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**From:** Cheri Bustos <[CLB@dccc.org](mailto:CLB@dccc.org)>  
**Sent:** Thursday, October 17, 2019 6:26 PM  
**To:** Cheri Bustos <[CLB@dccc.org](mailto:CLB@dccc.org)>  
**Subject:** DCCC Impeachment Inquiry Message Guidance

Colleagues,

Below is a memo with messaging guidance on the impeachment inquiry.

This comes from research conducted by the DCCC's pollsters over the past weeks. It reaffirms the strong position Democrats hold on this issue, due to the focus and restraint with which our Caucus has approached this pressing and serious matter.

We hope you will find this guidance useful and we appreciate you keeping this within our Caucus. Thank you.

Kindest Personal Regards,

Cheri Bustos

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October 17, 2019

To: DCCC

Fr: ALG + GBAO

Re: Message Guidance on Moving Impeachment Inquiry Forward

Recent polling in national and battleground surveys has demonstrated that voters' views on impeachment have shifted since the summer, with support for the impeachment inquiry growing as Democrats consolidate support and independent voters reject President Trump's actions regarding Ukraine.

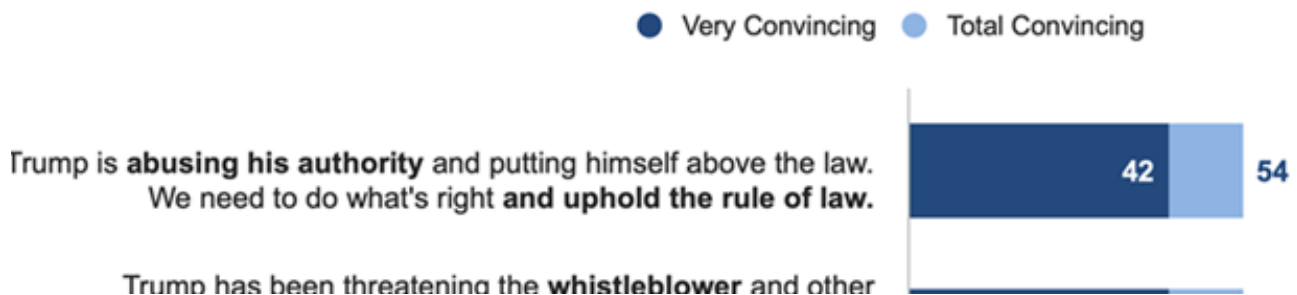
Further, the numbers do not back up Republicans' posture that impeachment worsens the political environment for House Democrats. National polling conducted by the DCCC finds voters back a Democrat who supports an impeachment investigation over a Republican who opposes an impeachment investigation by 11 points. Even in the 57 most competitive battleground districts, moving the inquiry forward is slightly favorable at 49-48. Additionally, Democrats' lead in the generic ballot remains steady in national polling (+8 average) and in battleground districts (+3 average).

This shift toward support for an impeachment inquiry, coupled with the steady generic ballot over the course of many months, underlines the strong position Democratic congressional incumbents and challengers continue to hold as they pursue the facts and address voters' concerns about Trump abusing his power and putting himself above the law.

Message Guidance:

1. When discussing Trump's actions, keep the language simple, direct and values-based: President Trump **abused his power and put himself above the law** when he asked the Ukrainian President to interfere in the U.S. election.
2. Emphasize the core value that **no one is above the law**. Incumbent members who support the inquiry are simply working to **uphold the rule of law** and Republicans who oppose the inquiry are **failing to fulfill their oath of office**.
3. **The whistleblower did the right thing** by coming forward – members of Congress have a duty to protect this person, and Trump is wrong to threaten this person and impugn their character or motives.
4. Demonstrate your constant **focus on the biggest issues facing families in the country**, specifically health care and wages. These issues continue to out-rank impeachment as priorities for voters, especially swing voters. By focusing on these and **local issues**, you can show voters that you know how to focus on their top priorities, while also navigating the impeachment inquiry.

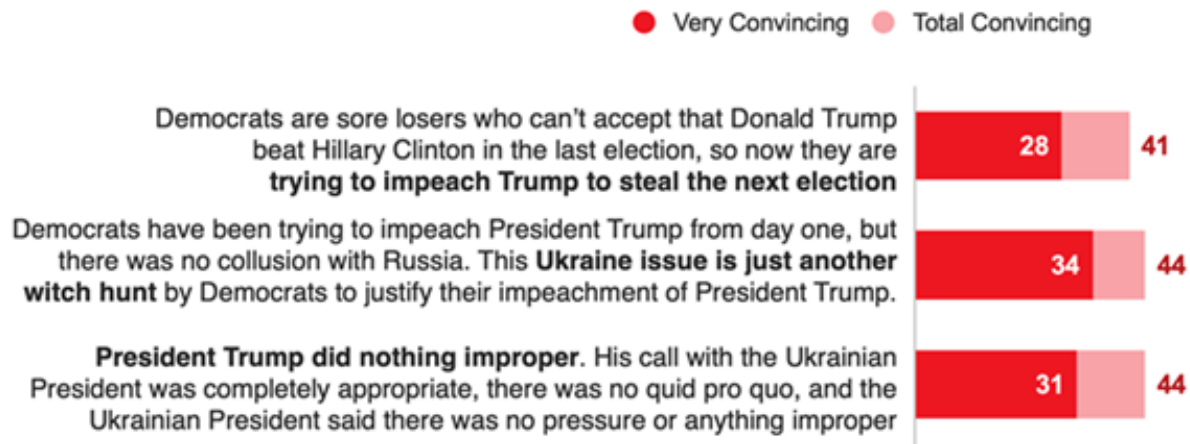
How Republican and Democratic messages test in competitive battleground districts:



members of his Administration, calling them spies and suggesting they should be executed, even though **they did the right thing by calling out wrongdoing through legal channels.**



In comparison, messaging from the House Republicans and national Republican surrogates tests much more weakly.



**Democrats' best frames for kitchen table issues:**

**[HEALTH CARE]:** Democrats are working to bring down the cost of health care and prescription drugs, while we protect people with pre-existing conditions from more attacks from Washington Republicans.

**[JOBS AND THE ECONOMY]:** The economy might be working for some Americans, but it isn't working for many of us who are seeing the cost of living increase while paychecks don't keep up. Democrats are working to invest in everyday people by prioritizing skills training and better access to trade school classes.

**[ANTI-CORRUPTION]:** Democrats are leading the fight to clean-up corruption and limit the power of special interests in Washington by forcing politicians to disclose where their dark money campaign funds come from.

Cheri Bustos

Chairwoman · DCCC





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