

MAINSTREET TECHNOLOGIES

TORY 42%, FORD 28%, CHOW 19; 11% UNDECIDED

TORONTO, October 6th, 2014. A new Mainstreet Technologies poll of Torontonians has John Tory continuing to lead amongst those most likely to vote. The poll found Tory with 42% (+5), Doug Ford at 28% (-2) and Olivia Chow at 19% (-2). 11% (-1) of respondents were undecided; the poll had a margin of error of +/- 2.01%.

With 2,379 respondents, this is one of the largest polls of the Toronto Mayoral Election. Similar polls were conducted in previous weeks by Mainstreet Technologies.

Among decided voters, Mr. Tory leads Doug Ford by 16%, 47% to 31%, with Olivia Chow at 22%. Among those self-identified as certain to vote, he leads 45% to 26%, a difference of 19% with 9% undecided, and 20% voting for Olivia Chow.

"The real ground war has just begun, as signs begin to pop up, it will motivate some people to get off the fence." said Mainstreet Technologies President, Quito Maggi. "Tory continues to hold a strong lead but with three weeks left, it's early for anyone to take anything for granted."

"It looks like Doug Ford may have hit his ceiling. He will have to find ways to reach outside his base and grow support," he continued. "Olivia Chow had a good week with her platform release and some hard hitting criticism of her opponents, but for her it may be too little, too late."

For more information:

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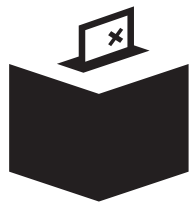
Methodology

The poll surveyed a random sample of residents in the City of Toronto by Interactive Voice Response (IVR) on October 5th, 2014. The questions were; how likely are you to vote in Toronto's municipal election? (Certain, Likely, Might, Unlikely, Not Eligible) Thinking about the race for Mayor, if an election were held today, for whom would you cast your vote? (Olivia Chow, Doug Ford, John Tory, Undecided; order randomized). Respondents were asked to indicate their age and their gender.

About Mainstreet Technologies

Mainstreet Technologies is an emerging national public research and complete campaign services firm. With 20 years of political experience at all three levels of government, President and CEO Quito Maggi is a respected commentator on Canadian public affairs.

Mainstreet has provided accurate snapshots of public opinion, having predicted a majority PC government in Alberta, a majority Liberal government in British Columbia and most recently a majority Liberal government in Ontario.



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MAYORAL POLL

INCLUDING UNDECIDED VOTERS

OLIVIA CHOW	19%
DOUG FORD	28%
JOHN TORY	42%
UNDECIDED	11%

MARGIN OF ERROR: +/- 2.01
TOTAL RESPONDENTS: 2,379

AGE & GENDER BREAKDOWN

	18-34	35-49	50-64	65+	Male	Female
OLIVIA CHOW	31%	16%	17%	11%	20%	19%
DOUG FORD	26%	26%	30%	28%	27%	29%
JOHN TORY	32%	48%	41%	46%	43%	40%
UNDECIDED	11%	9%	12%	15%	11%	12%
SAMPLE	258	572	1045	504	907	1472

HOW LIKELY ARE YOU TO VOTE?

	Certain	Likely	Might	Unlikely
OLIVIA CHOW	20%	11%	2%	22%
DOUG FORD	26%	50%	34%	25%
JOHN TORY	45%	22%	9%	5%
UNDECIDED	9%	17%	55%	47%

MAYORAL POLL

AMONG DECIDED VOTERS

OLIVIA CHOW	22%
DOUG FORD	31%
JOHN TORY	47%