

## Romney Versus Gingrich: A Comparison

*Gingrich does better among Conservatives and Tea party supporters, but Romney does better in the general election*

**NEW YORK, N.Y. – December 21, 2011** – While *The Harris Poll* has looked in-depth at both [Mitt Romney](#) and [Newt Gingrich](#), it is interesting to see how the two compare to each other, especially in the minds of Republicans, Conservatives and Tea Party supporters. Looking at whether people like their political opinions, Gingrich is ahead of Romney among Republicans (66% like vs. 57%), Conservatives (59% vs. 48%) and Tea Party supporters (70% vs. 56%). Looking at the two men on a more personal level the feelings are more similar as over half of Republicans like both Newt Gingrich (56%) and Mitt Romney (58%) as a person and half of Conservatives feel the same way about Gingrich (51%) and Romney (49%).

These are some of the results of *The Harris Poll* of 2,237 adults surveyed online between December 5 and 12, 2011 and *The Harris Poll* of 2,499 adults surveyed online between November 7 and 14, 2011 by [Harris Interactive](#).

In looking at intelligence, seven in ten Republicans think Mitt Romney (69%) and Newt Gingrich (70%) are very intelligent people. There is more of a divide among Conservatives as two-thirds (67%) believe Gingrich is a very intelligent person while only three in five (61%) say the same about Romney. Tea Party supporters also show a similar divide as 78% say Gingrich is very intelligent while 71% say Romney is.

There is less of a difference between the two men as to whether they inspire confidence. Looking at Mitt Romney, 53% of Republicans, 46% of Conservatives and 53% of Tea Party supporters say he inspires confidence personally. When it comes to Newt Gingrich, 54% of Republicans, 48% of Conservatives and 58% of Tea Party supporters say he inspires confidence personally.

Looking at political ideology, one in five Conservatives (19%) and Tea Party supporters (18%) believe Mitt Romney is too liberal. Half of Tea Party supporters (49%) and Republicans (48%) but 42% of Conservatives believe Romney is neither too liberal nor too conservative. Over half of Tea Party supporters (56%), Republicans (53%) and Conservatives (51%), however, all say Newt Gingrich is neither too liberal nor too conservative.

Among all Americans, if Mitt Romney was the nominee, 33% would vote for him, 38% would not and 25% are not sure but if Newt Gingrich was the Republican nominee, 30% would vote for him, almost half (46%) would not and 21% are not sure. In a general election, Gingrich still has more support from Conservatives (62% would vote for him compared to 57% for Romney) and Tea Party supporters (70% versus 64% for Romney).

### So What?

While Mitt Romney and Newt Gingrich are not the only two candidates vying for the Republican nomination, they are, at the moment, front runners. One clearly is given more support from Conservatives and Tea Party supporters, but when it comes to electability in November, doesn't do as well. One reason may be Independents. Two in five Independents (40%) would vote for Mitt Romney while 34% would not, however, almost half of Independents (45%) would not vote for Newt Gingrich while 30% would.

**TABLE 1**  
**PERCEPTION OF MITT ROMNEY AND NEWT GINGRICH**

"Thinking about presidential politics, looking at the list of attributes, please indicate how you feel about each."

Base: All adults

	<b>Total Like (NET)</b>	Strongly like	Somewhat like	<b>Total Dislike (NET)</b>	Somewhat dislike	Strongly dislike	Not sure
	%	%	%	%	%	%	%
<b>Mitt Romney as a person</b>	<b>40</b>	12	28	<b>26</b>	14	12	34
<b>Mitt Romney's track record as a governor</b>	<b>36</b>	7	29	<b>26</b>	16	10	38
<b>Mitt Romney's political opinions</b>	<b>33</b>	8	26	<b>33</b>	16	16	34
<b>Newt Gingrich's political opinions</b>	<b>32</b>	11	21	<b>43</b>	15	28	26
<b>Newt Gingrich's track record as Speaker of the House</b>	<b>30</b>	9	21	<b>43</b>	15	27	27
<b>Newt Gingrich as a person</b>	<b>28</b>	8	20	<b>46</b>	19	27	26

Note: Percentages may not add up to 100% due to rounding

**TABLE 1A**  
**PERCEPTION OF ROMNEY AND GINGRICH – SUMMARY OF LIKE**

"Thinking about presidential politics, looking at the list of attributes, please indicate how you feel about each."

*Those saying "Strongly/Somewhat like"*

Base: All adults

	<b>Total</b>	<b>Party ID</b>			<b>Party Philosophy</b>			<b>Tea Party</b>
		Rep.	Dem.	Ind.	Cons.	Mod.	Lib.	Support
	%	%	%	%	%	%	%	%
<b>Mitt Romney as a person</b>	<b>40</b>	58	30	44	49	37	32	57
<b>Mitt Romney's track record as a governor</b>	<b>36</b>	49	29	41	39	36	31	47
<b>Mitt Romney's political opinions</b>	<b>33</b>	57	18	39	48	31	14	56
<b>Newt Gingrich's political opinions</b>	<b>32</b>	66	9	31	59	26	6	70
<b>Newt Gingrich's track record as Speaker of the House</b>	<b>30</b>	62	10	27	54	24	9	64
<b>Newt Gingrich as a person</b>	<b>28</b>	56	9	26	51	23	7	58

Note: Percentages may not add up to 100% due to rounding; 2012 Swing States are Colorado, Florida, Indiana, Iowa, Nevada, New Hampshire, North Carolina, Ohio and Virginia; 5% states in 2008 are Florida, Indiana, Missouri, Montana, North Carolina and Ohio

**TABLE 2  
ATTITUDES TOWARDS NEWT GINGRICH**

"Please indicate whether you agree or disagree with the following statements about Newt Gingrich."

Base: All adults

	<b>Total Agree (NET)</b>	Strongly agree	Somewhat agree	<b>Total Disagree (NET)</b>	Somewhat disagree	Strongly disagree	Not sure
	%	%	%	%	%	%	%
He is a very intelligent person	<b>53</b>	21	32	<b>20</b>	10	10	26
He inspires confidence personally	<b>28</b>	8	20	<b>44</b>	15	29	28

Note: Percentages may not add up to 100% due to rounding

**TABLE 2A  
ATTITUDES TOWARDS MITT ROMNEY**

"Please indicate whether you agree or disagree with the following statements about Mitt Romney."

Base: All adults

	<b>Total Agree (NET)</b>	Strongly agree	Somewhat agree	<b>Total Disagree (NET)</b>	Somewhat disagree	Strongly disagree	Not sure
	%	%	%	%	%	%	%
He is a very intelligent person	<b>54</b>	17	37	<b>14</b>	8	6	32
He inspires confidence personally	<b>35</b>	8	28	<b>33</b>	18	15	32

Note: Percentages may not add up to 100% due to rounding

**TABLE 3A  
ATTITUDES TOWARDS NEWT GINGRICH – SUMMARY OF AGREE**

"Please indicate whether you agree or disagree with the following statements about Mitt Romney."  
*Those saying "Strongly/Somewhat agree"*

Base: All adults

	<b>Total</b>	<b>Party ID</b>			<b>Party Philosophy</b>			<b>Tea Party</b>
		Rep.	Dem	Ind.	Cons.	Mod.	Lib.	Support
	%	%	%	%	%	%	%	%
He is a very intelligent person	<b>53</b>	70	43	56	67	51	41	78
He inspires confidence personally	<b>28</b>	54	13	26	48	22	15	58

Note: Percentages may not add up to 100% due to rounding;

**TABLE 3B**  
**ATTITUDES TOWARDS MITT ROMNEY – SUMMARY OF AGREE**

"Please indicate whether you agree or disagree with the following statements about Mitt Romney."  
*Those saying "Strongly/Somewhat agree"*

Base: All adults

	Total	Party ID			Party Philosophy			Tea Party
		Rep.	Dem.	Ind.	Cons.	Mod.	Lib.	Support
	%	%	%	%	%	%	%	%
He is a very intelligent person	<b>54</b>	69	47	60	61	51	50	71
He inspires confidence personally	<b>35</b>	53	23	40	46	32	25	53

Note: Percentages may not add up to 100% due to rounding;

**TABLE 4A**  
**NEWT GINGRICH'S POLITICAL PHILOSOPHY**

"Do you think Newt Gingrich...?"

Base: All adults

	Total	Party ID			Party Philosophy			Swing States		Tea Party
		Rep.	Dem.	Ind.	Cons.	Mod.	Lib.	2012	2008	Support
	%	%	%	%	%	%	%	%	%	%
Is too liberal	<b>4</b>	5	4	4	8	3	2	4	4	7
Is neither too liberal nor too conservative	<b>28</b>	53	11	28	51	22	10	29	28	56
Is too conservative	<b>27</b>	7	47	26	3	30	55	26	26	6
Not sure	<b>41</b>	35	39	41	37	46	34	40	41	32

Note: Percentages may not add up to 100% due to rounding; 2012 Swing States are Colorado, Florida, Indiana, Iowa, Nevada, New Hampshire, North Carolina, Ohio and Virginia; 5% states in 2008 are Florida, Indiana, Missouri, Montana, North Carolina and Ohio; \* indicates less than 1%

**TABLE 4B**  
**MITT ROMNEY'S POLITICAL PHILOSOPHY**

"Do you think Mitt Romney...?"

Base: All adults

	Total	Party ID			Party Philosophy			Swing States		Tea Party
		Rep.	Dem.	Ind.	Cons.	Mod.	Lib.	2012	2008	Support
	%	%	%	%	%	%	%	%	%	%
Is too liberal	<b>8</b>	15	3	8	19	3	*	8	7	18
Is neither too liberal nor too conservative	<b>32</b>	48	20	37	42	30	19	30	29	49
Is too conservative	<b>16</b>	3	32	12	1	14	45	18	19	3
Not sure	<b>45</b>	34	45	43	39	53	36	44	45	30

Note: Percentages may not add up to 100% due to rounding; 2012 Swing States are Colorado, Florida, Indiana, Iowa, Nevada, New Hampshire, North Carolina, Ohio and Virginia; 5% states in 2008 are Florida, Indiana, Missouri, Montana, North Carolina and Ohio; \* indicates less than 1%

**TABLE 5A  
VOTING FOR NEWT GINGRICH**

"If Newt Gingrich was the Republican nominee for President, which is closest to the way you think?"  
Base: All adults

	Total	Party ID			Party Philosophy			Swing States		Tea Party
		Rep.	Dem.	Ind.	Cons	Mod.	Lib.	2012	2008	Support
	%	%	%	%	%	%	%	%	%	%
<b>Would vote for him (NET)</b>	<b>30</b>	<b>67</b>	<b>5</b>	<b>30</b>	<b>62</b>	<b>23</b>	<b>3</b>	<b>34</b>	<b>36</b>	<b>70</b>
I definitely would vote for him	14	38	2	9	38	6	2	16	19	38
I probably would vote for him	16	29	3	21	24	17	1	17	17	32
<b>Would not vote for him (NET)</b>	<b>46</b>	<b>14</b>	<b>76</b>	<b>45</b>	<b>17</b>	<b>51</b>	<b>75</b>	<b>43</b>	<b>41</b>	<b>15</b>
I probably would not vote for him	10	7	11	13	7	12	12	8	9	7
I definitely would not vote for him	35	7	65	32	10	39	63	35	32	7
I wouldn't vote at all	3	1	3	3	2	3	4	3	3	2
Not sure	21	18	16	22	19	23	18	20	20	13

Note: Percentages may not add up to 100% due to rounding; 2012 Swing States are Colorado, Florida, Indiana, Iowa, Nevada, New Hampshire, North Carolina, Ohio and Virginia; 5% states in 2008 are Florida, Indiana, Missouri, Montana, North Carolina and Ohio

**TABLE 5B  
VOTING FOR MITT ROMNEY**

"If Mitt Romney was the Republican nominee for President, which is closest to the way you think?"  
Base: All adults

	Total	Party ID			Party Philosophy			Swing States		Tea Party
		Rep	Dem	Ind	Cons	Mod	Lib	2012	2008	Support
	%	%	%	%	%	%	%	%	%	%
<b>Would vote for him (NET)</b>	<b>33</b>	<b>65</b>	<b>8</b>	<b>40</b>	<b>57</b>	<b>27</b>	<b>8</b>	<b>36</b>	<b>33</b>	<b>64</b>
I definitely would vote for him	16	35	2	17	33	10	2	18	18	36
I probably would vote for him	17	30	6	22	24	17	6	18	15	28
<b>Would not vote for him (NET)</b>	<b>38</b>	<b>12</b>	<b>67</b>	<b>34</b>	<b>15</b>	<b>39</b>	<b>71</b>	<b>36</b>	<b>36</b>	<b>15</b>
I probably would not vote for him	13	5	18	14	7	15	17	12	11	7
I definitely would not vote for him	25	7	49	20	8	24	55	24	26	9
I wouldn't vote at all	5	1	5	4	5	5	4	5	5	3
Not sure	25	22	20	22	23	29	17	24	26	18

Note: Percentages may not add up to 100% due to rounding; 2012 Swing States are Colorado, Florida, Indiana, Iowa, Nevada, New Hampshire, North Carolina, Ohio and Virginia; 5% states in 2008 are Florida, Indiana, Missouri, Montana, North Carolina and Ohio

## Methodology

These **Harris Polls** were conducted online within the United States between November 7 and 14, 2011 among 2,499 adults (aged 18 and over) and December 5 and 12, 2011 among 2,237 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

***These statements conform to the principles of disclosure of the National Council on Public Polls.***

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J40989 - Q905, 910, 915, 920

J40990 - Q933, 934, 936, 937

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