

Photogrammetric Mapping Marketing Survey of Commercial Firms in the United States

THE AMERICAN SOCIETY OF PHOTOGRAMMETRY Board of Directors authorized the Public Relations Committee* to conduct a survey of the private photogrammetric

mapping market in the United States. There has not been a survey made since 1957 when one was published in the March issue of PHOTOGRAMMETRIC ENGINEERING.

* Arthur C. Holzweissig, Chairman; Ivan R. Jarrett, Deputy Chairman

One hundred and sixty-six letters containing questionnaires were sent out on March 29, 1967 to private companies. The first

TABLE 1. PHOTOGRAMMETRIC MAPPING

(Including Photography, Field Survey, Stereo Plotting, Drafting, Mosaicking and Other Related Work)

Dollar Volume in Thousands	Actual					Estimated				
	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
0-25	5	5	9	7	9	6	6	6	5	5
26-50	4	4	3	5	4	4	1	1	1	2
51-75	3	4	3	2	3	2	3	1		1
76-100	5	4	3	4	2	3	4	4	3	2
101-200	1	3	5	8	6	7	5	6	7	9
201-300	5	5	3	2	6	7	5	3	2	2
301-400			3	3	3	2	3	4	4	4
401-500	2	2	1	1	1		1	2	2	2
501-600						1			1	1
601-700	1	1	1		1	1	1	1	1	1
701-800	1	1				1	1	1		
801-900			1	1	1					1
901-1,000			1						1	
1,001-5,000	4	4	3	5	4	5	6	5	5	8
5,001 plus			1	1	1	1	1	1	1	1
Total Reports	31	33	37	39	41	40	37	35	33	39

TABLE 2. AERIAL PHOTOGRAPHY

(Not Related to Mapping)

Dollar Volume in Thousands	Actual					Estimated				
	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
0-25	10	11	12	14	13	12	8	7	6	6
26-50	3	3	3	2	7	6	6	5	4	6
51-75			1	2	2	2	3	2	3	4
76-100	1	1	1	1	1	3	3	4	3	1
101-200					2	1	2	2	3	3
201-300	1	1								2
301-400				1		1	1			
401-500			1					1	1	1
501-600										1
601-700										
701-800										
801-900										
901-1,000										
1,001-5,000										
5,001 plus										
Total Reports	15	16	18	20	25	25	23	21	20	25

TABLE 3. CARTOGRAPHIC COMPILATION

Dollar Volume in Thousands	Actual					Estimated				
	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
0-25	4	5	5	5	5	7	5	5	4	5
26-50	1		1	2			1	1	1	2
51-75			1		3	1				
76-100					1	3			1	
101-200	4	4	3	3	2	2	4	3	2	4
201-300					1	1	1	1		1
301-400									1	
401-500										1
501-600										
601-700										
701-800										
801-900										
901-1,000										
1,001-5,000										
5,001 plus										
Total reports	9	9	10	10	12	14	11	10	9	13

TABLE 4. THE PERCENTAGE OF THE TOTAL PHOTOGRAMMETRIC MAPPING REPRESENTED BY THREE PRINCIPAL CLIENTS CLASSIFIED BY YEARS

Clients	1961	1962	1963	1964	1965
Federal Government	18	17	13	18	18
State, County, City, Governments	34	33	39	35	33
Private Clients	48	50	48	47	49

TABLE 5. COMMERCIAL FIRMS OWN THE INDICATED QUANTITIES OF ITEMS OF EQUIPMENT

Photographic Aircraft:			
Single engine	44	Kelsh plotter	124
Multi-engine	39	Balplex	37
		Multiplex	28
Precision Cameras:		Other	17
6"	80		
8 1/4"	23		
12"	33	Automatic Plotter-	
3 1/2"	7	OrthophotoPrinting:	
		Stereomat	1
		Zeiss-Gigas	0
		Other	0
Stereoplotters:			
Wild A-5 or A-7	5		
Zeiss C-8	3	Electronic Measuring Equipment:	
Santoni Model IV	6	Geodimeter	24
Santoni Model III	8	Tellurometer	3
Wild A-8	9	Electrotape	8
Wild B-8	14	Distomat	0
Nistri	0	Other	3

response was very poor; therefore a follow-up letter was sent out on May 23, 1967. By the middle of July, all those who intended to return the questionnaires had done so. This was a grand total of 55 or about a one-third response. Not all of these forms were completely filled out, but at least it presented a sufficient cross section of the industry.

Statisticians and analysts can manipulate or massage the tabulated data and make their own prognostications as to the future of photogrammetric mapping in the United States. The committee's conclusion is that

TABLE 6. THE TOTAL NUMBER OF EMPLOYEES REPORTED BY CATEGORIES

Pilots	86
Aerial Photographers	85
Photographic Technicians	196
Stereoplotter Operators	281
Draftsmen	699
Field Surveyors	566
Computers	142
Cartographic Compilers	188
Other	876
Total	3119

The total number of registered professional engineers reported is 406.

The reporting companies employ 135 licensed land surveyors.

Thirty-five of the reporting firms utilize electronic computers for processing technical data. Of those 35 firms, 19 have in-house electronic computers.

the next five years will be approximately the same as the past five years.

Several noticeable items of interest are (1) the increasing use of electronic computers (of those reporting, 63 percent were using computers), (2) approximately 50 percent of their business is to private clients (a decrease

in Federal Government contracts, and a slight increase in State and Local Government work), (3) some companies are reluctant to divulge company statistics, and (4) other firms do not have records to answer the questionnaire without expending a great deal of effort.

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