

CHAPTER IX: TREND ANALYSIS AND PROJECTION ANALYSIS

INTRODUCTION

The two Technical Notes in this chapter are obviously not the only Technical Notes that have to do with trends and projections. In fact the reader may have the distinct feeling that TN 22 is out of place in this volume as it is the only one that focuses on a straightforward interpretation of data. There is no attempt at generalization but only commentary on what certain survey results show. However, this TN is included because, after the 1972 National Survey of Canadian Participation in Outdoor Activities, it was recognized that there was no base information available on trends in participation in outdoor activities. Also it was recognized that a note like this one would implicitly show the problems that arise when definitions are changed from year to year and when samples are so small that results cannot be presented for certain geographic areas for which it is very natural in Canada to want to have Information. Specifically, one will note the disclaimer that the results for provinces may be so inaccurate as to be meaningless. TN 22 thus shows what could be done to define trends in participation in outdoor activities in 1972 on the basis of the surveys carried out and the CORD Study analysis that had taken place to that point in time.

TN 13 stands in stark contrast in that it contains no analysis of data but rather contains proposals for what can be done, given the methodological development that has taken place in the Canadian Outdoor Recreation Demand Study. Between the time when TN 22 was prepared and the time that TN 13 was pulled together as a presentation to be made to a group of Ontario geographers, TN 12 had been completed, TN 6 and 20 were in draft form and the ideas implicit in TN 11 and 20 were in a preliminary form. Many ideas - had crystallized and this made it easy not only to come up with an analysis procedure that should be followed but also to point out the problems in following it with existing data.

Thus in this section the reader is confronted with what may be considered a mundane analysis followed by a thought piece that he might think more appropriate for the theory chapter of this volume. Regardless, the choice was to include these two notes in this chapter. In particular TN 13 lays out a quantitative route to follow in carrying out medium run (5 to 15 years) projections. It is unfortunate that there was not a Delphi or other less conventional projection exercise carried out that could be a third paper in this series. However, serious interest in more modern approaches to futures research only really began to play a role in the thinking of people involved in the CORD Study near the end of the study. Such work is now being carried on outside the Canadian Outdoor Recreation Demand Study.