Leading public opinion expert and NBC and Wall Street Journal pollster Peter Hart’s work has been key in determining the future for some of the most influential corporations and politicians in the country. One of the top analysts in the United States, he is a leading shaper of national trends and political messages. The National Journal named Hart one of its 150 national leaders who shape federal government policy, lauding him as “probably the foremost Washington pollster for the Democratic Party and its centrist candidates.” His organization, Peter D. Hart Research Associates, has conducted strategy planning projects for clients such as IBM, Coca-Cola, and Tiffany & Co. Political clientele have included Hubert Humphrey, Jay Rockefeller, Edward Kennedy, Bill Clinton, and Bob Graham.

Exclusively represented by Leading Authorities, Inc. speakers bureau, Hart takes a fun, interactive look at the latest polling data, sharing nonpartisan insights with audiences about the key changes, trends, demographic information, and top issues they need to know. Our nation is in a period of rapid-fire changes, and Hart has the ability to put it all in context, determining which numbers matter (and which don’t) and how it will play out on the national stage. His is an entertaining and eye-opening look at polling, politics, and public policy.

Trend Tester, Trend Setter. Since 1971, Hart has served as chairman of Peter D. Hart Research Associates, and he has been a pollster for NBC News and the Wall Street Journal since 1989. In the political realm, he has represented more than 55 United States Senators and 40 governors. Additional focuses on public policy and cultural issues have included work for such clients as the Smithsonian Institution, Habitat for Humanity, UNICEF, the Bill & Melinda Gates Foundation, and the Kennedy Center. In the international realm, Hart Research has conducted studies in South America, Europe, Asia, and Africa.

Acclaimed Expertise. Sometimes called the dean of this generation of pollsters, he has covered election night news for either NBC or CBS since 1964. In 2002, Hart was awarded a Lifetime Achievement Award for Outstanding Contribution to Campaign Consulting by the American Association of Political Consultants (AAPC). He also appears frequently on Meet the Press, TODAY, and Rock Center with Brian Williams.

Over the past decade, Hart has worked to spot society’s newest directions and trends. Along with Dan McGinn, he has worked closely with major companies such as 3M and CitiGroup to help them navigate consumers’ ever-changing attitudes and expectations.

For the past 30 years, he has been a Woodrow Wilson Visiting Fellow. He has taught public opinion and public policy at Duke University, the Annenberg School for Communication at the University of Pennsylvania, and the University of California, Berkeley. Additionally, he was a Shorenstein visiting fellow at the JFK School at Harvard University.