

MEMORANDUM

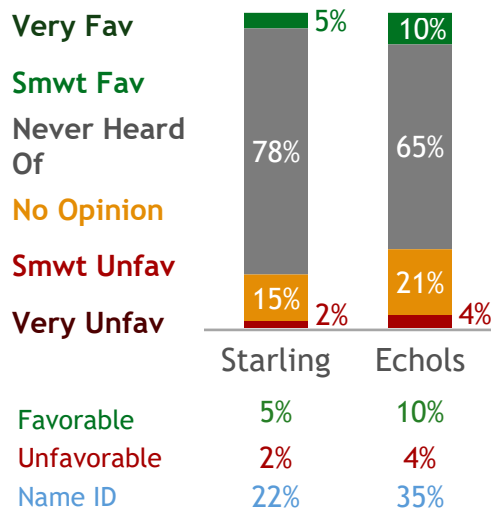
TO: INTERESTED PARTIES
FROM: Ragnar Research Partners
SUBJECT: Oklahoma Statewide - March 3 - 5, 2026
DATE: March 13, 2026

Methodology

On behalf of a conservative organization, Ragnar Research conducted a survey of 500 Likely Republican Primary Voters (RPs) across the state of Oklahoma. Interviews were conducted March 3rd through March 5th, 2026 by live telephone operators, including landlines (4%) and cell phones (96%). Quotas on age, gender, and region were used to ensure a representative distribution. The study's margin of error is $\pm 4\%$.

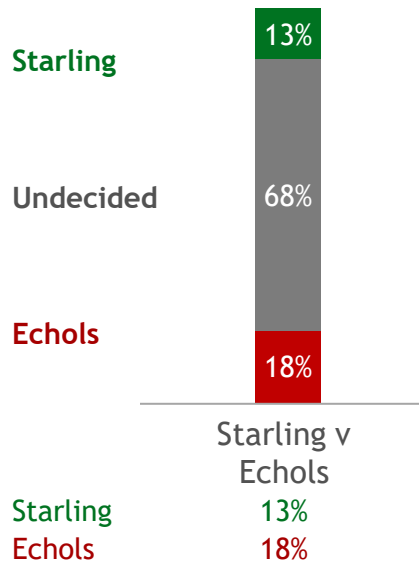
Candidate Images

Voters aren't very familiar with either candidate in the Attorney General's race. Echols and Starling have similar image strength, and neither is well-known with voters. Since Echols hasn't been able to define himself with voters over the years, Starling has an opportunity to differentiate himself early in this primary.



Ballot

The ballot for Oklahoma Attorney General is wide open. Starling is performing best with strong conservatives and voters under 45. Echols has an early 5-point advantage, but he's not breaking away with any groups.



Appendix

Messaging

Echols is vulnerable to several hits on his business dealings, time in the Oklahoma House, and his soft-on-crime past. When the time comes these messages on Echols record should prove an effective contrast.

Top Messages

Q18. Took \$500K in COVID Funds

Q20. Dysfunctional House Leader

Q15. Soft on Crime

Q19. Behind Largest Tax Increase

Audience	Took \$500K in COVID Funds	Dysfunctional House Leader	Soft on Crime	Behind Largest Tax Increase
Overall	1.34	1.30	1.29	1.20
Undecided	1.40	1.12	1.58	1.31
Persuadable	1.30	1.24	1.29	1.26
Smwt Conservative	2.25	2.09	0.85	0.74
Traditional Republican	1.48	1.62	1.43	1.38
CD 2	1.58	1.76	1.40	1.10

Ragnar Research utilizes regression analysis to determine which messages are proven to alter voters' behavior. This method goes beyond stated behavior ("I am much more likely to vote for a candidate because of this message") to observed behavior (exposure to certain messages is proven to increase likelihood to vote for a candidate). Messaging results furthest from zero have the most impact, while messages closest to zero are less effective.

Question Text

Q3-4: 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 ROTATE a favorable or an unfavorable END ROTATION impression of that person or group.

Q12: If the Republican primary election for the Oklahoma Attorney General were held today, would you vote for Jeff Starling or Jon Echols.

Q15: Jon Echols is soft on crime. He voted to ease penalties on dangerous criminals. He also voted with all democrats against cracking down on criminals with multiple drug convictions.

Q18: Jon Echols' Sooner Medical Staffing took more than a half-a-million dollars in Covid bailout money.

Q19: Jon Echols was behind the largest tax increase in modern Oklahoma history. Echols backed and voted for a seven-hundred-million-dollar tax increase that included six cents per gallon of gas and diesel, a dollar-fifty per pack of cigarettes, and doubling the tax on oil and gas production.

Q20: While Jon Echols was a leader in the Oklahoma House of Representatives, political games and dysfunction were common. Members were expelled because of inappropriate behavior, censured for public intoxication, and driving under the influence. Echols also blocked conservative legislation from coming to the floor to make lobbyists happy.