

MARKET SHARES CORPORATION EXIT POLL SURVEYS

Clients: 1986 to present, WTMJ-TV, (NBC, Milwaukee). 1978 to 1984, WBBM-TV (CBS, Chicago)

| <u>Date</u> | <u>Area</u> | <u>Election</u> | <u>Candidates</u> | <u>Exit Poll</u> | <u>Outcome</u> | <u>Diff.</u> |
|-------------|--------------|------------------|-------------------|------------------|----------------|--------------|
| Nov., 2004 | Wisconsin | President | Kerry | 51% | 50% | +1% |
| | | | Bush | 47% | 49% | -2% |
| | | | Nader | 1% | 1% | 0% |
| | | | Other | 1% | * | - |
| Nov., 2004 | Wisconsin | Senate | Feingold | 55% | 55% | 0% |
| | | | Michels | 44% | 44% | 0% |
| | | | Other | 1% | 1% | 0% |
| Apr., 2004 | Milwaukee | Mayor | Barrett | 51% | 53% | -2% |
| | | | Pratt | 48% | 46% | +2% |
| | | | Others | 1% | 1% | 0% |
| Feb., 2004 | Wisconsin | Dem. President | Kerry | 38% | 40% | -2% |
| | | | Edwards | 35% | 34% | +1% |
| | | | Dean | 19% | 18% | +1% |
| | | | Kucinich | 4% | 3% | +1% |
| | | | Sharpton | 2% | 2% | 0% |
| | | | Others | 2% | 3% | -1% |
| Feb., 2004 | Milwaukee | Mayor | Pratt | 40% | 38% | +2% |
| | | | Barrett | 32% | 33% | -1% |
| | | | Clarke | 15% | 17% | -2% |
| | | | Others | 13% | 12% | +1% |
| Nov., 2002 | Wisconsin | Governor | Doyle | 46% | 45% | +1% |
| | | | McCallum | 41% | 41% | 0% |
| | | | E. Thompson | 8% | 10% | -2% |
| | | | Young | 3% | 3% | 0% |
| | | | Other | 2% | 1% | +1% |
| Nov., 1998 | Wisconsin | Senate | Feingold | 50% | 51% | -1% |
| | | | Neumann | 48% | 48% | 0% |
| Nov., 1998 | Wisconsin | Governor | T. Thompson | 60% | 60% | 0% |
| | | | Garvey | 39% | 39% | 0% |
| Nov., 1996 | 1st CD | Congress | Neumann | 51% | 51% | 0% |
| | | | Spottswood | 48% | 49% | -1% |
| Nov., 1996 | 4th CD | Congress | Kleczka | 57% | 58% | -1% |
| | | | Reynolds | 41% | 42% | -1% |
| Mar., 1996 | Milw. County | County Executive | Ament | 71% | 70% | +1% |
| | | | Jackson | 29% | 30% | -1% |

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|-------------|--------------|------------------|---|---|---|------------------------------------|
| Mar., 1996 | Milwaukee | Mayor | Norquist Artison | 65% 35% | 60% 40% | +5% -5% |
| Nov., 1994 | Wisconsin | Senate | Kohl Welch | 56% 42% | 58% 41% | -2% +1% |
| Nov., 1994 | Wisconsin | Governor | T. Thompson Chvala | 65% 33% | 67% 31% | -2% +2% |
| Nov., 1994 | Wisconsin | Attorney General | Doyle Wagner | 53% 46% | 52% 46% | +1% 0% |
| Nov., 1992 | Wisconsin | President | Clinton Bush Perot | 47% 35% 18% | 41% 37% 22% | +6% -2% -4% |
| Nov., 1992 | Wisconsin | Senate | Feingold Kasten | 58% 40% | 53% 46% | +5% -6% |
| Nov., 1992 | 5th CD | Congress | Barrett Hammersmith | 71% 29% | 69% 30% | +2% -1% |
| Sep., 1992 | Wisconsin | Dem. Senate | Feingold Moody Checota | 72% 15% 12% | 70% 14% 13% | +2% +1% -1% |
| Sep., 1992 | 5th CD | Dem. Congress | Barrett Pitts Kessler Marotta | 41% 20% 19% 18% | 41% 23% 19% 16% | 0% -3% 0% +2% |
| Apr., 1992 | Milw. County | County Executive | Ament Czarnecki | 53% 47% | 54% 46% | -1% +1% |
| Apr., 1992 | Milwaukee | Mayor | Norquist Gracz | 62% 38% | 64% 36% | -2% +2% |
| Feb., 1992 | Milw. County | County Executive | Ament Czarnecki Wahner Williams Mathews | 28% 24% 20% 14% 13% | 28% 26% 20% 13% 13% | 0% -2% 0% +1% 0% |
| Feb., 1992 | Milwaukee | Mayor | Norquist Gracz McGee Robbins Lovelace Hall | 49% 37% 7% 3% 2% 1% | 49% 37% 7% 5% 1% 1% | 0% 0% 0% -2% +1% 0% |

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|-------------|----------------|------------------|-------------------|------------------|----------------|--------------|
| Nov., 1990 | Wisconsin | Governor | T. Thompson | 55% | 58% | -3% |
| | | | Loftus | 45% | 42% | +3% |
| Nov., 1990 | Wisconsin | Attorney General | Doyle | 52% | 51% | +1% |
| | | | Hanaway | 46% | 47% | -1% |
| | | | Hammel | 2% | 2% | 0% |
| Nov., 1988 | Wisconsin | President | Dukakis | 51% | 52% | -1% |
| | | | Bush | 48% | 48% | 0% |
| Nov., 1988 | Wisconsin | Senate | Kohl | 53% | 52% | +1% |
| | | | Engeleiter | 46% | 48% | -2% |
| Sep., 1988 | Wisconsin | Dem. Senate | Kohl | 48% | 47% | +1% |
| | | | Earl | 40% | 38% | +2% |
| | | | Garvey | 9% | 10% | -1% |
| | | | La Follette | 3% | 4% | -1% |
| Sep., 1988 | Wisconsin | GOP Senate | Engeleiter | 61% | 57% | +4% |
| | | | King | 39% | 41% | -2% |
| | | | Other | - | 2% | -2% |
| Apr., 1988 | Milw. Co. Only | Dem. President | Dukakis | 45% | 44% | +1% |
| | | | Jackson | 36% | 36% | 0% |
| | | | Gore | 15% | 14% | +1% |
| | | | Simon | 3% | 4% | -1% |
| Apr., 1988 | Milw. County | County Executive | Schulz | 71% | 66% | +5% |
| | | | O'Donnell | 29% | 34% | -5% |
| Apr., 1988 | Milwaukee | Mayor | Norquist | 60% | 55% | +5% |
| | | | Schreiber | 40% | 45% | -5% |
| Feb., 1988 | Milwaukee | Mayor | Schreiber | 43% | 44% | -1% |
| | | | Norquist | 38% | 40% | -2% |
| | | | Holloway | 8% | 8% | 0% |
| | | | Horowitz | 7% | 6% | +1% |
| | | | Others | 4% | 2% | +2% |
| Nov., 1986 | Wisconsin | Senate | Kasten | 51% | 51% | 0% |
| | | | Garvey | 46% | 47% | -1% |
| Nov., 1986 | Wisconsin | Governor | T. Thompson | 54% | 53% | +1% |
| | | | Earl | 45% | 46% | -1% |
| Nov., 1986 | Wisconsin | Attorney General | Hanaway | 56% | 51% | +5% |
| | | | La Follette | 42% | 46% | -4% |

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|---------------|---------------|----------------------|-------------------|------------------|----------------|--------------|
| Nov., 1984 | Cook Co. Only | President | Reagan | 48% | 49% | -1% |
| | | | Mondale | 51% | 51% | 0% |
| Nov., 1984 | Cook Co. Only | Senate | Simon | 54% | 56% | -2% |
| | | | Percy | 43% | 43% | 0% |
| | | | Givot | 2% | 1% | +1% |
| Nov., 1984 | Cook County | States Attorney | Daley | 65% | 66% | -1% |
| | | | Brzeczek | 35% | 34% | +1% |
| Mar., 1984 | Cook Co. Only | Dem. President | Mondale | 39% | 40% | -1% |
| | | | Jackson | 28% | 28% | 0% |
| | | | Hart | 30% | 29% | +1% |
| Mar., 1984 | Cook Co. Only | Dem. Senate | Burriss | 26% | 28% | -2% |
| | | | Rock | 28% | 26% | +2% |
| | | | Seith | 22% | 21% | +1% |
| | | | Simon | 24% | 25% | -1% |
| Mar., 1984 | Cook County | Dem. States Attorney | Daley | 64% | 64% | 0% |
| | | | Bloom | 36% | 36% | 0% |
| Feb., 1983 | Chicago | Mayor | Washington | 54% | 52% | +2% |
| | | | Epton | 46% | 48% | -2% |
| Apr., 1983 | Chicago | Dem. Mayor | Washington | 42% | 37% | +5% |
| | | | Byrne | 35% | 33% | +2% |
| | | | Daley | 23% | 30% | -7% |
| Nov., 1982 | Cook Co. Only | Governor | Stevenson | 60% | 59% | +1% |
| | | | Thompson | 40% | 41% | -1% |
| Nov., 1982 | Cook County | County Board Pres. | Dunne | 63% | 64% | -1% |
| | | | Carey | 37% | 36% | +1% |
| Nov., 1982 | Cook County | Sheriff | Elrod | 72% | 71% | +1% |
| | | | Kozenczak | 28% | 29% | -1% |
| Nov., 1980 | Cook County | States Attorney | Daley | 48% | 51% | -3% |
| | | | Carey | 52% | 49% | +3% |
| Feb., 1979 | Chicago | Dem. Mayor | Byrne | 52% | 51% | +1% |
| | | | Bilandic | 48% | 49% | -1% |
| Nov., 1978 ** | 10th CD | Congress | Mikva | 50% | 50.2% | -0.2% |
| | | | Porter | 50% | 49.8% | +0.2% |

* Under 0.5*. ** Nov., 1978 exit poll data were vote totals reported from sample precincts.