



Weaker, Poorer, Less Safe: Days Before Election Day, Americans' Rejection of Trump's Mass Deportation Campaign Is Deepening

To: Interested Parties

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Subject: New polling shows the widening backlash to Trump's violent mass deportation agenda

Less than a week before Election Day, the verdict is in on Trump's mass deportation machine, and it keeps getting worse for the administration and every member of Congress who voted for it. New polling in September and October confirms all six takeaways from America's Voice's [September memo](#).

The mass deportation campaign is one of chaos, violence, and lawlessness. [Pierre Damas Bel](#), [Ruben Ray Martinez](#), [Lorenzo Salgado Araujo and Johan Sebastián](#), and [Renee Good and Alex Pretti](#) are among the lives lost. Families are being separated, communities are living in fear, US citizens are being caught in the dragnet and the costs are piling up in grocery bills and struggling local businesses.

Below are six key takeaways about the immigration public opinion landscape heading into Election Day:

- Immigration has flipped from Trump's best issue to a liability, and the GOP's edge on it has collapsed
- Cracks now run through Trump's own coalition, and independents have turned against ICE's overreach
- The lawless ICE crackdown has terrorized communities, and ICE remains underwater with voters
- Mass deportation is hitting Americans' wallets, and voters are feeling the economic squeeze
- Americans across party lines prefer legal status for long-established immigrants over mass deportation
- Latino voters have swung sharply away from Trump and the GOP, and many are personally feeling the severe impact of the ICE crackdown

Key Points

Point 1: Immigration has flipped from Trump's best issue to a liability, and the GOP's edge on it has collapsed.

- [ABC News/Washington Post/Ipsos](#) (Oct. 9-13, 2026): 56% of Americans say Trump is going too far in deporting undocumented immigrants, up from 48% in April 2025. His approval on immigration has fallen to 38-61%, a second-term low and down 12 points from February 2025. Asked which party they trust more on immigration, Americans now edge toward Democrats, 37-35%. As recently as April, Republicans led 39-34%.
- [NPR/PBS News/Marist](#) (Sept. 14-15, 2026): Voters now say Democrats would handle immigration better, 41-38%. Before the 2024 election, Republicans held a 42-30% advantage on the same question, a 15-point swing. Among independents, Democrats lead on immigration by 14 points (41-27%).
- [Fox News/Beacon Research/Shaw & Co.](#) (Sept. 11-14, 2026): 53% of registered voters say the administration's immigration enforcement has gone too far, including 60% of independents.

Point 2: Cracks now run through Trump's own coalition, and independents have turned against ICE's overreach.

- [Politico/Public First](#) (Sept. 2026): Majorities in both MAGA and non-MAGA Trump voters say deportations should prioritize people convicted of serious violent or sexual crimes, but fewer than a quarter in either group would prioritize people with minor offenses. Support drops even further for deporting people who have lived here for years or have children in the U.S. Most Trump voters (65% of MAGA, 69% of non-MAGA) want the same number of workers, or more, coming to fill labor shortages in sectors like health care and agriculture.
- [Equis \(October 2026\)](#): Trump's net approval has reached a new low point (-35). President Trump's favorability continues to be lower than his party's, with only 30% of Latino voters rating him favorably compared to 65% rating him unfavorably (-35)
- [NBC News/Telemundo](#) (Sept. 21-28, 2026): 22% of Latino voters who backed Trump in 2024 do not prefer a Republican Congress this year (14% back Democrats, 8% are unsure).

Point 3: The lawless ICE crackdown has terrorized communities, and ICE remains underwater with voters.

- [Pew Research Center](#) (Sept. 28-Oct. 4, 2026): 56% of Americans view ICE unfavorably and just 35% favorably, making it the least popular of the 12 federal agencies Pew asked about. Unfavorable views are up 7 points from a year ago, and ICE's standing has slipped even among Republicans (67% favorable, down from 72%). Among Hispanic adults, 67% now view ICE unfavorably, up from 54%.
- [NBC News/Telemundo](#) (Sept. 21-28, 2026): Fear has become part of daily life for Latino voters: 31% say they or someone close to them now carries identification because of ICE, 27% know someone detained or deported in the last two years, and 18% say they or someone close has considered leaving the country.
- [N+ Univision/YouGov](#) (Oct. 2-15, 2026): 41% of Florida Latino voters worry that they, a family member, or someone close to them could be stopped or detained, compared with 27% of Florida voters overall.
- [ReconMR](#) (Oct. 5-8, 2026, 617 Texas likely voters): ICE is underwater in Texas, 43% favorable to 53% unfavorable. By 54-42%, Texans oppose the way ICE agents are arresting people, and 56% say ICE's tactics have gone too far, including 69% of independents.

Point 4: Mass deportation is hitting Americans' wallets, and voters are feeling the economic squeeze.

- [Wave Polling and Research](#) (Sept. 30-Oct. 5, 2026): By 62-38%, voters say mass deportation of immigrant workers is hurting the economy and raising costs, not protecting American jobs. Only 23% think it will raise their wages, and 64% say the administration is focused too much on deportations and not enough on the cost of living.
- [ABC News/Washington Post/Ipsos](#) (Oct. 9-13, 2026): 60% of Americans now call groceries unaffordable, up from 45% in February, and 77% disapprove of Trump on the cost of living.
- These findings track America's Voice's ["End the ICE Tax"](#) analysis, which documents billions in lost economic activity where industries rely on immigrant labor.

Point 5: Americans across party lines prefer legal status for long-established immigrants over mass deportation.

- [NBC News](#) (Sept. 11-15, 2026): The public's priorities have flipped since 2024. 51% of voters now say it's more important to prevent discrimination against immigrants and create a path to citizenship, compared with 46% who prioritize securing the border; in September 2024 it was 53-43% the other way.
- [NBC News/Telemundo](#) (Sept. 21-28, 2026): 83% of Latino voters support deporting undocumented immigrants who have committed serious crimes, but only 37% support deporting everyone here without status.

- [BSP Research/Shaw & Co. for ABIC and American Families United](#) (Sept. 4-6, 2026): Latino voters say they'll back candidates who prioritize legal status and work permits over mass deportation, including 85% of Democrats, 68% of independents, and 64% of Republicans.

Point 6: Latino voters have swung sharply away from Trump and the GOP, and many are personally feeling the severe impact of the ICE crackdown.

- [NBC News/Telemundo](#) (Sept. 21-28, 2026): Trump's approval among Latino voters sits at just 27%, with 69% disapproving. Two-thirds say his immigration enforcement has gone too far. Latino voters now prefer Democratic control of Congress 59-35%, double the margin NBC found at this point in 2024, and 62% of Latino voters now view the GOP negatively, up 16 points from 2024.
- [The New York Times Upshot](#) (Sept. 22, 2026): In an average of high-quality national polls, Democrats lead among Hispanic likely voters 64-29%, compared with a seven-point Harris lead in the same pollsters' final 2024 surveys. In the Times/Siena poll (Sept. 8-13), just 26% of Hispanic voters approve of Trump on immigration and 8% on the cost of living.
- [N+ Univision/YouGov](#) (Oct. 2-15, 2026): In Florida, 55% of Latino voters say enforcement has gone too far. Majorities of Cuban (54%), Puerto Rican (56%), and South American (56%) voters agree.

Bottom Line

- **Voters reject Trump's chaotic and cruel overreach.** Trump sold mass deportation as the path to a safer, more prosperous America. Instead, Americans got masked agents in their neighborhoods, families torn apart, people killed, and higher grocery bills. The verdict this fall is clear: this agenda is making the country weaker, poorer, and less safe.
- **The backlash crosses party lines.** Independents, non-MAGA Trump voters, and Latino voters all say the crackdown has gone too far.
- **Americans want a different approach.** Bi-partisan support by the public – including Latino Republicans – back enforcement focused on real threats and legal status for immigrants who have built their lives here.
- **Leaders should listen and must act to change course.** The longer this administration doubles down on chaos and cruelty, the deeper the backlash will run. Congress must act to change course or continue to lose public trust.