

# RAGNAR

RESEARCH PARTNERS

We answer the questions  
that keep you up at night.

## Polling & Survey Research

Our team is the best in the business.

From our cutting edge research design  
to our clear-sighted analysis,  
Ragnar leads in the most important way:

**Accuracy.**

## Messaging Research Is A Science

Studies in behavioral psychology have shown that you cannot simply assume people can or will tell you why they do things. We incorporate the latest research into how people process information to accurately identify what will actually affect behavior.

## Message & Target

Ragnar understands it's not just what you say, it's who you're saying it to.

Identifying critical groups that will respond to specific components of your platform or offering is how you build a winning coalition.

## Strategic Research - Tactical Adjustments

Ragnar customizes our research to identify both the forest and the trees.

Our approach will make sure you know where you should be going, why you should be going there, and how you're going to get there.

## Focus Groups

Sometimes getting the answers you need requires a more in depth conversation than a phone interview.

Focus groups, whether in person or online, give us the flexibility to fully gauge respondents' reactions, present multimedia material, and probe on complicated topics. This ensures your communication efforts are truly tailored to your audience.

## Check Out Some Of The Hard Things We've Done



### The Challenge

There was only one two-term Republican Governor in Maryland's history.

Until Larry Hogan was re-elected in 2018.

Find out more [here](#).



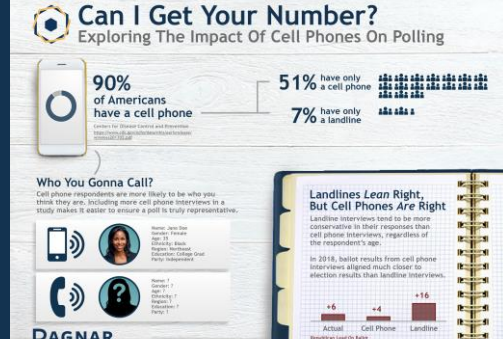
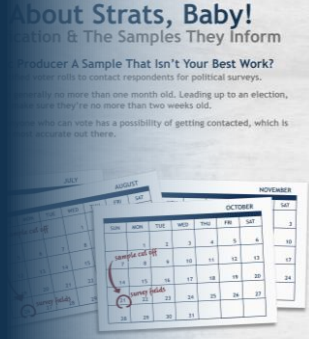
### The Challenge

Public polling consistently showed David Perdue in the lead, but under 50%.

Push for a win or prepare for a run off?

Find out more [here](#).

## Check Out All The Smart Things We Do



## Check Out Our Team



## Contact Us

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