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Thursday, February 5th

Immigration and ICE: Message Guidance

Note: this survey was fielded in full after the killings of Renee Good and Alex Pretti. It was mid-field when the federal government began its partial shutdown.



Credit: Alejandro Diaz Manrique/Shutterstock

Key Takeaways:

- The killings in Minnesota by ICE and federal immigration agents are a massive news story: they are driving what Americans are hearing about Trump, nearly everyone is hearing about what happened, and most have seen videos of the shootings.
- As a result, Trump's ratings – overall, on immigration, and on his immigration policies specifically – have fallen significantly.
- ICE's ratings are very negative as Americans reject ICE's approach as being far too aggressive and focused on the wrong targets. Americans are worried about ICE's violence, their lack of training, and who they are targeting – especially children, U.S. citizens, and people based on their appearance alone.
- The strongest messages against ICE reinforce these themes (too aggressive and broad, targeting the wrong people), while also referencing that we're spending billions on unlawful ICE enforcement instead of on programs that actually help people like Medicaid and SNAP. Calling ICE a "secret police force loyal to Trump" is also effective.

Building the Case Against ICE

The WHO:

Focus on ICE as...

- Too aggressive and broad in approach
- Untrained and violent



The WHAT:

ICE agents are...

- Killing citizens
- Acting violently without training
- Targeting the wrong people, including:
 - Children
 - U.S. citizens
 - People based on appearance



The IMPACT:

Trump/ICE are...

- Committing acts of violence instead of keeping us safe
- Spending billions on ICE instead of programs that help people like Medicaid and SNAP
- Creating a secret police force loyal to Trump

Presenting a Response to ICE

Driving Accountability for What's Happened

- Ending the deployment of ICE to Minneapolis
- Investigating the killings of Renee Good and Alex Pretti
- Impeaching Noem and firing Miller

Providing the Policy Response to Fix an Out-of-Control ICE

- **Rein in ICE:** taxpayer dollars should be spent on programs like Medicaid and SNAP that help people, not on sowing violence and chaos.
- **Bring accountability and oversight to end ICE violence:**
 - Body cameras
 - Full criminal background checks
 - Standards of conduct
 - Conflict de-escalation
- **Stop ICE from unlawfully targeting whoever they want:**
 - No more basing arrests off of appearances alone
 - No more detaining of peaceful protesters
 - Requiring warrants signed by a judge
 - Preventing ICE from detaining children
 - Ending ICE raids in schools

Presenting an Alternative Vision

Americans want something different. They want a **balanced approach that fixes our broken immigration system:**

- Treating people humanely
- Expanding legal pathways for immigrants who have been working, paying taxes, and following the law
- Focusing on deporting serious criminals
- Securing our borders

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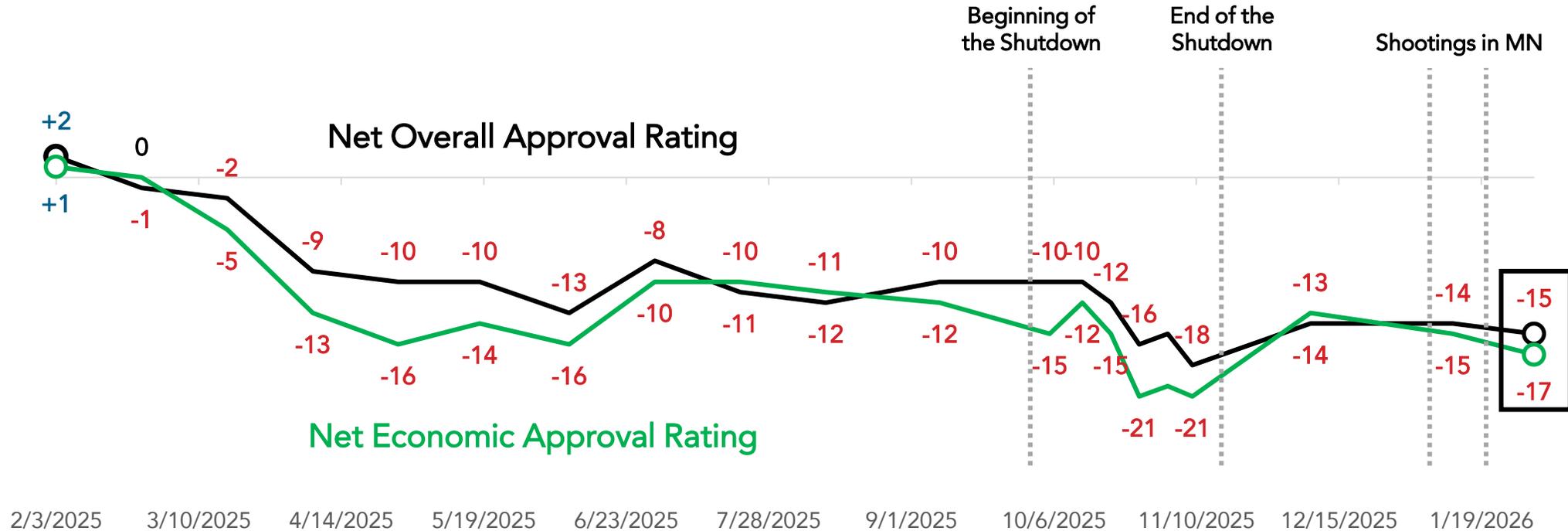
Landscape

Amid a News Cycle Driven By ICE, Trump's Ratings Continue To Drop – Nearing the Low Point Reached During the Shutdown

Both Trump's overall (net -15 approve) and economic approval (net -17) ratings remain deeply negative.

- Trump's rating on immigration is at a second term low point of net -12 approve, down from net -7 in December and net -3 in June.

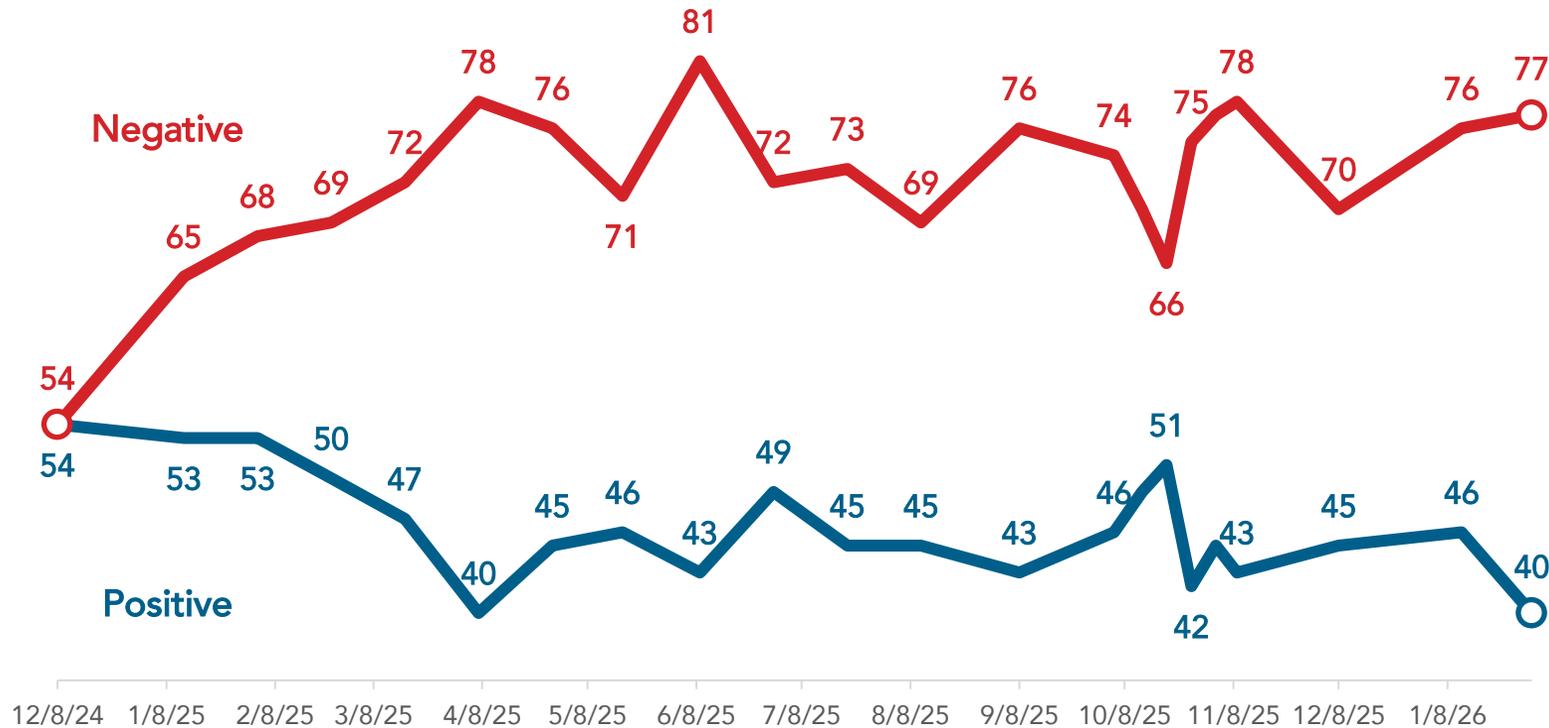
Do you approve or disapprove of the way Donald Trump is handling his job as president/**the economy**?



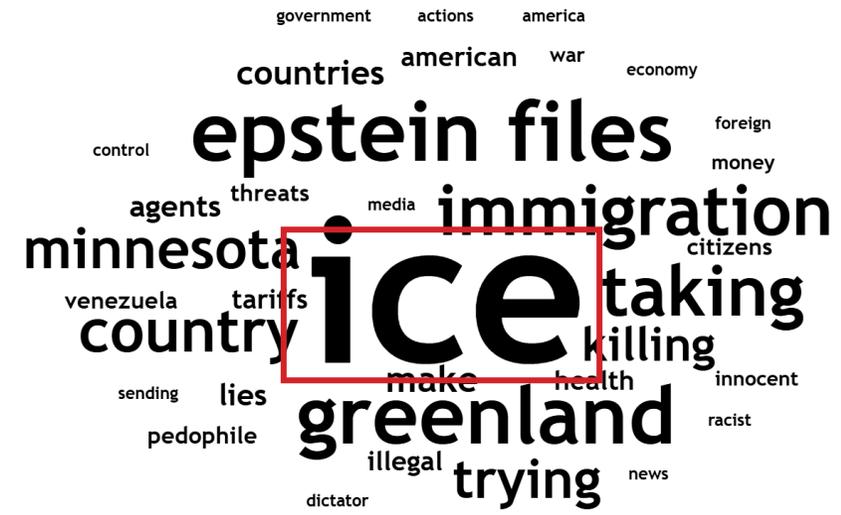
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 29-February 1, 2026. For more info, visit navigatorresearch.org.

With ICE Dominating the News Coverage of Trump, Nearly Eight in Ten Americans Are Seeing Something Negative on Trump

Over the past few days, has what you have seen, read, or heard recently about Donald Trump been:



[If hearing negative/mixed information] In a few words, what **negative** things have you seen, read, or heard recently about Donald Trump?

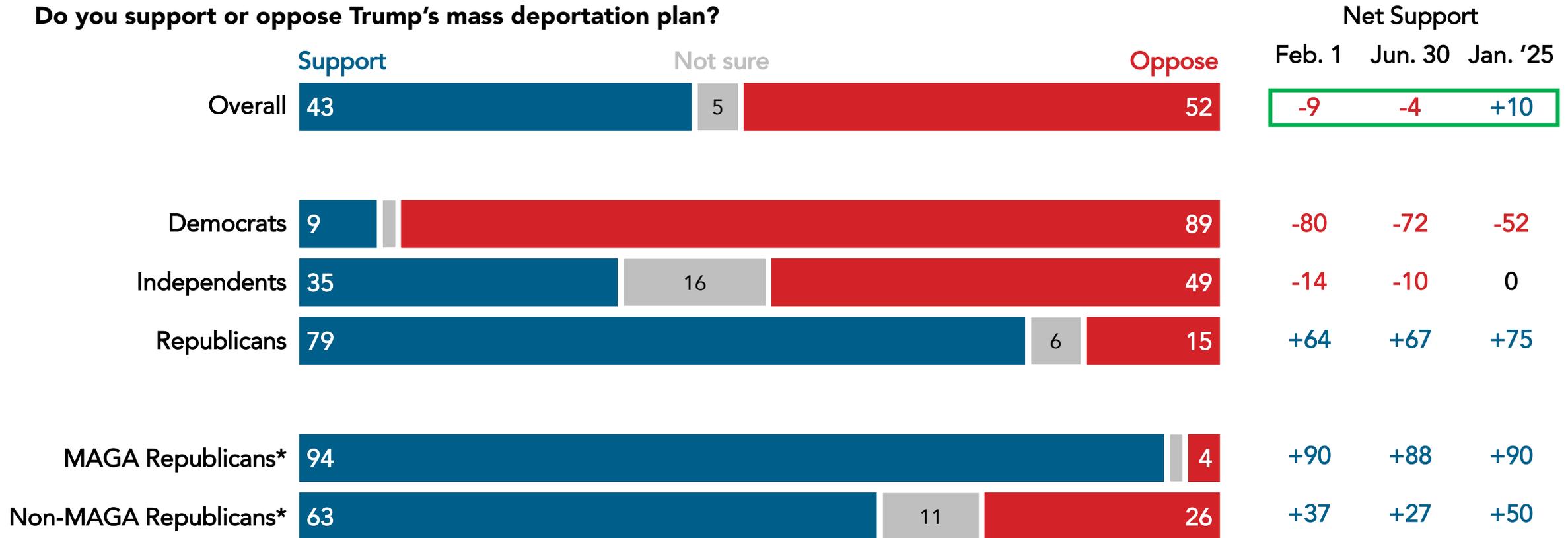


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Trump's Mass Deportation Plan Is Opposed By a Majority, Growing Increasingly Unpopular Since the Start of His 2nd Term

Support for Trump's mass deportation plan has declined by a net 19 points since last January (from net +10 support in January of 2025 to net -9 now).

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



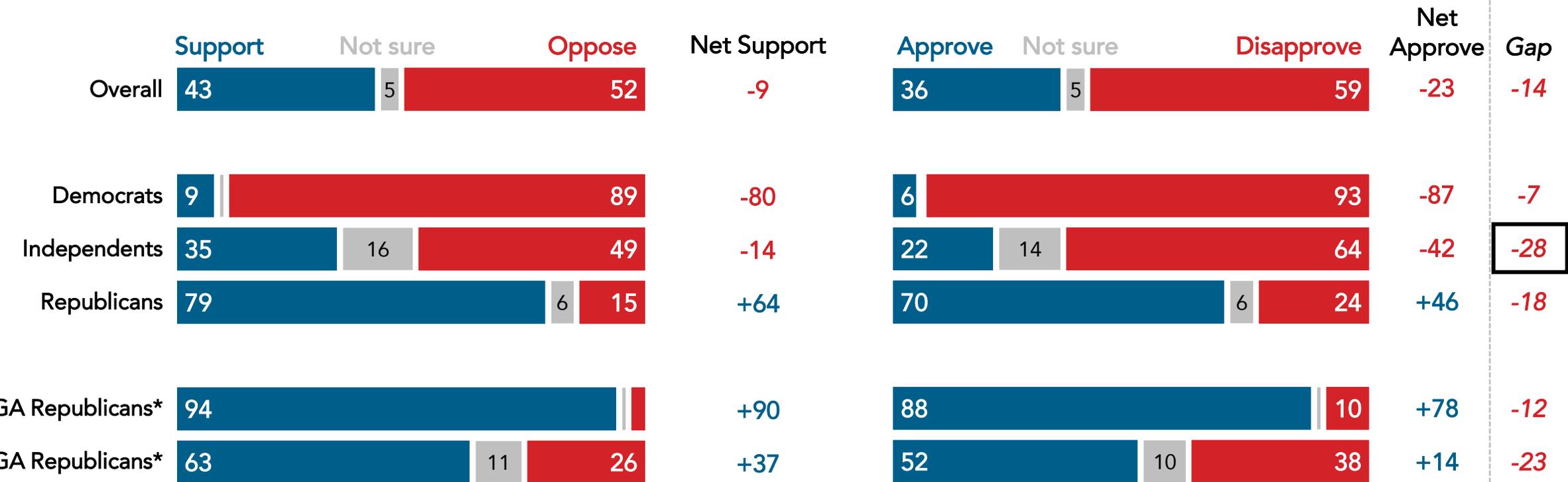
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 29-February 1, 2026. For more info, visit navigatorresearch.org.

While Trump's Mass Deportations Are Opposed By Half, His Deployment of ICE to Minneapolis Is Even Less Popular

While nearly half of independents oppose Trump's mass deportation plan (49% oppose), 64% disapprove of the way he has deployed ICE to Minneapolis.

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

Do you approve or disapprove of the way Trump has deployed ICE (Immigration and Customs Enforcement) to Minneapolis?

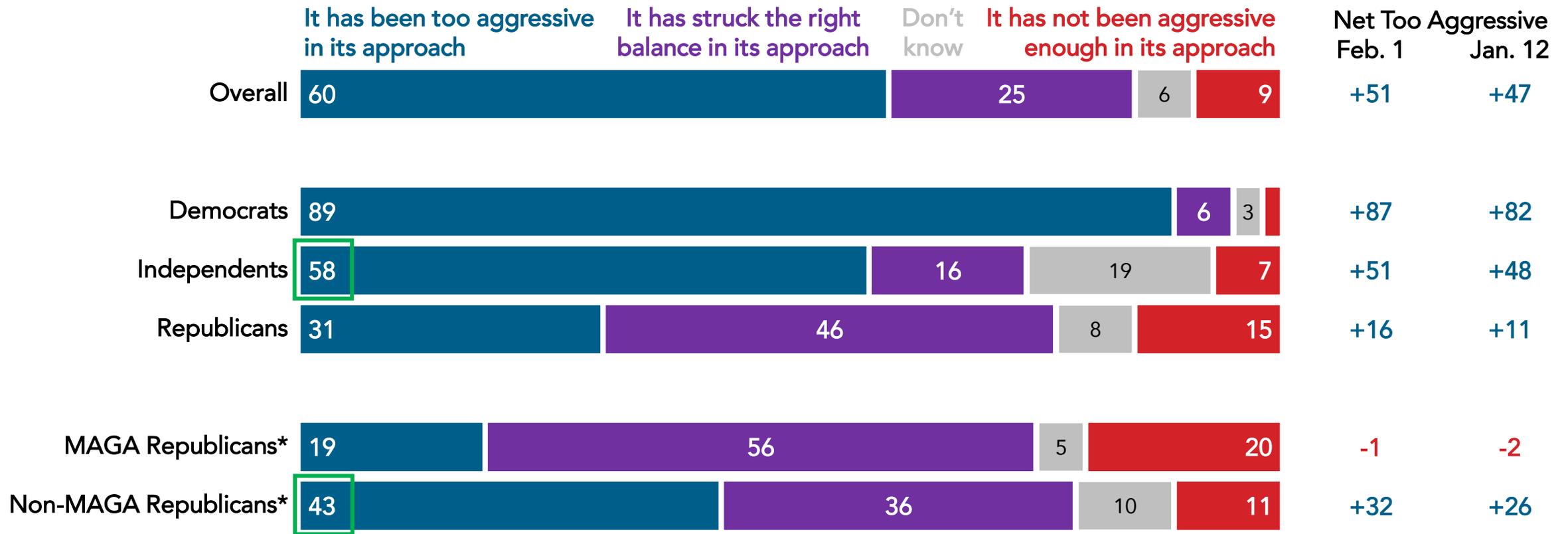


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Three in Five Continue to Say ICE Has Been Too Aggressive

A majority of independents (58% too aggressive) and a plurality of non-MAGA Republicans* (43%) say that ICE has been too aggressive in its approach.

In thinking about how ICE (Immigration and Customs Enforcement) is conducting itself, which do you agree with most?

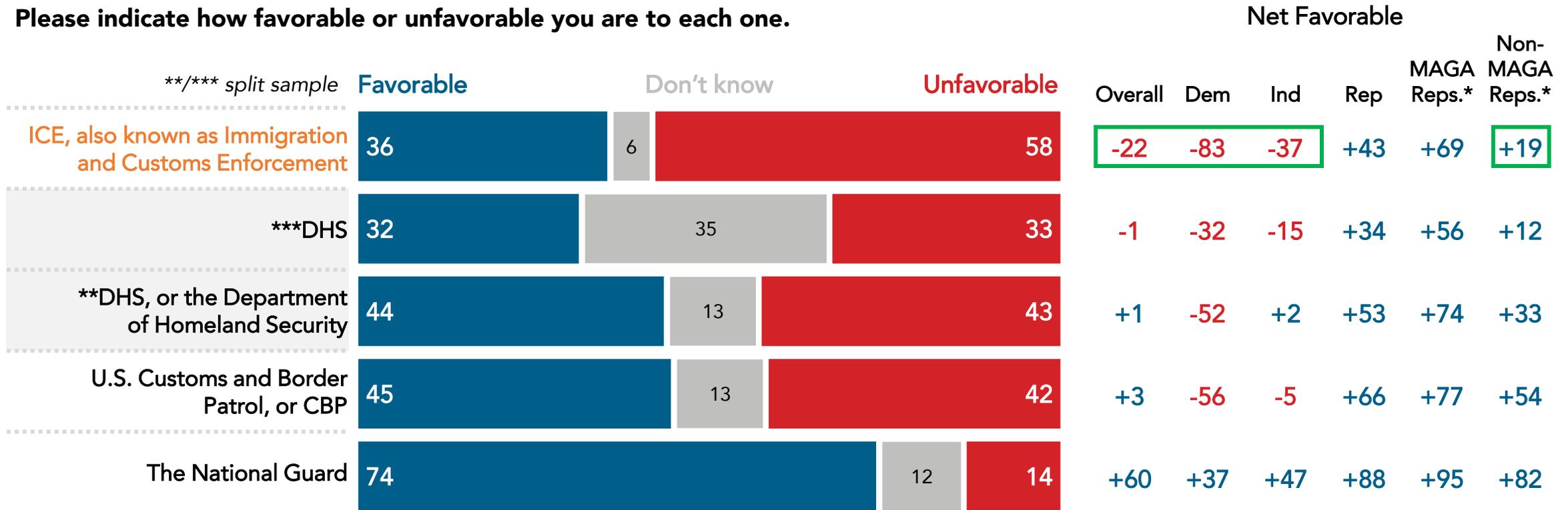


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ICE Is Significantly More Unpopular Than Other Groups Involved in Immigration Enforcement

Majorities of Americans feel favorably toward the National Guard (net +60 favorable), while views are split on CBP (net +3) and DHS with (net +1) or without definition (net -1), while ICE is in the negative by 22 points.

Please indicate how favorable or unfavorable you are to each one.

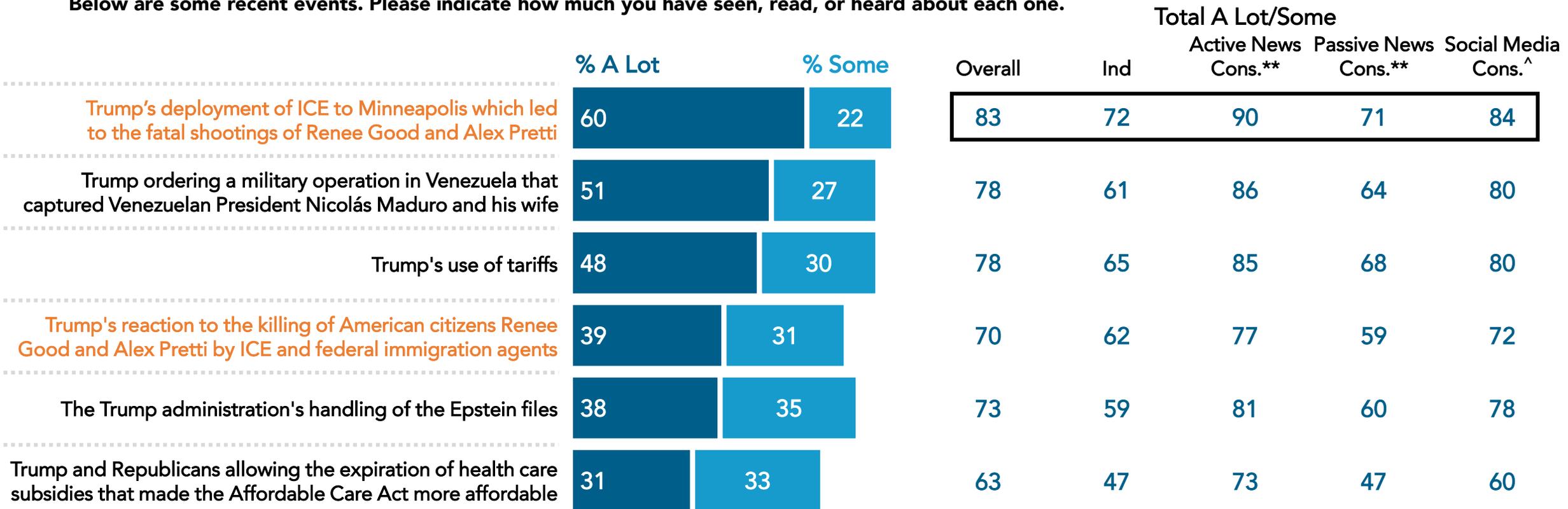


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 Nationwide survey of 1,000 registered voters conducted January 29-February 1, 2026.
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The Killings in MN Are a Massive Event: More Than Four in Five Are Hearing About Them, More Than Anything Else in the News

More than seven in ten passive news consumers** (71%) and independents (72%) report hearing “a lot” or “some” about Trump’s deployment of ICE to Minneapolis which led to the fatal shootings of Good and Pretti.

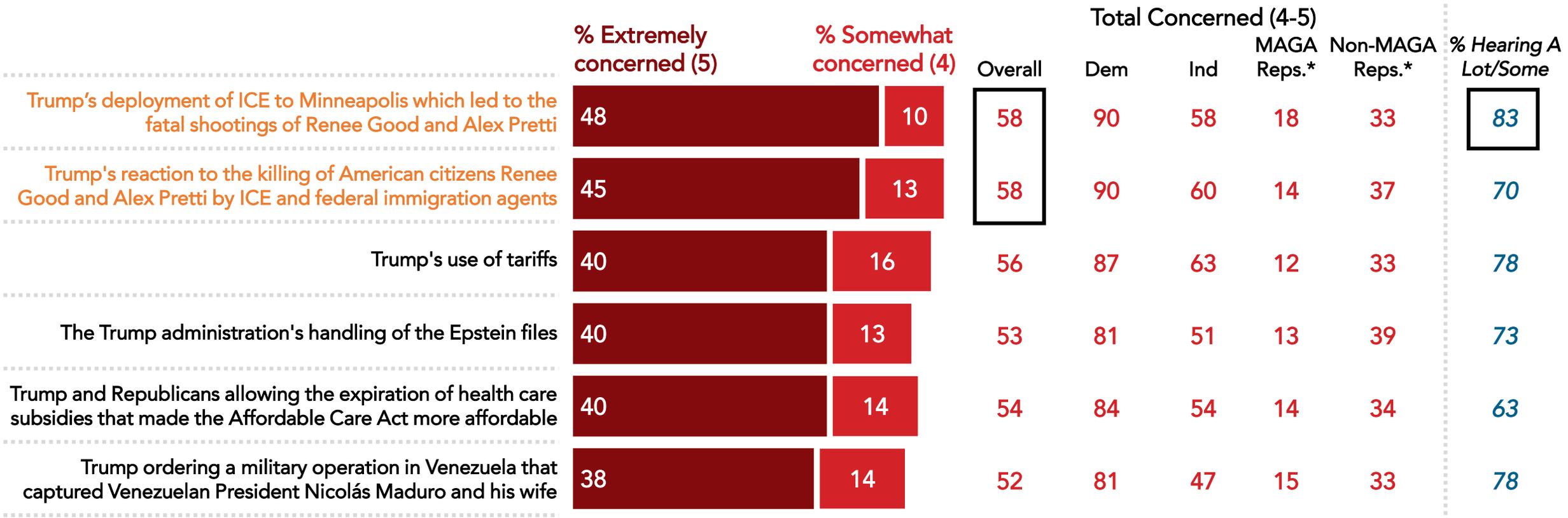
Below are some recent events. Please indicate how much you have seen, read, or heard about each one.



**“Passive news consumers” are those who say, “News comes to me,” while “active news consumers” say, “I seek out news.”
 ^“Social media news consumers” report using social media websites as one of their main sources of news about politics and current events in the U.S.
 Nationwide survey of 1,000 registered voters conducted January 29-February 1, 2026.
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Nearly Three in Five Are Concerned About Trump's Deployment of ICE to MN and His Reaction to Good and Pretti's Deaths

Please indicate how concerned you are about each one, where 1 means you're not at all concerned about that item and 5 means you're extremely concerned about that item.

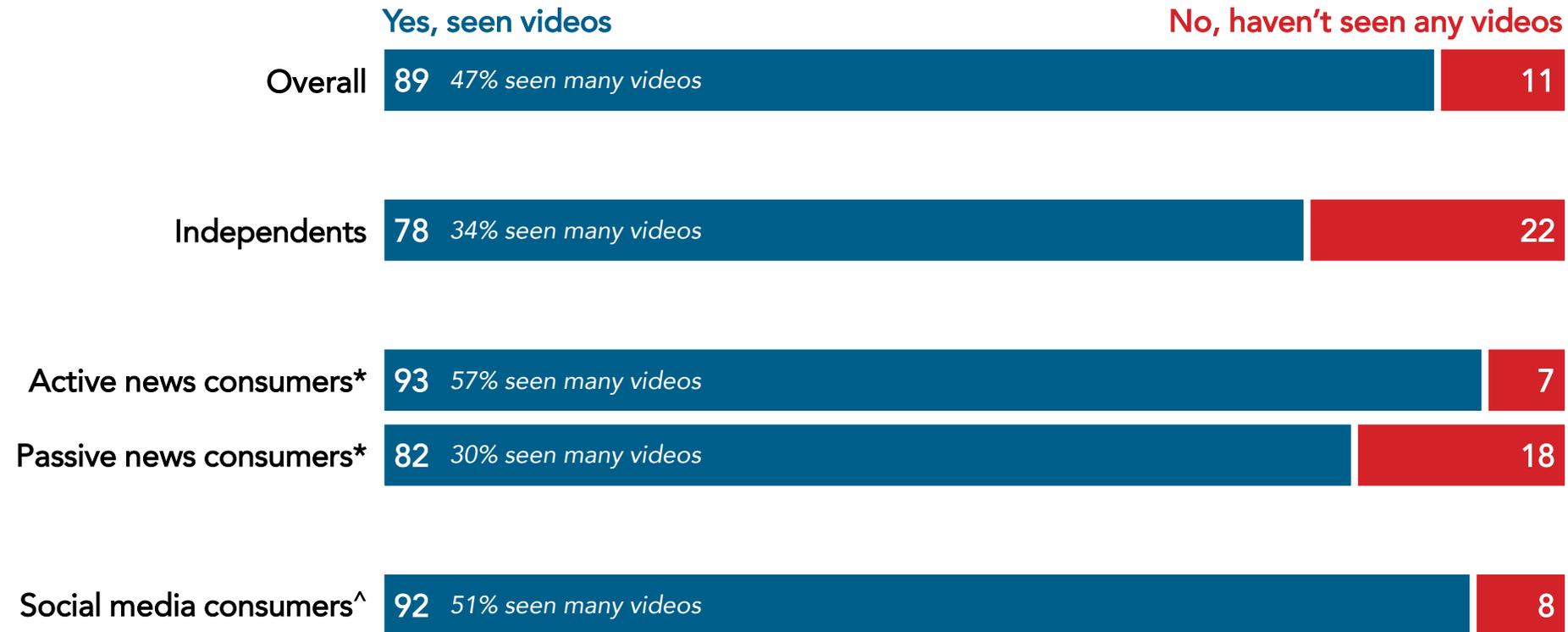


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Almost All Americans Are Seeing Video Content About What ICE Has Done in Minneapolis

Four in five passive news consumers** have seen videos of ICE in Minneapolis (82%), as have 93% of active news consumers**.

Have you seen videos of what's going on with ICE in Minneapolis?



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Most Have Seen Videos of the Killing of Pretti and/or Good

Nearly three in four passive news consumers** have seen videos of the shootings of Pretti and/or Good in Minneapolis (73%).

As you may know, there are videos of federal immigration agents shooting and killing Minneapolis residents Renee Good and Alex Pretti. Have you seen these videos?

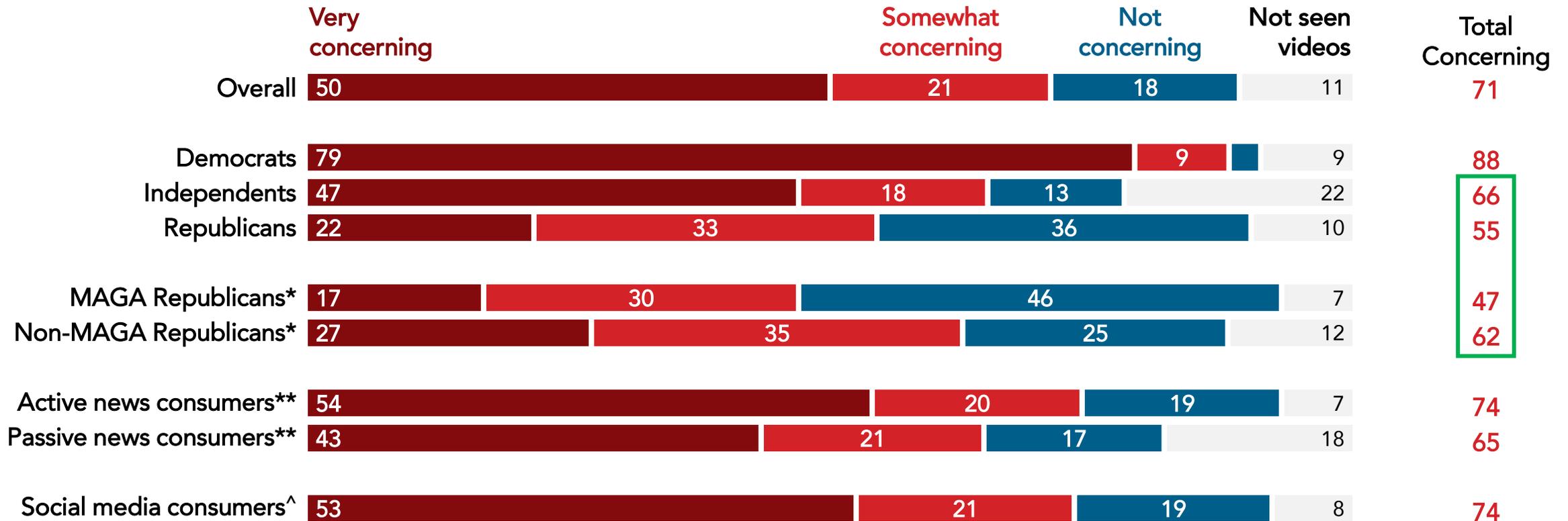


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Nearly Three in Four Say Videos of ICE in MN Are Concerning

Roughly two in three non-MAGA Republicans* (62% concerning) and independents (66% concerning) say that videos of ICE in Minneapolis are concerning.

How concerning do you find the videos you've seen of what ICE is doing in Minneapolis?

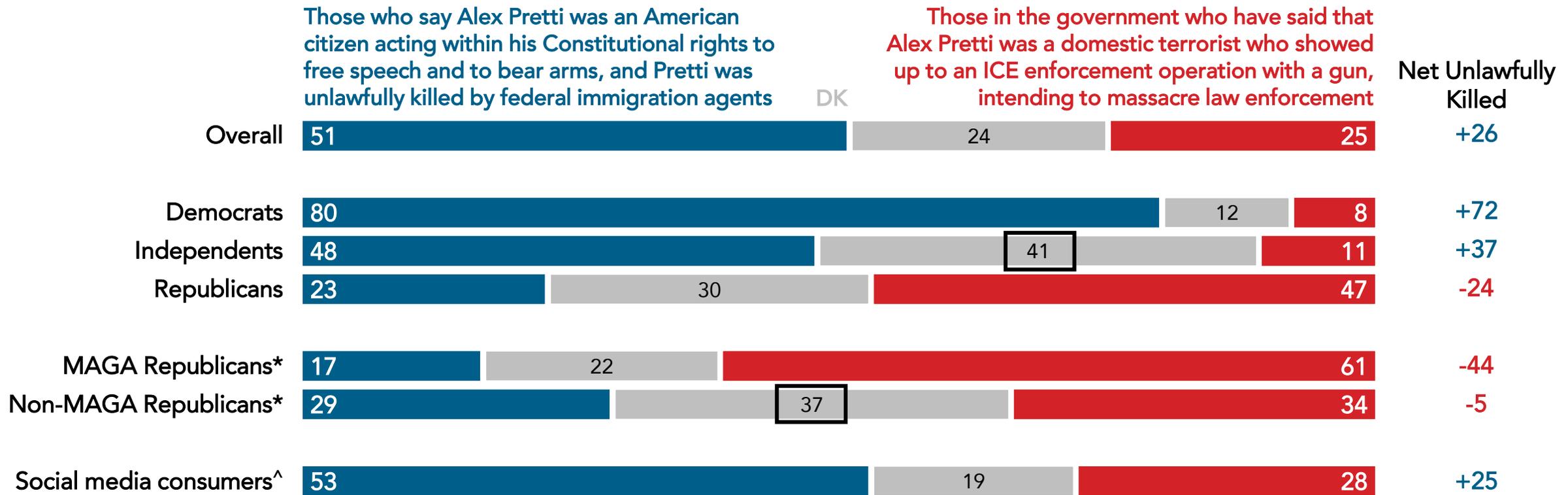


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Majorities Agree Pretti Was Acting Within His Constitutional Rights/Was Unlawfully Killed, Rejecting Administration's Claims

Nearly half of independents believe Pretti was unlawfully killed (48%), while a plurality of non-MAGA Republicans* don't know (37%).

Based on what you've seen, read, or heard about the death of Minneapolis resident Alex Pretti, who do you agree with more?



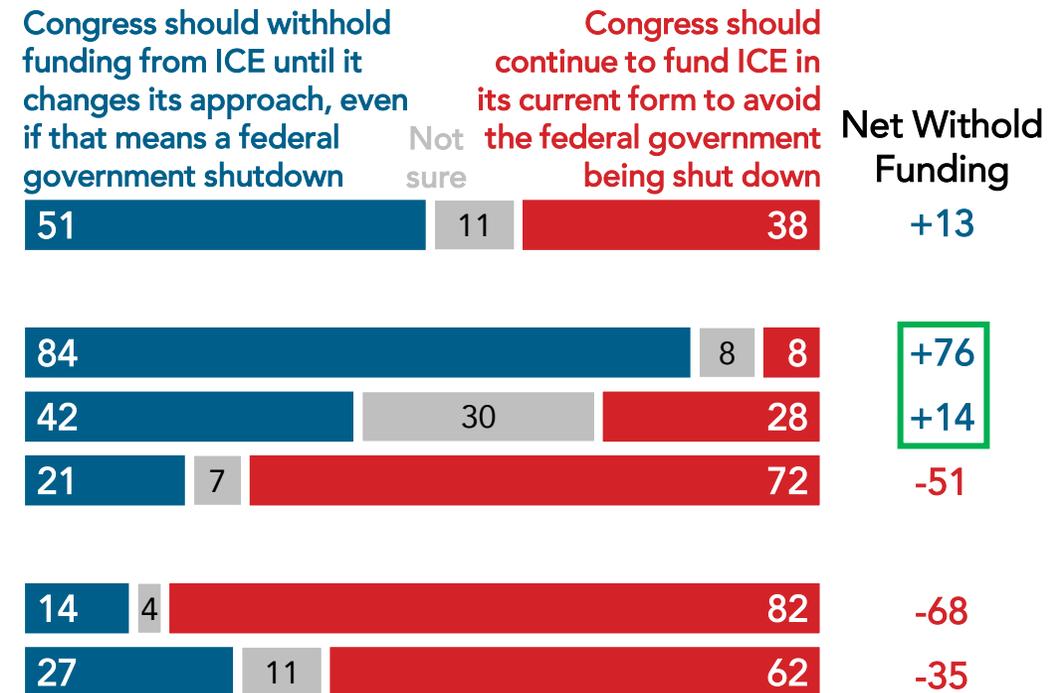
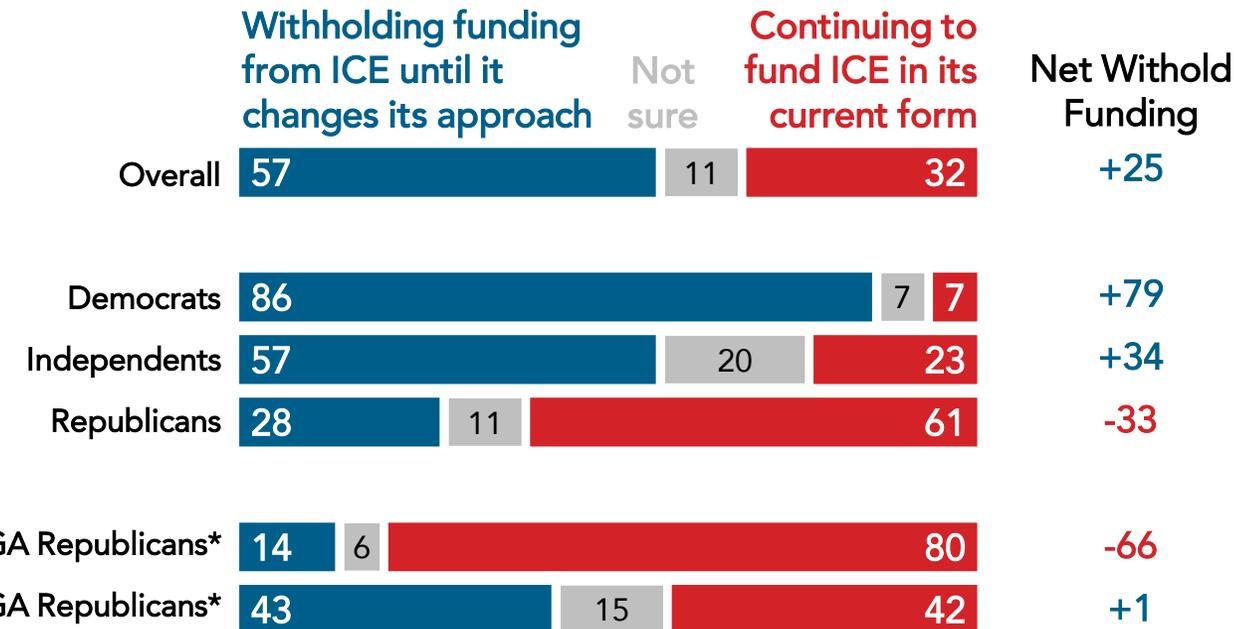
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Americans Want to See a Withholding of ICE Funding Until They See Change, Even If it Means a Shutdown

Prior to its reopening on Tuesday, only three in five reported hearing “a lot” or “some” about a government shutdown in this survey (62%), and 45% said they would blame Trump and Republicans (just 29% said the same of Democrats).

(Split Sample) Which approach to ICE would you prefer?

(Split Sample) As you may know, there is a debate going on in Washington about ICE’s funding, and because of this debate, the federal government has now partially shut down. Which approach to ICE would you prefer from Congress?*

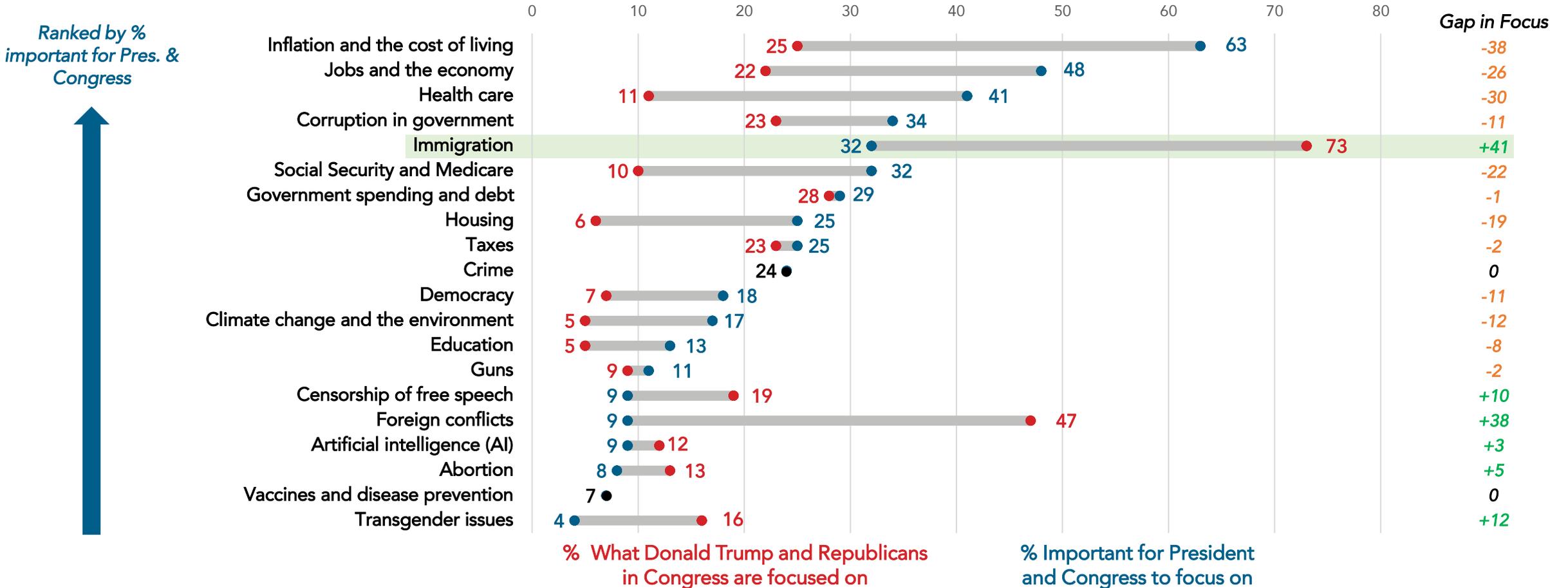


*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **Pre-shutdown language read: “As you may know, there is a debate going on in Washington about ICE’s funding, and if there is no agreement, it will lead to a federal government shutdown. Which approach to ICE would you prefer from Congress?” Nationwide survey of 1,000 registered voters conducted January 29-February 1, 2026. For more info, visit navigatorresearch.org.

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Message Guidance

Trump and GOP Are Misaligned With Americans' Priorities, Putting Immigration First and Costs/Economy Behind

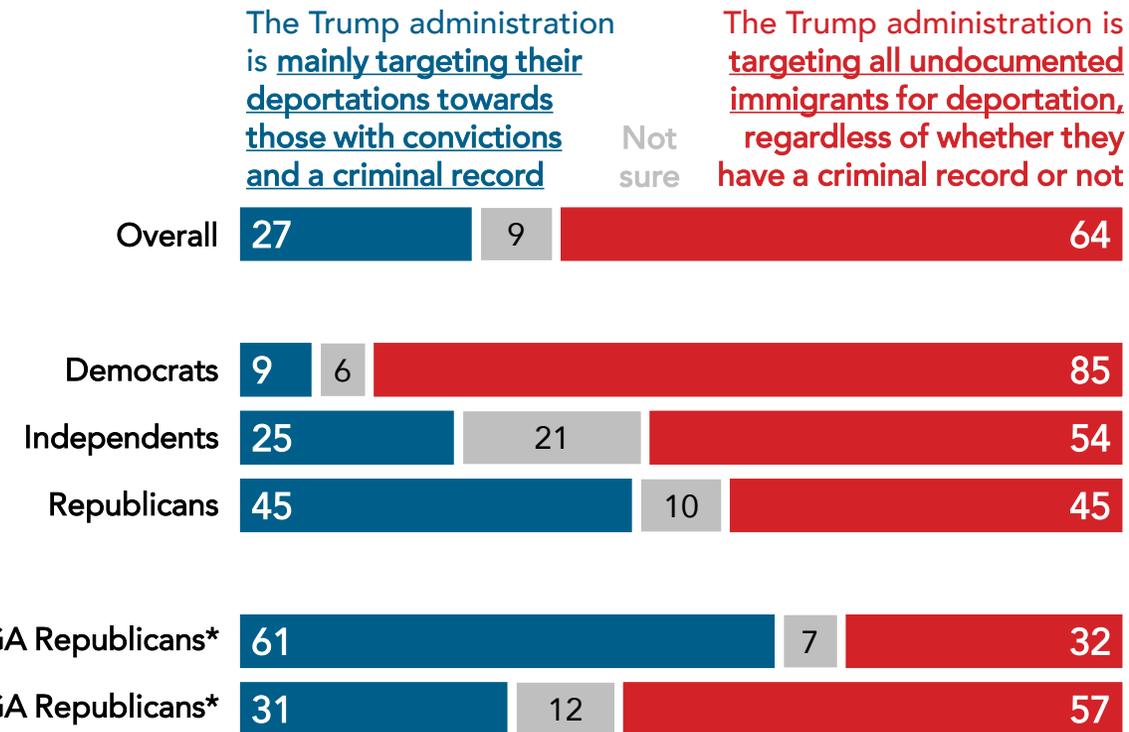


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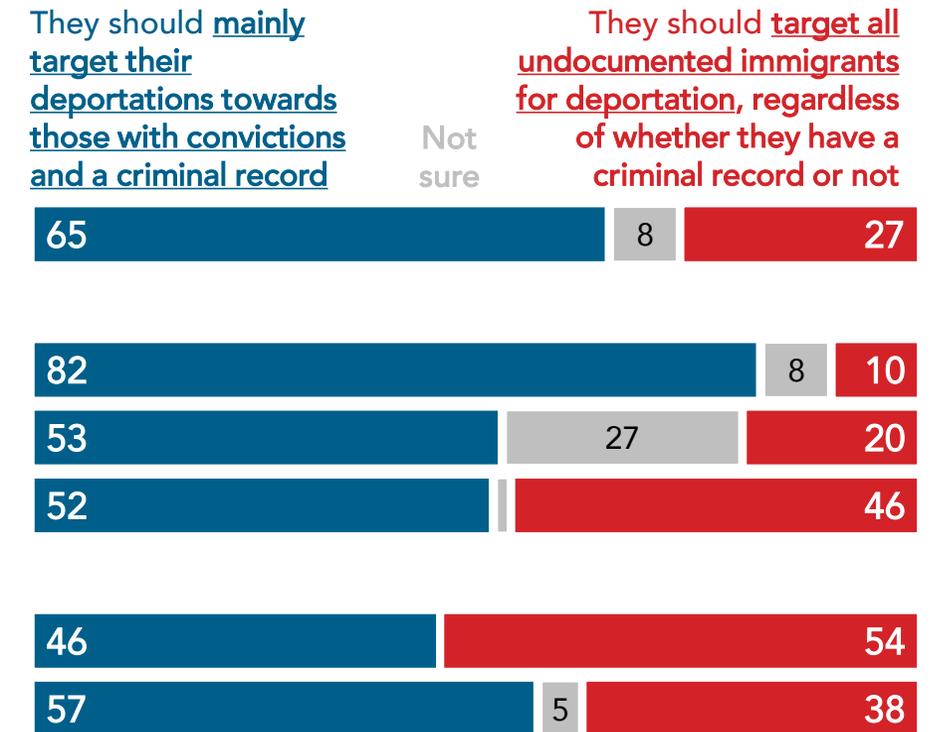
Americans Want to See Immigration Enforcement Focus on Criminals, But They See Trump Doing Something Very Different

Two in three Americans prefer the Trump administration to target deportations towards criminals (65%), while only 27% of Americans say this is the case currently and 64% say they are instead targeting all undocumented immigrants for deportation.

(Split Sample) Which do you think best describes the Trump administration's current approach to deportations?



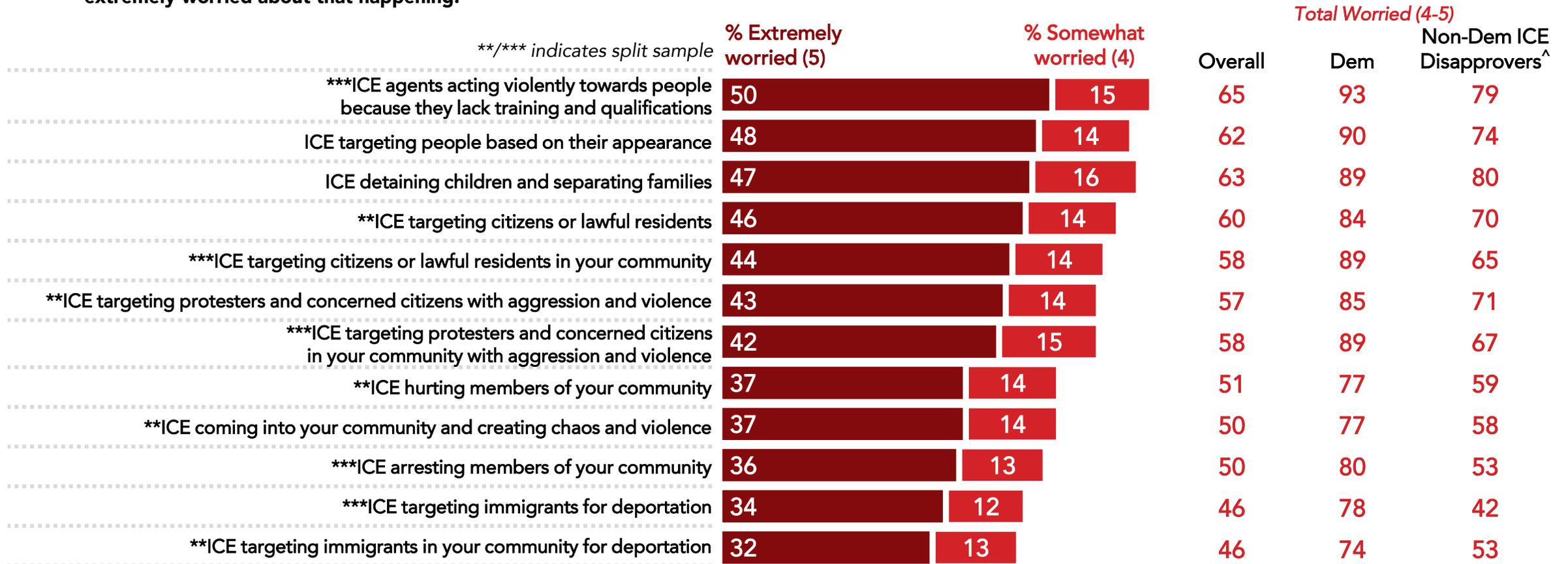
(Split Sample) Which approach would you prefer from the Trump administration on deportations?



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Top ICE Concerns: Violence, Lack of Training, Family Separation, Targeting People Based on Appearance, Targeting Citizens

Please indicate how worried you are about each one on a scale from 1 to 5, where 1 means you're not at all worried about that happening and 5 means you're extremely worried about that happening.

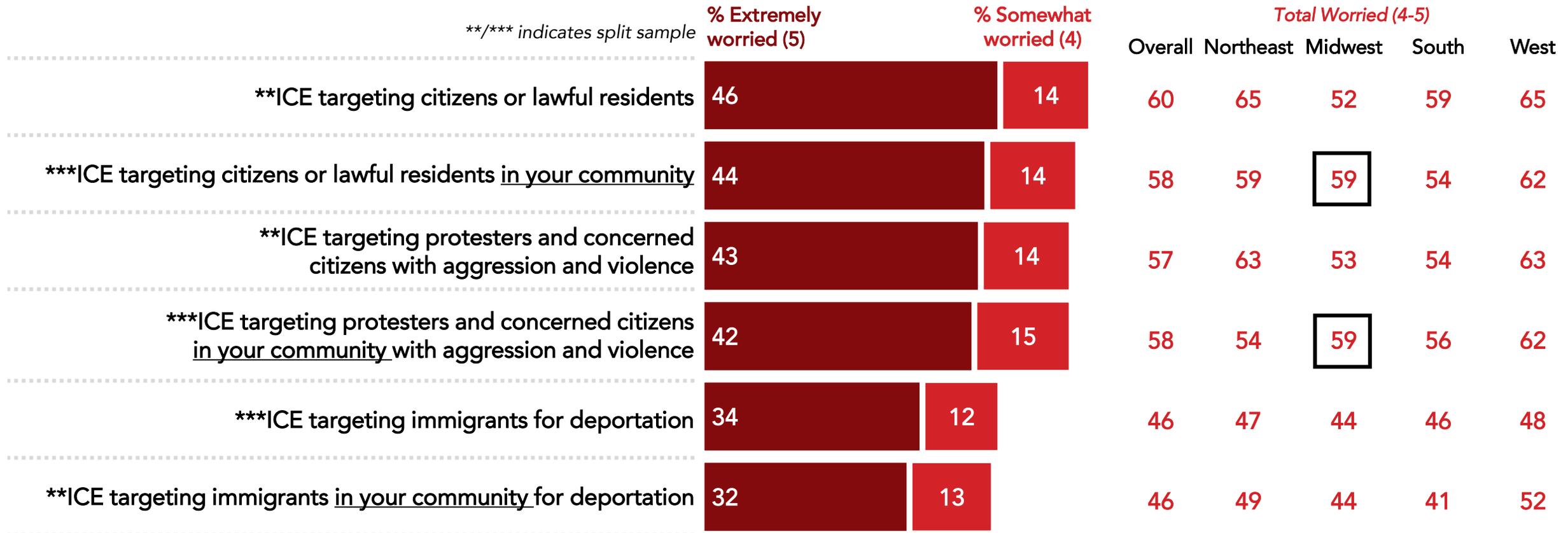


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Americans Are as Worried About ICE Locally as More Broadly; in Midwest, Greater Local Concerns Than National Ones

Please indicate how worried you are about each one on a scale from 1 to 5, where 1 means you're not at all worried about that happening and 5 means you're extremely worried about that happening.

/ indicates split sample



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Full Text of Messages (in descending order)

***[MISSION] ICE should be going after violent criminals, but instead it is being far too aggressive and broad in its approach. ICE is targeting and harassing anyone they think is suspicious – just based on their appearance – going after U.S. citizens, children, and people who are here legally.

**[WRONG PRIORITIES] We are spending billions of dollars on ICE to terrorize our communities and kill citizens, while cutting billions from programs that help people afford basics like health care and food, including Medicaid and SNAP. Our tax dollars should be spent on helping people with the rising cost of living, not funding ICE's tactics.

**[FASCIST / TRUMP LOYALTY] ICE is acting like a secret police force in a dictatorship that is completely loyal to Trump: masked agents are terrorizing communities and killing citizens, while disappearing immigrants off the street, with their families often not knowing where they are. These secret police tactics have no place in our country.

***[FASCIST / UNACCOUNTABLE] ICE is acting like a secret police force with no accountability or oversight: masked agents are terrorizing communities and killing citizens, while disappearing immigrants off the street, with their families often not knowing where they are. These secret police tactics have no place in our country.

[FAMILY SEPARATION] ICE is tearing families apart, separating U.S. citizen children from parents, zip-tying children, and detaining elementary school children in immigration centers

**[PUBLIC SAFETY] ICE is supposed to be making our communities safer. Instead, they're making us less safe. The deaths of Renee Good and Alex Pretti show ICE and federal agents using deadly force without following basic rules of engagement. Our highly trained law enforcement and armed services know to de-escalate situations for everyone's safety. But ICE agents are poorly trained and face no accountability, putting communities in even more danger.

[LIES] The leaders of ICE are lying to the American people. They say they're only going after immigrants with a violent criminal record, but we are seeing with our own eyes the detaining of elementary school children and the deportation of U.S. citizens. Instead of showing empathy, they called Renee Good and Alex Pretti domestic terrorists, even though video evidence clearly shows they are the victims of ICE and federal agents' brutality.

***[CHAOS] ICE and mass deportations are creating chaos and violence in our streets, where law-abiding citizens and immigrants who are here legally are being attacked, detained, and killed while schools, churches, and homes turn into targets for raids. They're attacking and killing peaceful protesters and concerned observers and making our communities less safe.

**[TAX DOLLARS FOR ICE] Our tax dollars should not be used to fund untrained, unqualified ICE agents causing chaos in American cities. The government is spending billions on ICE and hiring new ICE agents by offering them \$50,000 signing bonuses paid for by taxpayer dollars to intimidate and even kill citizens, zip-tie children, and separate families.

***[TYRANNY W/ GUN] What's going on with ICE is the worst kind of tyranny, where government agents are turning their power against the very citizens they're supposed to protect. We cannot be a free society if masked agents violate our Constitutional rights by targeting and killing people simply for carrying a licensed gun or speaking their mind.

**[TYRANNY] What's going on with ICE is the worst kind of tyranny, where government agents are turning their power against the very citizens they're supposed to protect. We cannot be a free society if masked agents operate above the law and violate our Constitutional rights.

/ indicates split sample.

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Top Messaging Against ICE: Too Broad, Costing Billions That Should Go to Health Care, ICE As a Secret Police Force

Please indicate how concerning you find each one, where 1 means you don't find it concerning at all and 5 means you find it extremely concerning.
[Top 6 tested]

	<i>**/** indicates split sample</i>		Total Concerning (4-5)		
	% Extremely concerning (5)	% Somewhat concerning (4)	Overall	Dem	Non-Dem ICE Disapprovers [^]
***[MISSION] ICE should be going after violent criminals, but instead it is being <u>far too aggressive and broad in its approach...</u>	49	12	60	86	79
[WRONG PRIORITIES] We are <u>spending billions of dollars on ICE to terrorize our communities and kill citizens, while cutting billions from programs that help people afford basics like health care and food...</u>	48	12	60	88	75
**[FASCIST / TRUMP LOYALTY] ICE is <u>acting like a secret police force in a dictatorship that is completely loyal to Trump...</u>	47	13	61	88	79
***[FASCIST / UNACCOUNTABLE] ICE is <u>acting like a secret police force with no accountability or oversight...</u>	47	12	59	86	74
[FAMILY SEPARATION] ICE is <u>tearing families apart, separating U.S. citizen children from parents, zip-tying children, and detaining elementary school children...</u>	47	13	60	86	78
**[PUBLIC SAFETY] ICE is supposed to be making our communities safer. <u>Instead, they're making us less safe...</u>	46	16	62	89	80

[^]“Non-Dem ICE disapprovers” are self-identified independents or Republicans who disapprove of the way Trump as deployed ICE to Minneapolis. Nationwide survey of 1,000 registered voters conducted January 29-February 1, 2026. For more info, visit navigatorresearch.org.

Slightly Less Concerning on ICE: Tyranny of the Government

Please indicate how concerning you find each one, where 1 means you don't find it concerning at all and 5 means you find it extremely concerning.
 [Bottom 5 tested]

/ indicates split sample

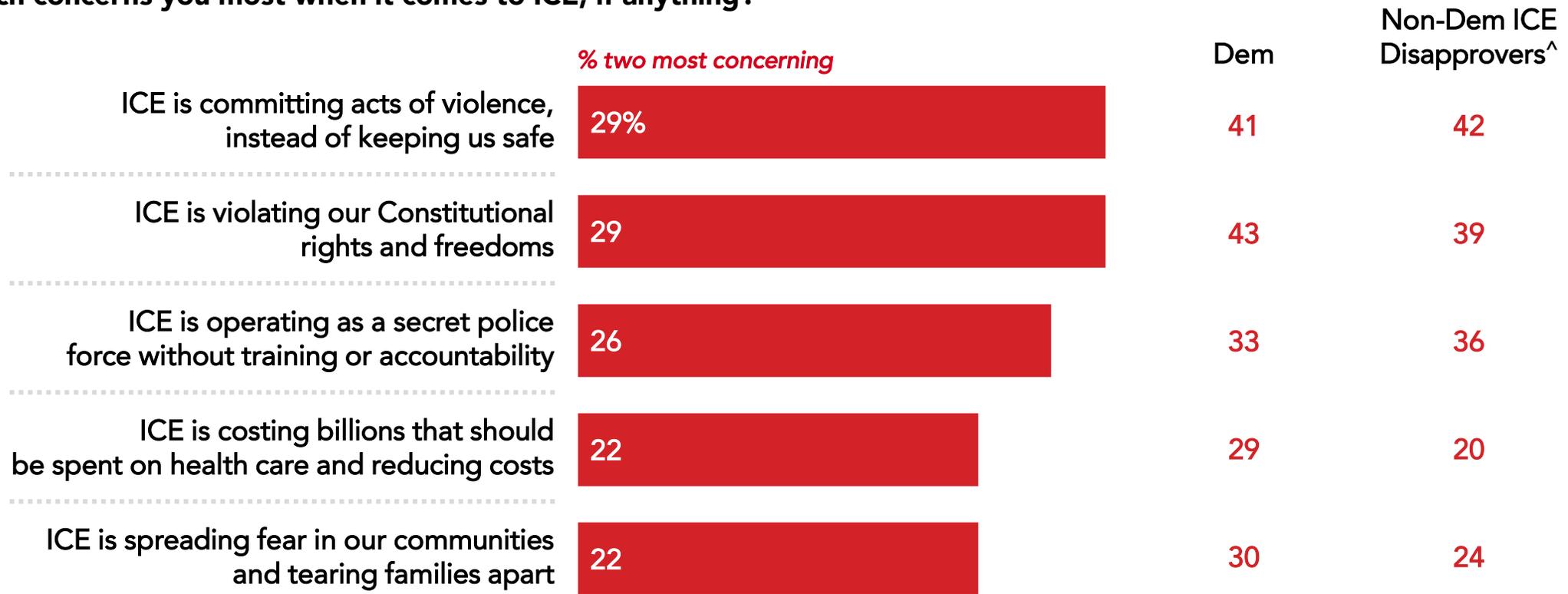
	% Extremely concerning (5)	% Somewhat concerning (4)	Total Concerning (4-5)		
			Overall	Dem	Non-Dem ICE Disapprovers [^]
[LIES] <u>The leaders of ICE are lying to the American people...</u>	46	12	58	85	75
***[CHAOS] <u>ICE and mass deportations are creating chaos and violence in our streets, where law-abiding citizens and immigrants who are here legally are being attacked...</u>	46	12	58	84	78
**[TAX DOLLARS FOR ICE] <u>Our tax dollars should not be used to fund untrained, unqualified ICE agents causing chaos in American cities...</u>	46	13	59	86	75
***[TYRANNY W/ GUN] <u>What's going on with ICE is the worst kind of tyranny, where government agents are turning their power against the very citizens they're supposed to protect. We cannot be a free society if masked agents violate our Constitutional rights...</u>	45	11	57	86	71
**[TYRANNY] <u>What's going on with ICE is the worst kind of tyranny, where government agents are turning their power against the very citizens they're supposed to protect. We cannot be a free society if masked agents operate above the law...</u>	44	14	58	86	73

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Americans Most Troubled ICE Is Violent, Unconstitutional, and a Secret Police Force Without Training or Accountability

Non-Democratic ICE disapprovers[^] are most concerned about ICE committing acts of violence (42% concerned), violating Constitutional rights (39%), and operating as a secret police force (36%).

Which concerns you most when it comes to ICE, if anything?



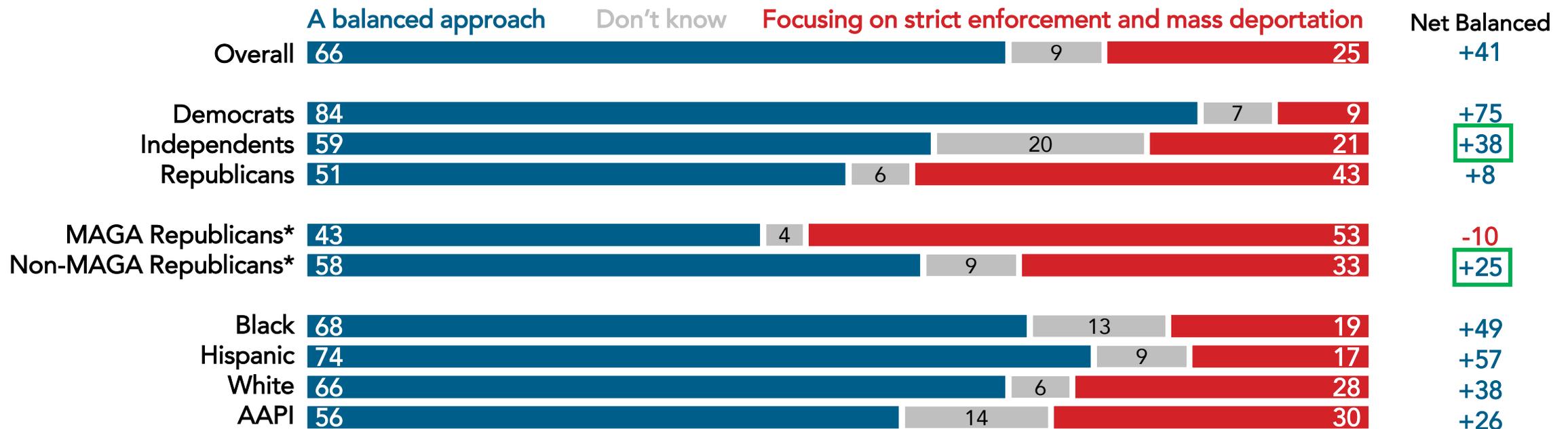
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Americans Prefer a Balanced Immigration Approach By More Than 2-to-1

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.

A balanced approach that fixes our broken immigration system by focusing on deporting those who have committed serious crimes and securing our borders while still treating people humanely and respecting people’s basic rights without fear of violence from ICE agents. This approach would also expand legal pathways and allow immigrants who have been working, paying taxes, and following the law to apply for legal status.



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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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from January 29-February 1, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander 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:

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To learn more about Navigator:

<http://navigatorresearch.org>

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