

MEMORANDUM

DATE: October 27, 2026
RE: Spending in the South Carolina U.S. Senate Race

Advertisers spent \$12.1 million on TV, radio and digital in South Carolina's U.S. Senate race last week (Oct. 20–26). Republicans and their allies outspent Democrats \$6.27 million to \$5.83 million. Democrats lead in what's booked for this week, \$6.90 million to \$5.51 million, but this week's numbers are incomplete and still coming in.

Last week: a narrow Republican edge, and almost all of it outside money

On broadcast TV, last week was a dead heat. Democrats put \$4.28 million on the air and Republicans put \$4.27 million. The Republican edge came from everywhere else: \$1.13 million in streaming TV to Democrats' \$927,000, \$231,000 in radio to \$6,000, plus satellite.

The Senate Leadership Fund was the biggest spender in the race by a wide margin. SLF spent \$3.73 million last week, 59 percent of everything on the Republican side and \$1.4 million more than the Andrews campaign itself.

The candidates' own campaigns tell a different story. Andrews for SC Senate spent \$2.32 million, about 40 percent of the Democratic total. Graham's campaign committees spent about \$16,600 combined, mostly on radio. Add in the NRSC's joint buy with Graham (\$585,000) and Andrews still outspent the Graham campaign and the NRSC together by almost four to one.

Outside groups and party committees accounted for roughly \$9.75 million of last week's \$12.1 million. That's about 81 cents of every dollar.

Advertiser	Party	Last week (Oct. 20–26)	This week, booked so far
SLF PAC	R	\$3,727,471	\$3,176,878
Andrews for SC Senate	D	\$2,323,068	\$1,322,156
Government That Works PAC	D	\$1,925,310	\$5,158,102
New Deal For All	D	\$1,024,911	\$145,686
Building The Future	R	\$1,016,952	\$453,116
Security is Strength PAC	R	\$592,828	\$458,240
NRSC/Graham joint buy	R	\$584,902	\$1,024,891
Fresh Start SC PAC	D	\$547,898	\$278,396
Great Opportunity PAC	R	\$306,149	\$365,000
All others		\$44,363	\$32,586
Total		\$12,093,852	\$12,415,051

The Upstate was the center of gravity. Greenville-Spartanburg drew \$4.26 million last week, 35 percent of all spending, and Democrats led there \$2.35 million to \$1.91 million. Charleston went the other way, with Republicans doubling Democrats \$1.33 million to \$664,000. Myrtle Beach-Florence (\$1.96 million) and Columbia (\$1.44 million) were close to even.

This week: the buys are still coming in

As of this afternoon, \$12.4 million is booked for Oct. 27 through Nov. 2. That already tops last week, and it's not the final number.

Nearly all of what's booked is broadcast. Streaming TV and digital show zero dollars for every advertiser this week. Last week those two categories totaled \$2.47 million. Cable is light too, especially on the Democratic side (\$62,000 booked versus \$360,000 last week). Those buys typically show up after they run. If they come in near last week's levels, this week clears \$14.5 million.

The Democratic lead in this week's bookings rests mostly on one group. Government That Works PAC has \$5.16 million on the books, up from \$1.93 million last week. That's 41 percent of all the money booked in the race this week. It opened new broadcast buys in Charlotte (\$860,000) and Charleston (\$675,000), two markets where it had almost nothing last week. That move flips Charleston, where Democrats now lead in bookings \$1.46 million to \$1.07 million.

On the Republican side, SLF has \$3.18 million booked, a little under last week. But SLF spent about \$1 million on streaming and digital last week, and none of that is in this week's number yet. The NRSC's joint buy with Graham nearly doubles to \$1.02 million and adds broadcast in Columbia, Charlotte, Savannah and Augusta.

A few other things worth watching:

- Andrews has \$1.32 million booked, down from \$2.32 million. Her Charlotte broadcast (\$191,000 last week) and all of her streaming and digital have not shown up yet.
- New Deal For All drops from \$1.02 million to \$146,000. Building The Future falls from \$1.02 million to \$453,000.
- Fresh Start SC PAC left the Upstate entirely and moved its money into Charleston.
- A separate NRSC/Graham line appears in Charleston, Greenville-Spartanburg and Myrtle Beach-Florence with no dollars attached yet.
- Another \$1.9 million is already booked against Election Day, Nov. 3.

Bottom line

Republicans won last week by about \$440,000, almost entirely off SLF and streaming TV. Democrats lead this week's bookings because one PAC more than doubled its buy. Neither number is settled. With streaming, digital and late broadcast still to land, expect this week's totals to climb on both sides, and expect the Democratic lead to narrow.

Since Oct. 19, the race has drawn \$28 million in booked spending through Election Day: \$14.6 million Democratic and \$13.4 million Republican.

Source: AdImpact, data as of Oct. 27, 2026, 3:16 p.m. Figures include broadcast, cable, streaming TV, radio, satellite and digital. This week's numbers reflect reservations to date.