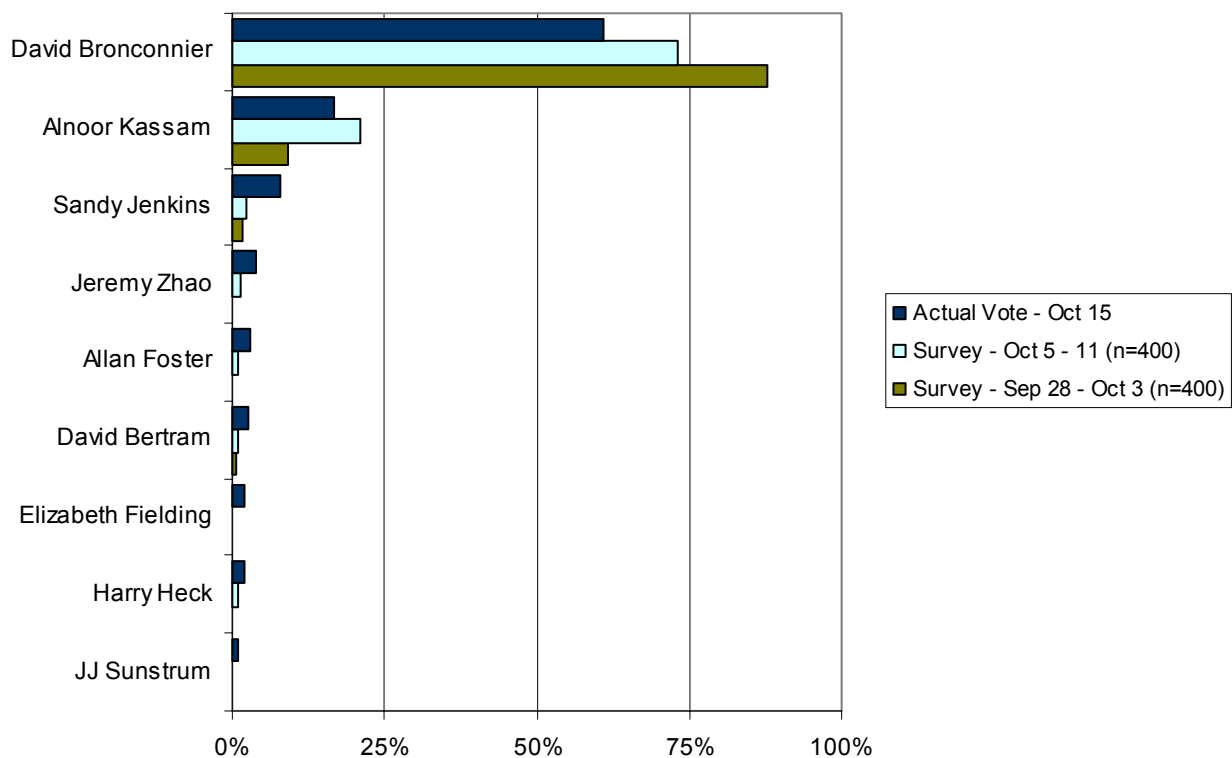


HarGroup Topline Review

**Significant Majority
Eludes Mayor**

October 2007

In the few weeks leading up to the 2007 municipal election in Calgary, incumbent Mayor David Bronconnier's campaign may have let a significant majority vote slip away. Early polling among Calgarians showed Bronconnier as the clear front runner with almost nine out of ten decided voters. However, in the week prior to the vote, Bronconnier's lead began to slide. By the time of the election, the incumbent's support had shrunk to 61%. In other words, four out of ten voters on Monday's election decided to choose candidates other than Bronconnier.



Note: Information in the figure above shows results of decided voters. Approximately a third of those surveyed indicated they were undecided.

In the 2004 municipal election, Bronconnier received 79% of the vote; turnout that year was lower than in previous elections with less than 20% of eligible voters exercising their franchise. Voter turnout was much higher for the 2007 election with over 30% casting their ballot at the polls.

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