



## DUCKS UNLIMITED CANADA

**D**ucks Unlimited Canada (DUC) conserves, restores and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

Since its inception in 1938, DUC has contributed towards the protection, restoration and enhancement of millions of acres of Canada's wetlands and other wildlife habitat.

Research shows that **DUC** remains Canada's most respected and trusted conservation company. DUC's ranks are strong – now boasting 173,000 supporters and growing.

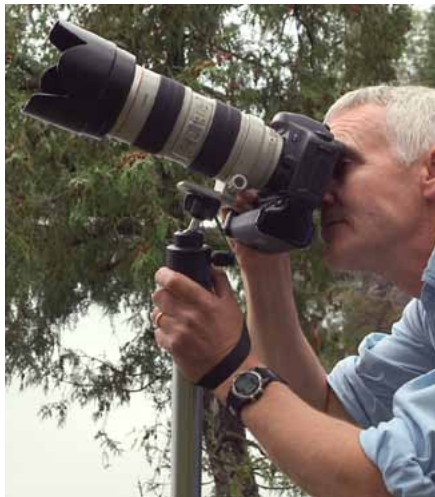
In addition:

- more than 51,000 Canadian youth are involved in DUC's education programs
- over 7,400 Canadians actively volunteer for the organization
- over 17,000 Canadian landowners have helped DUC conserve wildlife habitat

For more than 25 years, *Conservator*, DUC's national magazine, has connected to DUC members through informative, well-written editorial and stunning photography and design. DUC offers advertisers the unique opportunity to reach our involved, affluent and active readership through the pages of this colourful magazine.

## Who are *Conservator* readers?

- They are:
- involved conservationists
  - active, outdoor enthusiasts
  - opinion leaders and decision-makers
  - established, affluent and intelligent consumers





## Conservator 2010 Editorial Highlights

- Brian Burke**  
 One of the most high-profile sports figures in Canada – Brian Burke, General Manager of the Toronto Maple Leafs – is a dyed-in-the-wool DU supporter. Find out why, and what Burke does to help DUC conservation programs.
- Lake Simcoe**  
 Ducks Unlimited Canada will be researching the impacts of wetland loss in Ontario on Lake Simcoe, one of Ontario's key lakes, which is starting to suffer from similar phosphorous-based impacts that are choking Manitoba's gargantuan Lake Winnipeg.
- St Lawrence River**  
 Over a 20-year history of conservation partnerships, five per cent of wetlands have been restored along Quebec's St Lawrence River. In these cases of wetland conservation success, waterfowl, fish and people are all benefitting. But the continued staggering pace of wetland loss along areas of heavy urban concentrations and agriculture areas is charting an uneasy path for Canada's great river. Solutions need to be considered and found.

*NOTE: Content subject to change without notice.*

## Demographics\*

Male	64%
Female	36%
Age	
• <35	11%
• 35-44	17%
• 45-54	24%
• 55+	47%
HHI \$75,000+	37%
Own second property	38%
Managers/professionals	51%
University/college/post-graduate	48%

## Activities in Last Three Years

Fishing	69%
Gardening	77%
Bird watching	63%
Camping	59%
Hunting	48%
Power boating	39%
Snowmobiling or ATV trailriding	45%

## Recreational Equipment / Vehicle Owned

Power boats	25%
All Terrain Vehicles	32%
Snowmobiles	19%
Campers	19%
SUV	36%
Personal watercraft	10%
Motorcycle	8%

\*Source: 2008 DUC membership survey

