

# MAINSTREET TECHNOLOGIES

## **Rob Ford Will be Re-Elected; Poll Finds**

TORONTO, Sep. 13, 2014. A new Mainstreet Technologies poll of Torontonians has found Rob Ford's re-election as City Councillor for Ward 2 almost assured, while John Tory continues to dominate the mayoral race in spite of Doug Ford's new candidacy. The poll found Rob Ford with a 30 point lead over Andray Domise, his main challenger in Ward 2 (49% to 19%).

Meanwhile Tory, Chow and Doug Ford have the support of 45% 27% and 16% of poll respondents respectively.

### **Methodology**

The poll was conducted between 7:00PM - 7:45 PM EST via Interactive Voice Response (IVR) on September 12th, 2014. The questions were; how likely are you to vote on October 27th in Toronto's municipal election? If an election were held today for whom would you cast your vote for mayor? Respondents were asked to indicate their age and their gender.

Respondents in Ward 2 (Etobicoke North) were asked; how likely are you to vote on October 27th in Toronto's municipal election? If an election were held today for whom would you cast your vote for City Councillor? Respondents were asked to indicate their age and their gender.

"This is not a great start for Doug Ford, who has been described by many in the media as being less charismatic than his brother. Nonetheless, the Ford brand remains strong and Rob Ford will be returning to council", said Mainstreet Technologies President, Quito Maggi.

"Olivia Chow's campaign may stand to benefit from this turn of events the most. With Rob Ford out of the race, she may be able to rally progressive voters who have been parking their votes with Mr. Tory in an attempt to stop a Ford re-election", he concluded.

### **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.

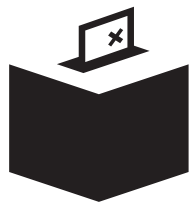
### **For more information, or for media requests;**

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### MAYORAL POLL

INCLUDING UNDECIDED VOTERS

OLIVIA CHOW	<b>27%</b>
DOUG FORD	<b>16%</b>
JOHN TORY	<b>45%</b>
UNDECIDED	<b>13%</b>

MARGIN OF ERROR: +/- 3.02  
TOTAL RESPONDENTS: 1,054

### AGE & GENDER BREAKDOWN

	18-34	35-44	45-54	65+	Male	Female
OLIVIA CHOW	<b>25%</b>	32%	<b>26%</b>	22%	<b>25%</b>	29%
DOUG FORD	<b>17%</b>	15%	<b>17%</b>	15%	<b>14%</b>	18%
JOHN TORY	<b>38%</b>	42%	<b>49%</b>	52%	<b>51%</b>	39%
UNDECIDED	<b>19%</b>	11%	<b>8%</b>	11%	<b>10%</b>	15%

### HOW LIKELY ARE YOU TO VOTE IN OCTOBER?

	Certain	Likely	Might	Unlikely
OLIVIA CHOW	<b>28%</b>	16%	<b>6%</b>	28%
DOUG FORD	<b>15%</b>	14%	<b>48%</b>	22%
JOHN TORY	<b>47%</b>	29%	<b>17%</b>	19%
UNDECIDED	<b>10%</b>	40%	<b>29%</b>	31%

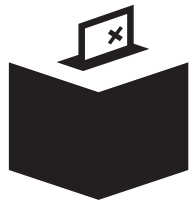
### MAYORAL POLL

AMONG DECIDED VOTERS

OLIVIA CHOW	<b>30%</b>
DOUG FORD	<b>18%</b>
JOHN TORY	<b>51%</b>

“John Tory’s lead is solidifying, Olivia Chow is set to benefit from Doug Ford’s candidacy but it may not be enough.”

- Quito Maggi



### WARD 2

INCLUDING UNDECIDED VOTERS

ANDRAY DOMISE	<b>19%</b>
ROB FORD	<b>49%</b>
SOMEONE ELSE	<b>16%</b>
UNDECIDED	<b>16%</b>

MARGIN OF ERROR: +/- 6.08  
TOTAL RESPONDENTS: 612

### AGE & GENDER BREAKDOWN

	18-34	35-44	45-54	65+	Male	Female
ANDRAY DOMISE	<b>29%</b>	13%	<b>18%</b>	15%	<b>19%</b>	19%
ROB FORD	<b>35%</b>	57%	<b>56%</b>	46%	<b>51%</b>	47%
SOMEONE ELSE	<b>23%</b>	12%	<b>13%</b>	19%	<b>14%</b>	19%
UNDECIDED	<b>13%</b>	18%	<b>13%</b>	20%	<b>16%</b>	15%

### HOW LIKELY ARE YOU TO VOTE IN OCTOBER?!

	Certain	Likely	Might	Unlikely
ANDRAY DOMISE	<b>21%</b>	9%	<b>5%</b>	8%
ROB FORD	<b>49%</b>	63%	<b>22%</b>	17%
SOMEONE ELSE	<b>17%</b>	3%	<b>11%</b>	37%
UNDECIDED	<b>13%</b>	25%	<b>62%</b>	38%

### WARD 2

AMONG DECIDED VOTERS

ANDRAY DOMISE	<b>22%</b>
ROB FORD	<b>58%</b>
SOMEONE ELSE	<b>19%</b>

“The Ford brand is strong in Ward 2, but at the same time Domise may be the strongest challenger Ford has faced yet.”

- Quito Maggi