

MAINSTREET TECHNOLOGIES

DOUG FORD GAINING GROUND; TORY STILL HAS SOLID LEAD

TORONTO, Sep. 22, 2014. A new Mainstreet Technologies poll of Torontonians has Doug Ford gaining ground, while John Tory continues to dominate the mayoral race. The poll found Tory with 40% (-5), Olivia Chow at 25% (-2) and Doug Ford at 23% (+7). 11% of respondents were undecided; the poll had a margin of error of +/- 1.98%. With 2,469 respondents it is one of the largest polls of the Toronto election.

"Doug Ford is gaining support from both Olivia Chow and John Tory, if this trend continues in the weeks ahead, he could threaten Tory before election day," said Mainstreet Technologies President, Quito Maggi. "There is a lot of sympathy for the Ford family and there has been wall-to-wall coverage of both Doug and Rob Ford in the media for the past week."

"John Tory may have peaked too early and has little room to grow. As the clear front runner, the pressure remains on him, he seems to be handling that extremely well and is unlikely to mis-step. However, voters will soon see Doug Ford debating on the same stage as Tory and Chow, the pressure will be on John Tory to keep his coalition of voters intact", he finished.

Quito Maggi is available for comment

For more information, or for media requests;

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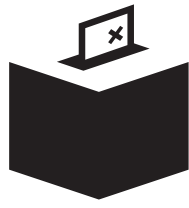
Methodology

The poll surveyed a random sample of residents in the City of Toronto by Interactive Voice Response (IVR) on September 21st, 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.



MAINSTREET TECHNOLOGIES

MAYORAL POLL

INCLUDING UNDECIDED VOTERS

| | |
|-------------|------------|
| OLIVIA CHOW | 25% |
| DOUG FORD | 23% |
| JOHN TORY | 40% |
| UNDECIDED | 11% |

MARGIN OF ERROR: +/- 1.98
TOTAL RESPONDENTS: 2,469

AGE & GENDER BREAKDOWN

| | 18-34 | 35-44 | 45-54 | 65+ | Male | Female |
|-------------|------------|-------|------------|-----|------------|--------|
| OLIVIA CHOW | 30% | 23% | 25% | 22% | 28% | 23% |
| DOUG FORD | 28% | 24% | 21% | 18% | 23% | 23% |
| JOHN TORY | 30% | 42% | 43% | 49% | 39% | 42% |
| UNDECIDED | 13% | 11% | 11% | 11% | 11% | 12% |

HOW LIKELY ARE YOU TO VOTE?

| | Certain | Likely | Might | Unlikely |
|-------------|------------|--------|------------|----------|
| OLIVIA CHOW | 26% | 19% | 6% | 29% |
| DOUG FORD | 22% | 28% | 29% | 29% |
| JOHN TORY | 43% | 31% | 25% | 11% |
| UNDECIDED | 9% | 22% | 40% | 31% |

MAYORAL POLL

AMONG DECIDED VOTERS

| | |
|-------------|------------|
| OLIVIA CHOW | 28% |
| DOUG FORD | 26% |
| JOHN TORY | 46% |