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Thursday, July 10th

Trump's Immigration Agenda: A Guide for Advocates



Credit: Andrii Koval/Shutterstock

Key Takeaways:

- Trump is underwater on his immigration approval rating. But, he and Republicans are still more trusted than Democrats on the issue.
- Few Americans are surprised by the actions Trump has taken on immigration.
- Two in five Americans have seen images of arrests or mistreatment of immigrants they have found concerning, and nearly half are worried about people in their community being targeted for deportation.
- Americans feel Trump has been targeting all undocumented immigrants for deportation, not just violent criminals, and a majority feel he has been too aggressive in his approach.

Key Takeaways:

- Trump's mass deportation plan has grown increasingly unpopular since January.
- The framing of Trump's mass deportation plan is critical to garnering opposition, as is presenting an alternative to mass deportation: when Americans read a balanced alternative that includes paths to legal status, two in three prefer that to mass deportation.
- Americans view ICE negatively, and nearly half oppose Trump's recent increased use of ICE raids in LA and other cities.
- The most concerning characteristics of Trump's approach to immigration include separating families, disappearing people/grabbing them off the street with masked ICE agents and unmarked cars, and deporting people without their constitutionally guaranteed due process.

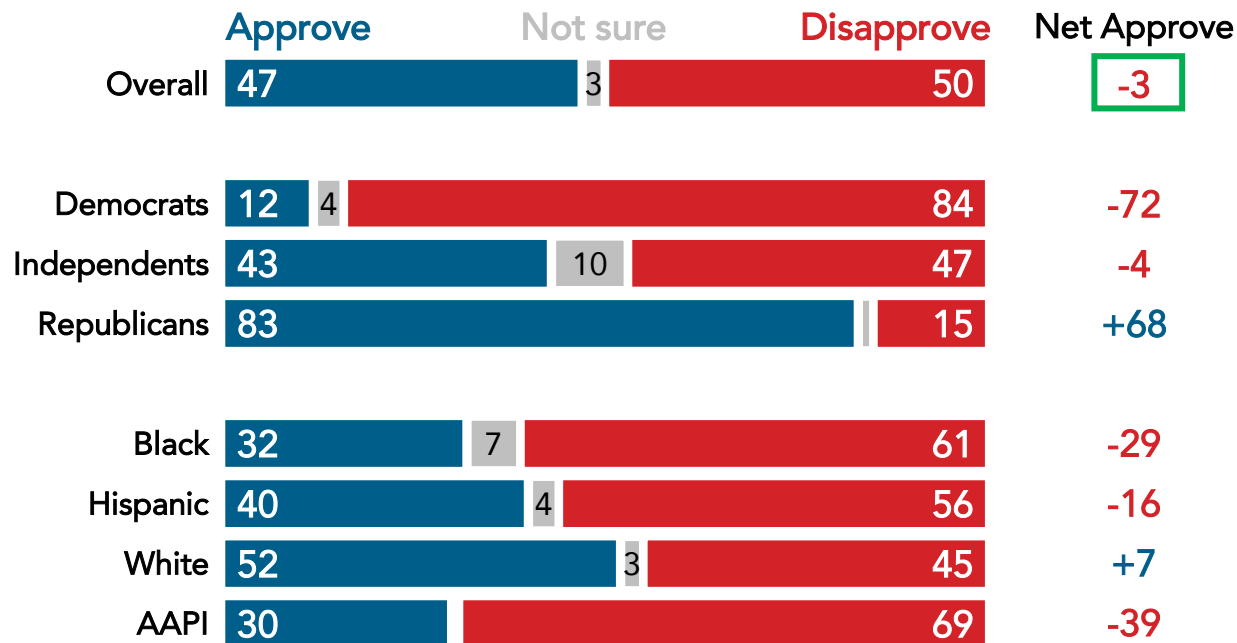
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Lay of the Immigration Landscape

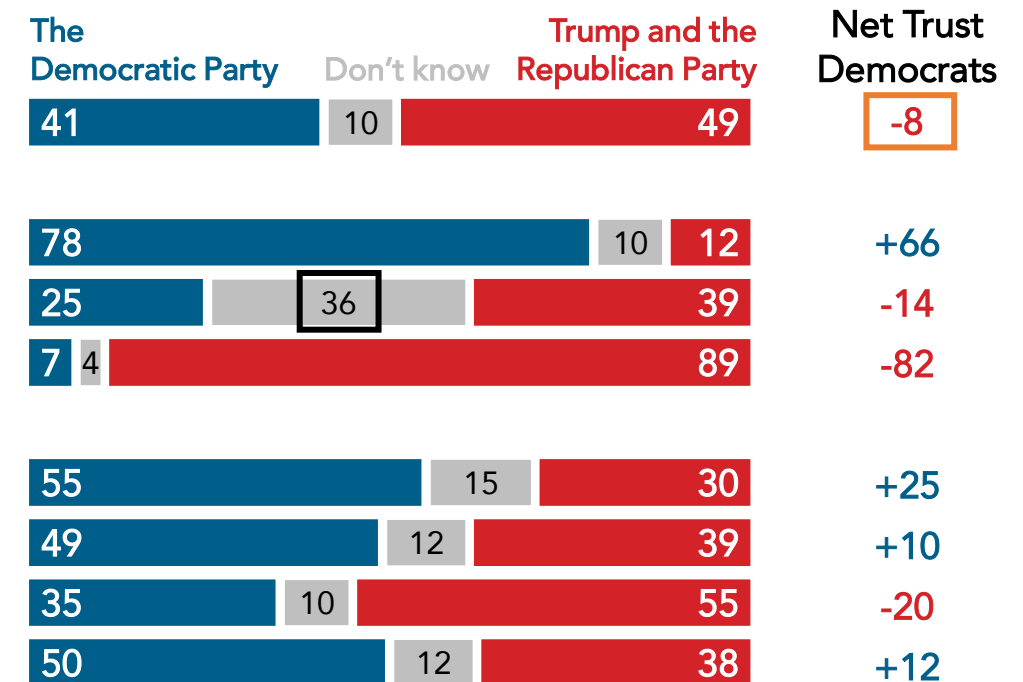
While Trump Is in the Red on Immigration, Democrats Do Not Have the Advantage Either

Though Trump is underwater by 3 points on his approval rating on immigration, he and Republicans are more trusted than Democrats by 8 points on the issue. A large share of independents say they “don’t know” who to trust more on immigration (36% don’t know).

Please indicate whether you approve or disapprove of the way Donald Trump is handling: Immigration.



Please indicate who you personally trust more to handle: Immigration.



Nationwide survey of 1,000 registered voters conducted June 26-June 30, 2025.
For more info, visit navigatorresearch.org.

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Trump's ICE Raids and Use of National Guard in LA Are Breaking Through; Arrests of Electeds Less So, Though All Are Concerning

Below are some recent events. Regardless of how much you have heard about each one, please indicate how concerned you are about it.

	Very concerning	Somewhat concerning	Total Concerning				% Hearing A Lot
			Overall	Dem	Ind	Rep	
Trump and Republicans' proposed cuts to Medicaid in the budget	48	21	69	92	74	45	34
Two Minnesota lawmakers being shot by a gunman	46	26	73	82	70	64	34
The escalating conflict in the Middle East, including the U.S. bombing Iran	46	28	74	90	75	57	54
Trump's use of tariffs	41	22	63	88	63	37	51
Trump's use of ICE (Immigration and Customs Enforcement) raids to deport immigrants	40	17	57	89	55	26	57
Trump deploying the National Guard and Marines in Los Angeles in response to protests	40	23	62	90	58	35	50
Multiple elected officials being arrested for questioning or protesting Trump's immigration policies	38	20	59	86	52	33	24
A significant portion of the U.S. experiencing a dangerous heat wave	34	37	71	84	68	58	42

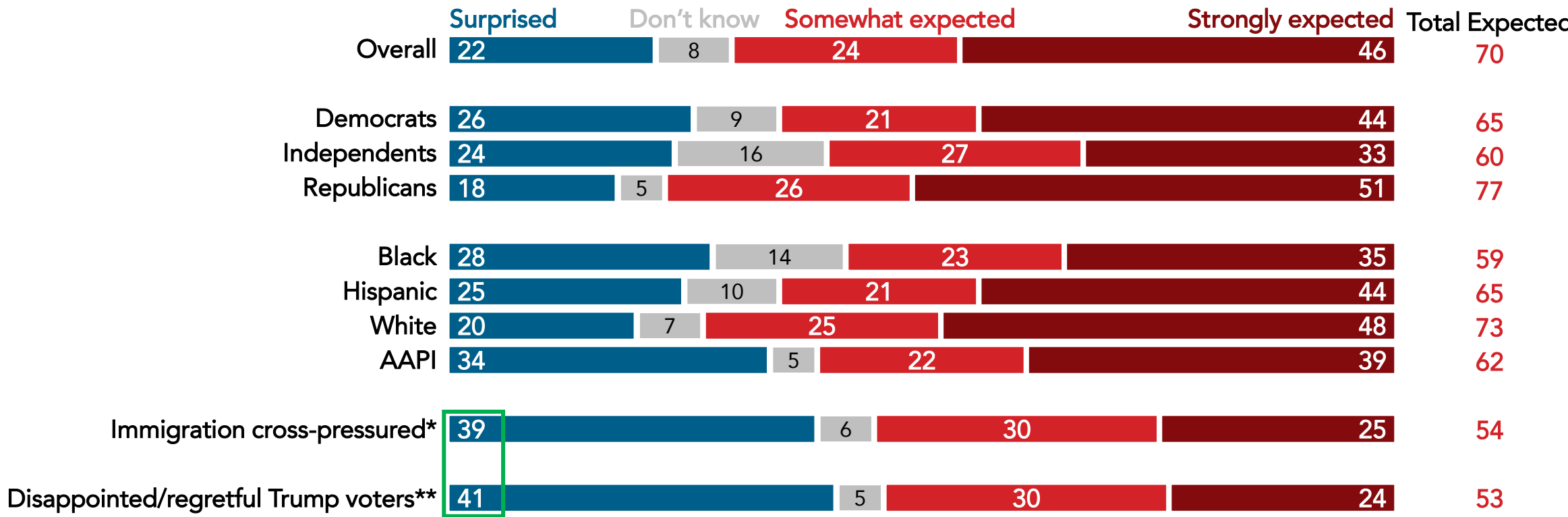
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Few Americans Have Been Surprised By Trump’s Immigration Actions

Seven in ten Americans say they expected Trump’s actions on immigration (70%), including 60% of independents, though roughly two in five immigration cross-pressured Americans* (39%) and disappointed/regretful Trump voters** (41%) say they have been surprised.

Which better describes your reaction to the actions taken by Donald Trump on immigration so far during his second term as President?

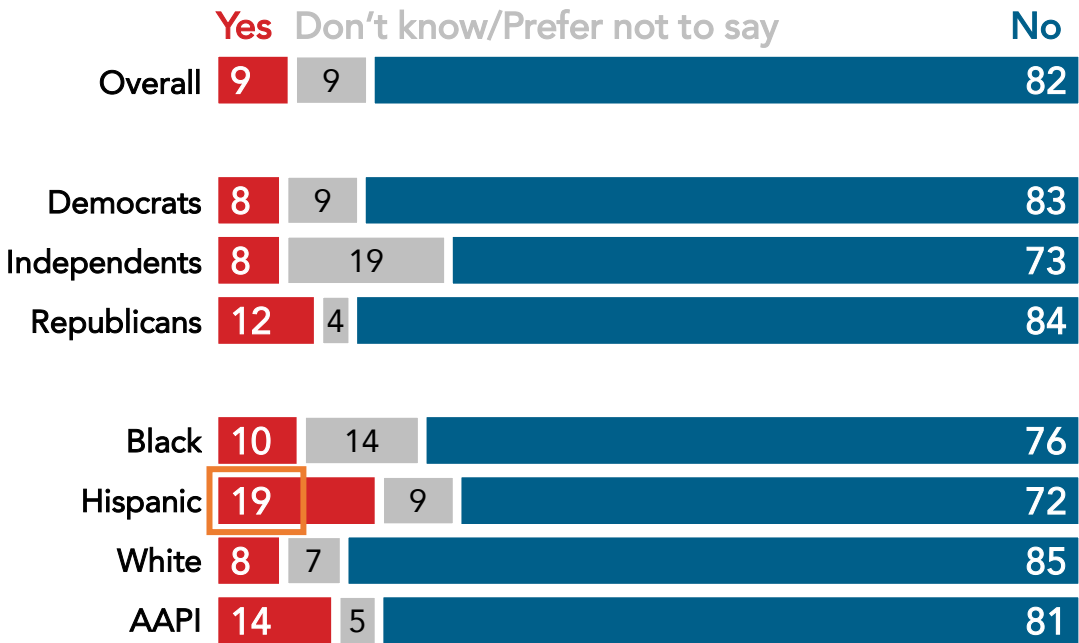


*"Immigration cross-pressured" are those who don't trust Democrats more than Trump and Republicans on immigration, but say Trump is being too aggressive in his current approach. **"Disappointed/regretful Trump voters" are those who voted for Trump in 2024 but say they now either regret voting for him or are disappointed in his first few months in office. Nationwide survey of 1,000 registered voters conducted June 26-June 30, 2025. For more info, visit navigatortresearch.org.

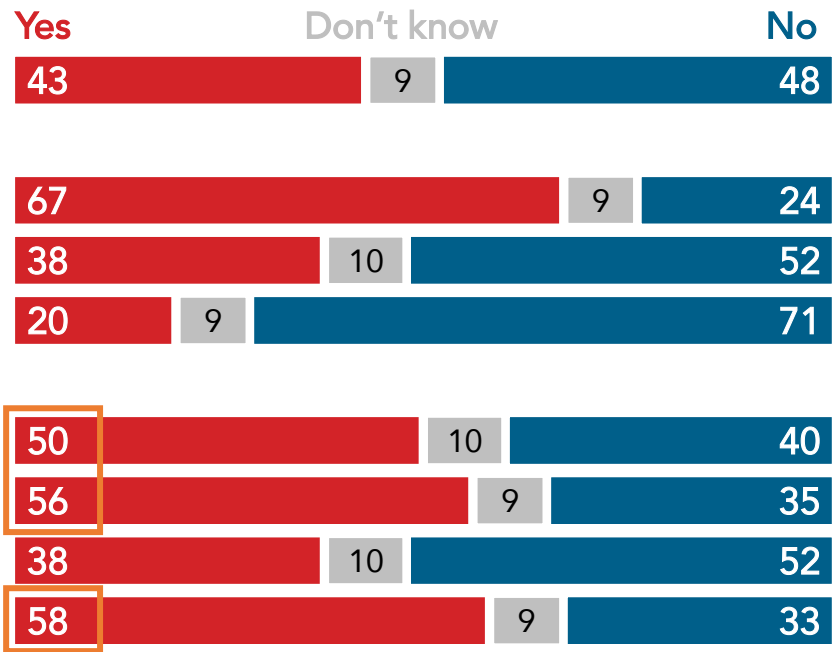
One in Ten Know Someone Who Has Been Deported/Detained By ICE, Two in Five Have Seen Concerning Images

At least half of Black (50%), Hispanic (56%), and AAPI (58%) Americans have seen images of an arrest, deportation, or mistreatment of an immigrant that they found concerning. One in five Hispanic Americans know someone who has been detained or deported by ICE (19%).

[Split Sample] Do you know anyone who has been deported or detained by ICE (Immigration and Customs Enforcement)?



[Split Sample] In the last few months, have you seen a picture or video of an arrest, deportation, or mistreatment of an immigrant you found concerning?

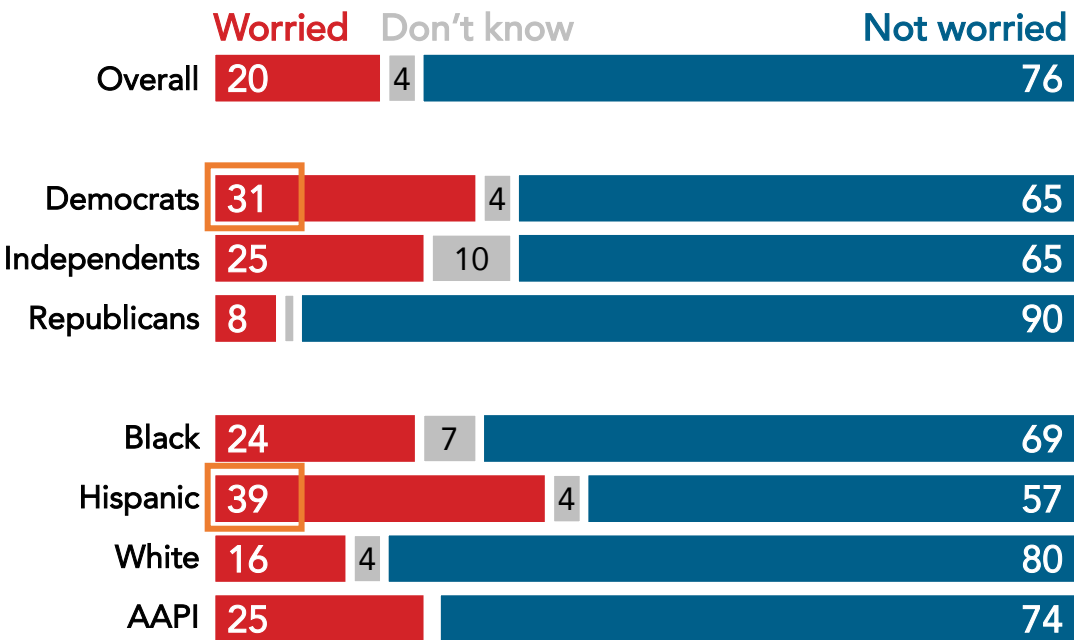


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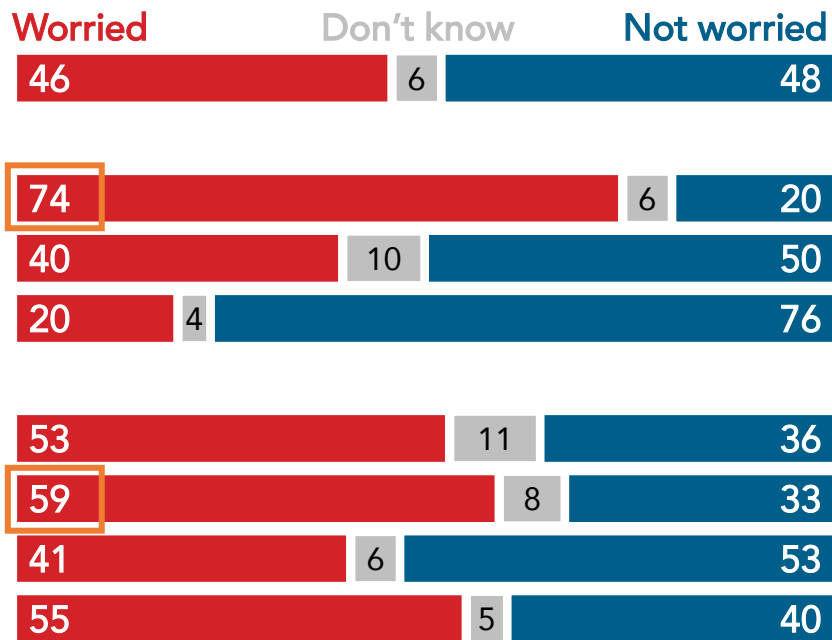
One in Five Are Worried About Friends/Family Being Deported; Nearly Half Worry About People in Their Community

Democrats (74%) and Hispanic Americans (59%) are the most worried about people in their community being targeted for deportation by ICE, as well as family members or friends (31% and 39%, respectively).

[Split Sample] How worried are you that a family member or friend may be targeted for deportation by ICE?



[Split Sample] How worried are you that people in your community may be targeted for deportation by ICE?



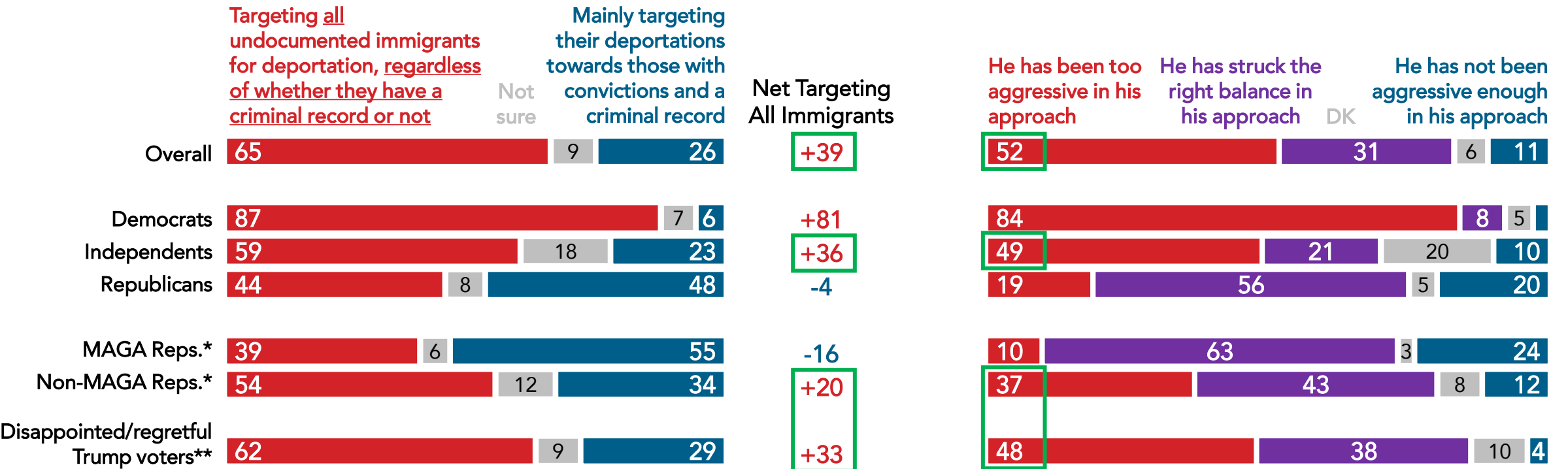
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Americans Feel Trump Has Been Targeting Immigrants Indiscriminately and Has Been Too Aggressive in His Approach

A majority say Trump has been too aggressive in his deportation approach (52%), including 37% of non-MAGA Republicans*. Two in three also say he has been targeting all undocumented immigrants, not just criminals (65%), including 54% of non-MAGA Republicans*.

Which do you think best describes the Trump administration's current approach to deportations? The Trump administration is...

In thinking about how Trump has handled the issue of deportations, which do you agree with more?



*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **"Disappointed/regretful Trump voters" are those who voted for Trump in 2024 but say they now either regret voting for him or are disappointed in his first few months in office. Nationwide survey of 1,000 registered voters conducted June 26-June 30, 2025. For more info, visit navigatortresearch.org.

Roughly One in Six Americans Don't Trust Democrats to Handle Immigration, But Say Trump Is Being Too Aggressive

Americans unfavorable to both parties (34% are immigration cross-pressured), non-conservative independents and Republicans (26%), and non-MAGA Republicans* (24%) are disproportionately likely to fall into this category.

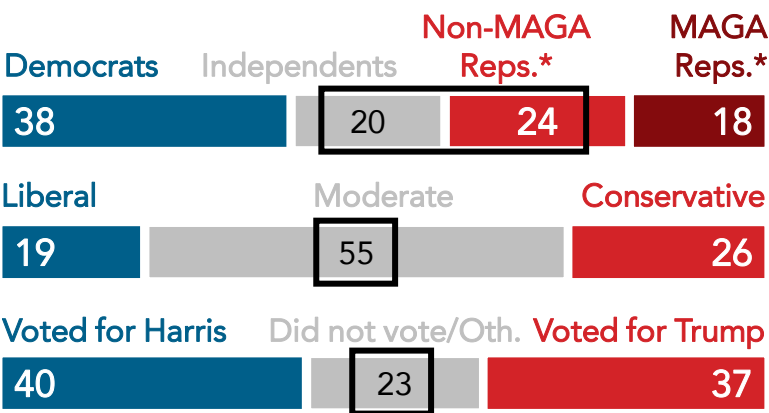
Immigration Cross-Pressured (15% of Americans):

Those who don't trust Democrats more than Trump and Republicans on immigration, but say Trump is being too aggressive in his current approach.

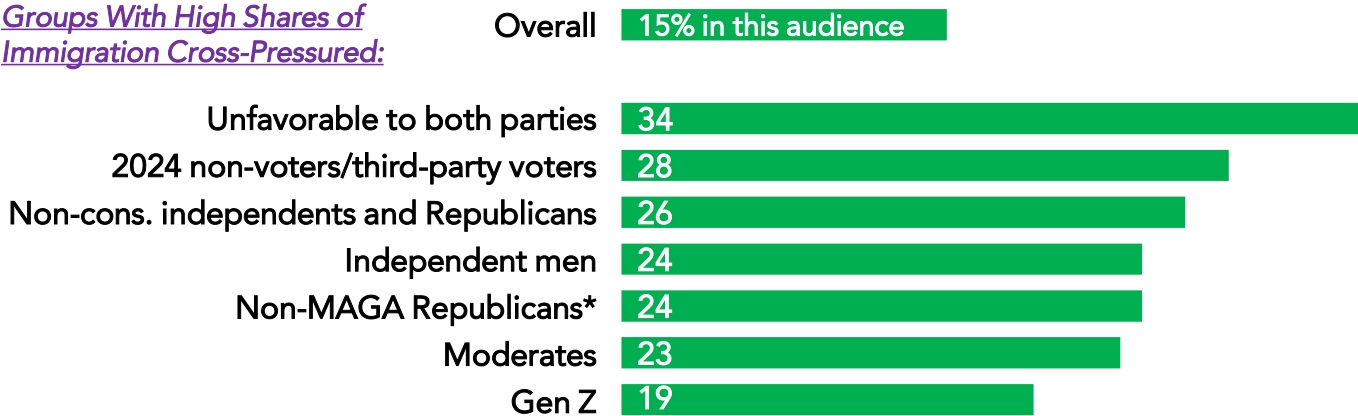
Please indicate who you personally trust more to handle: Immigration. **Trump and the Republican Party** OR **Don't know**

In thinking about how Trump has handled the issue of deportations, which do you agree with more? **He has been too aggressive**

Demographic Composition of Immigration Cross-Pressured:



Groups With High Shares of Immigration Cross-Pressured:



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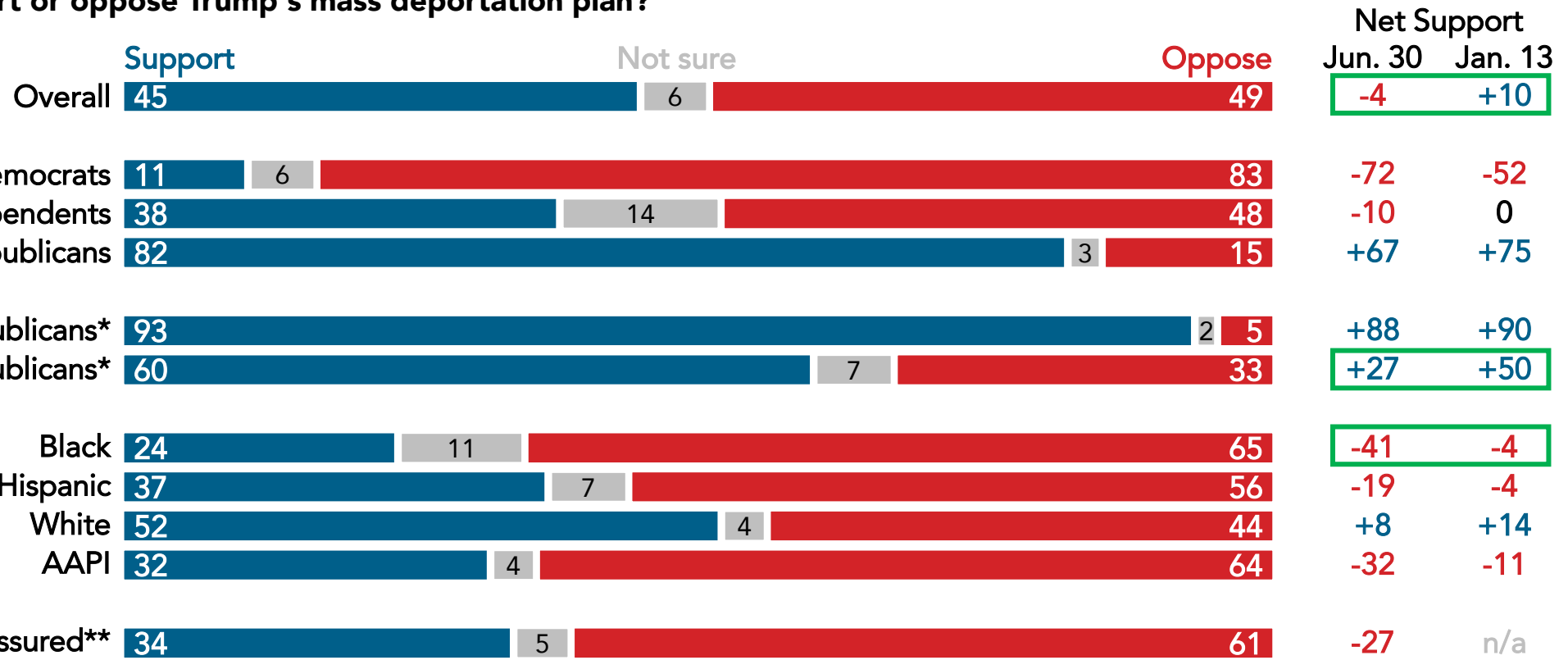


Trump's Mass Deportation Agenda

Trump's Mass Deportation Plan Has Grown Increasingly Unpopular Since Pre-Inauguration

Since January, support for Trump's deportation plan has declined by a net 14 points (from net +10 support to net -4). Some of the sharpest declines in support are among non-MAGA Republicans* (from net +50 to net +27) and Black Americans (from net -4 to net -41).

Do you support or oppose Trump's mass deportation plan?

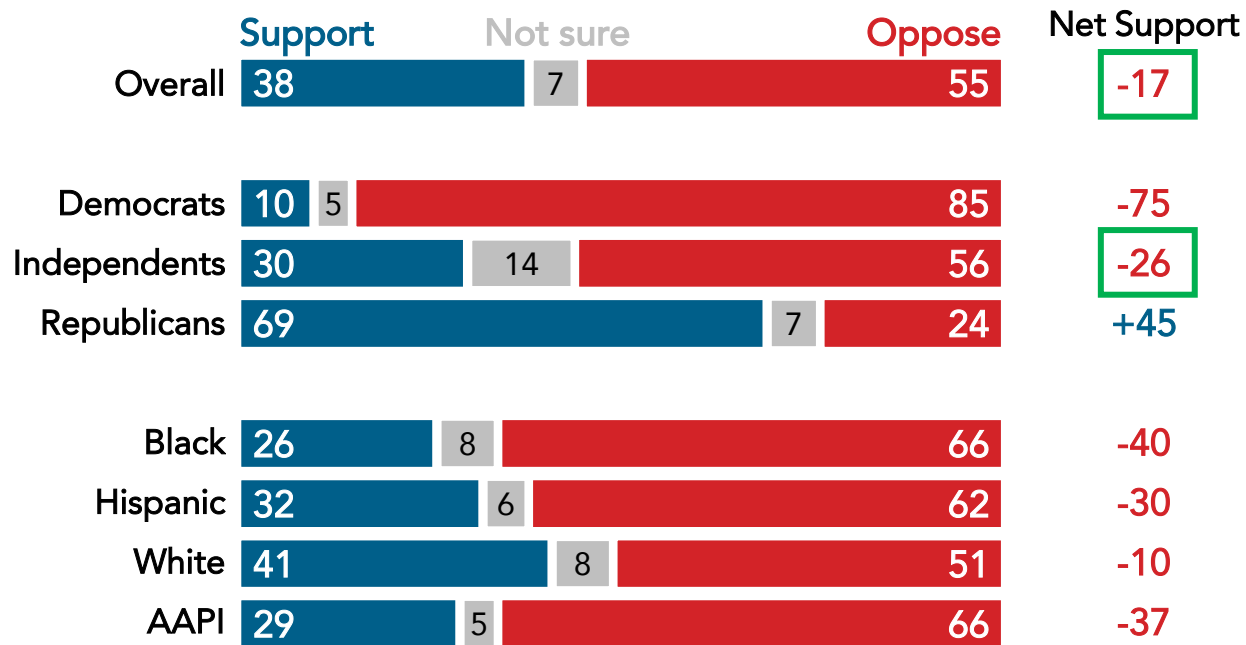


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **"Immigration cross-pressured" are those who don't trust Democrats more than Trump and Republicans on immigration, but say Trump is being too aggressive in his current approach. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted June 26-June 30, 2025. For more info, visit navigatortresearch.org.

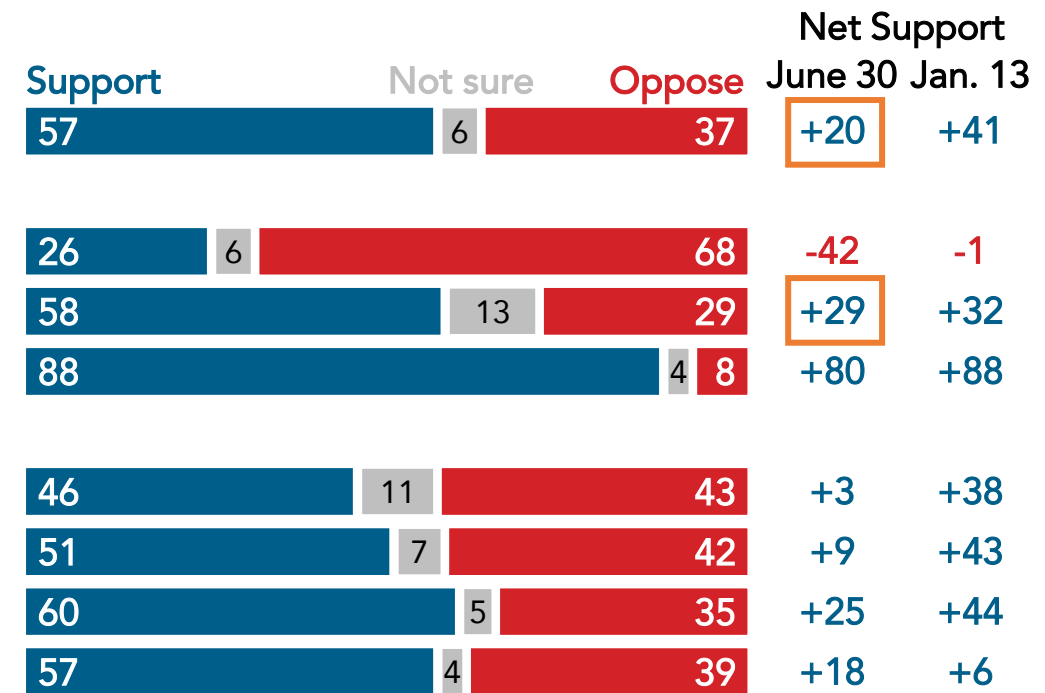
Framing Remains Crucial on Mass Deportation; Explaining Who Is Being Targeted Increases Opposition

Support for Trump's framing has declined by a net 21 points since January (from net +41 support to net +20), driven by Democrats (from net -1 support to net -42) – though a majority of Americans continue to support a conservative framing of Trump's deportation plan (57%).

[PROGRESSIVE FRAMING] Do you support or oppose Trump's mass deportation plan to deport and remove all undocumented immigrants currently living in the country, even if that means that some immigrants who are here legally may get detained or deported and separated from their families and children?



[CONSERVATIVE FRAMING] Do you support or oppose Trump's mass deportation plan to deport all illegal immigrants, starting with violent criminals?



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted June 26-June 30, 2025. For more info, visit navigatortresearch.org.

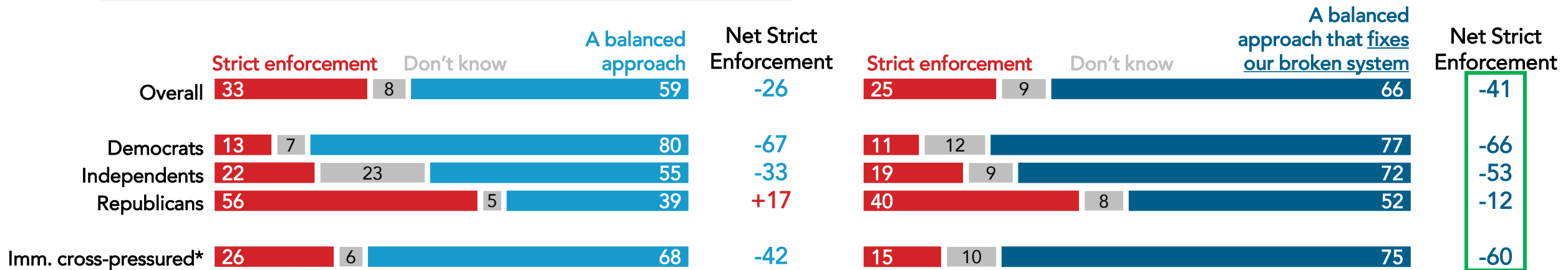
A Balanced Approach Beats an Enforcement/Deportation Focus: Pivoting From a Broken System Strengthens It Further

Which of these two approaches to immigration do you prefer the federal government pursue?

Focusing on strict enforcement and mass deportation by having ICE target all immigrants who are here illegally for deportation, with the goal of deporting millions of people each year, while investing in border security, detention centers, and increased enforcement to deter future illegal immigration.

[Split Sample] **A balanced approach** that focuses on deporting those who have committed serious crimes, while still upholding American values like treating people humanely and ensuring due process as protected in the Constitution. This approach would also allow immigrants who have been working, paying taxes, and following the law to apply for legal status.

[Split Sample] **A balanced approach that fixes our broken immigration system** by focusing on deporting those who have committed serious crimes, while still upholding American values like treating people humanely and ensuring due process as protected in the Constitution. This approach would also allow immigrants who have been working, paying taxes, and following the law to apply for legal status.



*"Immigration cross-pressured" are those who don't trust Democrats more than Trump and Republicans on immigration, but say Trump is being too aggressive in his current approach. Nationwide survey of 1,000 registered voters conducted June 26-June 30, 2025. For more info, visit navigatortresearch.org.

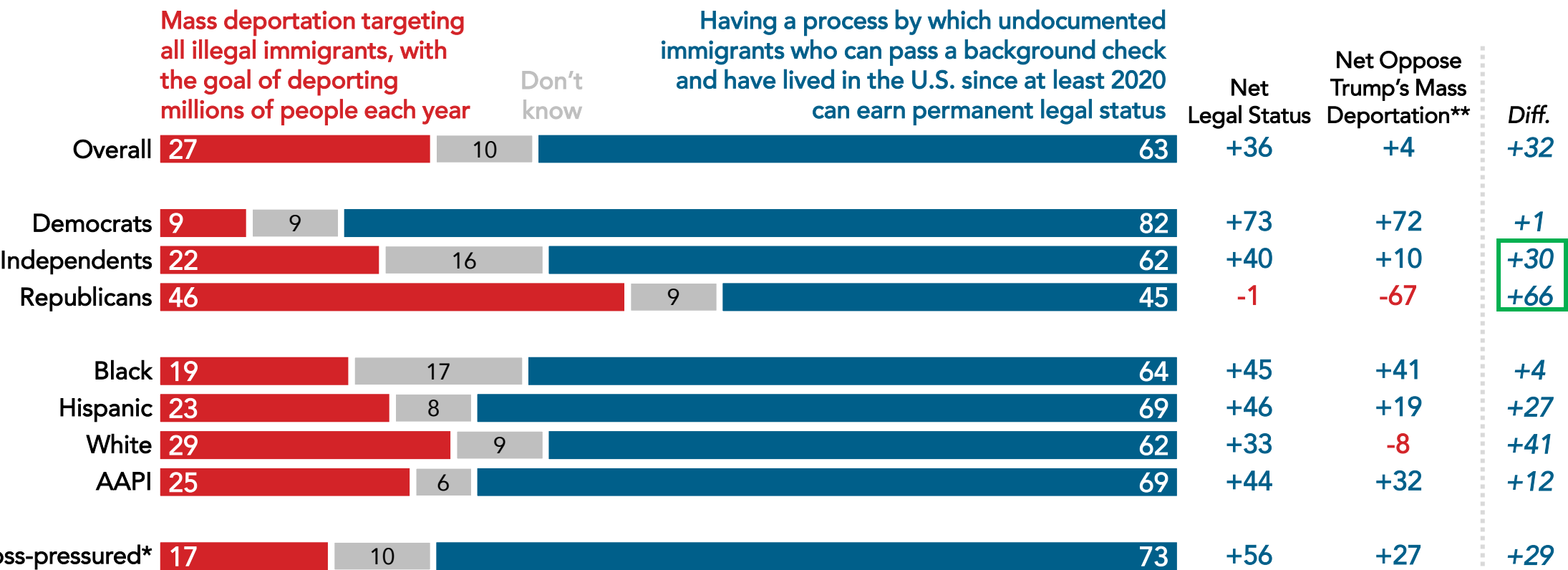
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Presenting the Alternative to Mass Deportation Is Crucial to Shifting and Winning the Debate Against It

While Americans oppose Trump’s mass deportation plan by 4 points, they prefer paths to legal status over mass deportation by 36 points.

- Majorities of independents (62%) and 45% of Republicans prefer a path to legal status over mass deportation.

Which solution do you prefer?



*"Immigration cross-pressured" are those who don't trust Democrats more than Trump and Republicans on immigration, but say Trump is being too aggressive in his current approach. **Results shown are from a separate question: "Do you support or oppose Trump's mass deportation plan?"
Nationwide survey of 1,000 registered voters conducted June 26-June 30, 2025.
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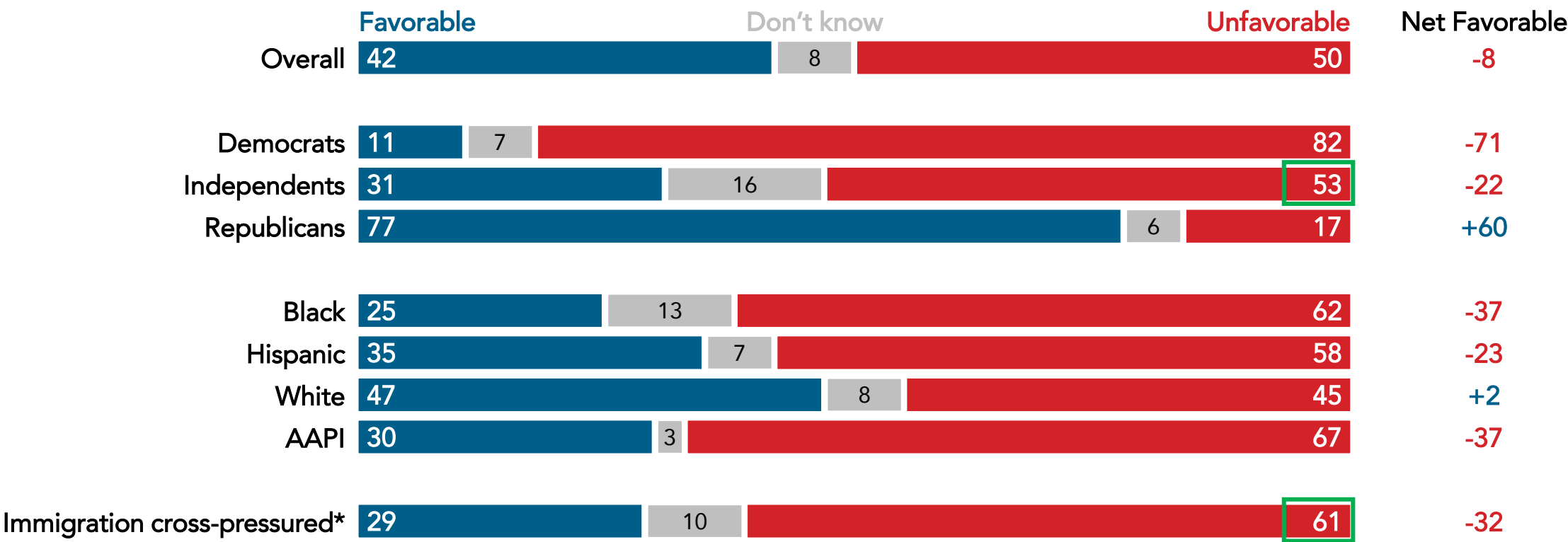
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ICE Raids

Half of Americans Rate ICE Negatively

A majority of independents (53%) and immigration cross-pressured Americans* (61%) say they are unfavorable towards ICE.

Please indicate how favorable or unfavorable you are to: ICE, also known as Immigration and Customs Enforcement.

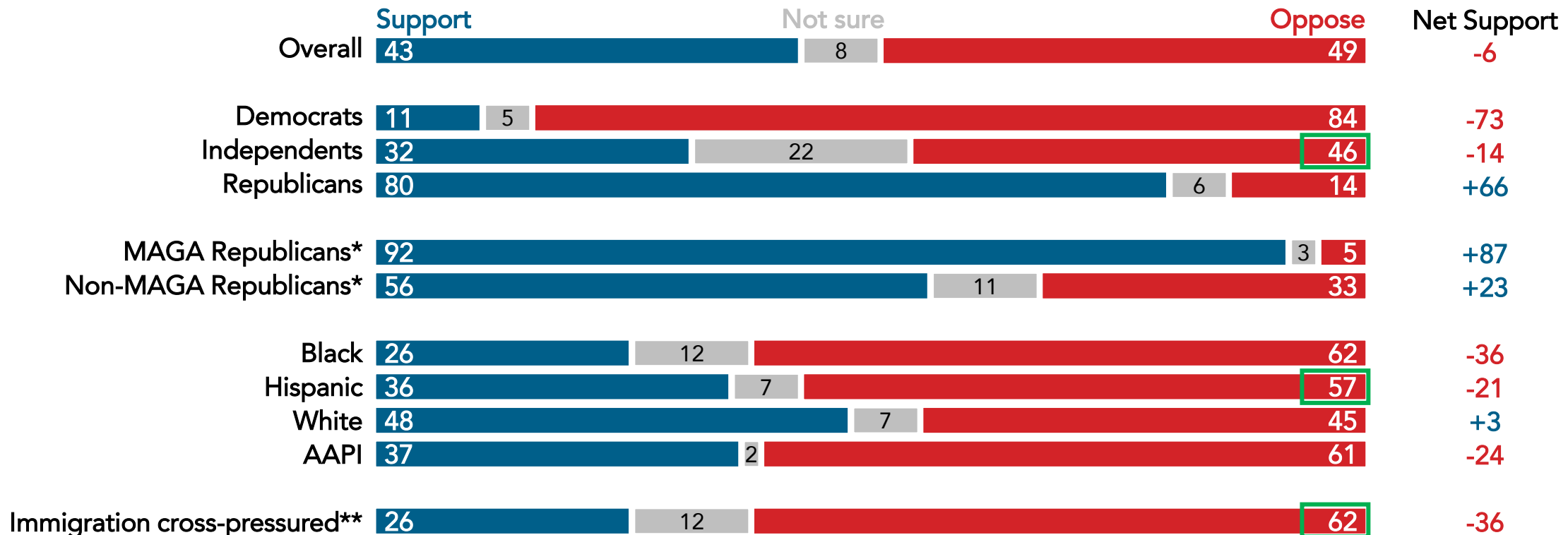


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Nearly Half Oppose Trump's Increased Use of ICE Raids

Pluralities of independents (46%) and majorities of immigration cross-pressured Americans** (62%) and Hispanic Americans (57%) say they oppose Trump's increased use of ICE raids.

Do you support or oppose Trump's increased use of ICE (Immigration and Customs Enforcement) raids in recent weeks in Los Angeles and other cities?



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Americans See ICE Raids As Causing Chaos, Spreading Fear, and Disrupting the Economy

Independents agree more with an economically focused rebuttal (net +7 agree with "fear and cruelty," net +24 agree with "economy").

Which side do you agree with more?

FEAR AND CRUELTY: Those who say the ICE raids are causing chaos, spreading fear, and targeting immigrants in cruel and inhumane ways

Those who say the ICE raids are necessary to enforce immigration laws, protect our security, and deter illegal immigration

Net Agree With Progressive View



Overall	Dem	Ind	Rep
+9	+73	+7	-57
+12	+66	+24	-48

ECONOMY: Those who say the ICE raids are causing chaos and disrupting the economy by targeting immigrants like farmworkers and restaurant workers who local businesses rely on

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Immigration Policy and Messaging

Americans Support Deporting Criminals, While Protecting Those With Legal Status; Creating Safe, Legal Pathways Also Popular

Below are some immigration policies. On a scale of 1 to 5, where 1 means you are extremely unfavorable to the policy, 3 means you are neutral, and 5 means you are extremely favorable, please rate how you feel about each one.

/ indicates split sample

		Favorable (4-5)	Neutral (3)	Not sure	Unfavorable (1-2)	Overall	Dem	Ind	Rep	Imm. Cross-Pressured*
**Focus deportation efforts on those who have been convicted of serious crimes	78	63% extremely favorable	12	4	6	+72	+74	+69	+71	+91
Fix our broken immigration system to ensure there are safe, legal ways for people to immigrate to the U.S	76	59% extremely favorable	15	4	5	+71	+80	+65	+65	+75
**Ensure that immigrants with legal status cannot be targeted for deportation	72	59% extremely favorable	17	4	7	+65	+79	+63	+52	+66
Create a pathway to legal status for farmworkers and other essential workers	68	47% extremely favorable	18	4	10	+58	+79	+54	+36	+69
Allow undocumented immigrants who have been working and following the law to apply for legal status	63	46% extremely favorable	20	3	14	+49	+75	+53	+21	+62
***Protect Dreamers, the undocumented immigrants who came to the United States as children, and provide them with a path to citizenship	60	43% extremely favorable	19	5	16	+44	+74	+44	+14	+66
***Provide due process and court hearings before deportations can occur	55	40% extremely favorable	18	4	23	+32	+75	+34	-14	+55

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Trump's Approach to Mass Deportations Is Unpopular, Including Targeting All Immigrants and Using Military Force

Below are some immigration policies. On a scale of 1 to 5, where 1 means you are extremely unfavorable to the policy, 3 means you are neutral, and 5 means you are extremely favorable, please rate how you feel about each one.

/ indicates split sample

	Favorable (4-5)	Neutral (3)	Not sure	Unfavorable (1-2)	Overall	Dem	Ind	Rep	Imm. Cross-Pressured*
**Make sure that no one is deported to a country they are not from without their due process rights in court first	63	20	5	12	+51	+79	+45	+24	+60
End deportation raids in sensitive locations like places of worship	56	21	5	18	+38	+74	+39	+3	+54
Stop deportation policies that are designed to separate families	55	20	5	20	+35	+76	+40	-8	+58
Prevent federal agents from arresting elected officials for criticizing immigration policy	54	19	7	20	+34	+64	+33	+4	+45
Halt ICE raids by officers who are masked with no identification and use unmarked vehicles	50	20	5	25	+25	+57	+29	-10	+44
Use military forces or National Guard troops for immigration enforcement in U.S. cities	36	19	5	31% extremely unfav 40	-4	-52	-11	+47	-15
Deport all illegal immigrants who are in this country, even those with U.S. citizen family members and those who have lived here for a decade or longer	29	18	6	37% extremely unfav 47	-18	-58	-18	+20	-39

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Americans See a Complicated Picture of Congressional Democratic Views on Immigration

Below is a list of policies. Please indicate whether you think Democrats in Congress support each one.

Net Think Democrats Support

/ indicates split sample

Think
Democrats support

Don't know

Think
Democrats oppose

Overall

Dem

Ind

Rep

Imm. Cross-
Pressured*

**Focus deportation efforts on those who have been convicted of serious crimes

52

20

28

+24

+62

+15

-11

+37

Turn all American cities into sanctuary cities, where undocumented immigrants are protected from deportation or prosecution despite federal immigration law

50

24

26

+24

+8

+16

+43

+16

Open our borders to illegal immigrants

43

18

39

+4

-29

+1

+40

-6

**Increase border security

38

21

41

-3

+38

-17

-41

+7

Deport all illegal immigrants who are in this country, regardless of how long they have been here

15

18

67

-52

-56

-36

-54

-49

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Most Concerning On Trump: Separating Families, Disappearing People/Grabbing Them Off the Street, No Due Process

Below is a list of recent actions and descriptions of actions that Trump and his administration have taken on immigration. Please indicate how concerning you find each one. [Top 7 tested]

	Very concerning	Somewhat concerning	Dem	Ind	Rep	Imm. Cross-Pressured*
The Trump administration's ICE raids are separating families, including children from their parents	48	17	78	46	17	56
The Trump administration is grabbing people off the street and disappearing them to jails or other countries, with their families often having no idea where they are	46	15	76	47	16	56
The Trump administration is grabbing people off the street with ICE agents using masks, unmarked cars, and plainclothes to conceal their identities	46	15	75	46	15	56
The Trump administration is deporting people without due process or a court hearing, violating the Constitution	46	15	75	45	15	56
The Trump administration is detaining or arresting elected officials, including a Senator and Congressperson, who question his immigration policies	45	16	74	49	15	54
The Trump administration is using military-style raids in residential neighborhoods to detain undocumented immigrants	44	14	75	42	13	51
The Trump administration is ignoring court orders to return deported migrants to the U.S. who pose no threat	44	16	74	43	14	50

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Less Concerning on Trump's Immigration Actions: Raids Targeting Work Seekers, Ignoring States' Rights

Below is a list of recent actions and descriptions of actions that Trump and his administration have taken on immigration. Please indicate how concerning you find each one. [Bottom 5 tested]

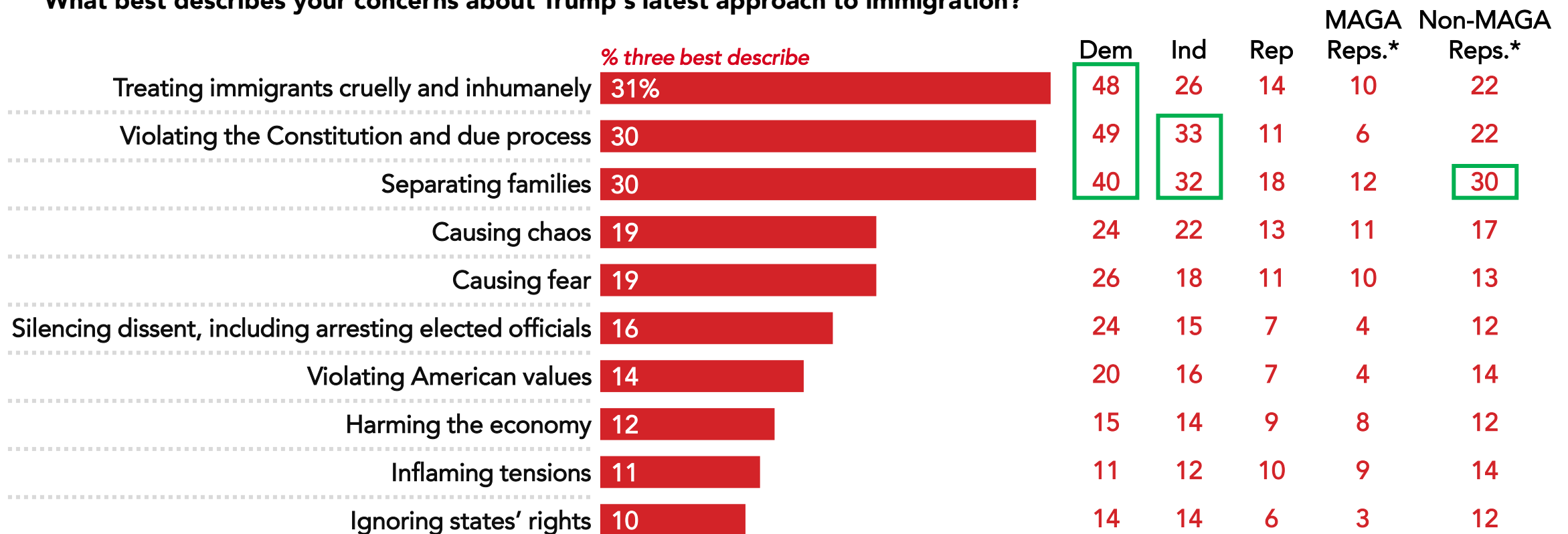
	Very concerning	Somewhat concerning	Dem	Very Concerning			Imm. Cross-Pressured*
				Ind	Rep		
The Trump administration is deporting immigrants who have lived here for many years and have no criminal record	43	17	75	40	12		49
The Trump administration is conducting mass workplace raids that are targeting immigrant workers in critical industries like farming, restaurants, and hotels	43	17	74	39	13		51
The Trump administration revoked the legal status of immigrants fleeing violence and persecution and is now targeting them for deportation back to the dangers they fled from	43	17	70	40	15		49
The Trump administration is ignoring states' rights by deploying the National Guard against the will of a state's Governor	42	17	70	42	13		45
The Trump administration is targeting deportation raids towards people searching for work, by raiding places where construction workers gather, like Home Depot parking lots	41	16	71	36	12		42

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Best Descriptors of Concerns About Trump on Immigration: Cruel and Inhumane, Violating the Constitution, Separating Families

Independents (32%) and non-MAGA Republicans* (30%) say that “separating families” best describes their concerns about Trump’s approach to immigration. Democrats drive the share concerned about cruel and inhumane treatment of immigrants (48%).

What best describes your concerns about Trump's latest approach to immigration?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from June 26-June 30, 2025. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

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