

**ROKK Pulse: Spring 2026**

# **Pocketbook Politics**

**Rising Prices Are Leading to a Bipartisan Call  
for Corporate Accountability**

*Insights from an April 2026 survey  
of a national representative sample  
of registered voters*



# EXECUTIVE SUMMARY

Inside the Beltway, conversations are already underway about how the political landscape could shift after the November midterm elections. If Democrats regain control of Congress, many companies assume the greatest risk will be scrutiny over relationships with the Trump administration—whether through donations, access or support for high-profile White House initiatives.

That may be the wrong assumption.

If the economy were strong and inflation subdued, political proximity might be the primary concern. But pocketbook politics still dominates voter sentiment—and that creates a much larger threat for corporate America.

In April 2026, our in-house research team surveyed a nationally representative sample of registered voters. Across party lines, respondents identified rising costs as their top concern and said elected officials should work together to deliver immediate economic relief.

Voters are not only demanding action from Washington. The same percentage of Americans believe large corporations share responsibility for rising prices and should face greater scrutiny.

**At a time when almost everything feels polarized, Democrats, Republicans and independents still converge on one core issue: affordability. That creates rare bipartisan space for aggressive oversight, investigations and policy proposals targeting sectors perceived as driving costs or protecting profits at consumers' expense.**

In that environment, past donations and political optics may become secondary concerns.

The more immediate risk for business leaders is becoming the symbol of an economy voters believe is not working for them. Add growing anxiety over automation and AI-driven job displacement and the pressure only intensifies.

The window to act is still open.

Companies that can demonstrate price discipline, protect workers, invest in communities and communicate tangible value now will be far better positioned than those waiting to respond after they are already in the crosshairs.



# METHODOLOGY

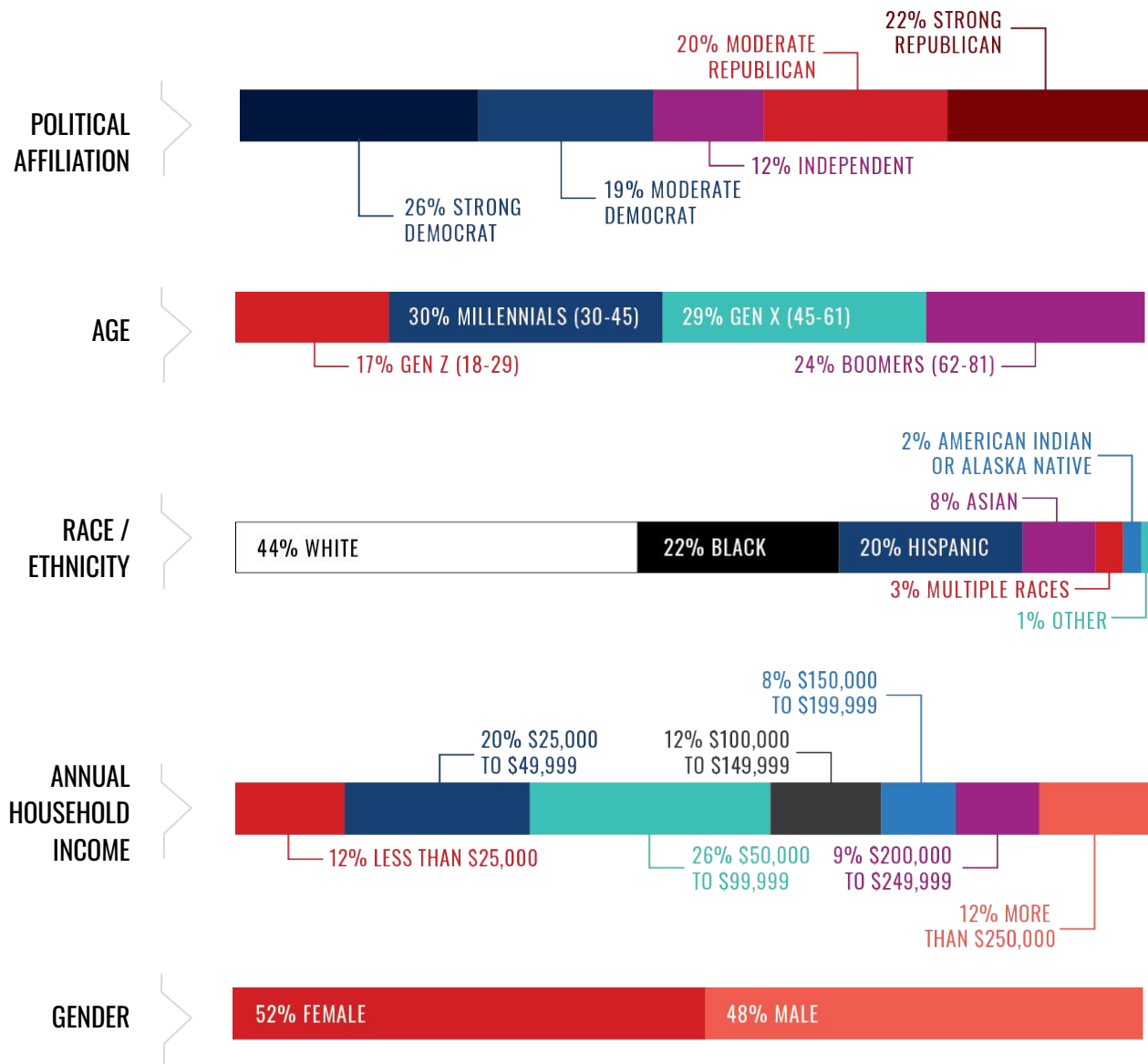
## Overview

The instrument was written and administered by ROKK Solutions Research. It was conducted online from April 7 through April 17, 2026, among a national representative sample of 1,029 registered voters. Note that all survey results are presented as percentages and, due to rounding, may not always add to 100%.

The margin of error is  $\pm 3.06$  percentage points for the full survey sample and higher among subgroups and questions not asked of the full sample.

## Survey Sample

The survey sample is broadly representative of the U.S. registered voter population and aligns with key demographic variables of political affiliation, age, race/ethnicity, household income and gender. The data was not weighted.



# KEY FINDINGS

1

Rising costs of essential goods and services is keeping Americans up at night, eclipsing their concern about immigration, AI, housing and even the country's involvement in Iran.

2

Americans view President Trump and his administration and large corporations as equally responsible for the rising costs of goods and services.

3

Registered voters want Congress to take action by working closely together to help American families. Their priorities for the new Congress are to reduce the national debt, pass legislation to control prices and investigate corporations on the rising costs.

4

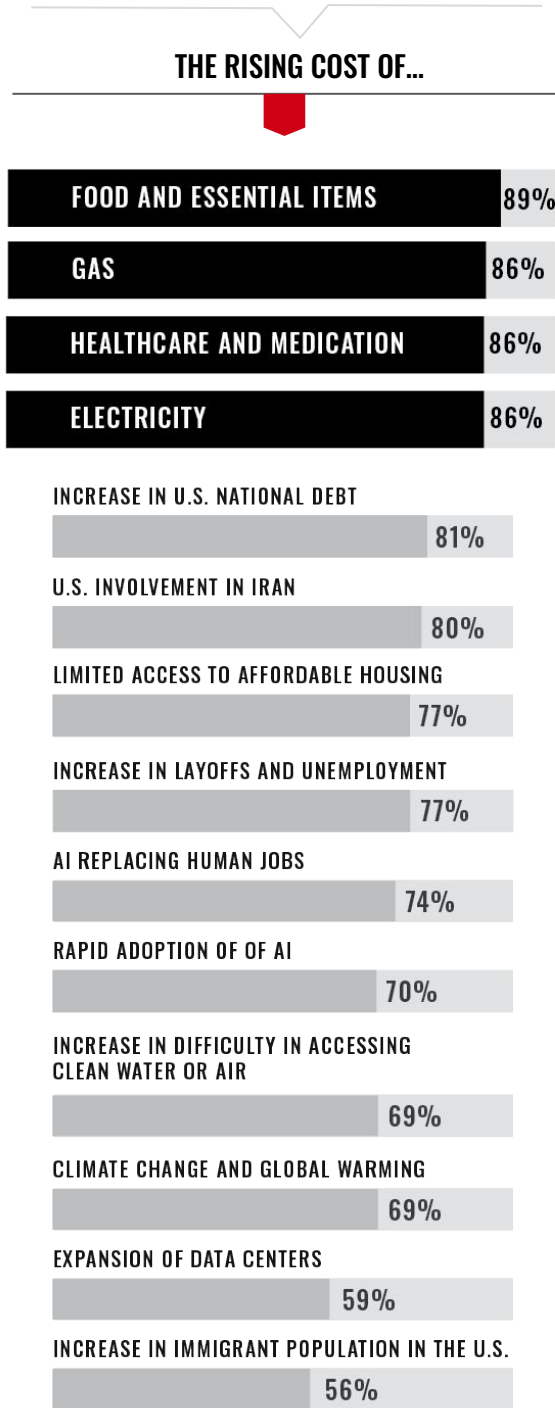
Pharmaceutical, big tech and oil and gas companies should be the most concerned, as Americans perceive them to make excessive profits and need to be regulated much more.

5

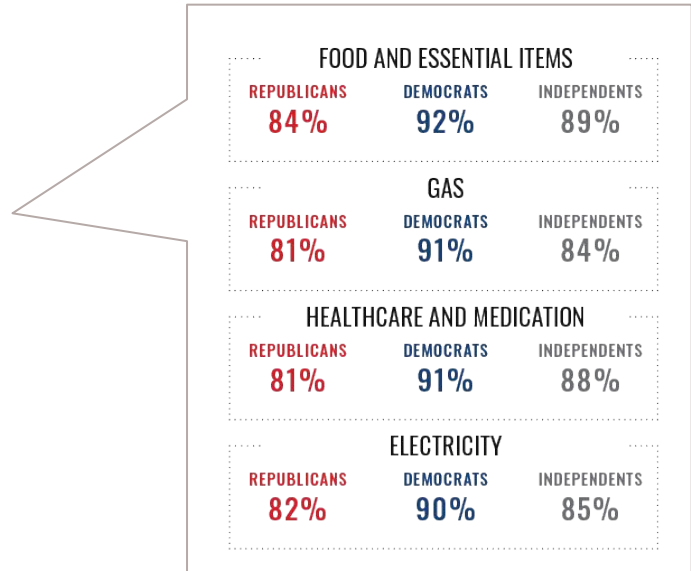
While holding prices for at least a year improves a company's reputation, American opinions of corporations are improved more by how the company supports their employees and local communities.

Rising costs of essential goods and services is keeping Americans up at night, eclipsing their concern about immigration, AI, housing and even the country’s involvement in Iran. Almost 7 out of 10 Americans report rising costs have worsened in the past year.

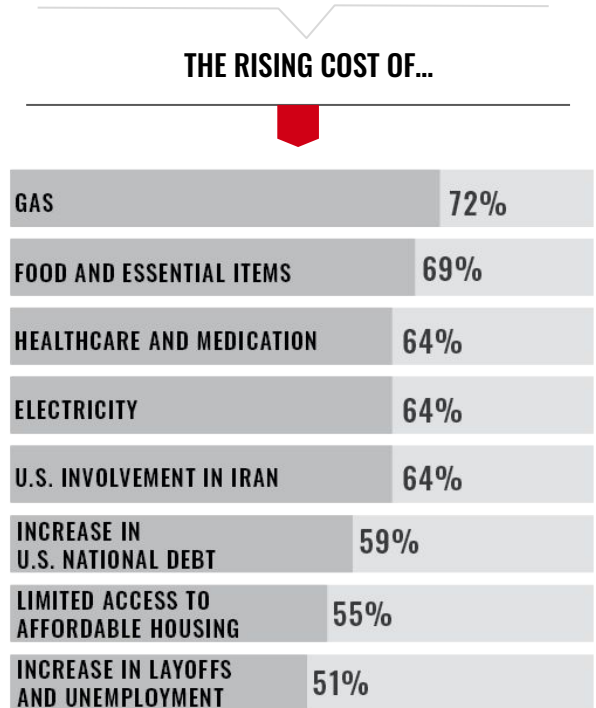
*How concerned are you, if at all, about the following?*  
 % Very concerned + Concerned



**A PARTISAN LENS**



*Has the following improved or worsened in the past year?*  
 % Worsened a great deal + Worsened somewhat



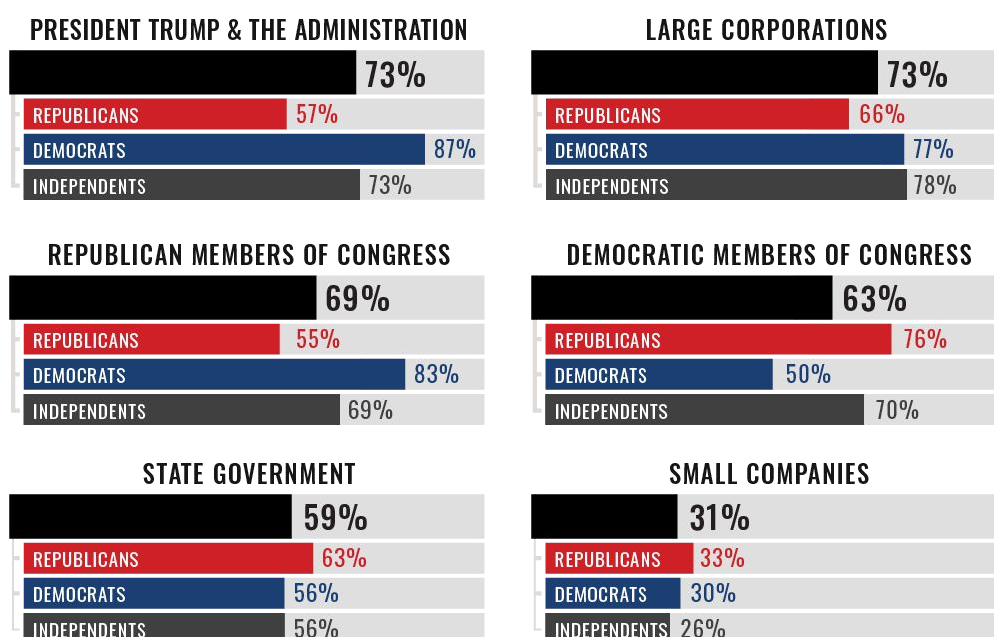
## 2 Americans view President Trump and his administration and large corporations as equally responsible for the rising costs of goods and services.

As expected, Democratic and Republican registered voters blame the other party's leaders. But the one consistent player that appears in the top 2 or 3 of those most responsible for the rising costs is large corporations.

Democrats and Republicans also agree that both elected leaders in DC and large corporations should be doing more about the affordability of everyday essentials.

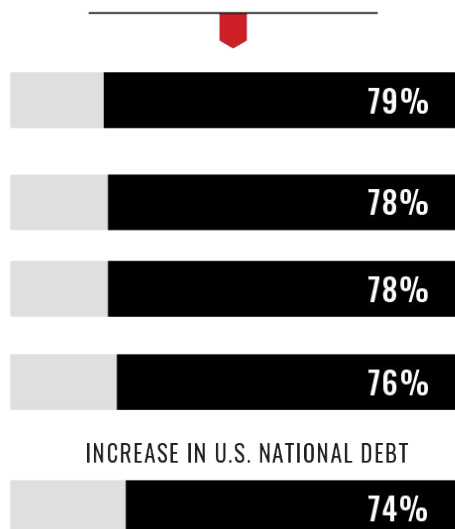
*How responsible, if at all, are the following for the rising costs of goods and services?*

*% Very responsible + Somewhat responsible*



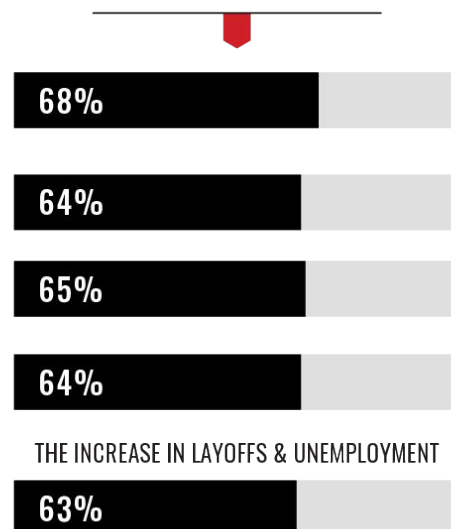
*Should elected leadership in Washington, DC, be doing more, less or about the same for each of the following items?*

*% Should be doing much more + Should be doing some more*



*Should large corporations be doing more, less, or about the same for each of the following items?*

*% Should be doing much more + Should be doing some more*



### 3 Registered voters want Congress to take action by working closely together to help American families. Their priorities for the new Congress are to reduce the national debt, pass legislation to control prices and investigate corporations on the rising costs.

At the bottom of their priority list is investigating corporations for financially contributing to the Trump administration.

While not topping their priority list for Congressional action, the majority of Americans favor increasing corporate taxes. Three out of 4 Democrats support legislation that would increase taxes for corporations, while 49% of Republicans support and 24% are neutral on the topic.

*Should the November midterm elections result in Democrats taking control of the U.S. Congress, how important is it for them to do the following in their first 6 months? % Extremely important + Very Important*

#### WORK WITH THE PRESIDENT/REPUBLICANS TO HELP AMERICAN FAMILIES



#### REDUCE THE NATIONAL DEBT



#### PASS LEGISLATION THAT CONTROLS PRICES



#### INVESTIGATE CORPORATIONS ON RISING COSTS



#### PROTECT AMERICAN WORKERS FROM AI REPLACEMENT



#### REDUCE OUR INVOLVEMENT IN FOREIGN COUNTRIES



#### INVESTIGATE THE TRUMP ADMINISTRATION FOR POTENTIAL CORRUPTION



#### RAISE TAXES ON CORPORATIONS



#### INVESTIGATE CORPORATIONS FOR THE FINANCIAL SUPPORT TO THE TRUMP ADMINISTRATION



#### A PARTISAN LENS

##### Priorities of Democratic Registered Voters

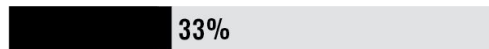
- 80% Investigate the Trump administration for potential corruption
- 80% Investigate corporations on the rising costs of good and services
- 78% Pass legislation that controls prices on goods and services

##### Priorities of Republican Registered Voters

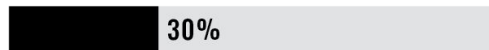
- 78% Work closely with the Trump administration and Republican Members of Congress to pass legislation that helps American families
- 69% Reduce the national debt
- 60% Pass legislation that controls prices on goods and services
- 58% Investigate corporations on the rising costs of good and services

#### Would you support or oppose federal legislation to increase taxes on corporations?

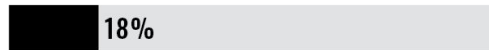
##### STRONGLY SUPPORT



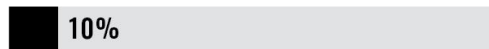
##### SOMEWHAT SUPPORT



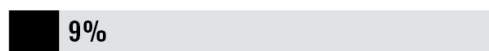
##### NEUTRAL



##### SOMEWHAT OPPOSE



##### STRONGLY OPPOSE

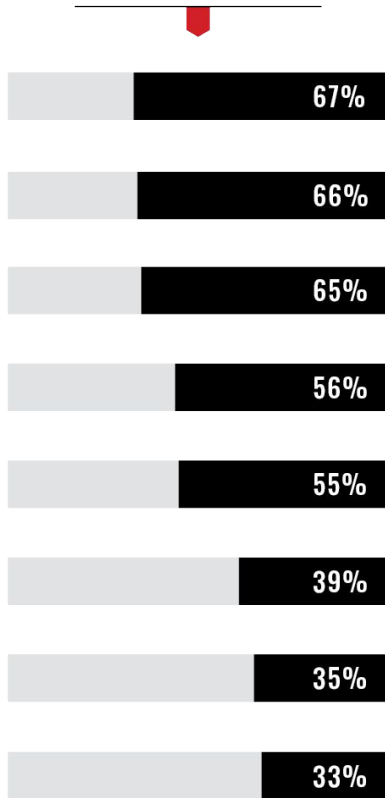


# 4

**Pharmaceutical, big tech and oil and gas companies should be the most concerned, as Americans perceive them to make excessive profits and need to be regulated much more.**  
 Americans would also like to see AI development companies to be regulated much more.

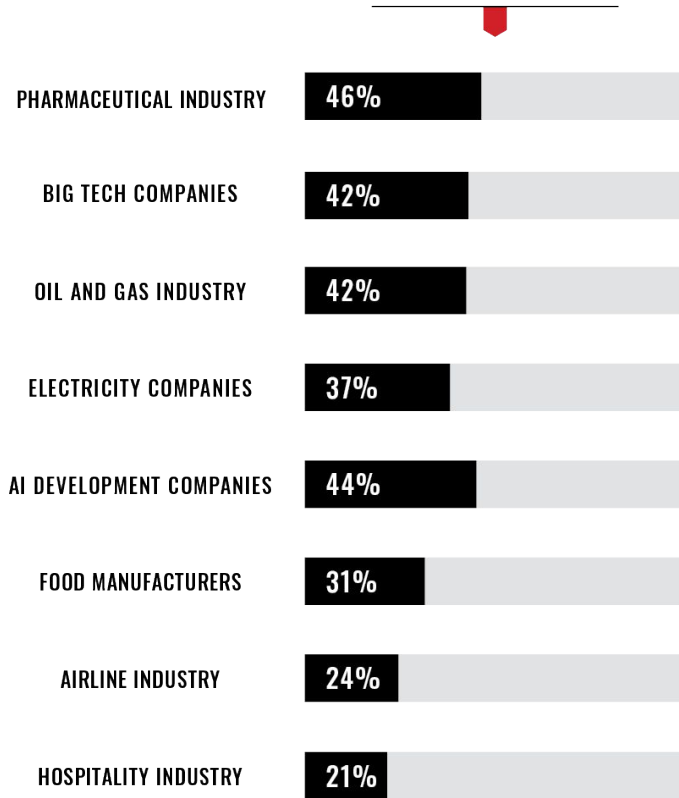
*Which statement best represents your opinion of each of the following?  
 % They are making excessive profits*

**% THEY ARE MAKING EXCESSIVE PROFITS**



*Based on everything you know, should each of the following industries be regulated more, less or about the same?  
 % Regulated much more*

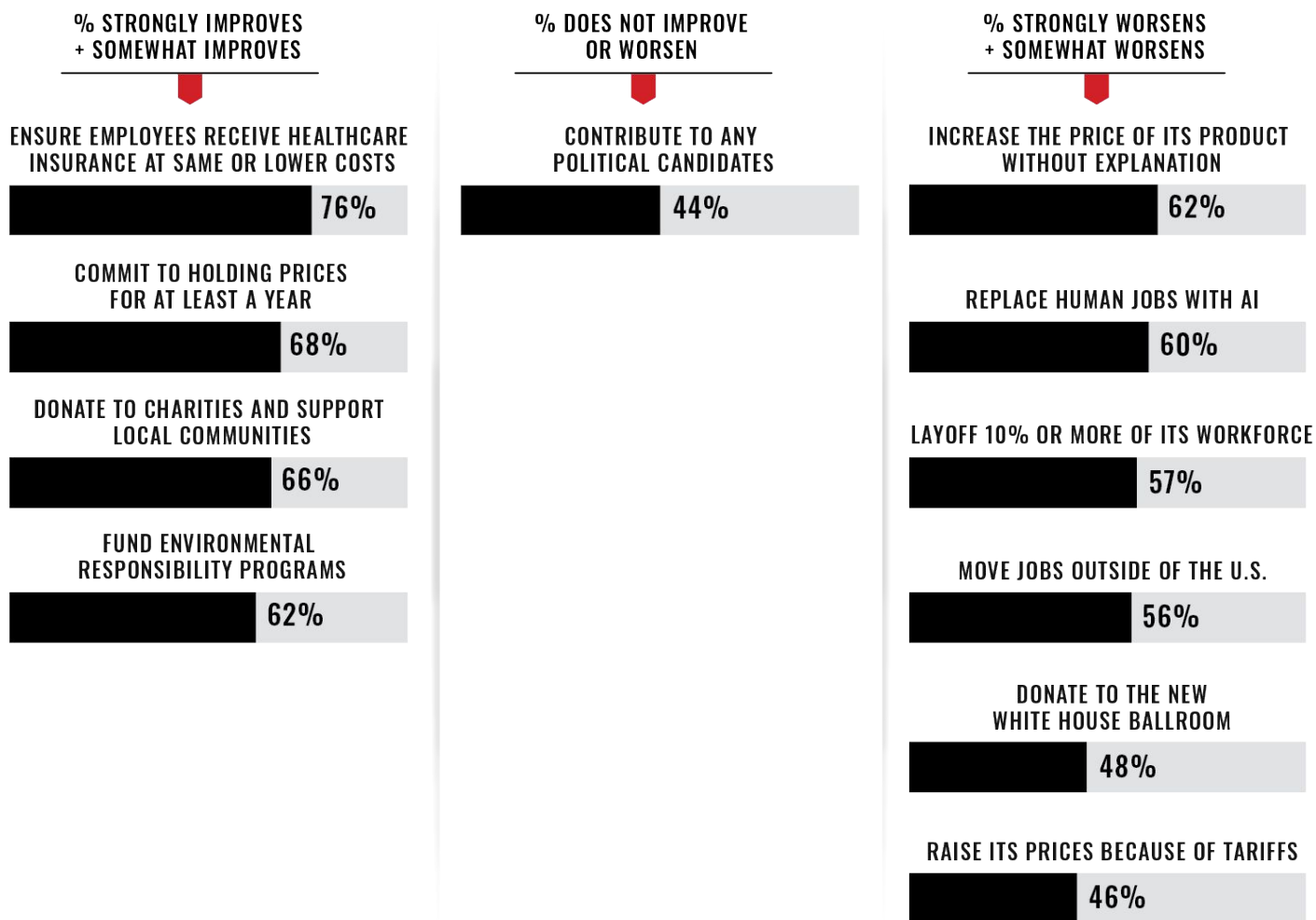
**% REGULATED MUCH MORE**



**5** While holding prices for at least a year improves a company’s reputation, American opinions of corporations are improved more by how the company supports their employees and local communities. Providing healthcare insurance at the same or lower costs, donating to local charities and securing jobs are all ways companies can strengthen their reputation.

Americans know that companies play in the political playground and almost half of Americans (44%) are neutral towards companies donating to political candidates. And if a company donates to the new White House ballroom, a mere 48% of Americans have a worse opinion.

*Does your opinion of a company improve, worsen or stay the same if they do any of the following?*





# ABOUT ROKK SOLUTIONS

ROKK Solutions is Washington's leading bipartisan public affairs and corporate communications agency. We are a trusted thought partner to some of the nation's largest corporations, nonprofits and associations—providing the strategic counsel and human intelligence our clients need to make the right decisions.

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