RAGNAR
RESEARCH PARTNERS

MEMORANDUM

TO:	INTERESTED PARTIES
FROM:	RYAN STEUSLOFF
SUBJECT:	AWAKE CAROLINA NC-06 SURVEY
DATE:	JAN 3RD 2024

Methodology

Ragnar Research conducted a poll of 400 Likely Republican Primary Voters (RPVs) across North Carolina's 6th Congressional District. Interviews were conducted December 18th through December 20th, 2023 by live telephone operators, including landlines (18%) and cell phones (82%). Quotas on age, gender, and region were used to ensure a representative distribution. The study's margin of error is ±4%.

The Political Environment

The race for North Carolina's 6th Congressional District is competitive though Mark Walker has the initial advantage. Currently Walker leads in both total name ID as well as favorability (49% ID and 29% Favorable) Meanwhile every other candidate is unknown with name IDs below 50%.

	Very Favorable	Somewhat Favorable	Never Heard Of	No Opinion	Somewhat Unfavorable	Very Unfavorable
Walker	14%	15%	51%	15%	3%	2%
Hines	7%	7%	65%	17%	3%	2%
Contogiannis		3%	81%	13%	2%	1%
Castelli	5%	3%	76%	11%	2%	2%
Wagner	6%	3%	72%	15%	2%	1%
McDowell	3%	1%	80%	13%	2%	1%
Trump	61%	20%		6%	4%	8%

	Walker	Hines	Conto-giannis	Castelli	Wagner	McDowell	Trump
Total Fav – Unfav	29% - 5%	13% - 5%	3% - 4%	8% - 5%	10% - 3%	4% - 3%	82% - 12%
Name ID	49%	35%	19%	24%	28%	20%	100%
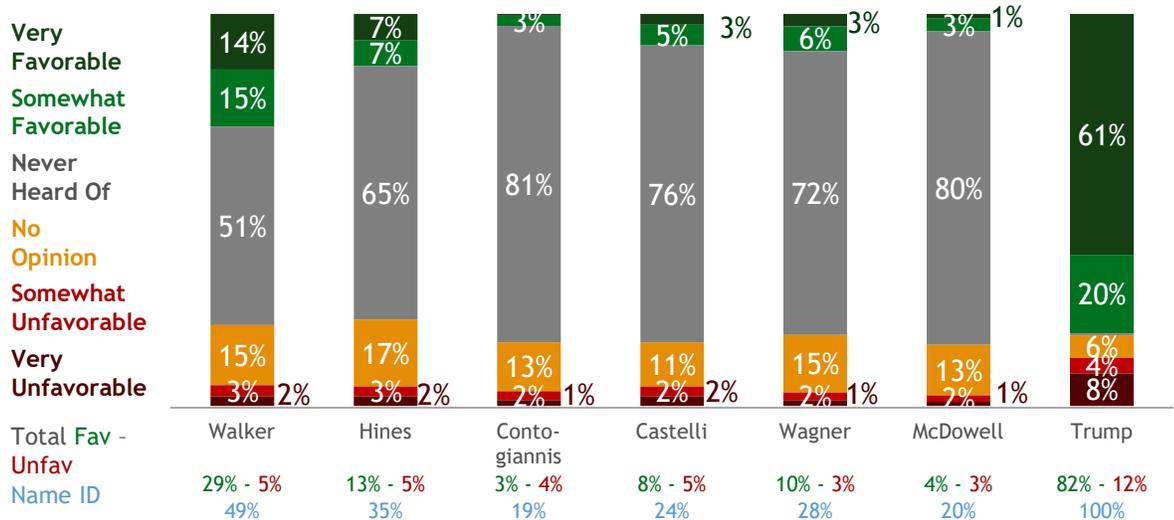
Congressional Ballot

With three months to go until election day Walker is in a good, position. As of now there is no clear distinction between the candidates when it comes to ideological preference. This tracks with the lack of knowledge about each of the candidates. The field's low name ID and Favorability should allow Walker to run whatever kind of campaign he wants. The key is to become known in the entirety of the district.

The race remains far from over with 58% of voters' undecided and 82% being considered persuadable voters.

	Total
Walker	23%
Undecided	58%
Other*	8%
Hines	10%

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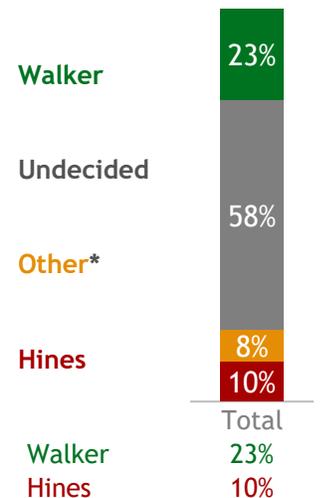
Question Text

<u>Images:</u> *Now I am going to read you a list of names of people or groups of people. After I read each one, please tell me if you have a favorable or an unfavorable impression of that person or group. If I read you one you have never heard of, just tell me and we'll move on to the next one.*
<u>Full Ballot</u>: *If the Republican primary election for the U.S. House of Representatives were held today, would you vote for Mark Walker, Bo Hines, Mary Ann Contogiannis, Christian Castelli, Jay Wagner, or Addison McDowell?*
*Research Note: Other Includes Wagner- 3%, Castelli- 3%, McDowell- 1%, Contogiannis- 1%

About Ragnar Research

With over 60 years of combined experience in public opinion research, the pollsters at Ragnar Research have a track record of getting the numbers right on behalf of candidates, Fortune 500 companies, IE efforts, and some of the biggest associations in the country.

In each of the 2018, 2020, and 2022 election cycles Ragnar Research's final data was accurate within one percentage point of final outcomes.

In the 2010 – 2022 election cycles, the pollsters at Ragnar Research have polled for hundreds of winning Republican candidates for state legislature, U.S. House of Representatives, U.S. Senate, Governor and other statewide offices. The team at Ragnar has conducted public opinion research in Alabama, Alaska, Arizona, Arkansas, California, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.