



TO: Colin Curtis, Jon Hoadley for Congress
FROM: Donna Victoria, Victoria Research
RE: Michigan's 6th Congressional District Election
DATE: May 6, 2020

EXECUTIVE SUMMARY

The 6th District in Michigan covers six counties in the southwest corner of Michigan, with Kalamazoo as its largest city. Fred Upton has been the Congressman here for an astounding 34 years; but his tepid acquiescence to Donald Trump may have finally shaken 6th District voters awake. The coronavirus crisis is causing a realignment across the country as people seek real leadership. State Representative Jon Hoadley has represented Kalamazoo in Lansing for 6 years, and he represents a fresh face and a community-based approach that this area sorely needs. They have tired of Fred Upton, and it is well past time for a change. **Michigan 6th voters have a unique opportunity to put a real leader to work for them in Congress in Jon Hoadley.**

JON HOADLEY IS TIED WITH FRED UPTON

- **The trial heat is Jon Hoadley 38%, Fred Upton 37% and 25% Undecided.** That is a crushingly low level of support for an incumbent (Upton), and the Undecided vote is higher among Republicans, indicating that they are feeling hesitant about their long-held views. Upton also has fairly high unfavorables, with 42% of district voters saying they feel unfavorable towards him.
- Other races suggest that Upton is weaker than the rest of the ticket – the presidential race here is 47% for Biden and 44% for Trump, and the U. S. Senate race is 40% for Gary Peters and 39% for John James. Both of these marquee races are much closer than the latest statewide polling in these races, which comports to this Republican-leaning district.

CORONAVIRUS

- This might be a Republican-leaning area, but the voters clearly know who is taking care of this crisis – Governor Whitmer's job rating for "dealing with the coronavirus is 56% positive and 43% negative, while Donald Trump's rating is 43% positive to 55% negative. And they largely have no idea what Fred Upton is doing to help them – his rating is 26% positive to 34% negative, with the bulk of voters saying they are not sure how he is doing.

THE DeVOS FAMILY

- Voters know them, and they don't care for them. **Fifty-two percent of voters gave an unfavorable rating to Betsy DeVos,** which is a staggering level of animosity and even awareness of a cabinet member. When voters are told that Fred Upton raked in \$28,000 in a single day from members of the DeVos family in the middle of this pandemic, Upton's support withers to only 27%, with 45% supporting Hoadley.

This memorandum reports on the findings of a poll of likely general election voters for November 2020, conducted in the 6th Congressional District of Michigan on May 2-5, 2020. Four hundred interviews were conducted by text IVR to wireless numbers, with voters texting back their responses. The margin of error for a sample of this size is 4.9% at the 95% confidence level.