

Peter Hart & Frank Luntz

Political Pollsters

[Peter D. Hart](#) doesn't build computers, create soft drink flavors, design jewelry, or run for office. But his work has been key in determining the future for some of the most influential corporations and politicians in the country. 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, and Bob Graham.

[Frank Luntz](#) is one of the most honored communication professionals in America today. Sir David Frost calls him "the Nostradamus of pollsters," and *Time* magazine named him one of "50 of America's most promising leaders aged 40 and under." He is the "hottest pollster" in America according to the *Boston Globe*, one of the four "Top Research Minds" according to *BusinessWeek*, and a winner of the coveted *Washington Post* "Crystal Ball" award for being the most accurate pundit.
