The Tech Oversight Project.

OCTOBER 2026

PAID MEDIA ANALYSIS · 2026

THE AI ELECTION

How Democrats Are Campaigning on Tech Accountability to Win Control of Congress













Introduction

Democrats are heading into Tuesday's election hoping to regain control of Congress on the back of a tech accountability message. In 2018, House Democrats won 41 seats by hammering the message that Republicans, led by an unpopular President Trump, handed sweetheart deals to a corrupt industry that hurt regular people. In 2018, that industry was health insurance. In 2026, it's Big Tech.

The political backlash against the tech industry has been a snowball rolling downhill. From 2020 to 2024, Democrats and their allies ran just two ads that mentioned[1] Big Tech. This cycle, more than 130 federal and gubernatorial races, including some of the most competitive battlegrounds, have spent, by some estimates, a combined $60 million on ads[2] mentioning tech accountability and AI[3]. This total could be significantly higher if the aperture was widened to include ads linking Big Tech to the affordability crisis.



NV-Gov: Spot linking Lombardo to Trump's billionaire donors, like Elon Musk

What's possibly most striking about the dramatic uptick in tech accountability messaging is that before ads, backed by hundreds of thousands – if not millions of dollars, are aired to the public, there is diligent polling, message testing, and vetting that takes place. All of those independent processes require significant investment from campaigns, and results must be conclusive before they invest significant amounts of money behind any given message. These decisions are not taken lightly. That over 130 Democratic campaigns came to the same conclusion that tech accountability messaging would benefit their campaign is profound and decisive.



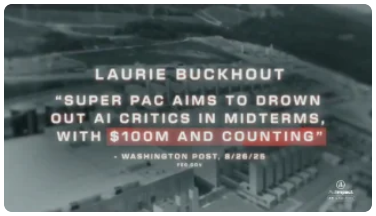
AZ-2: Ad linking Eli Crane to Bezos and data center handouts

Republicans followed President Trump, Speaker Johnson, and Majority Leader Thune off a cliff, and Democrats pounced on the opportunity. Tech giants wrote seven-figure checks to Trump's inauguration and sat in front of incoming cabinet members. When Trump demolished the East Wing to build himself a $300 million ballroom, the tech industry became the majority funders,[4] and Trump's administration subsequently dropped federal investigations into their deceptive practices.[5] In the House Republicans' 2025 budget, the industry got the R&D tax breaks[6] it had spent years lobbying for, while millions of Americans saw their health care[7] benefits slashed to pay for it. These were ready-made attack ads and major miscalculations by Big Tech and the Republican Party.



NE-Sen: Anti-Ricketts spot attacking him for supporting tax giveaways to Meta and Zuckerberg

While the most common theme linked Big Tech and data centers to cost-of-living concerns or a corrupt pay-to-play Washington, campaigns also found new and innovative ways to message on tech issues. We observed candidates calling for pauses on data centers,[8] warning of AI's dangers,[9] linking AI with denying health care coverage,[10] rallying around protecting kids,[11] and touting their work to stand up to Big Tech.[12] Given that only two ads from 2020 to 2024 mentioned Big Tech, this development would have shocked political pundits and tech watchdogs even in January.



NC-1: Ad attacking Laurie Buckhout for AI super PAC support

Democrats have potentially found a winning message. Now is the time to step on the gas and reject a return to business as usual in Washington, Silicon Valley fundraisers, and light-touch approaches. It would be a betrayal of their campaign promises, and not only would it squander our victory – it would create resentment in the base that will cost us in 2028.

KEY FACTS

- **We observed 136 federal and gubernatorial races using tech accountability messaging in paid media, including 100 House races, 19 gubernatorial races, and 17 Senate campaigns.**
- **Democratic campaigns used tech accountability messaging at more than a 4-to-1 rate compared with Republican campaigns.**
- **Tech accountability messaging appeared in the tightest battleground races across the country, including 74% of the Democratic Congressional Campaign Committee's (DCCC) Red-to-Blue districts and 86% and 100% of Senate and Gubernatorial toss-ups, respectively, according to Cook Political Report rankings.**
- **Democratic campaigns drew contrast with their Republican opponents by tying them to Big Tech on affordability, perceived corruption, and tax breaks for Big Tech companies.**

Methodology

We sourced campaign ads by searching the closed-caption text of broadcast TV and radio for tech-related language that appears next to a political "paid for by" disclaimer via OnClusive's Critical Mention platform. Our team reviewed each match, and we saved one copy of each distinct ad. We also searched digital ads in Meta and Google's public political ad libraries, prioritizing political candidates and prominent PACs like End Citizens United and League of Conservation Voters.

Using broadcast monitoring has limitations. Critical Mention does not monitor every station, and it doesn't record streaming/connected TV. Without access to iSpot or AdImpact, other races may have used tech accountability messaging that we did not capture, resulting in an undercount in our reporting.

Meta and Google's public political ad libraries also have limitations. For instance, Google's political ad library does not allow keyword searches, and searches must be based on the advertiser, which can create issues when you do not know all outside groups spending on any given race.

We believe that the likelihood of undercounting only strengthens the results from this report.

The appendix includes a link to one ad from each campaign we tracked.

We define "tech accountability" messaging to include these terms: "data center(s)," "datacenter," "big tech," "tech giant(s)," "surveillance," "online safety," "kids online," "children online," or similar phrases.

All search terms were applied back to July 1, 2026, and have been monitored through October 30, 2026.

Cook Political Report ratings are referenced as of October 30, 2026. The DCCC's Frontline, Red-to-Blue, and Districts in Play were accessed on October 30, 2026.

By the Numbers

4-to-1 Democratic campaigns used tech accountability messaging at more than a 4-to-1 rate compared with Republican campaigns.[13]

74% 74% of DCCC Red-to-Blue races used tech accountability messaging in paid TV and digital advertising.[14]

67% 67% (two-thirds) of DCCC Districts in Play, including Red-to-Blue races and map-expansion races, used tech accountability messaging in paid media.[15]

~50% Nearly half of all DCCC Frontline races used tech accountability messaging in their paid media pitch to voters.[16]

86% 86% of Senate toss-up races used tech accountability messages in paid media.[17]

60% Based on the DSCC's Win Senate Program launched in July, 6 of 10, 60% of races used tech accountability messaging.[18]

100% 100% of Gubernatorial toss-up races used tech accountability messaging in paid media campaigns.[19]

89% 89% of Gubernatorial races rated Lean-D or Lean-R used tech accountability pitches in digital and TV advertising.[20]

Trends

01 By a 4-to-1 margin, Democrats used tech accountability messaging in paid media compared with Republicans.

Of the races we observed, 125 Democratic campaigns, 91 House races, 16 Senate races, and 18 Gubernatorial races used paid media to tout their achievements or contrast with Republicans on tech accountability. We observed 28 Republican races in total, including 18 House races, two Senate races, and eight Gubernatorial races.

> We owe Elon Musk a massive THANK YOU!
>
> He's spending $100 MILLION on the SINGLE MOST IMPORTANT lever in an election: **voter turnout**.

NRCC Fundraising Appeal Thanking Elon Musk for Spending to Boost Republicans



AZ-1: Attack on Jay Feely

This gulf can be explained by Trump's wrong-headed embrace of Big Tech CEOs,[21] Big Tech handouts in Trump's One Big Beautiful Bill[22] (OBBB), and Congressional Republicans' failure to pass comprehensive tech accountability legislation – denying Republicans an opportunity to campaign on this issue.

02 Democratic campaigns used their paid media programs to draw a direct link between Big Tech and the cost-of-living concerns plaguing middle-class families.

In districts across the country, Democratic campaigns put Big Tech to the sword by blaming Big Tech and data centers for driving up the cost of living, and in the case of David Crowley, Wisconsin Democratic Gubernatorial candidate, even demanding to "make them pay," as a chyron with Big Tech appears on screen.



AK-Sen: Mary Peltola linking Sullivan to higher costs



NY-17: Cait Conley attack on Lawler over affordability

In Alaska, Mary Peltola, running in a toss-up Senate race, said that Alaskans' bills were going up because of Big Tech's data centers. In a House Majority PAC ad in Ohio's 10th, the attacks were directed at Rep. Mike Turner, who supported Trump's OBBB, which helped speed-run data center construction in Ohio.

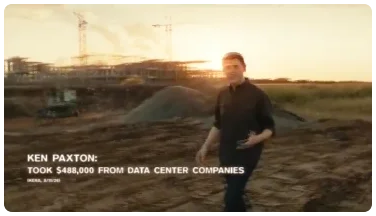
WATCH MORE AK-Sen: **Mary Peltola** NY-17: **Cait Conley** WI-Gov: **David Crowley**

03 Democratic Campaigns pinned a broken Washington squarely on the Big Tech industry and tagged Republicans for perceived corruption.

The ballroom. The AI super PACs. The Trump campaign donations. Tech CEOs fêting Trump in the White House. Republican-backed tax breaks for Big Tech. When the average voter thinks about corruption, they are more than likely taking a maximalist view that encompasses many actions that Big Tech has taken to bend Washington to its will. This genre of attack ads was among the most varied we've observed.



LA-Sen: Jamie Davis attack ad against Letlow



TX-Sen: James Talarico spot calling out Paxton Donations from Tech

In the case of Rep. Julia Letlow, Republican running for Senate in Louisiana, and Rep. Rob Wittman, running to keep his Congressional seat in the Tidewater region of Virginia, their personal stock trades involving Big Tech were fodder for Democratic attacks. In the Mississippi Senate race, North Carolina's first congressional district, and Montana's first district, backing from OpenAI, Palantir, and a16z super PACs was used to weaken their Republican opponents.

Another version of this attack came from James Talarico, a Democrat running for the open Senate seat in Texas, attacking Ken Paxton by saying that he was "Data centers bankroll Paxton." This is an important and entirely distinct line of attack on data centers, which is wholly separate from the cost-of-living arguments also leveled against Republicans.

WATCH MORE LA-Sen: **Jamie Davis** TX-Sen: **James Talarico** MT-1: **Sam Forstag**

04 Democrats tapped into deeply-rooted and populist injustice by attacking Republicans on tax breaks for Big Tech and data center companies.

In 2025, the Big Tech industry used their connections to President Trump and Congressional Republicans to write themselves billions in tax breaks. Trump's OBBB was a colossal misread of the political moment, and Republicans are being lambasted in attack ads, not only for tax breaks, but also for voting for a ban on state AI laws that protect families from rising costs, children and teens from harmful products, and everyday people from consumer scams.



CA-22: Randy Villegas attack on Valadao for tech tax breaks



MI-7: Attack against Tom Barrett over tax breaks for data centers

In Michigan's 7th Congressional district, Democratic challenger Will Lawrence is needling incumbent Tom Barrett by leveling, "Barrett voted to give them new tax breaks. He even voted to ban Michigan from regulating data centers." This race is a top-tier Red-to-Blue target for the DCCC, and it's telling that they're using a tech accountability framework in their efforts to wrest control of the seat.

In another must-win race for Democrats, California Democrat Randy Villegas is attacking incumbent Republican David Valadao over those same tax breaks in an ad asking Valadao, "Why did you vote to give $80 billion to data centers?" Even DCCC Frontliners are getting in on the attack, with Rep. Greg Landsman attacking his Republican challenger, saying, "When Trump gave a big tax break to build more data centers, Conroy called it terrific."

WATCH MORE MI-7: **Will Lawrence** CA-22: **Randy Villegas** OH-1: **Greg Landsman**

05 New lines of attack are being used against Big Tech, which could metastasize and grow into 2028 issues.

While Republicans have rightfully been raked over the coals for their embrace of a Big Tech industry that's raising the cost of living, corrupting Washington, and getting tax breaks at everyday people's expense, new lines of attack are forming. These campaign ads were not widely used but help provide us insight into how campaigns are thinking about tech and AI – specifically on how to message and retail this issue for voters.



VA-Sen: Mark Warner's AI safety spot



VA-5: Perriello attack on Rep. McGuire over online safety

From coast to coast, campaigns drew causal links between Big Tech's data centers and pollution. We observed incumbent governors taking credit for data-center guardrails and House candidates in the Southwest blaming incumbent Republicans for giving tax breaks to Big Tech companies that use up the region's water.

WATCH MORE MD-Gov: **Wes Moore** CO-4: **Eileen Laubacher**

AI safety was featured in the Virginia Senate race as Mark Warner aimed to position himself ahead of the curve with his constituents. In Oregon, incumbent Tina Kotek talked about the need to tackle "AI-driven price gouging." On the back of new research from Groundwork Collaborative[23] and reporting from More Perfect Union,[24] this issue could be a potent way to retail Big Tech's price gouging.

WATCH MORE VA-Sen: **Mark Warner** OR-Gov: **Tina Kotek**

In Ohio's 13th district, incumbent frontliner Rep. Emilia Sykes ran a campaign ad linking AI to the denial of health care. With Blue Cross Blue Shield[25] claiming that AI is driving up health care costs, and AI's increasing adoption in health care spaces, per the American Medical Association,[26] the issue could foreseeably grow in saliency.

WATCH MORE OH-13: **Emilia Sykes**

In a step forward for the online safety movement, Senator Jon Ossoff, Tom Perriello, and Rep. John Mannion all featured kids' online safety in ads. Ossoff touted that he stood up to Big Tech, Mannion touted his accomplishments as a state lawmaker in passing safeguards for kids, and, in the same ad, attacking the Epstein files, Tom Perriello attacked his opponent for protecting Big Tech companies that harm kids, painting his opponent as anti-family and pro-elite.

WATCH MORE GA-Sen: **Jon Ossoff** NY-22: **John Mannion** VA-5: **Tom Perriello**

In a possible sign of the cultural disconnect between Big Tech and the rural heartland, many Democrats challenged their Republican opponents for backing an industry that's hurting their way of life and damaging farmland that supports rural economy jobs. In Kansas, Gubernatorial candidate Cindy Holscher ran an ad saying that farmland, water supplies, and iconic sunflowers are at risk because of Big Tech's data centers. In the Iowa Senate race, Democrat Josh Turek needles Rep. Ashley Hinson, tying her to a broken Washington by saying, "They let Big Tech build data centers on our farmland."

WATCH MORE KS-Gov: **Cindy Holscher** IA-Sen: **Josh Turek**

CONCLUSION

DEMOCRATS HAVE AN ADVANTAGE ON TECH ACCOUNTABILITY. LET'S USE IT.

Democrats have built an advantage on handling AI's impact – growing from eight points this summer to 12 in September. Americans now trust Democrats more than Republicans on the most important issues (health care and cost of living – linked in ad campaigns to Big Tech), according to The New York Times and Siena. AI and technology concerns shot up as well: data scientist David Shor found AI rose in issue importance more in a single week this fall than in the entire previous year.

So here's the strategy for Democrats over the next two years: use the gavel to expose Big Tech. Force Republicans to choose, on the record, between their voters and their donors. And build an agenda big enough to carry into 2028.

This work starts the day the new Congress is sworn in: the gavel comes with subpoena power. Our new majority should bring Big Tech's CEOs before Congress under oath and make them hand over what they've fought to keep hidden: what they knew about what their social media algorithms and predatory AI chatbots do to our kids, what they promised local officials to land data center deals, what they expected or were promised in return for the checks they wrote to Trump. What they know about the hidden dangers of the AI technology they're creating. No more "morally binding" self-enforcing deals that leave the rest of us at risk.

If Democrats can build on their tech accountability advantage and deliver popular policies that hold Big Tech accountable for corruption, a rising cost of living, and threats to safety, it will help position the party for success, boost our future presidential nominee, and build an agenda that delivers for voters.

Full List of Races

Public Vimeo links, organized by House, Senate and Governor races. As of October 30, 2026.

RACE	AD
HOUSE (100)	
AL-2	LCV Victory Fund: Anti-Rhett Marques, Anti Data Center
AL-5	Andrew Sneed: Data Centers
AZ-1	HMP: Anti-Jay Feely: Higher costs, Data Centers

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

AZ-2	Jonathan Nez: Anti-Eli Crane: Big Tech and Data Center
AZ-6	Tomorrow Together: Anti-Juan Ciscomani: Anti-Kids Safety
CA-4	Eric Jones for Congress: Anti-Mike Thompson: Anti-Data Center
CA-6	Kevin Kiley: Anti-Data Center, Paid Media for Townhall
CA-11	Scott Wiener: Took on Big Tech, AI Safety
CA-22	Randy Villegas: Anti-Valadao: Anti Data Center
CA-34	Guardrails Alliance: Anti-Gomez, Leading the Future Endorsement
CO-4	Eileen Laubacher: Anti-Boebert: Data Center Water Use
CO-5	Jessica Killin: Data Center Attacks from Trump/Crank
CO-8	HMP: Pro Manny Rutinel: CO AI Law
FL-1	Gay Valimont for Florida: Anti-Jimmy Patronis, Data Center
FL-2	Amanda Marie Green: Anti-Austin Rogers: Data Center Handouts
FL-3	Harp for Congress: Anti-Kat Cammack: Anti Data Center
FL-7	HMP: Anti-Ryan-Elijah
FL-13	Anna Paulina Luna: Anti-Leela Gray: Data Center Stocks
FL-14	Kathy Castor: Anti-Beltran: Data Center Handouts
FL-16	Kelly Kirschner: Anti-Sydney Gruters: Data Center
FL-22	Casey-Askar: Anti Pia Dandiya, Big Tech Lobbyist

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

FL-26	Friends of Nicole Locklin: Anti-Mario Diaz-Balart: Anti Data Center
FL-27	Maria-Elvira-Salazar: Take it Down Act, Big Tech
GA-1	Amanda Hollowell: Pro Data Center Moratorium
IA-1	Christina Bohannan: Anti-Miller Meeks, Corrupt Data Centers
IA-3	LCV Victory Fund: Anti-Zach-Nunn, Data Center
ID-1	Zabel for Congress: Anti Data Center
IN-2	Jamee Decio: Anti-Yakym: Data Center, Handouts, Corruption
KY-4	Citizens for Melissa Stranger: Anti Data Centers
KY-6	End Citizens United: Anti Alvarado, Data Centers
LA-4	Matt Gromlich: Anti-Data Center
MI-4	HMP: Anti-Bill Huezinga: Data Center Handouts
MI-7	Will Lawrence: Anti-Tom Barrett: Data Center Handouts, Affordability
MI-8	Kristen McDonald-Rivet: Anti-Tom Smith, Data Centers
MI-10	Christina Hines: Data Center
MN-1	Jake Johnson: Anti-Finstad: Google Data Center
MN-2	National Nurses United for Patient Protection: Anti-Eric Pratt: Taxbreaks for Data Centers
MN-6	Doug Chapin for Congress: Anti Tom Emmer: Anti Data Center
MO-2	Vote Vets: Pro Fred Wellman, Anti Data Center

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

MO-4	Herrera for Congress: Anti-Mark Alford: Anti Data Center
MO-6	Josh Smead: Data Centers
MO-7	Missi Hesketh: Anti Data Center
MS-1	Cliff Johnson: Anti Trent Kelly, Big Tech, Data Centers
MT-1	Sam Forstag: Anti Aaron Flint: Data Center, AI Safety
NC-1	Guardrails Alliance: Anti-Buckhout
NC-5	Chuck Hubbard for Congress: Anti Data Center
NC-11	Your Community PAC: Anti Balkcom, Data Centers Handouts
NC-13	Paul-Barringer, Anti-Brad Knott, Data Centers
NH-1	New Leadership PAC: Anti Maura Sullivan: Palantir, ICE, Amazon, Data Center
NJ-2	Mullock for Congress: Anti-Jefferson Van Drew: Anti Data Centers
NJ-7	DCCC: Anti-Tom Kean: Data Center Handouts, Stocks
NM-2	Gabe Vasquez: Anti-Greg Cunningham: Data Centers
NV-1	Dina Titus: Anti-Carrie Buck: Data Centers
NV-2	Teresa Benitez-Thompson: Anti-David Flippo: Anti Data Center
NY-17	Cait Conley: Anti Lawler, Data Center Affordability
NY-19	Josh Riley: Anti-Peter Oberacker: Data Centers, Affordability
NY-22	John Mannion: Cell phone, stopping Big Tech from collecting data, protect kids from online predators

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

NY-23	Aaron Gies: Anti Data Center
OH-1	Greg Landsman: Anti-Eric Conroy: Data Center Taxbreaks
OH-5	Brian Shaver: Anti-Bob Lotta: Anti Data Center
OH-7	Your Community PAC: Anti Max Miller: Stock, Data Center Handouts
OH-9	DCCC: Pro Marcy Kaptur: Data Center
OH-10	HMP: Anti-Mike Turner: Electricty, Water, Handouts Data Center
OH-13	Emilia-Sykes: AI Denying Coverage
OH-14	Friends of Maria Jukic: Anti Data Center
OH-15	HMP: Anti-Mike-Carey: Data Center
OK-5	Jena Nelson: Anti Data Center
OR-4	Monique DeSpain: Anti Val Hoyle, Anti Data Center
PA-1	Brian Fitzpatrick: Anti Bob Harvie: Anti Data Center
PA-7	Bob Brooks: Big Tech and Corruption
PA-8	Paige Cognetti: Anti-Rob Bresnahan: Anti Data Center
PA-9	Rachel Wallace: Anti-Dan Meuser: Pro Local Control of Data Center
PA-10	Janelle Stelson: Anti-Scott Perry: Anti Data Center
SC-1	Nancy Lacore: Anti Honeycutt, Data Centers
TN-2	Michaela Barnett: Anti-Tim Burchett: Anti Data Center

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

TN-5	Chaz Molder: Anti Charlie Hatcher: Data Center Handouts, Affordability
TN-9	Justin-Pearson: Data Centers, Jacking up Price, Corruption
TX-2	Shaun Finnie: Anti Steve Toth: Anti Data Center
TX-5	Chelsey Hockett: Anti Data Center
TX-6	Danny Minton: Anti Data Center
TX-19	Kyle Rable: Anti Data Center
TX-21	Dr. Kriston Hook: Anti Data Center
TX-27	Tanya Lloyd: Anti Data Center
TX-28	Henry Cuellar: Data Centers, Affordability
TX-31	Justin Early: Anti Data Center
TX-34	Eric Flores: Anti-Vincente Gonzalez: Anti Data Center
TX-35	HMP: Anti-De La Cruz: Data centers, Corruption, Affordability, Water
UT-2	Peter Crosby: Anti Data Center
VA-1	Shannon Taylor: Anti Wittman: Data Center
VA-2	Elaine Luria: Anti-Jen Kiggans: Anti Data Center
VA-5	Tom Perriello: Anti-McGuire: Big Tech, Online safety
VA-6	Beth Mason: Data Center Handouts
VA-7	Eugene Vindman: Data Centers

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

VA-9	Joy Powers: Anti Morgan Griffith
VA-10	Dave Beckwith: Anti-Suhas Subramanyam: Data Center Inaction
WA-5	Michael Baumgartner: Anti Data Local Control
WA-8	Kim Schrier: Pro Data Center Regulation
WI-1	Mitchell Berman: Anti-Bryan Steil: Data Center Handouts and Donations
WI-3	Rebecca-Cooke: Anti AI Slop, Tax Cuts for Data Center, Won't Stand up to AI
WV-2	Ace Parsi: Anti-Riley Moore, Data Centers

SENATE (17)

AK-Sen	Mary Peltola: Water, Energy Bills, Data Centers, Corruption
GA-Sen	Jon Ossoff: Big Tech, Kids Safety
IA-Sen	Josh Turek: Anti-Hinson, Data Centers
KS-Sen	Government That Works PAC: Anti-Roger Marshall
KY-Sen	Charles Booker: Campaign Cash from Data Centers
LA-Sen	Jamie Davis: Anti-Julia Letlow: Meta Data Center Corruption
MI-Sen	Abdul El-Sayed: Anti Mike Rogers, Anti Data Center
MS-Sen	Black Voters Matter Action: Pro Scott Colom, Anti-Hyde Smith, AI Super PACs
MT-Sen	Seth Bodner: Anti-Alme, Data Centers
NE-Sen	Freedom From Politics Inc: Anti-Ricketts: Facebook, Data Center, Big Tech Taxbreaks

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

NH-Sen	Senate Leadership Fund: Anti-Pappas, Big Tech Ties
OH-Sen	Sherrod Brown: Affordability, Data Centers
SC-Sen	Annie Andrews: Anti-Graham, Data Centers
SD-Sen	Great Plains Voices PAC: Pro-Bengs, Anti-Rounds: Big Tech and Data Centers, Big Tech Groups
TX-Sen	James Talarico: Anti-Paxton: Data Center Handouts
VA-Sen	Mark Warner: AI, Security, Job Loss
WV-Sen	Fetty Anderson: Anti-Moore Capito, Data Centers

GOVERNOR (20)

AK-Gov	Forward Frontier: Data Centers
AL-Gov	Doug Jones: Anti-Tubberville: Data Center Corruption
CT-Gov	Ryan Lazio: Anti-Lamont: Data Centers
FL-Gov	David Jolly: Anti-Byron Donalds: Data Centers
GA-Gov	Keisha Lance Bottoms-Battleground GA: Anti-Rick Jackson, Data Center
IA-Gov	Rob Sand: Anti Data Center Handouts
ID-Gov	Idaho State Democratic Party: Pro-Pickens: Anti Data Center
KS-Gov	Cindy Holscher: Anti-data center, affordability, farm, water
MD-Gov	Wes-Moore: Data Centers, Polluters
MI-Gov	Jocelyn Benson: Anti-John James, Pro Data Center Moratorium, End to Tax Breaks

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

NH-Gov	Cindy Warmington: Anti-Ayotte, Data Centers
NV-Gov	A More Affordable Nevada: Anti-Joe-Lombardo: Data Center, Trump
NY-Gov	Kathy Hochul: Anti-Blakeman: Data Center Moratorium
OH-Gov	Amy Acton: Anti-Vivek Ramaswamy: Data Center
OR-Gov	Tina Kotek: Data Centers, AI Price Gouging
PA-Gov	Josh Shapiro Ad for State Leg Races, Data Center Guardrails
PA-Gov	Josh Shapiro: Data Centers
TN-Gov	David Hatley: Anti-Blackburn: Data Centers
TX-Gov	Gina Hinajosa: Anti-Greg-Abbott Data Centers
WI-Gov	David Crowley: Data Center Accountability and Make Pay

Ad titles link to public Vimeo copies of each ad. As of October 30, 2026.

Endnotes

1. The Atlantic, theatlantic.com/politics/2026/10/democratic-party-big-tech/6...
2. The Washington Post, washingtonpost.com/politics/2026/10/08/we-analyzed-midterm-c...
3. We define “tech accountability” messaging to include these terms: "data center(s)," "datacenter," "big tech," "tech giant(s)," "surveillance," "online safety," "kids online," "children online," or similar phrases.
4. The Washington Post, washingtonpost.com/investigations/2026/10/15/secret-document...
5. Public Citizen, citizen.org/article/trump-cascade-canceled-enforcement-200-c...
6. Brookings, brookings.edu/articles/do-existing-tax-rules-weaken-obbbas-p...
7. The Century Foundation, tcf.org/content/commentary/house-passed-tax-cuts-for-wealthy...
8. Facebook, facebook.com/watch/?v=2292141001599492
9. YouTube, youtube.com/watch?v=9hxHFAeUxes
10. Emilia Sykes (OH-13), vimeo.com/1241039189
11. Tom Perriello (VA-5), vimeo.com/1241040835
12. Jon Ossoff (GA-Sen), vimeo.com/1241041116
13. Tech Oversight Project ad tracker, docs.google.com/spreadsheets/d/1TyGAm0DHvwi8Nt4UJA7jI5fri6m-...
14. Districts with ads: AL-2, FL-14, MI-8, NC-1, NM-2, NV-1, NY-19, OH-1, OH-9, OH-13, TX-28, VA-7. Districts without ads: CA-13, CA-45, CT-5, FL-9, FL-25, IN-1, NJ-9, NV-3, NV-4, NY-3, NY-4, OR-5, TX-34, WA-3. Source: dccc.org/2026-frontline
15. Districts with ads: AZ-1, AZ-2, AZ-6, CA-6, CA-22, CO-4, CO-5, CO-8, FL-7, FL-16, FL-27, IA-1, IA-3, KY-6, MI-4, MI-7, MI-10, MN-1, MO-2, MT-1, NC-11, NC-13, NJ-2, NJ-7, NV-2, NY-17, OH-7, OH-10, OH-15, OK-5, PA-7, PA-8, PA-10, SC-1, TN-5, TN-9, TX-35, VA-1, VA-2, VA-5, VA-6, WA-5, WI-1, WI-3. Districts without ads: AK-AL, AR-2, CA-48, CO-3, FL-12, FL-13, FL-22, IA-2, IN-5, KS-2, ME-2, MI-1, NC-3, NC-9, NE-1, NE-2, NY-1, NY-21, PA-1, TX-9, TX-15, TX-23. Source: dccc.org/2026-districts-in-play
16. Districts with ads: AL-2, FL-14, MI-8, NC-1, NM-2, NV-1, NY-19, OH-1, OH-9, OH-13, TX-28, VA-7. Districts without ads: CA-13, CA-45, CT-5, FL-9, FL-25, IN-1, NJ-9, NV-3, NV-4, NY-3, NY-4, OR-5, TX-34, WA-3. Source: dccc.org/2026-frontline
17. Races with ads: AK-Sen, IA-Sen, KS-Sen, MI-Sen, OH-Sen, TX-Sen. Races without ads: ME-Sen. Source: cookpolitical.com/ratings/senate-race-ratings
18. Races with ads: AK-Sen, GA-Sen, IA-Sen, MI-Sen, OH-Sen, TX-Sen. Races without ads: FL-Sen, ME-Sen, NC-Sen, NH-Sen. Source: dscc.org/article/dscc-announces-40-million-investment-in-win...
19. Races with ads: GA-Gov, KS-Gov, NV-Gov. Source: cookpolitical.com/ratings/governor-race-ratings
20. Races with ads: AK-Gov, IA-Gov, MI-Gov, OH-Gov, OR-Gov, WI-Gov, FL-Gov, TX-Gov. Races without ads: NE-Gov. Source: cookpolitical.com/ratings/governor-race-ratings
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