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**From:** AANA Mobile/Collin Segelov [mailto:collin.segelov@aana.com.au]

**Sent:** Sunday, 23 November 2008 12:00 PM

**To:** Griffiths, Owen (SEN)

**Cc:** 'Scott McClellan'; 'Scott McClellan'

**Subject:** Senate Inquiry Material

Owen,

Further to our email exchanges, the following short response on the Quebec question is forwarded together with a link to the official data referenced.

The response, from Ron Lund, President and CEO of the Association of Canadian Advertisers, is forwarded unedited.

Please advise if you think the AANA can access more information that might assist the Committee of Inquiry.

*"It still surprises us when we hear that some group is claiming that the ban in the province of Quebec has had an effect. Advertising of any type directed toward to children has been banned in Quebec for almost 30 years now, but not in our other nine provinces.*

*"The most recent study of overweight and obesity rates by province is available at Statistics Canada (the official government research institution). I have provided the link below. As you will see, the rate of obesity in Quebec at 7% is the same as our ad-filled west coast province of British Columbia.*

*"The national average is 8%. As well, you will notice that when you add overweight to obesity, the Quebec figure is 23%, while the ad-filled western province of Alberta is at 22%. The national average is 26%. Some have tried to make the argument that US channel viewing into the province of Quebec is responsible, however, television measurement statistics show that Quebecers prefer to watch French-language TV almost exclusively (92%). All of this in fact is what makes Canada such a good living research example of this issue. It is so tempting and easy to blame advertising, but the facts are clear; ads do not make people fat. Please don't hesitate to contact us again for any clarification or elaboration that you may need."*

<http://www.statcan.ca/english/research/82-620-MIE/2005001/charts/child/chart4.htm>