

ASPRS 10-Year Remote Sensing Industry Forecast

2011 Gross Revenue Survey

Please provide the following information for your organization. If your organization contains subsidiary organizations that will be reporting gross revenues separately, please **do not** include those subsidiary organization revenues on this form.

If your organization is a subsidiary of another organization, and that organization will include your organization's revenues in the parent company report, please check here and return the form blank in the envelope provided.

1. The Gross Revenues reported below are for Fiscal Year ending: _____.
month/year

2. Gross Revenues*: _____*
US Dollars

*Note: Please include Revenues from all activities related to Photogrammetry, Remote Sensing, Image-based GIS or similar sales/services.

3. Projected change in gross revenues, using the most recent fiscal year as the base.
(Example: if you project gross revenues to be 10% higher next fiscal year, the entry for "Most Recent Fiscal Year + 1" would be 110%. If you expect gross revenues in the following year to increase again by 10%, the second entry would be 121%).

100%	_____%	_____%	_____%	_____%	_____%
Most Recent Fiscal Year	Most Recent Fiscal Year + 1	Most Recent Fiscal Year + 2	Most Recent Fiscal Year + 3	Most Recent Fiscal Year + 4	Most Recent Fiscal Year + 5

4. a) Please indicate the number of employees in the organization covered by the revenues reported in 2 above: _____

4. b) The approximate percent of gross revenues reported in 2 above that are consumed by salaries: _____%

5. Please estimate the allocation, in %, of your revenues by major market element (Must add to 100%):

Aerial _____ Satellite _____ Other* _____

*If you have allocated a percentage to Other, please identify: _____

6. Please estimate the allocation, in %, of your revenues by market segment (Must add to 100%):

Agriculture _____%	Nat'l/Global Security & Defense _____%
Civil Government _____%	Real Estate _____%
Entertainment/Media _____%	Telecommunications _____%
Environmental _____%	Transportation _____%
Exploration/Resources _____%	Utilities _____%
Forestry _____%	Business Demographics _____%
Insurance _____%	Consumer Mapping _____%
General Mapping (Includes Engineering Support, GIS and Land Surveying) _____%	Other (please specify below) _____%
	Other: _____

7. Please estimate the percent of business activities that were/will be accomplished with offshore (non-US) labor in:

2010: _____ 2011: _____ 2015: _____ 2020: _____

8. Please estimate the percent of business activities that were/will be undertaken by your U.S. based organization in non-U.S. (foreign) areas.

2010: _____ 2011: _____ 2015: _____ 2020: _____

9. With the entry of firms, such as Google, and the development of citizen imagery use and mapping in the remote sensing/geospatial market, what strategy(ies) is your firm developing to deal with these changes?

- Does not affect future activities
- Partnership/joint activities with new entrants to market
- Consolidation with other existing firms to compete
- Other

Please elaborate _____

10. Do you anticipate problems hiring qualified workers in the U.S.? Yes No
If yes, what strategies/suggestions do you have to meet this future demand with qualified employees (please elaborate)?

11. What three specific science/tech/business areas do you see the greatest shortcomings in US geospatial capabilities in the next 10 years?

1) _____

2) _____

3) _____

12. What major growth areas do you anticipate for our community, and how well do you believe we are prepared to meet these emerging needs?

Please place this completed form in the blue security envelope, seal, and then place the security envelope in the white stamped self-addressed return envelope.

Thank you for your participation in this very important industry-wide effort.

The Ten-year Industry Forecast Team