
The most influential US conservatives: 1-20

Last Updated: 10:25AM BST 14 Oct 2008
2 Nov 2007

As the US prepares for what is arguably the most open presidential election since 1928, the last time there was no incumbent president or vice-president on the ballot, the Daily Telegraph's Washington correspondents compile a list of the 100 most influential liberals and conservatives in America.



FRANK LUNTZ

17. **FRANK LUNTZ** Pollster and strategist

A baseball fanatic and political junkie, Luntz, 46, is an irrepresible force in Republican politics, shooting off vivid quotes that are lapped up by journalists and delivering a straight message to his clients even when his polls do not tell him what they will want to hear. Close to Rudy Giuliani and John McCain, it would be hard to name a prominent GOP political operative or member of Congress of the last 20 years who has not been advised by Luntz.

As well as running his own research consulting company, Luntz is a frequent pundit on an array of political news programmes. He has the ear of politicians and operatives alike. Master of the political message, Luntz's fascination with the use of language has often helped redefine a political debate to the benefit of Republicans. A frequent guest on BBC's Newsnight, a 2005 Luntz poll helped propel David Cameron to the Tory party leadership. Luntz, who did post-graduate study at Oxford, has also advised Tony Blair.

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