Remarks by Pollster Celinda Lake, President of Lake Research Partners, On Public Support for Impeaching and Removing Donald Trump

Delivered at Ralph Nader's Second Symposium on Impeachment, Capitol Hill on July 22nd, 2026

Remarks by Pollster Celinda Lake, President of Lake Research Partners, on Public Support for Impeaching and Removing Donald Trump

Delivered at Ralph Nader's Second Symposium on Impeachment, held on Capitol Hill on July 22nd, 2026.

This presentation sought to **directly address and refute** the excuses offered by Democratic Party leaders as to why they supposedly cannot pursue Impeachment, particularly before the Midterm Elections. Ms. Lake's arguments are backed up with **comprehensive polling data**, which is appended to the end of this pamphlet.

Celinda Lake is one of the Democratic Party's leading political strategists. She was one of two lead pollsters for the Biden campaign in 2020 and continues to serve as a pollster to the Democratic National Committee (DNC), other national party committees, and dozens of Democratic incumbents and challengers at all levels of the electoral process. Celinda and her firm, Lake Research Partners, are known for cutting-edge research on issues including the economy, health care, the environment, and education, and have worked for a number of institutions including the Democratic National Committee (DNC), the Democratic Attorneys General Association (DAGA), AFL-CIO, SEIU, CWA, IAFF, NRDC, ecoAmerica, NARAL, Human Rights Campaign, Planned Parenthood, The Next Generation, EMILY's List, VoteVets Action Fund, and the Kaiser Family Foundation. Her international work has included work in Liberia, Belarus, Ukraine, South Africa, and Central America. Her interviews and statistics have been quoted in the *Washington Post*, *New York Times*, and *Wall Street Journal*, as well as a variety of magazines, including *Newsweek*, *Glamour*, and *Marie Claire*. Celinda has also appeared on numerous television and radio news programs to discuss her work and provide expert commentary, including CNN, MSNBC, CNBC, Fox News, and NPR.

The full recording of this presentation and others are available at https://www.youtube.com/@RalphNaderRadioHour. More information about the event is available at Nader.org/impeachment.

Comments by Celinda Lake*

First of all, I want to say that I'm so glad you all are here, and with things being as busy as they are, I know that time is one of the most precious resources we have, so thank you, and I hope all of you will do things to elect people who are supportive of impeachment.

The second thing I want to say is, and these are all in my notes, but I should tear up my notes, because you don't take a position on a moral issue like, impeachment from polling data. And if a pollster tells you that, you know you really shouldn't take your position from polling data.

But, may I add to that, the public is way ahead of the leadership here. They have us at hello, they're yes. And there are some things that we could do to promote the message and I'll talk a little bit about that. But to be clear today, a solid majority of the public supports impeachment. All of the data shows that they are very unlikely to change their mind. Impeachment is highly correlated with job approval, which has tanked. There are a number of people, 14% of the public, who disapprove of the President and yet aren't quite ready for impeachment yet. So, far from being an unpopular issue, it is a majority issue, and it is a majority issue where we have a lot of room to grow. If we picked up everybody who disapproved of the job that the President is doing, we would have two-thirds of Americans in favor of impeachment. We right now have 53–56% of Americans in favor of impeachment. This is not a minority position. This is not a dangerous issue. Politicians would be extremely happy to have 65% of the voters on their side. So let's talk a little bit about the data and the structure of the data.

First, as I said, 53% of Americans support impeachment. It goes up as high as 56% when you remind people of anything that he has done. It is 51% when you say impeachment and removal. People are unclear that impeachment leads to removal and of course they have the Clinton impeachment in their mind when they think about that. 45% of Americans oppose impeachment. It is very polarized. I don't know if this is an impossible task, but what would really move the public is if we could get some Republicans – and they could be local Republicans, they could be local elected officials – if we could get any Republicans in favor of impeachment. In the Nixon impeachment, we had quite a bit of data. People started out 63% opposed. People start out here, 53% in favor. The thing that really brought them on board was Republicans and Democrats being together on the issue. And again, it doesn't have to be the most famous Republicans, and it's not going to be. 90% of Democrats support impeachment.

---

* These comments have been edited for clarity and brevity.

So what is one of our biggest tasks? One of our biggest tasks in this upcoming election is to get everyone out to vote. And they know it. They're doing everything they can to disenfranchise the voters. And one thing I would say, let's not refer to the SAVE Act anymore. It's the SAVE Trump Act. It's not the Save Act, it's the Save Trump Act. And along with doing away with voting rights, they are doing away with the ability of married women to vote. And it's more Republicans who marry and change their names than Democrats who do. So I think they are shown that not only are they racist, but they are sexist. And as one woman said in a focus group, they really do want to keep us in the kitchen and pregnant.

95% of Republicans oppose impeachment. Republicans who support impeachment have left and become independents. But here's the most important number that I'm going to give you, and that is that by over 20 points, Independents and swing voters support impeachment. A solid majority of swing voters and independent voters support impeachment. It is not a dangerous political issue. It is actually a safe political issue. And if Donald Trump can't get out the vote, impeachment of Donald Trump is not going to get out the vote. They've already got their turnout strategy. We need a turnout strategy. Impeachment can be part of a very, very strong argument. that really motivates Democratic voters. It makes people think that you're a fighter. It makes people think that you're gonna stand up and lead – be the locomotive, not the caboose. And it makes people really, really energized about talking to their friends and family. Politicians are doing "impeachment hushing." They're saying, "shh, don't say that."

The public is very willing to pass on impeachment and impeachment information to their friends and family. One third of the public gets their information from friends and family. Now, one of our strategies could be to get people new friends and family, but that's gonna be hard to do in 100 days. So maybe we should get into those friendship networks and make sure that our book club, our church club, our local chamber of commerce all have the information that I thought the toolkit out there back in the back room is fantastic and should be sent to everyone.** Of those who oppose impeachment, 32% think the allegations might be true. So you've got lots of votes to go get.

We're not done yet at 53 and 56%. We have 10, 15, 20% of the vote that we could still go get with an impeachment narrative. Leaders may not be able to volunteer what the president should be impeached about. The public, though, is quite clear. 30% of the people said corruption and self-enrichment. That's primarily Democrats and African-Americans. 30% said abuse of power and defying the courts. That's a lot of independents and some former Republicans. 20%, and I'm sure this number is higher now, should be impeached due to his decision to start an illegal war in Iran, and now restart an illegal war in Iran, and keep this war going in Iran. And then

** This toolkit is attached.

[people] go, the war wasn't supposed to cost any money, and then Trump goes and asks for $67 billion to continue the war in Iran. The American public is convinced now that the war will go on for at least another year. So I'm sure those numbers are higher today. What is interesting, is Epstein is not as strong a criteria for impeachment in voters' minds, in part because they think it was a very bipartisan problem. That's a seminar for another day. But just as we're thinking, these are very hefty criticisms though, an illegal war, enrichment, ignoring the courts and the Constitution. We're not talking about a minor conclusion that the voters flittingly came to. This is really weighty, heavy stuff. The moment is now to emphasize this stuff as people are focused on the Constitution and people are focused on our anniversary.

One of the things we know is that opinions about impeachment, we don't have data for Andrew Johnson, but with Nixon and Clinton, the impeachment numbers and the approval numbers track very strongly together. Again, when Nixon started out he had positive job performance, that's what lagged. And then people were overwhelmingly, people went from 23% for impeachment to 63%. With Clinton, they never supported impeachment, in part because they thought he was doing a good job. So if you could only find one number, if you only knew one number, and wanted to know whether impeachment would be popular or not in your district, you would ask about Trump's job performance. Again, you shouldn't take your position on impeachment based on polling data, but if you were inclined to do so. Donald Trump today is double digits net negative in Alaska. He's double-digit net negative in Nebraska. He's double-digit net negative in Montana. We are not talking about Manhattan here. We are talking about solid Republican conservative states where his job approval is solidly net negative. This is not a dangerous issue.

Some people say, well, we can't be out on it because it's likely to change. No, it's not. All of the historical data shows that for the views on impeachment to change, which they are very unlikely to in such a polarized time, your job performance has to improve. Well, so far I haven't seen him do anything to improve his job performance numbers, and you know the Republicans are scared to death of his current job performance numbers. What does impeachment do to feelings about Congress? That's another thing that people are worried about. It'll make people be negative about the institution. Well, that's an interesting hypothesis because 9% of people are positive about Congress today. So I would say it's probably hard to take that number down. The mothers of Congresspeople still like them, but that is about it. So there's no question about raising or lowering the view of the institution. What people are looking for is leaders and fighters and people with courage.

So where are we at? We are in a situation where, yes, things are polarized. If we wanted to do two things to promote impeachment and make it even stronger than it is already, we would get some Republicans, even if they are local Republicans on board or ex-Republicans, and we would tie it to the consequences for real people. Real people do want this election to be about

their lives. So when the president ignores courts, farmers in my home state of Montana get in trouble because tariffs are killing them. And the courts have to come back and back and back and back again and still are often ignored. So linking impeachment and the grounds for impeachment, which people themselves have come up with very weighty criteria, is a very powerful thing to improve the argument.

So where do I leave you? There is strong support for impeachment. What I love about polling is conventional wisdom is wrong about 90% of the time, plus or minus 5%. Beltway conventional wisdom is wrong about 100% of the time, plus or minus 5%. So, "everybody knows impeachment's unpopular." No, it's not. It's very popular. A majority of people support it.

"Everyone knows that it'll energize the other side." No, the other side, to the extent they're gonna be energized, they're already energized. We need to energize our side. We need to get our people out to vote. And they have a choice, and they showed us that choice in 2024. Millions and millions of Democrats stayed home in 2024 in battleground states because they thought they had nothing to vote for.

"Everyone knows it's very volatile." No, it's not. Attitudes about impeachment track with job performance. I don't think there's anything the president can do to improve his job performance right now, and he's only got 100 days left, 100 days of things that will probably take his job performance down.

Finally, "everybody knows that nobody understands impeachment." Well, frankly, voters understand it better than a lot of elected officials, and they can volunteer a lot of grounds for impeachment. So yet again, one of the reasons I love being a pollster, conventional wisdom is wrong, the voters are well-informed, way ahead of the public, and let's energize them by talking about this.

IMPEACHMENT PROJECT

P.O. BOX 19405

WASHINGTON, DC 20036

WWW.NADER.ORG/IMPEACHMENT/