

Meta + Google · October 1–17, 2026

The online midterms: \$293M in 17 days

We analyzed every US political ad in Meta's and Google's public ad libraries that ran from October 1 to 17: 266,000 ads from more than 12,000 advertisers. Here is who is spending, where, and what they are saying ahead of the November 3 election.

\$293M

estimated spend, both

266k

ads (Meta 224k, Google 42k)

12B+

impressions, at least

1.8x

Google spend vs Meta

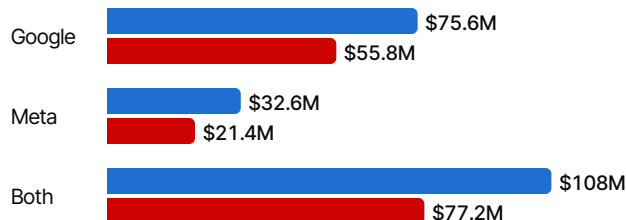
Five things we found

- Democratic-side advertisers outspent Republican-side ones, \$108M to \$77.2M.** They lead on both Meta and Google, and in 19 of the 27 states where the parties spent \$1M or more.
- The most expensive states are close.** Texas and Ohio drew about \$27.1M each in party ad money, with the Republican side slightly ahead (53% and 52%). Florida, Arizona and Wisconsin look the same.
- Each side leans on different issues.** Democratic-side ads focus on corruption (\$15.1M), health care (\$10.3M) and cost of living (\$9.4M); Republican-side ads on taxes (\$14.3M) and LGBTQ and gender issues (\$8.5M, mostly about transgender issues). Data centers and AI drew \$6.0M, 89% of it from the Democratic side.
- The parties use Meta differently.** The Democratic side puts 40% of its classified Meta spend into donation asks (Republican side: 5%); the Republican side puts 46% into attack ads (Democratic side: 35%).
- The biggest advertiser in Google's political ad library is not a campaign.** Kalshi, a prediction market selling bets on the races, spent \$13.4M there (plus \$2.5M on Meta), more than any candidate or super PAC.

Democratic side leads on both platforms

Estimated ad spend, Oct 1–17

Dem Rep



Where the party money goes

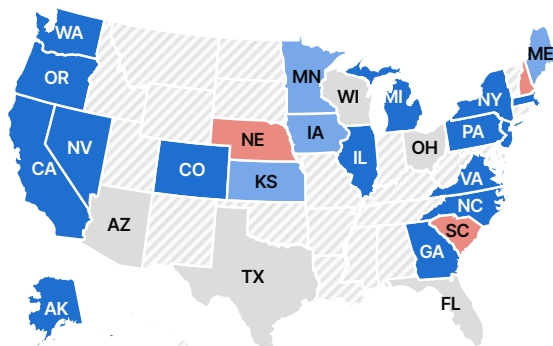
Dem + Rep spend, both platforms (Google split estimated)

Texas	\$27.1M	53% Rep
Ohio	\$27.1M	52% Rep
Michigan	\$15.8M	67% Dem
Iowa	\$11.2M	60% Dem
Georgia	\$10.2M	65% Dem
Florida	\$8.6M	54% Rep
Arizona	\$7.0M	52% Rep

Who is outspending whom, by state

Which side spent more, and by how much. Hatched: under \$1M of party spend, too little to call. Money marks battlegrounds, not winners.

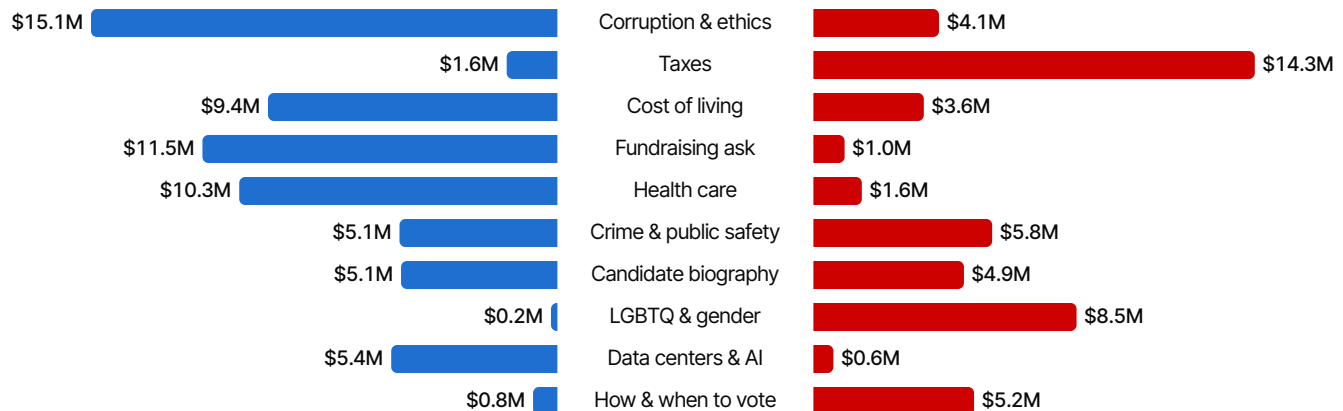
Dem 65%+ Dem 55–64% Close (under 55% either way) Rep 55–64% Rep 65%+ Too little spend to call (under \$1M)



What each side talks about

Top 10 topics by spend, classified ads only (main topic), Meta + Google. Topic is what an ad is about, not its stance.

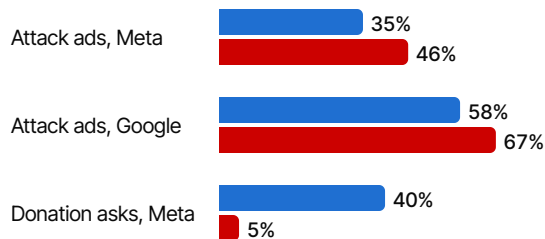
Dem Rep



Attack ads and donation asks

Share of each side's classified spend

Dem Rep



95% of Google spend is on video ads, mostly YouTube, where attack ads dominate for both sides.

Top advertisers

Spend Oct 1–17, Meta + Google

	Total	Google / Meta
Kalshi Prediction market	\$15.8M	\$13.4M / \$2.5M
WinSenate Dem	\$11.2M	\$8.3M / \$2.8M
Senate Leadership Fund Rep	\$8.6M	\$6.6M / \$2.0M
Lower Costs Now Dem	\$6.7M	\$4.2M / \$2.5M
House Majority PAC Dem	\$5.9M	\$5.6M / \$0.3M
MAGA Inc. Rep	\$5.3M	\$2.9M / \$2.4M
Jon Ossoff for Senate Dem	\$5.1M	\$4.2M / \$1.0M
Talarico for Texas Dem	\$4.8M	\$2.8M / \$2.0M
Congressional Leadership Fund Rep	\$4.7M	Google only
America PAC Rep	\$4.4M	\$2.1M / \$2.4M

What we can build for you

Book a 20-minute call to see the data and a demo of Adsmom: aykhan@adsmom.com

Race tracker

Every ad in one race, daily until Nov 3: who is spending, where, and how the message changes.

Issue and industry watch

Every political ad that mentions your company, industry or issue, with spend, reach and tone.

Post-election review

Which messages ran where, compared with the results, for planning the next cycle.

About the numbers

- Sources.** Meta's and Google's public political ad libraries, October 1–17, 2026 (Google lists election ads only).
- Estimates.** Platforms publish spend and impressions as ranges, so all figures are estimates. Our spend method matches Meta's own reporting within 3%. Impressions are a minimum, and Google state figures are estimated from targeting.
- Sides, topics and tone.** Advertisers are labeled by the side they support; party comparisons cover the 63% of spend we could attribute to a side. Topics and tone are AI-labeled and checked on a sample.