

Date: January 11, 2026

Subj: Minneapolis

From January 9th to 10th, we tested 26 unique messages on the shooting in Minneapolis and ICE via web panel with 7,681 respondents to see how effective they were at moving Trump approval and support towards Democrats. Of the messages directly responding to the events, 3 were above average at moving vote choice:

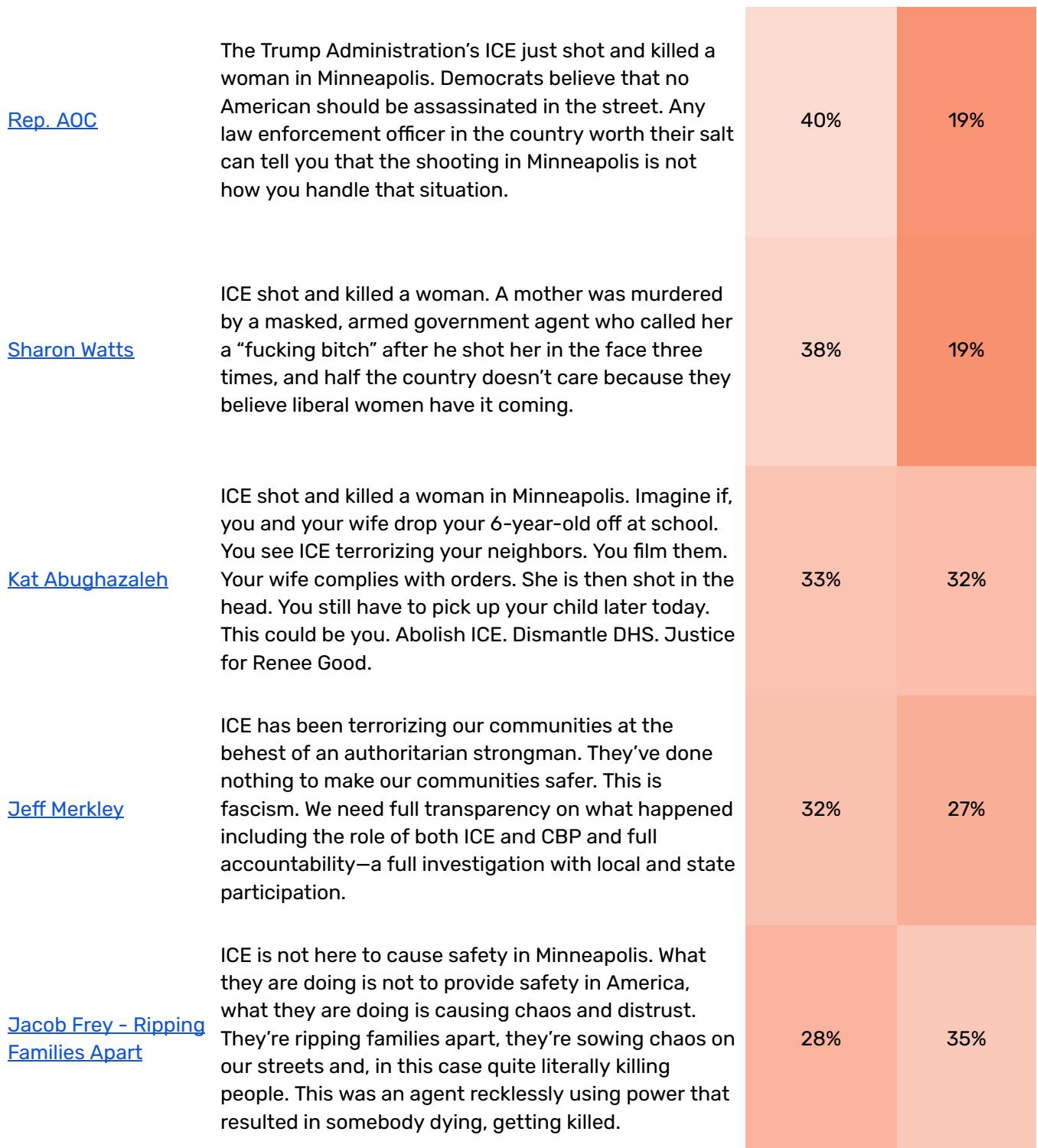
- **ICE Delayed Medical Care (63rd Percentile):** *"After ICE shot an American citizen in the face in Minneapolis, they dragged her lifeless body out of the car. An onlooker tried to help and identified himself as a doctor. They pulled their guns on him. They wouldn't let him help. They delayed medical care."*
- **Fight for Justice + Accountability (Pramila Jayapal) (56th Percentile):** *"What Americans saw happen in Minneapolis is stunning. An ICE agent killed an unarmed 37-year-old US citizen – Renee Nicole Good – for no reason. Then, Trump and Noem told us not to believe our own eyes. We'll keep fighting against their lies and for justice and accountability."*
- **Investigate and Hold Accountable (Rep. Don Beyer) (51st Percentile):** *"The Trump Administration is brazenly lying to justify murder, telling us to ignore what we've seen on video. We must honor Renee Good's memory by demanding justice and accountability. Congress and authorities must investigate and hold the perpetrators accountable."*

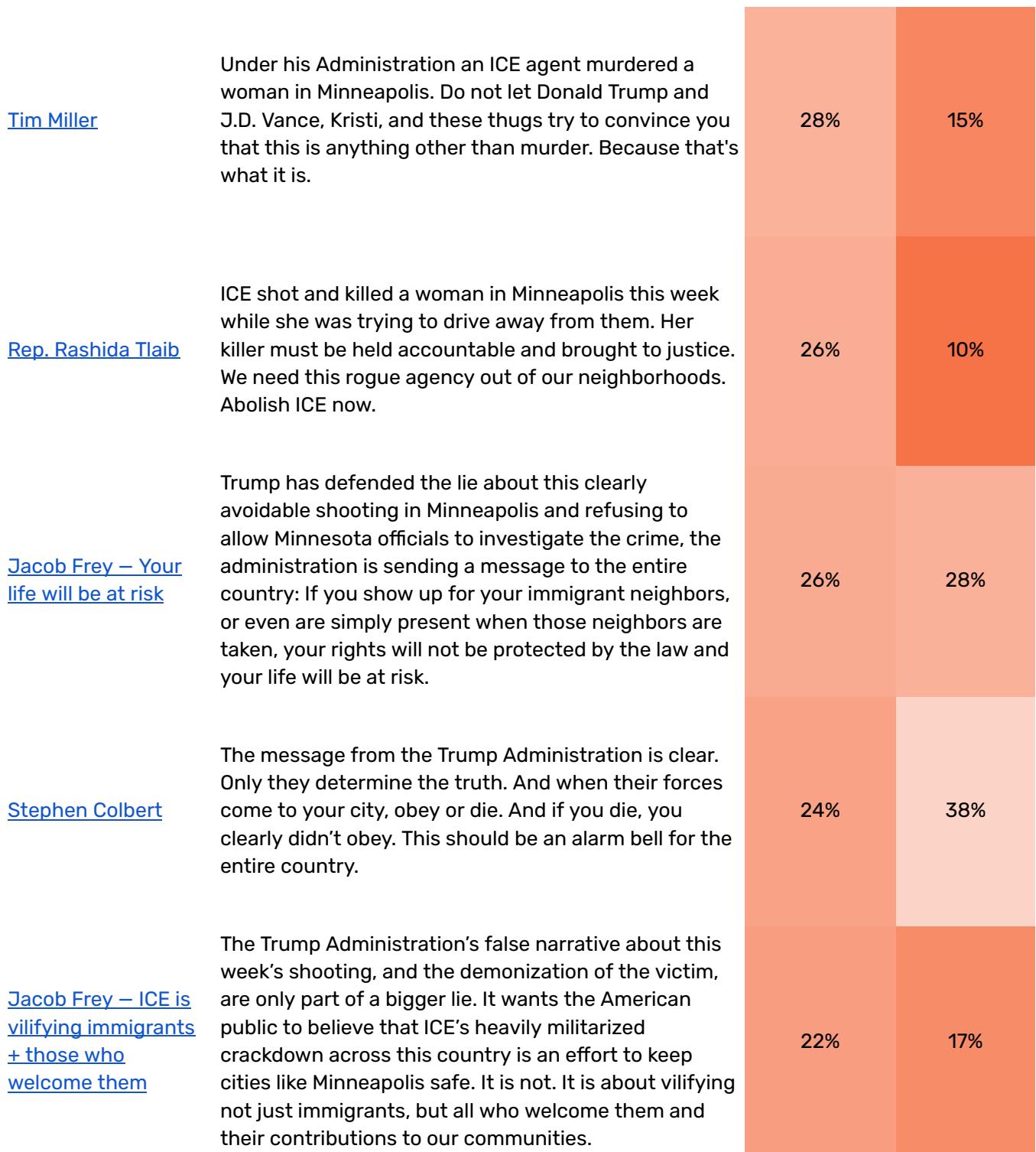
Another top-testing message that does not specifically address the shooting but is more broadly about ICE raids and rising costs also demonstrates that while there is substantial attention on this topic, Trump is not solving pressing issues for Americans and continues to take actions that hurt working people (76th percentile): *"While cameras focus on raids, families struggle with healthcare bills, rent, groceries, and child care... ICE's actions help Trump avoid solving issues that touch nearly every household across the country today"*

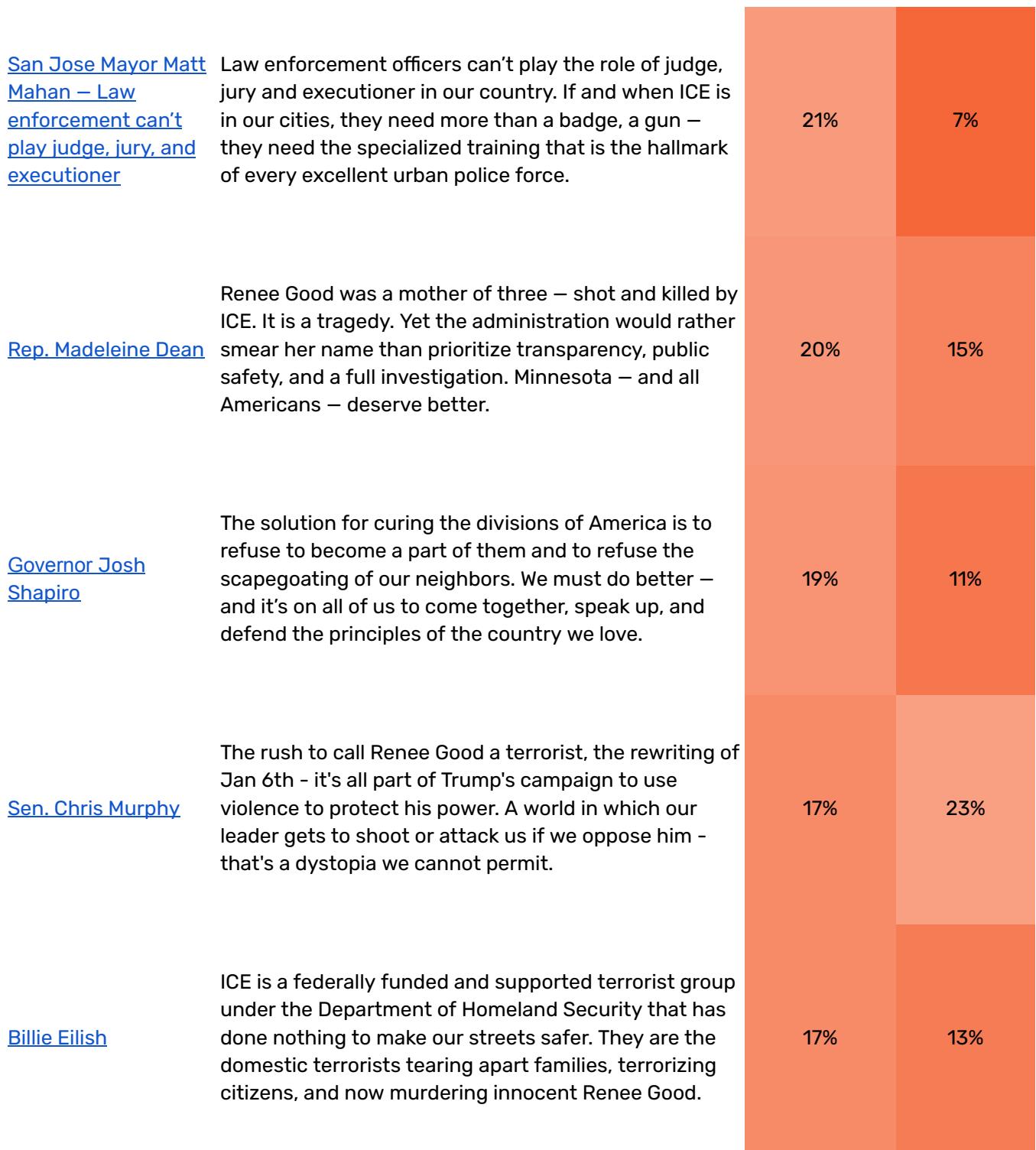
Percentile ranking is relative to other messages tested on a variety of topics, like inflation, abortion, the economy, and more. The higher the percentile, the more effective that talking point is at moving

Trump approval and support towards Democrats. We recommend utilizing above-average talking points, i.e. those above the 50th percentile.

<u>Message Name/Source</u>	<u>Message Content</u>	<u>Democratic Vote Choice Percentile</u>	<u>Trump Disapproval Percentile</u>
ICE + Cost of Living	ICE crackdowns distract from real problems. While cameras focus on raids, families struggle with healthcare bills, rent, groceries, and child care. Fear driven headlines crowd out talks on lowering costs, fixing insurance, and raising wages. ICE's actions help Trump avoid solving issues that touch nearly every household across the country today.	76%	58%
Delayed Medical Care (Bluesky user Kelly)	After ICE shot an American citizen in the face in Minneapolis, they dragged her lifeless body out of the car. An onlooker tried to help and identified himself as a doctor. They pulled their guns on him. They wouldn't let him help. They delayed medical care.	63%	46%
Rep. Pramila Jayapal	What Americans saw happen in Minneapolis is stunning. An ICE agent killed an unarmed 37-year-old US citizen – Renee Nicole Good – for no reason. Then, Trump and Noem told us not to believe our own eyes. We'll keep fighting against their lies and for justice and accountability.	56%	31%
Rep. Don Beyer	The Trump Administration is brazenly lying to justify murder, telling us to ignore what we've seen on video. We must honor Renee Good's memory by demanding justice and accountability. Congress and authorities must investigate and hold the perpetrators accountable.	51%	26%







[Rep. Jasmine Crockett](#)

Renee Good was murdered in broad daylight, and Republicans are acting as if it is ok. Where is their decency? Where is their humanity? When will Republicans develop a backbone and actually represent the people that sent you here?

15% 16%

Chris Murphy
Proposal

ICE is out of control. That's why Democrats are proposing changes to limit ICE's use of firearms, require ICE agents to wear identification and remain unmasked during enforcement operations, and require DHS to obtain warrants before they make any arrests.

15% 5%

[Rep. Janelle Bynum](#)

ICE isn't here for law enforcement, It's state-sponsored terrorism. Stop fucking with us. This is the second shooting this week by agents following the orders of a wannabe dictator who is trying to take over cities and rule by instilling terror in the hearts of American people. We need these goons gone. Get to steppin.

15% 8%

[State Rep. James Talarico](#)

When Democrats win a Senate majority, they must launch a full investigation into ICE and haul these masked men in front of Congress so the world can see their faces. Democrats should pass laws banning them from wearing masks and kidnapping people off the streets. This is the United States of America. We shouldn't be afraid of our government – our government should be afraid of us.

14% 16%

"ICE is a Shield for Corruption"

Trump uses ICE as a shield for corruption. While chaos grabs headlines, contracts and funding flow to political allies with little oversight. Secrecy, masks, and blocked investigations make it easier to hide waste and favoritism. When fear replaces transparency, cronies profit, taxpayers lose, and honest officers face blame for decisions made at the top levels.

12% 29%

Trump is Avoiding Accountability

ICE's budget rewards loyalty, not results. Emergency budgets, private contractors, and friends of the administration benefit while oversight weakens. By keeping the public focused on raids and outrage, Trump avoids questions about who gets paid, who profits, and why accountability keeps getting delayed at the highest levels of government power.

[Former Minneapolis Mayor Betsy Hodges](#)

Democrats say you should oppose Donald Trump because ICE in America's cities is part of Trump's larger strategy of creating a crew of domestic armed forces for his own ends. Trump has an agenda, and he's been clear that he wants to be President for as long as he'd like to be President and he's been mobilizing troops and forces and law enforcement agencies inside the United States the entire time of his second term.

