

Frank Luntz

Most-Quoted Pollster in America

Please contact a GDA agent for information.

Topics

- Broadcast / Media
- Communication
- Election Forecasting & Analysis
- Politics

About Frank Luntz

Frank Luntz is one of the most honored communication professionals in America today. "The Nostradamus of pollsters," said Sir David Frost, while *Time* magazine named him one of "50 of America's most promising leaders aged 40 and under," and *Newsweek* magazine identified him as No. 24 on their Power Elite survey. In 2012, he finished 87th in a *Time* magazine global poll of the "most influential people in the world." Frank was named one of the four "Top Research Minds" by *Business Week*, "the hottest pollster" by *The Boston Globe*, and was a winner of *The Washington Post's* coveted "Crystal Ball" award for being the most accurate pundit. His focus groups have become so influential that presidential candidate Barack Obama had this to say following the PBS presidential debate: "When Frank Luntz invites you to talk to his focus group, you talk to his focus group."



The "Instant Response" focus group technique pioneered by Frank has been profiled on *60 Minutes*, *Good Morning America* (on Election Day), and on PBS's award-winning *Frontline*. He has been a guest on virtually every talk show in America, including multiple appearances on *The Daily Show* and *Real Time with Bill Maher*, as well as *Meet the Press*, *Nightline*, *The Today Show*, HBO, *The PBS News Hour*, and *Face the Nation*.

Frank has worked for more than 50 Fortune 500 companies and CEOs, but he's best known for political commentary. More media outlets have turned to Dr. Luntz to understand the hopes and fears of Americans than to any other political pollster. Since 2007, Frank has been the "Focus Group Czar" for Fox News, conducting over 100 sessions in more than 20 states, as well as co-hosting several live hour-long prime time specials and dial sessions during every presidential debate. In 2011, Frank was the only non-journalist invited to host a debate of the GOP presidential contenders in Des Moines, Iowa, repeating that role in 2015. For the past five years, Frank has served as a news analyst for CBS News, focusing on corporate crisis communications as well as politics. He served as a consultant to the NBC hit show *The West Wing* as well as the popular CBS drama *Bull*.

Luntz was an election night commentator on CBS in 2016, having held similar responsibilities for Fox News and MSNBC in previous elections. His reoccurring segments on MSNBC/CNBC, "100 Days, 1000 Voices" won the coveted Emmy Award in 2001. Frank has conducted focus groups for all three broadcast networks, two of the three cable news channels and PBS, as well as for *The Wall Street Journal*, *The New Yorker*, *The Times of London*, and the LA Times. He has worked in every British General Election from 1997 through 2015.

Dr. Luntz has written, supervised, and conducted more than 2,500 surveys, focus groups, ad tests, and dial sessions in more than two dozen countries and six continents over the past 20 years. His political knowledge and skills are recognized globally, and he has served as an election consultant and commentator in Canada, Britain, Israel, Ireland, Germany, Austria, the Netherlands, Australia, Venezuela, Ecuador (in 2020), and Ukraine.

Frank is the author of three *New York Times* Best Sellers. *Words that Work: It's Not What You Say it's What People Hear*, explores the art and science of language creation. His second book, *What Americans Really Want ... Really*, addresses the private hopes, dreams and fears of the American people; it reached No. 18 on the bestseller list. His most recent book, *WIN*, reached No. 2 on Amazon and No. 3 on *The New York Times* Business Best Seller List in its first month in print. He has written about the power of language for *The Wall Street Journal*, *The New York Times*, *Los Angeles Times*, *Financial Times*, *The Times of London*, and *The Washington Post*. Most recently, he has authored several columns for Time.com.

From 1989 until 1996, he was an adjunct professor at the University of Pennsylvania. He has also taught courses at Harvard University and George Washington University. Since 2018, he has taught two courses a year at NYU Abu Dhabi. Frank graduated from the University of Pennsylvania with an honors Bachelor of Arts degree in history and political science in 1984. He was awarded a Thouron Fellowship and received his Doctorate in Politics at the age of 25 from Oxford University. He spoke for 24 straight hours as part of the Oxford Union Society's Guinness World Book of Records debate. In the spring of 1993, Frank was named a Fellow at Harvard University's Institute of Politics, the second-youngest individual ever to receive this honor at that time.

Select Keynotes

- **Election 2024: What Americans Really Want**

A behind-the-scenes look at Biden, Trump, a potential third party, and all the candidates, issues, indictments, and debates that are already shaping the most consequential election in 50 years.

- **Achieving Environmental Action: Words to Use and Words to Lose**

Utilizing 20 years of ongoing language and messaging research, the audience is treated to a precise lexicon of the specific words, phrases, visuals, and video to motivate supporters to become advocates, neutrals to become supporters, and opponents to reconsider their point of view. Highly interactive and surprisingly engaging, the objective of the session is a new and better approach to environmental communication.

- **It's Not What You Say, It's What People Hear**

What's behind winning campaign slogans and career-ending political blunders? Why do some speeches and advertising campaigns resonate and endure while others are so quickly forgotten? The answers lie in the way words are used to influence and motivate, the way they connect thought and emotion. In this engaging and humorous presentation, based on his book *Words that Work*, Dr. Frank Luntz shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. He'll tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." He offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With advice like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential.

- **Focus On Your Organization**

Organizations worry about their bottom line, but sometimes forget that bottom lines are often affected by how their customers and vendors perceive their products or services. And many organizations or companies ignore this - at their peril. But changing attitudes and opinions is difficult. That is where renowned pollster Frank Luntz comes in. Dr. Luntz will bring your customers to you. Live. He can conduct a focus group in front of any size audience. There is perhaps no better way to "get employees on board" than to let them listen directly to what their customers think. Dr. Luntz uses cutting edge technology to show the audience, in real time, exactly how customers react to company communications. From ad testing to sales training to virtually any other interaction with customers, it is impossible to ignore the impact of these sessions on their audience.

- **What's REALLY on the Mind of America?**

Most public opinion experts can only tell you what they think is on the minds of ordinary Americans, but Dr. Frank Luntz lets ordinary Americans speak for themselves. Through thousands of hours of intense direct response/focus group dial testing, Dr. Luntz has his fingers on the pulse of every issue Americans talk about today. Dr. Luntz will provide expert insight and analysis that can help you, the business leader, the politician, or just the average citizen, understand the thoughts and feelings of the average American.

Select Book Titles

- **2011:** *Win: The Key Principles to Take Your Business from Ordinary to Extraordinary*
- **2009:** *What Americans Really Want...Really: The Truth About Our Hopes, Dreams, and Fears*
- **2007:** *Words that Work: It's Not What You Say, It's What People Hear*
- **1988:** *Candidates, Consultants and Campaigns: The Style and Substance of American Electioneering*