

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. AOC](#)

The Trump Administration's ICE just shot and killed a woman in Minneapolis. Democrats believe that no American should be assassinated in the street. Any law enforcement officer in the country worth their salt can tell you that the shooting in Minneapolis is not how you handle that situation.

40%

19%

[Sharon Watts](#)

ICE shot and killed a woman. A mother was murdered by a masked, armed government agent who called her a "fucking bitch" after he shot her in the face three times, and half the country doesn't care because they believe liberal women have it coming.

38%

19%

[Kat Abughazaleh](#)

ICE shot and killed a woman in Minneapolis. Imagine if, you and your wife drop your 6-year-old off at school. You see ICE terrorizing your neighbors. You film them. Your wife complies with orders. She is then shot in the head. You still have to pick up your child later today. This could be you. Abolish ICE. Dismantle DHS. Justice for Renee Good.

33%

32%

[Jeff Merkley](#)

ICE has been terrorizing our communities at the behest of an authoritarian strongman. They've done nothing to make our communities safer. This is fascism. We need full transparency on what happened including the role of both ICE and CBP and full accountability—a full investigation with local and state participation.

32%

27%

[Jacob Frey - Ripping Families Apart](#)

ICE is not here to cause safety in Minneapolis. What they are doing is not to provide safety in America, what they are doing is causing chaos and distrust. They're ripping families apart, they're sowing chaos on our streets and, in this case quite literally killing people. This was an agent recklessly using power that resulted in somebody dying, getting killed.

28%

35%

[Tim Miller](#)

Under his Administration an ICE agent murdered a woman in Minneapolis. Do not let Donald Trump and J.D. Vance, Kristi, and these thugs try to convince you that this is anything other than murder. Because that's what it is.

28%

15%

[Rep. Rashida Tlaib](#)

ICE shot and killed a woman in Minneapolis this week while she was trying to drive away from them. Her killer must be held accountable and brought to justice. We need this rogue agency out of our neighborhoods. Abolish ICE now.

26%

10%

[Jacob Frey – Your life will be at risk](#)

Trump has defended the lie about this clearly avoidable shooting in Minneapolis and refusing to allow Minnesota officials to investigate the crime, the administration is sending a message to the entire country: If you show up for your immigrant neighbors, or even are simply present when those neighbors are taken, your rights will not be protected by the law and your life will be at risk.

26%

28%

[Stephen Colbert](#)

The message from the Trump Administration is clear. Only they determine the truth. And when their forces come to your city, obey or die. And if you die, you clearly didn't obey. This should be an alarm bell for the entire country.

24%

38%

[Jacob Frey – ICE is vilifying immigrants + those who welcome them](#)

The Trump Administration's false narrative about this week's shooting, and the demonization of the victim, are only part of a bigger lie. It wants the American public to believe that ICE's heavily militarized crackdown across this country is an effort to keep cities like Minneapolis safe. It is not. It is about vilifying not just immigrants, but all who welcome them and their contributions to our communities.

22%

17%

[San Jose Mayor Matt Mahan – Law enforcement can’t play judge, jury, and executioner](#)

Law enforcement officers can’t play the role of judge, jury and executioner in our country. If and when ICE is in our cities, they need more than a badge, a gun – they need the specialized training that is the hallmark of every excellent urban police force.

21%

7%

[Rep. Madeleine Dean](#)

Renee Good was a mother of three – shot and killed by ICE. It is a tragedy. Yet the administration would rather smear her name than prioritize transparency, public safety, and a full investigation. Minnesota – and all Americans – deserve better.

20%

15%

[Governor Josh Shapiro](#)

The solution for curing the divisions of America is to refuse to become a part of them and to refuse the scapegoating of our neighbors. We must do better – and it’s on all of us to come together, speak up, and defend the principles of the country we love.

19%

11%

[Sen. Chris Murphy](#)

The rush to call Renee Good a terrorist, the rewriting of Jan 6th - it’s all part of Trump’s campaign to use violence to protect his power. A world in which our leader gets to shoot or attack us if we oppose him - that’s a dystopia we cannot permit.

17%

23%

[Billie Eilish](#)

ICE is a federally funded and supported terrorist group under the Department of Homeland Security that has done nothing to make our streets safer. They are the domestic terrorists tearing apart families, terrorizing citizens, and now murdering innocent Renee Good.

17%

13%

[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.

10%

23%

[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.

5%

12%