

From: Blue Rose Research
 Subj: Initial Research Findings from the Second Minneapolis Shooting
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Following the second shooting in Minneapolis, from January 24-25 Blue Rose Research tested 57 unique messages (46 Democratic messages and 11 Republican messages) to see their effect on Trump's approval. These messages were tested via a web panel with 18,483 respondents.

In this testing, we find that **messages that focused on de-escalating and emphasized specific, measured demands for public safety, accountability, and protecting constitutional norms** performed better than those that called for abolishing ICE or tied the Administration's actions to rising authoritarianism.

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 a voter to support a Democrat. We recommend utilizing above-average talking points, i.e. those above the 50th percentile.

Democratic Messages Tested

Message Source	Message Content	Trump Disapproval Percentile
Gov. Josh Shapiro	ICE's clear abuses of power are only creating danger in our communities. We saw it with the killing of Renee Good, and we see it with more horrific videos of another killing today. Law enforcement's goal should always be to keep people safe and build trust with the community. ICE is violating people's constitutional rights. It's past time for them to stop wreaking havoc on our communities.	72%
Iowa State Auditor Rob Sand	We must pray for peace in our country as the situation in Minnesota escalates. No one should want further violence in our communities, and there are clear paths towards order. For example, federal law enforcement should be listening to local law enforcement to help keep everyone safe and ensure accountability. At a time where tensions remain high, our officials should work to turn the temperature down.	67%
Sen. Jacky Rosen	This is the second person ICE has killed in Minneapolis this month. 7+ masked agents were restraining one person. This individual was already on the ground with several agents on top of him when they shot and killed him at close range. It's hard to see how deadly use of force was in any way justified. ICE is out of control and needs to be reined in.	63%
Sen. Cory Booker	ICE operations in Minnesota must end immediately. Congress must not continue funding an out of control and unaccountable DHS and ICE that have repeatedly escalated violence and so severely broken laws and Constitutional protections. Every minute these ICE operations continue on our streets is another minute they endanger the safety of Americans and further injure our communities.	60%

Fred Wellman	ICE agents just shot and killed someone in Minneapolis. They tried to cover it up immediately and the Minneapolis police chief refused. Witnesses have been taken to police headquarters, and all available off duty police have been called to work. ICE cannot be trusted to tell the truth. Congress must act now. The Courts must stop the stupid foot dragging. Enough is enough.	57%
Rep. Alexandria Ocasio-Cortez	Americans are being killed in the street by their government. Our Constitution is being shredded and our rights are dissolving. Resist. Senate Democrats should block ICE funding this week. Activate the National Guard. We can and must stop this.	55%
Sen. Patty Murray	Another person was shot and killed by ICE in Minneapolis. This looks like an execution. There must be an investigation. There must be accountability. Joining ICE does not give you license to murder. The President is escalating the situation—and we have no faith he will stop. The Republican Congress must join Democrats to end this. Enough.	52%
MN State Senator Omar Fateh	ICE murdered another person in Minneapolis this morning. This was a flat out execution. Horrific and absolutely on the hands of these untrained, untamed agents. Every single one must be held accountable for their actions. We can no longer allow them to continue on their spree.	52%
Sen. Amy Klobuchar	Trump and all his lieutenants who ordered this ICE surge should watch the horrific video of the killing today. The world is watching. Thousands of citizens stopped and harassed. Local police are no longer able to do their work. Kids hiding. Schools closed. Get ICE out of Minnesota NOW. And Republicans in Congress: Stop your silence and stop being complicit.	51%
Gov. JB Pritzker	Masked federal agents in Minnesota just shot and killed another person. We must put a stop to Trump's ICE. Now. Stop the funding, stop the occupations, stop the killings. Republican and Democratic Governors across the nation need to have a unified response. We must all stand against the lawlessness being inflicted in our states.	49%
Gov. Tim Walz	There was another horrific shooting by federal agents. This is sickening. The President must end this operation. Pull the thousands of violent, untrained officers out of Minnesota. Let state investigators secure justice. As we process the scene, stay peaceful and give them space. The State has the personnel to keep people safe – federal agents must not obstruct our ability to do so.	48%
Rep. Ilhan Omar	This administration cannot continue violating constitutional rights under the guise of immigration enforcement. ICE and CBP must leave Minnesota immediately. Their presence is terrorizing our communities, violating rights, and taking lives with zero accountability. Minnesota was once a place of refuge, and Trump has turned it into a war zone where unchecked federal forces murder our neighbors.	48%
Ron Filipkowski	Filming federal agents in public is not a crime, nobody should be harassed or restrained for doing so, nobody should have their phone confiscated for it, and nobody should get the death penalty for it. This is supposed to be a free Republic, not an authoritarian police state.	38%

The Lincoln Project	This is the grim, depressing reality Trump has made of American life. Instead of waking up on a Saturday, relaxing and spending time with your loved ones, you now have to watch American towns being ravaged and its citizens being murdered by violent secret police.	36%
Rep. Ted Lieu	ICE/CBP has killed 2 civilians in less than 3 weeks. To calm tensions, the administration must: withdraw ICE/CBP from MN, and impose a nationwide stand down of ICE/CBP to review/change policies, procedures, and training.	34%
Rep. Hakeem Jeffries	Masked and lawless DHS agents have brutally killed another American citizen in Minneapolis. Donald Trump's extremists have unleashed this carnage on the streets of America. They must all be held criminally accountable to the full extent of the law.	33%
Rep. Seth Moulton	In Minneapolis there was another outright murder by federal initials. If a Marine did that in Iraq in the middle of a war zone, he would be court martialed. This is why ICE needs to be prosecuted. They are criminal thugs. You need to be held accountable to law if you think you can enforce it.	31%
Minneapolis Mayor Jacob Frey	Another person was shot and killed by ICE in Minneapolis. Americans are done being told that our community members are responsible for the vitriol in our streets. We are done being told that our local elected officials are solely responsible for turning down the temperature.	28%
Minneapolis Mayor Jacob Frey	Another person was shot and killed by ICE in Minneapolis. How many more residents, how many more Americans need to die or get badly hurt for this operation to end? How many more lives need to be lost before this administration realizes that a political and partisan narrative is not as important as American values."	26%
Alyssa Farah Griffin	Brandishing a weapon at a federal law enforcement officer is a crime punishable by up to 7 years in jail. It is *not* punishable by death, and repeated shots fired. The video of ICE shooting another person in Minneapolis also seems to show the weapon was removed. The individual was restrained on the ground by numerous LEOs prior to shots being fired.	26%
Rep. Yvette Clarke	Trump's DHS and its agents have proven that they will not abide by the law, the U.S. Constitution, or even basic human decency for that matter. In their determination to turn our communities into battlefields, they have demonstrated the true extent of their deep disregard for human life. Their continued presence is an undeniable public danger, and so it must end, and they must leave.	24%
Rep. Alexandria Ocasio-Cortez	We have a responsibility to protect Americans from tyranny. DHS just shot a man in broad daylight two weeks after they shot a mother in the face without consequence. They need our votes to continue. We cannot give it to them. Every Senator should vote no on the Department of Homeland Security's legislation to fund ICE.	24%

MI State Sen. Mallory McMorrow	Another person was killed by ICE in Minneapolis, after state leaders told them to leave, local officials told them to leave, and local law enforcement told them to leave. But Trump's ICE continues on its collision course making our communities LESS safe - not more. Congress: not one more penny until we get the same oversight and accountability we demand from every law enforcement agency.	23%
David Hogg	ICE just shot and killed someone in Minneapolis. Even if we assume the Trump admin isn't lying about him being armed- The right says guns exist to protect us from a tyrannical government. But when masked government agents start abducting people, exercising that right somehow becomes proof you deserved to be executed?	22%
Jim Kessler	ICE just shot and killed another person on the street in Minneapolis. ICE is completely out of control. We need ICE out of Minnesota. DHS Secretary Kristi Noem must be fired. And we need a top to bottom cleaning out of DHS and ICE.	22%
Rep. Ilhan Omar	In Minneapolis there was another execution by immigration enforcement. It is beyond shameful these federal agents are targeting our residents instead of protecting them. This isn't isolated or accidental. The Trump Administration is trying to beat us into submission rather than protect us.	22%
Fmr. Rep. Tom Malinowski	ICE just shot and killed another person in Minneapolis. So long as administration leaders reflexively defend ICE agents after every shooting, and short circuit investigations before they can begin, the agents will believe they can do what they want and more Americans will be shot. This is 100% on the leadership.	22%
Rep. Raul Ruiz	ICE killed another protestor and agents responded with a sarcastic "boo hoo" at bystanders. President Trump's violence and cruelty is the point. Ruling by fear and intimidation is what authoritarians do. We must continue to condemn it and not accept it as the new normal.	20%
Mikel Jollett	Another person was shot and killed by ICE in Minneapolis. Last year the Trump Administration cut Medicaid and health care and used it to increase ICE funding. The Trump Administration cut your healthcare so ICE could murder people in the streets.	19%
Jack Weisman	Another person was shot and killed by ICE in Minneapolis. If the administration actually believed in ICE to keep people safe, they'd be denouncing and investigating officers who commit violence. Instead they're promising immunity and lying because they so clearly want to kill liberals and it's still hard to get anyone to just say that.	19%
Minneapolis Mayor Jacob Frey	Another person was shot and killed by ICE in Minneapolis. Yesterday, more than 15,000 people marched the streets of Minneapolis. Not a single broken window, not a single injury. Conversely, the mass militarized force and unidentified agents who are occupying our streets, that is what weakens our country.	18%
Sen. Mark Kelly	Another person in Minneapolis is dead at the hands of federal law enforcement. What this administration is doing isn't making communities any safer. It's doing the opposite and creating chaos in the streets. It has to stop now.	15%

Ross Barkan	ICE is out of control under Trump's leadership. Abolishing ICE will be a popular position because ICE isn't the police. It was invented in 2003. It was a weird paramilitary created under Bush, happily funded by Obama and Biden, and now unleashed under Trump. Americans aren't interested. It's all very gross, sick, and stupid.	14%
George Conway	Trump's militarization of Minneapolis and other parts of our nation isn't about illegal immigration. It's not about enhancing public safety. It's about destroying any sense of that safety—to intimidate political opponents, and to punish dissent. It's about a corrupt, out-of-control regime's effort to provoke citizens in order to justify the violence it desires to commit against them so that it can expand and retain its power.	14%
Wisconsin Democratic Chair Devin Remiker	Trump and the GOP command and support execution squads—operating outside the law— on the streets of American cities. They can come to your community, attack your neighbors, murder you if you dare to question them, and lie that you were a domestic terrorist that deserved it. We are running out of time to stop it. Every election in 2026 is an emergency.	13%
Sen. Chris Van Hollen	Trump's ICE agents brutally killed another person in Minneapolis. Trump, Vance, Noem, Miller, and the whole morally depraved crew have blood on their hands. These killings are happening at their direction. They must be held accountable. Congress must cut-off funding for these heinous acts NOW!	13%
Jon Favreau	Another person was shot and killed by ICE in Minneapolis. No one should vote for the Department of Homeland Security's legislation to fund ICE. It's true that voting no won't stop ICE - they already have the funding they need and even a shutdown won't stop them - but the strategy now should be mass resistance to state violence and repression at every level.	13%
Sen. Ed Markey	Trump's thugs just shot and killed a man in Minneapolis. Eyewitnesses are describing it as an execution. We cannot keep living like this and people can't keep dying like this. Stop funding DHS. Impeach Kristi Noem. Hold these agents accountable.	13%
New York City Mayor Zohran Mamdani	As tens of thousands across America protest the violence that ICE sows with impunity, federal agents shot and killed another person in Minneapolis today. ICE terrorizes our cities. ICE puts us all in danger. Abolish ICE.	12%
Matt Stoller	If a Democratic President were occupying and harassing red states as Trump is doing, Republican governors would put up bitter fierce resistance. They'd investigate the Feds. They file lawsuits. They'd threaten jail. Greg Abbott fought with Biden over shutting the border!	10%
Medhi Hasan	After another shooting in Minneapolis by federal ICE enforcement, abolishing ICE is now the moderate minimum position. Prosecuting ICE is where Democrats should be at next. We must hold this agency accountable.	9%

Gov. Gavin Newsom	Yesterday, hundreds of thousands filled the streets of Minnesota—marching in subzero temperatures in a PEACEFUL protest. Not the excuse to invoke the Insurrection Act the President wanted. So today, Trump made a shooting happen. The President must end his violent occupation of Minnesota. NOW.	8%
Shannon Watts	ICE just shot and killed another person in Minneapolis. No elected official, no court, no authority is going to stop this. It's up to us to keep showing up in numbers until this is over, with the knowledge that there's real danger to protesting.	7%
Fred Guttenberg	Another person was shot and killed by ICE in Minneapolis. Today is the day for Governors of blue states, who actually fund the federal government, to get together and come up with a plan to withhold all funds from the federal government and to deprive red states who take the money from the ability to do so.	6%
Rep. Robert Garcia	Kristi Noem must be impeached. ICE must be abolished. Democrats in the Senate cannot fund DHS. Trump has created a militarized police force accountable only to him. These agents need to leave our cities NOW.	2%

Republican Messages Tested

Message Source	Message Content	Trump Approval Percentile
Sen. Lindsey Graham	Law enforcement officers who risk their lives to enforce our laws, and protect us and our property should be respected. The physical and verbal assaults on ICE and Border Patrol agents have led to a very dangerous situation. Protestors are actually endangering their communities more. Sanctuary city policies lead to these events because cities like Minneapolis and states like Minnesota refuse to obey immigration laws, creating chaos.	61%
Border Patrol Union	When a supposed "peaceful" protester brings a weapon (such as a loaded handgun) and brandishes it, there are going to be severe consequences and repercussions. The fake and dishonest media and the shameless politicians should be held accountable for willfully misleading the public and enticing these protesters and agitators.	34%
Vice President JD Vance	The Trump Administration is trying to work with law enforcement on the ground and local leadership in Minnesota has so far refused to answer those requests. What ICE agents want more than anything is to work with local law enforcement so that situations on the ground don't get out of hand. The Democratic Mayor and the Governor are blocking it.	27%
Attorney General Pam Bondi	The Trump Administration is going to protect our great men and women in law enforcement who were out there doing their jobs today. They were out there arresting a violent offender. They will support the good citizens of Minnesota if the Governor and that Mayor aren't going to do it.	24%

President Donald Trump	Minneapolis is covering up for theft and fraud. The Mayor and the Governor are inciting Insurrection, with their pompous, dangerous, and arrogant rhetoric. Let our Ice patriots do their job! 12,000 Illegal Alien Criminals, many of them violent, have been arrested and taken out of Minnesota. If they were still there, you would see something far worse than you are witnessing today!	20%
Rep. Tom Emmer	The Democratic governor of Minnesota and local leaders' rhetoric has empowered criminals and put federal law enforcement's lives at risk. It's dangerous and has made the situation in Minneapolis much worse. Unlike my Democrat colleagues, Republicans are going to let law enforcement conduct their investigation and not jump to asinine conclusions. We are grateful no Border Patrol officers were harmed.	19%
Department of Homeland Security	ICE officers attempted to disarm a suspect in Minneapolis but he violently resisted. Fearing for his life and the lives of fellow officers, an agent fired defensive shots. Medics on scene immediately delivered aid to the subject but he was pronounced dead. The suspect had 2 magazines and no ID. This looks like a situation where an individual wanted to do maximum damage and massacre law enforcement.	11%
Trump White House	An individual in Minneapolis approached U.S. Border Patrol agents with a 9mm semi-automatic handgun. The agents attempted to disarm the individual, but he violently resisted. Fearing for his life and the lives and safety of fellow officers, a Border Patrol agent fired defensive shots. This looks like a situation where an individual wanted to do maximum damage and massacre law enforcement.	10%
Erick Erickson	How many more Americans will die before the government of Minnesota does what the majority of other states do and simply cooperates with federal immigration authorities to deport detained illegal aliens? Minnesota would rather Americans die than illegal aliens get deported.	9%
Eric Daugherty	The armed suspect who was shot in Minneapolis likely intended to massacre law enforcement, approaching Border agents with a handgun and two magazines. The officers tried to disarm him but he "violently resisted." Case closed. Open-and-shut self defense.	8%
Homeland Security Advisor Stephen Miller	A domestic terrorist tried to assassinate federal law enforcement in Minneapolis. The state of Minnesota's entire Democrat leadership team has been flaming the flames of insurrection for the singular purpose of stopping the deportation of illegals who invaded the country.	7%
Megyn Kelly	Trump is keeping us safe from illegal immigrants. In fact, Trump should pull ICE out of Minnesota today and announce that there will be no more immigration enforcement in MN at all. All illegals in the US are encouraged to move there. And if any illegal is found outside of MN and gets deported, they can never apply for re-entry.	2%