

END THE ICE TAX CAMPAIGN – POLLING MEMO

To: Interested Parties

From: America's Voice

Date: August 2026

Subject: New polling shows voters agree that mass deportation is driving up costs for American families, and that voters are ready to hold Congress accountable

New polling from America's Voice, conducted by Grow Progress, shows voters agree that mass deportation is driving up prices – and they're not just noticing the increase, they're feeling it in their wallets. They are ready to hold Congress accountable for a policy they see as making groceries, gas, and childcare more expensive, and this argument moves voters well beyond the Democratic base.

The poll comes against the backdrop of an extraordinary infusion of resources into immigration enforcement. Under the 2025 tax and spending law (H.R. 1), and legislation passed in June of 2026, Congress allocated roughly \$240 billion for immigration and border enforcement, nearly tripling the agency's prior budget and making it the highest-funded federal law enforcement agency in the country. This appropriation of taxpayer money is being spent recklessly in raids on farms, places of work, and neighborhoods, at the expense of the household budgets and economic well-being of American families. This public opinion research builds on America's Voice's [End the ICE Tax](#) report, which documents the economic toll these enforcement operations are taking on local businesses and household costs, and tests how voters respond when they hear that analysis.

Voters are increasingly aware of this economic toll, and the “ICE Tax” is emerging as both an economic reality and a political liability heading into the 2026 midterm elections.

KEY FINDINGS

Grow Progress surveyed 2,787 U.S. adults nationwide from July 31 to August 1, 2026, testing how voters respond to economic messaging on mass deportation, specifically around affordability and electoral relevance. Key findings include the following:

- After hearing the data, voters were 8 points more likely to agree that mass deportation is driving up the price of groceries, gas, and childcare (51 percent, up from a 43 percent baseline). They were also 8 points more likely to say they'd support a member of Congress who scales back mass deportation to lower costs (50 percent, up from 42 percent). Both shifts are statistically significant.
- Earnings: The argument resonates most among higher-income households. Voters earning \$100,000 or more were 26 points more likely to say they'd support a candidate who scales back mass deportation to lower costs (64 percent, up from a 38 percent baseline), one of the largest shifts of any group tested.
- Party and ideology: The message cuts across the political map. Agreement that mass deportation is raising costs rose 15 points among Democrats and 13 points among political moderates, with smaller but still positive movement among independents (3 to 6 points).
- Race: Latino voters showed the largest shift of any racial or ethnic group, with agreement that mass deportation is increasing costs, rising 18 points (from 35 percent to 53 percent).
- 2022 midterm nonvoters: Among voters who did not vote in the 2022 midterms, agreement rose 12 points after hearing the message, from 39 percent to 51 percent. By comparison, voters who did vote in 2022 moved 5 to 7 points on the same question.
- Urban and suburban voters: The message moved suburban voters, the largest bloc in the electorate, by 5 to 7 points across both questions - affordability and electoral relevance -, with a larger gain among urban voters (11 to 14 points).

- Republicans: The message even shows early, directional movement among Republican-leaning voters (5 to 6 points), though this shift is more modest than the movement seen among Democrats and moderates.

These findings show that the economic case against mass deportation is not just resonant with the base. It is a message that travels across party lines and demographic groups, one that Members of Congress should be aware of heading into the 2026 midterms.

Methodology:

This survey was conducted online by Grow Progress on behalf of America's Voice among a national sample of 2,787 U.S. adults, weighted to reflect the demographics of the target population using age, gender, race, education, party, whether respondents sat out the 2022 midterms, and 2024 presidential vote choice. Respondents were randomly assigned to read one of several test messages, including the message referenced above, or a placebo, before answering questions about affordability agreement and support for congressional candidates. Findings described as statistically significant reflect a 90 percent confidence threshold, as reported by Grow Progress.