On August 28th Quebec’s 2022 election kicked off with a five-week election campaign with an October 3rd election day.

Four of the five main parties, the Parti conservateur du Québec (PCQ), the Parti québécois (PQ), the Coalition avenir Québec (CAQ) and Québec solidaire (QS) kicked off the campaign on August 28th with complete slates of 125 candidates. The Parti libéral du Québec (PLQ), on the other hand, are still waiting to put forward a number of candidates, particularly in the eastern part of the province, to fill their slate.

François Legault’s CAQ starts this election campaign with a considerable lead over the other party’s, with 42% of voter intentions as of August 26th, which could equate to around 100 of the 125 seats available. Legault, who during the early stages of the pandemic saw an approval rating of 77% (May 2020, Angus Reid) and was praised for his initial handling of the pandemic, has seen a decline in support, currently at 44% (June 2022, Angus Reid). As it stands, no other party has able to break the 20% voter support mark, leaving a large gap between governing party and official opposition. While 42% of Quebecers support the CAQ, 58% vote against. "It's not that the CAQ is so strong: it's that the opposition is divided," says Léger in his most recent poll. A majority of Quebecers do not want to leave "absolute power" in the hands of the CAQ.

While no ballot box question has come to forefront yet, there are a number of issues according to a Leger poll that are on top of Quebecers minds including inflation and the cost of living, health care, the environment and climate change, and senior's care.

There could be several regional battles emerging between the PLQ who will seek to hold on to their Montreal strongholds; the PCQ, who will try to win ridings in Quebec City and Beauce; QS, who want to make wins in Montreal while holding on to their ridings in the regional cities; and the PQ, who will do everything they can to maintain their hold on eastern Quebec.
COALITION AVENIR QUÉBEC – FRANÇOIS LEGAULT

In 2018, the Coalition Avenir Québec led by François Legault since November 14, 2011 and became the first Premier to not be a member of the Parti liberal du Québec or the Parti Québécois since Jean-Jacques Bertrand's 1970 Union Nationale government.

Some of the CAQ's achievements over the past term include strengthened the province's French-language law, pushed for more autonomy from Ottawa including more power over immigration, and despite some unfavourable COVID-19 policies, Legault and CAQ survived the pandemic in a fairly positive position.

So far, the CAQ have not released a full platform, but Legault has made a number of election promises including billions of dollars’ worth of new projects, including $1.8-billion for thousands of new subsidized and affordable housing units, $1.4 billion over five years to convert more than 56,000 unsubsidized daycare spots into subsidized spaces, $650 million to ensure the health of the province's lakes and rivers, and $400 million to recruit 660 doctors and 5,000 health professionals.

PARTI LIBERAL DU QUÉBEC – DOMINIQUE ANGLADE

Dominique Anglade currently serves as the leader of the Parti liberal du Québec and leader of the Official Opposition of Quebec. She has served as a Member of the National Assembly of Quebec since 2015, representing Saint-Henri–Sainte-Anne. Anglade was a former president of the CAQ, but left the party due to its stance on immigration and identity.

Since the last election, the Liberals have struggled to connect with Quebecers, particularly francophones and have alienated part of their anglophone base in Montreal. One of the major criticisms of the Liberals in the anglophone communities was the party’s weak stance on the CAQ’s language bill. As a result, two anglophone defender parties have been created, Bloc Montreal and the Canadian Party of Quebec.

The PLQ released their party’s playbook back in June with 6 themes, eco project, health and social services, families, economic development, climate change, and culture and identity. Some of the notable promises include investing $100 billion in public and private investments to achieve carbon neutrality, lowering taxes for the middle class, converting all non-subsidized daycares into subsidized ones for universal access to spaces that will cost $8.70 a day, temporarily suspending the Quebec Sales Tax on electricity until the new year, and removing the QST on all basic necessity products, such as over-the-counter medications, toothbrushes and shampoo.

QUÉBEC SOLIDAIRE – GABRIEL NADEAU-DUBOIS

Gabriel Nadeau-Dubois was elected as a Member of the National Assembly on May 29, 2017. He is, with Manon Massé, the co-spokesperson of the left-wing party Québec solidaire since May 21, 2017. While QS operates with co-spokespeople, Nadeau-Dubois’s name is on the ballot about would be the one who becomes Premier if they party one the election.

Before his arrival in active politics, he was well-known for his role during the 2012 Quebec student protests as co-spokesperson of the Coalition large de l'Association pour une solidarité syndicale étudiante (CLASSE), a broad coalition of student associations opposed to the $1,625 tuition hike introduced by Jean Charest's government.

QS’s platform has 20 specific promises that fit into five themes, the environment, health care, cost of living, housing, and Quebec independence. Some if the specific promises include universal dental care that would include coverage for Quebeckers until the age of 18, as well as 60-per-cent reimbursement for dental work like cavities and implants and 80-per-cent reimbursement for cleaning and preventative care for adults, cutting the cost of public transit fares by 50 per cent and increase service, freezing electricity rates and raise minimum wage to $18 per hour, and making education, at every level and for all Quebeckers, free.
PARTIES AND LEADERS CONTINUED

PARTI QUÉBÉCOIS – PAUL ST-PIERRE PLAMONDON

Paul St-Pierre Plamondon is a lawyer, television columnist and politician. He has been the leader of the Parti Québécois since October 9, 2020.

On October 23, 2016, the leader of the Parti Québécois, Jean-François Lisée, announced the appointment of St-Pierre Plamondon to the position of Special Advisor to the leader of the Parti Québécois, after he had joined the Party. On January 28, 2020, he officially announced his candidacy for the leadership of the Parti Québécois. St-Pierre Plamondon does not currently sit in the National Assembly and is running as candidate in the riding of Bourget, in Montréal.

The 2018 election resulted in the PQ losing a number of seats and for the first time since 1978, the party was not elected as Quebec’s government or official opposition.

The PQ has yet to release a platform and most of the party’s announcements to date are focused on independence for Quebec.

PARTI CONSERVATEUR DU QUÉBEC – ÉRIC DUHAIME

Éric Duhaime is a conservative columnist, radio host, and politician serving as leader of the Parti conservateur du Québec since April 17, 2021.

Duhaime ran for the first time in 2003, with theAction démocratique du Québec, in the riding of Deux-Montagnes, where he finished third. He was the party’s political attaché from 2003 to 2005, then from 2007 to 2008. In 2010, Duhaime co-founded the libertarian-inspired movement Réseau Liberté-Québec. He is also the co-founder of the anti-liberal lobby group Quebec fier (RLQ).

Since Duhaime becoming leader, the party has seen an encouraging boost in the polls. This is in part due to the party collecting disenfranchised CAQ voters upset with Legault’s strict COVID-19 measures and voters who do not support COVID-19 vaccine mandates.

The PCQ’s platform covers six themes, the economy, housing, health care, transportation, the environment, and families. Some specific promises include reducing taxes by roughly $2,000 for Quebeckers who earn less than $80,000 a year, temporarily suspending gas taxes, expanding the province’s private health care sector, relaunching the scrapped LNG-Quebec project, demanding an end to the federal carbon tax, provide free public transportation to Quebeckers, and offering families an allowance of $200 a week, per child, for parents who do not have access to daycare centres in Quebec.

RECENT POLLING

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<tr>
<th>Party</th>
<th>Percentage</th>
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<tr>
<td>CAQ</td>
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<tr>
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</tr>
<tr>
<td>PCQ</td>
<td>10.5%</td>
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</tbody>
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△ indicates a change from previous poll.

Source: Mainstreet Research, September 1-4, 2022, n=1,511

KEY DATES

- **September 14**: Application for mail-in ballot due
- **September 25-26**: Advance polls open for 2 days from 9:30am to 8:00PM
- **September 23-24 and 27-29**: Voting at returning offices available, hours vary
- **October 3**: Election day

*Debate dates have yet to be released*

YOUR EDELMAN GLOBAL ADVISORY TEAM

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