Giacobbe & Asociados*

*@JorgeGiacobbe*

Mauricio Macri's triumph, and the selection of his cabinet of ministers, have severely reshaped the map of the 100 most influential people according to the Argentines. For the past 21 years, this ranking has proved to be a good reflection of power.

The new universe of names has abruptly replaced Kirchnerism according to the public opinion's perception. The new president jumped from the 5<sup>th</sup> to the 1<sup>st</sup> position, whereas Cristina Fernandez dropped from the 1<sup>st</sup> to the 9<sup>th</sup>.

Pope Francis is still in the 2<sup>nd</sup> place. At the time when this article was being written, the two most influential persons according to the Argentines had still not gotten in touch after the change of government in our country.

From a historical perspective, these data show Mauricio Macri as a systematic and planned construction ascending towards power. He is one of the few persons who continues to be within the top 100 since 1995, when he became Boca Juniors President and positioned himself in the 38th place of the Ranking of Influential People. The following years, his position fluctuated within the second dozen of positions, until he was able to climb up to the 6th position in 2005. By that time, he had obtained his seat as a Representative for the City of Buenos Aires in the lower Congress and, two years later, was elected as Head of Government for the City for the first time. Whereas Cristina Kirchner was never listed on the Ranking of Influential People until her husband became President of the Nation (2003).

## Public Opinion Poll

There are only four other persons who have been showing uninterruptedly on this ranking since 1995: Jorge Lanata (3rd), Marcelo Tinelli (4th), Susana Giménez (23rd) and Diego Maradona (27th). There has been a sixth historic name associated to power in the past 21 years, but it came out of the list this year: Julio Humberto Grondona.

In comparison with last year, ten important figures of Kirchnerism have come out : Sergio Berni, Amado Boudou, Jorge Capitanich, Julio De Vido, Miguel Galuccio, Martín Insaurralde, Máximo Kirchner, La Cámpora, Florencio Randazzo and Carlos Zannini. The former Venezuelan President, Hugo Chávez could be included on this list. In spite of having gone down several positions, some few figures of the outgoing government have remained: Néstor Kirchner (31st), Axel Kicillof (74th) and Anibal Fernandez (87th).

Instead, there are fifteen incoming new faces from Cambiemos that were not on the list last year: Maria Eugenia Vidal (6th), Marcos Peña (11th), Alfonso Prat Gay (24th), Rogelio Frigerio (38th), Horacio Rodriguez Larreta (44th), Juliana Awada (58th), Nicolás Caputo (61st), Susana Malcorra (66th), Patricia Bullrich (75th), Federico Pinedo (84th), Estaban Bullrich (90th), Emilio Monzó (92nd), Federico Sturzenegger (94th) and Martín Lousteau (99th). All of them are perceived as people who have influence on the destiny of the Argentines. Also, some other members of Cambiemos, whose names showed on some position last year, have also been added: Elisa Carrio (8th), Gabriela Michetti (17th) and Ernesto Sanz (37th). Separate from the government's structure, but close to power, the Strategist Jaime Duran Barba (55th) has also joined.

In the non-pro-government universe, which will eventually be reshaped, there still are some recognizable figures: Sergio Massa (16th), Daniel Scioli (20th), Juan Manuel Urtubey (34th), Margarita Stolbizer (48th) and José Manuel De La Sota (51st).

## Public Opinion Poll

The new political winds seem to have brought, from the survey respondents' point of view, some figures symbolizing values that have had great influence during this electoral year: Abel Albino stepped into the 26th place, as well as Alberto Nisman (41st), Carlos Fayt (42nd), Margarita Barrientos (50th) and Santiago Kovadloff (65th), who have joined the historic Juan Carr (46°).

The 2015 Ranking of Influential People is a symptom of a heated electoral year, both in politics and the Media.

In the first ten places there is only one deceased personality (Juan Domingo Perón) and four of them are women. Among these, there are eight persons who have participated or have directly had an influence on the electoral process. Ranking higher, in the top five positions, there are three persons who have had an influence from the Media belonging to Grupo Clarín.

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## THE MOST INFLUENTIAL PEOPLE ACCORDING TO THE ARGENTINES

### FACT SHEET

**Execution Date**

DECEMBER 2015

**Type of Sampling**

Adjusted by segments of gender, age, and province (NATIONAL TERRITORY).

**Sampling Size**

1200 CASES.

**Method**

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

**Enquiry System**

Online panel.