



NAVIGATING THE 2026 MIDTERMS

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Tailored insights for your organization, backed by data-driven intelligence and a seasoned bipartisan bench who has worked inside the rooms that matter.

After the midterms, **state and local political maps will look different**, and those shifts will shape your organization's operating environment. Power will move, new officials and coalitions will emerge and what happens next will shape your priorities and your exposure.

It's crucial for companies to start planning now.



BEFORE THE MIDTERMS: MAP THE LANDSCAPE

To understand the current landscape, ROKK delivers landscape analyses, utilizing proprietary solutions and seasoned experts, tailored to your specific footprint and policy interests leading up to the midterms.



Map the issues landscape:

Provide a single integrated view of the regulatory, political and stakeholder environment heading into the November 2026 midterms across the key topics that are relevant to your business.

Surface the people who matter most:

Identify the power shifts at the local, state and federal levels and proactively examine how your business could be impacted.

Understand what changes:

Move beyond static risk assessment to scenario-specific analysis. For each major issue and stakeholder, assess whether your exposure improves, worsens or stays the same depending on who controls the House and Senate in 2027.

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AFTER THE MIDTERMS: ASSESS POLICYMAKER SENTIMENT

Once the new Congress is seated, the landscape you mapped becomes the reality. The question shifts from what could happen to how the 120th Congress will impact your business.

Our 2027 New Congress Study answers that directly, giving you the opportunity to hear from hundreds of federal policymakers and influencer on:



Each participating client receives up to five unique, organization-specific questions built into the study, in addition to core reputational metrics such as awareness, favorability, influence and outreach recall. The 2027 New Congress Study will be fielded in early January and custom reports will be delivered in February.



THE MIDTERMS ARE JUST THE BEGINNING

Landscape mapping and the New Congress Study are starting points, not one-off deliverables. The 120th Congress will keep evolving well past February, and so will your risks and opportunities. ROKK Solutions stays engaged with your organization and helps you see around corners by translating each new data point, committee shakeup and policy shift. Trusted by the world's most influential companies, associations and nonprofits, our bipartisan team taps into deep expertise to help clients lead with confidence, execute with precision and turn data and observations into decisions, positions and strategies that hold up under pressure. Ongoing clients receive real-time counsel, continuous monitoring and full-service capabilities for a 360° integrated communications approach.



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