

## Bill McInturff

Co-Founder of Public Opinion Strategies and Leading Pollster

Bill McInturff is a partner and co-founder of Public Opinion Strategies, a national political and public affairs survey research firm. Since its founding in 1991, the firm has completed more than 7 million interviews with voters and consumers in all fifty states and over a dozen foreign countries, and conducted more than 3,500 focus groups. Called by *The New York Times*, "the leading Republican polling company," Public Opinion Strategies currently represents 13 U.S. Senators, five governors, and over 68 Members of Congress.

Bill, along with Hart Research Associates, conducts The NBC News/The Wall Street Journal Poll and polling on economic trends for CNBC.

Much of his work has been devoted to what he describes as "combat message development," not simply monitoring public opinion, but developing messages to defend and promote client interests on complex public policy issues. Bill has conducted groundbreaking research on Medicare reform, creating Social Security private retirement accounts, juvenile justice reform, genetic testing, school choice, tort reform, health care policy, and a host of other policy issues.

The focus of much of Bill's work has been health care, having completed more than 500 focus groups and more than 200 national surveys on this topic alone.

His prior experiences include 'hands on' campaign management experience at the local, congressional, and the presidential level. He also held senior positions with the Republican national party committees prior to entering the field of survey research.

Bill is a frequently quoted source on the topic of American politics. He has appeared on Meet the Press, Face the Nation, and is frequently quoted in a variety of national news magazines and major newspapers.

Bill lives in Alexandria, Virginia with his wife and children, where he watches a lot of movies and is looking forward to returning to being a youth baseball coach.