



# 2016 Questionnaire Summary of Results

Forum on the Future of Surveying  
and the  
National Society of Professional Surveyors

June 5<sup>th</sup>, 2016

## Introduction

The following report includes over 2,000 responses from an online questionnaire undertaken for the period of April 3<sup>rd</sup> to June 1<sup>st</sup>, 2016. The questionnaire was prepared for the National Society of Professional Surveyors (nspsmo.org) as a mechanism for NSPS membership and the broader surveying community to provide input for a national multi-organization initiative: “The Forum on the Future of Surveying” (FFOS).

## Question Sources

Questions included were taken directly from a summary report of the initial meeting of the forum (January 22<sup>nd</sup>, 2016). The initial meeting of 33 participants included representatives from the following professional associations, societies, organizations, and agencies, plus observers from three media outlets that serve the surveying community.

- ACEC Council of Professional Surveyors
- American Association for Geodetic Surveying
- American Society for Photogrammetry and Remote Sensing
- ASCE Utility Engineering and Surveying Institute
- Bureau of Land Management
- Colonial States Boards of Surveyor Registration
- International Federation of Surveyors
- MAPPS
- National Association of County Surveyors
- National Geodetic Survey
- National Society of Professional Surveyors
- NCEES Emerging Engineers and Surveyors Group
- Surveying and Geomatics Educators Society
- U.S. Geological Survey
- Western Federation of Professional Surveyors

During the initial meeting the participants were asked to brainstorm as many potential points for discussion as they could (with limited time). They were then asked to further narrow the lists (dots-on-charts exercises).

These resultant lists for various topics (e.g. strengths, weaknesses, threats, opportunities, recruitment, outreach, etc.) were summarized in a report that you can download here: [goo.gl/T6Xd3f](https://goo.gl/T6Xd3f) This did make for a lengthy questionnaire; thank you to those who took the time to participate. It was decided not to shorten or abridge the topics identified by the forum – all items deemed worthy of consideration.

Participants from the initial meeting were encouraged to circulate the report among their respective memberships and solicit feedback for the second forum meeting (scheduled for June 10-11, 2016).

## Methodology

A commercial online service was utilized for this questionnaire. To preserve the original lists and discussion topics from the report of the initial forum meeting, items were mostly cut/paste into the questionnaire design interface. Inasmuch as the technology could accommodate, no items were omitted and no additional items added with the exception of some simple demographics questions to support analysis by the NSPS and a few optional questions added to support related initiatives (e.g. respondents asked to list surveying schools in their area/state to help those seeking to update national databases of such programs).

The online service provides only rudimentary reporting and analysis tools (e.g. some of the graphs and tables presented in this report) but with minor issues like truncation of titles. For other elements of this report a full export of the responses was imported into MS-Access to generate graphs, tables, and lists.

## Errors and Omissions

The online service did not accommodate proper versioning; early drafts were inadvertently presented to many respondents. Thank you to those who noted errors that were later corrected. One section of the questionnaire; the sample “elevator speeches” came from an exercise during the initial forum meeting. Participants were asked to rapidly develop such a speech (the short time allotted was deliberate to emulate a situation where a surveyor might be asked to briefly explain the profession to a non-survey, as in the time of an elevator ride; hence the idiom “elevator speech”). The speeches submitted at the meeting were presented as-is, and may contain factual and other errors (e.g. one about presidents that were surveyors). Please keep in mind that these speeches or any other parts of the questionnaire represent any final product of the forum, nor in any way encompass all of the dialogue that will be needed to chart paths forward for the profession.

Several of the responses appear to have experienced technical errors upon submission and could not export. There were only two submissions that appear to have been submitted randomly, perhaps for mischievous purposes; these were removed. Comments containing direct references to any individuals were removed.

## Privacy

Users who chose to add the optional contact information have had their identities removed from this report and any subsequent reports. The only copy of that locked information has been delivered to the Executive Director of the NSPS. The intention of including optional contact info was to enable the NSPS to circulate results to the respondents, and to follow up on any great ideas some may have submitted in the general comments section.

### **Respondent Submitted Comments**

Several of the questions offered an “other” option for text entry by the respondent (e.g. license and certifications). There was also an option for the respondent to add their own ideas for an elevator speech, plus a general comments field. While efforts were made to normalize lists to create totals where appropriate (e.g. license and certification types) any general comments or elevator speeches were exported and presented in this report “as-is”. While some respondents utilized comment or “other” fields for general venting, the vast majority are constructive ideas and observations

### **Report Utilization**

This questionnaire and report were undertaken for the NSPS; prepared and executed entirely with volunteer effort. Sponsorship for the online service was provided by xyHt Magazine (Flatdog Media); an active participant in the forum and provider of a monthly column to support of the forum.

The report includes responses as of June 1<sup>st</sup>, 2016. Two copies of the raw database export have been delivered to the NSPS; one with contact info and one without. Further analysis and distribution is at the discretion of the NSPS. The online questionnaire will close on July 1<sup>st</sup>, 2016 and the online database will be erased from the online service. The NSPS and forum will likely run subsequent questionnaires.

Several state surveying societies/associations asked to keep the online questionnaire open until July 1<sup>st</sup> and to have limited summaries exported of responses from their respective states. Distribution of these limited exports will be at the discretion of the NSPS.

Commercial use or republication of this report is only permitted by express permission from and acknowledgements to the NSPS, xyHt Magazine and Flatdog Media.

### **Disclaimer**

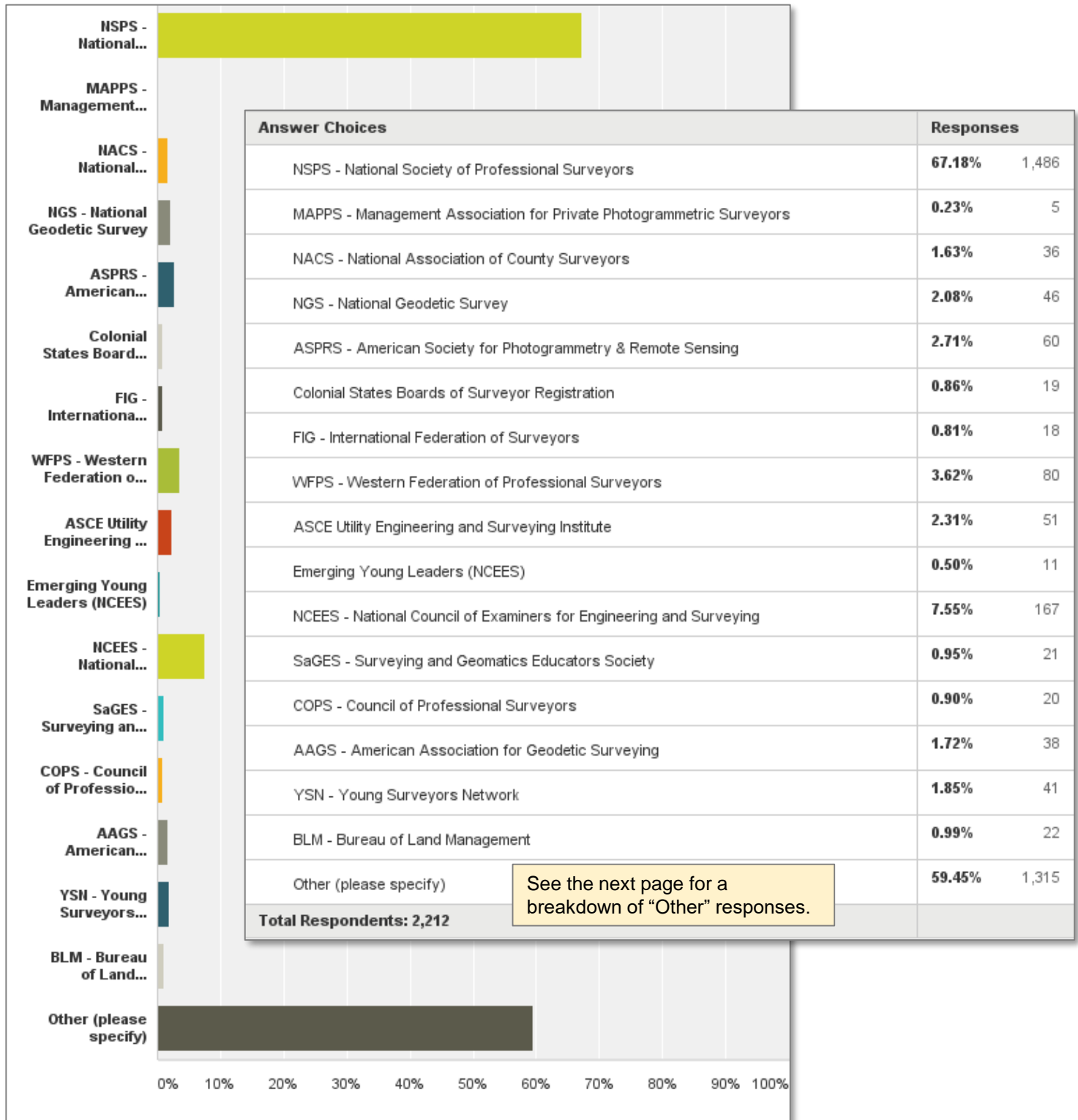
Responses and views expressed by the respondents do not necessarily represent the official views of the NSPS, xyHt Magazine, Flatdog Media, or any entities participating in the forum.

This report carries no warrantee of completeness, correctness, or suitability for any purposes either expressed or implied.

Appendices: Appendix “A” - Respondent Submitted “Elevator Speeches”  
Appendix “B” - Respondent Submitted Comments

## Q1a: Professional associations or societies you are member of or are affiliated with (choose all that apply):

Answered: 2,212 Skipped: 0



## Q1b: "Other" Responses\*

1315 of 2212 Responses

\*Note: Question 1 asked for "all that apply". Some respondents used the "Other" option to note affiliations not among the multiple choices while others indicated multiple affiliations.

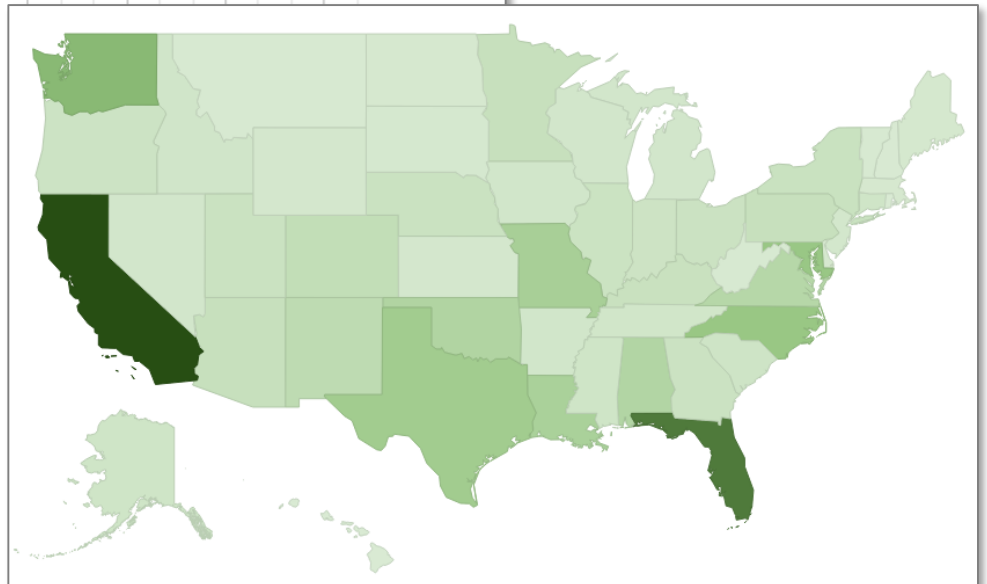
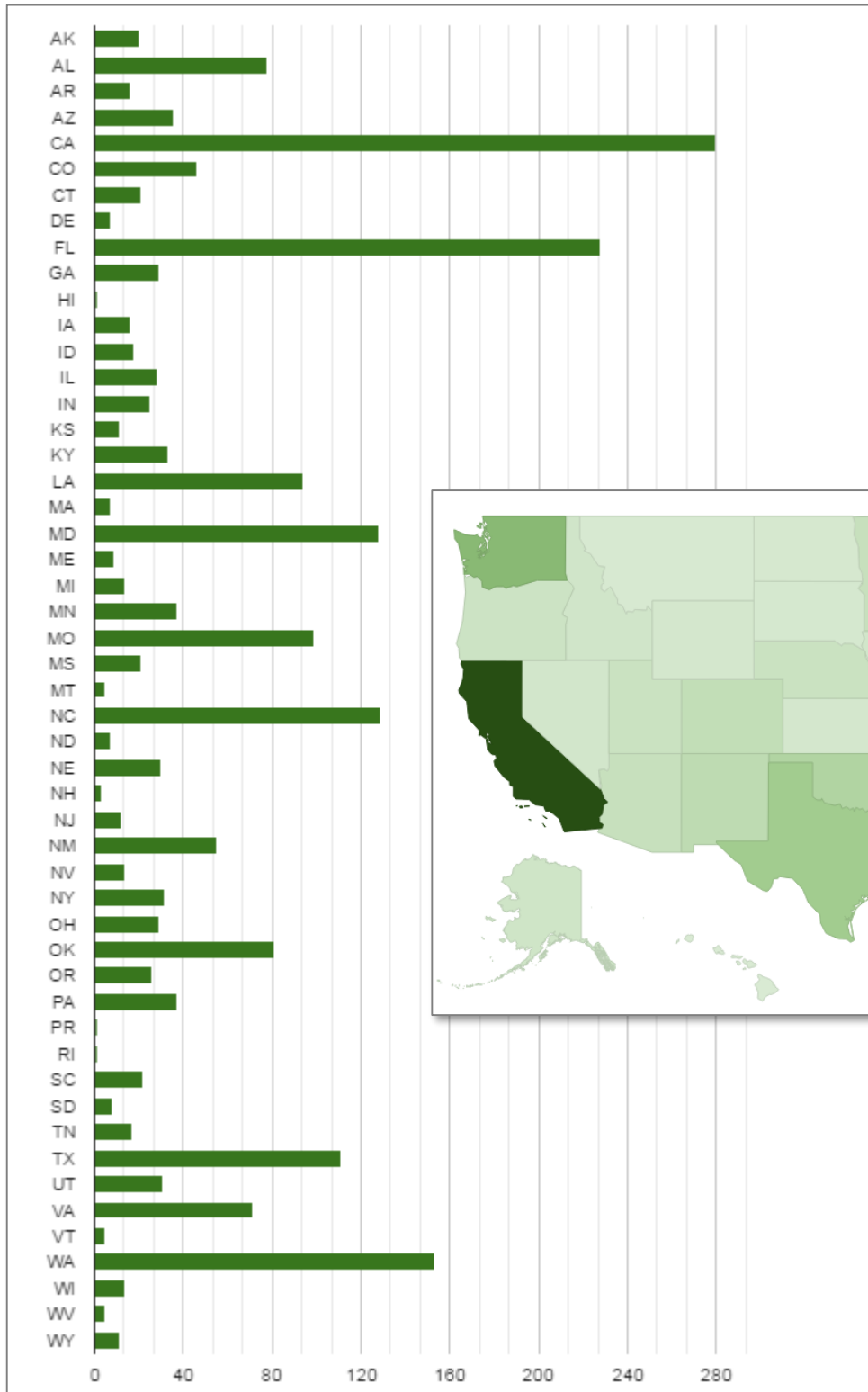
As of June 1<sup>st</sup>, 2016 there were 2212 total responses. Of these 1,486 (or 67%) indicated membership in the National Society of Professional Surveyors (NSPS). And of the NSPS respondents 664 noted memberships in other organizations.

"Other" Professional Affiliations	# of Responses
State Surveying Society or Association	1075
None	125
American Society of Civil Engineers (ASCE)	24
Not a member	13
American Council of Engineering Companies (ACEC)	12
The Hydrographic Society of America (THSOA)	6
PE/PLS Licensing Board	5
Urban and Regional Information Systems Association (URISA)	5
State GIS or User Group	4
National Society of Professional Engineers (NSPE)	3
American Public Works Association (APWA)	2
CFedS	2
Could not afford	2
Institute of Navigation (ION)	2
Institute of Transportation Engineers (ITE)	2
State Engineering Society	2
Professional Engineers in California Government (PECG)	2
Society of American Military Engineers (SAME)	2
Washington Council of County Surveyors (WCCS)	2
American Association of Petroleum Geologists (AAPG)	1
American Bar Association (ABA)	1
American Geophysical Union (AGU)	1
American Water Works Association (AWWA)	1
Association of State Dam Safety Officials (ASDSO)	1
California Spatial Reference Center (CSRC)	1
California State Bar	1
Canada	1
College of Engineers and Surveyors Puerto Rico (CIAPR)	1
Dealer	1
Federal Environmental Engineer	1
International Federation of Surveyors (FIG)	1
institute of Electrical & Electronic Engineering (IEEE)	1
International Right of Way Association (IRWA)	1
Local Chamber of Commerce	1
Los Angeles Dept. of Water & Power	1
State Board for Architects	1
Not interested	1
Not on your list	1
Quit in protest	1
Surveyors Historical Society	1
Texas Historical Cemetery Guardianship Association	1
USDA Forest Service	1
Washington Association of Sewer and Water Districts	1
Women's Transportation Seminar (WTS)	1
Total "Other" Responses:	1315



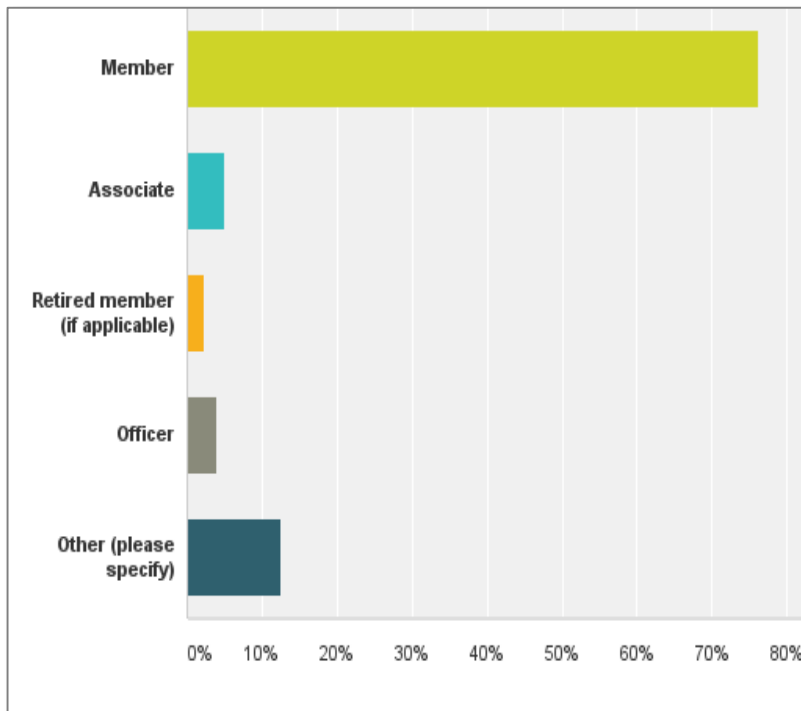
## Q2: State of Residence:

Answered: 2,212 Skipped: 0



**Q3: Your current status with regards to your professional association or society (e.g. like those listed in questions #1); choose all that apply:**

Answered: 2,212 Skipped: 0



"Other" Membership Status	#
Associate	3
Board of Directors	3
Can't afford it	1
Chapter Chair	1
Chapter president	2
Currently expired	1
Director	2
Disgruntled Member not active	1
Distinguished Member	1
District Chairman	1
Dues owed, membership temp expired	1
Employee	1
Fellow	2
Archaeologic Society	1
Former member	9
Former student member	1
Friends	1
I am not a member of any. I would like to, but my company will not pay the fees and I can not afford the membership costs.	1
I am semi-retired	1
I want to be a member	1
Inactive	5
Inactive Retired	1
Interested observer	1
Licensing board member	3
Lapsed membership	3
Life Member	5
Member	23
Member Emeritus	1
Member monument preservation committee	1
Monitor	1
None	170
None, state assoc went to hell in a handbasket	1
Non-member they do not represent my views	1
Not a member but on the mailing list	1
Not active	1
Not Sure	2
Occasional presenter for Seminars	1
Officer	9
Past member	6
Past member, society is an elitist, self aggrandizing organization that concerns itself with only large firms and the University of Florida survey program, rather than the profession of surveying.	1
Past President	1
Past State President	3
Quit in protest	1
Retired	2
Stopped attending / participating	1
Total "Other" Membership Status:	280



## Q4: Demographics (optional) - Age:

Answered: 2,194 Skipped: 18

## Q5: Demographics (optional) - Gender:

Answered: 2,175 Skipped: 37

Answer Choices	Responses	
Female	4.87%	106
Male	95.13%	2,069
<b>Total</b>		<b>2,175</b>

Under 25

26-30

31-35

36-40

41-45

46-50

51-55

56-60

61-65

66-70

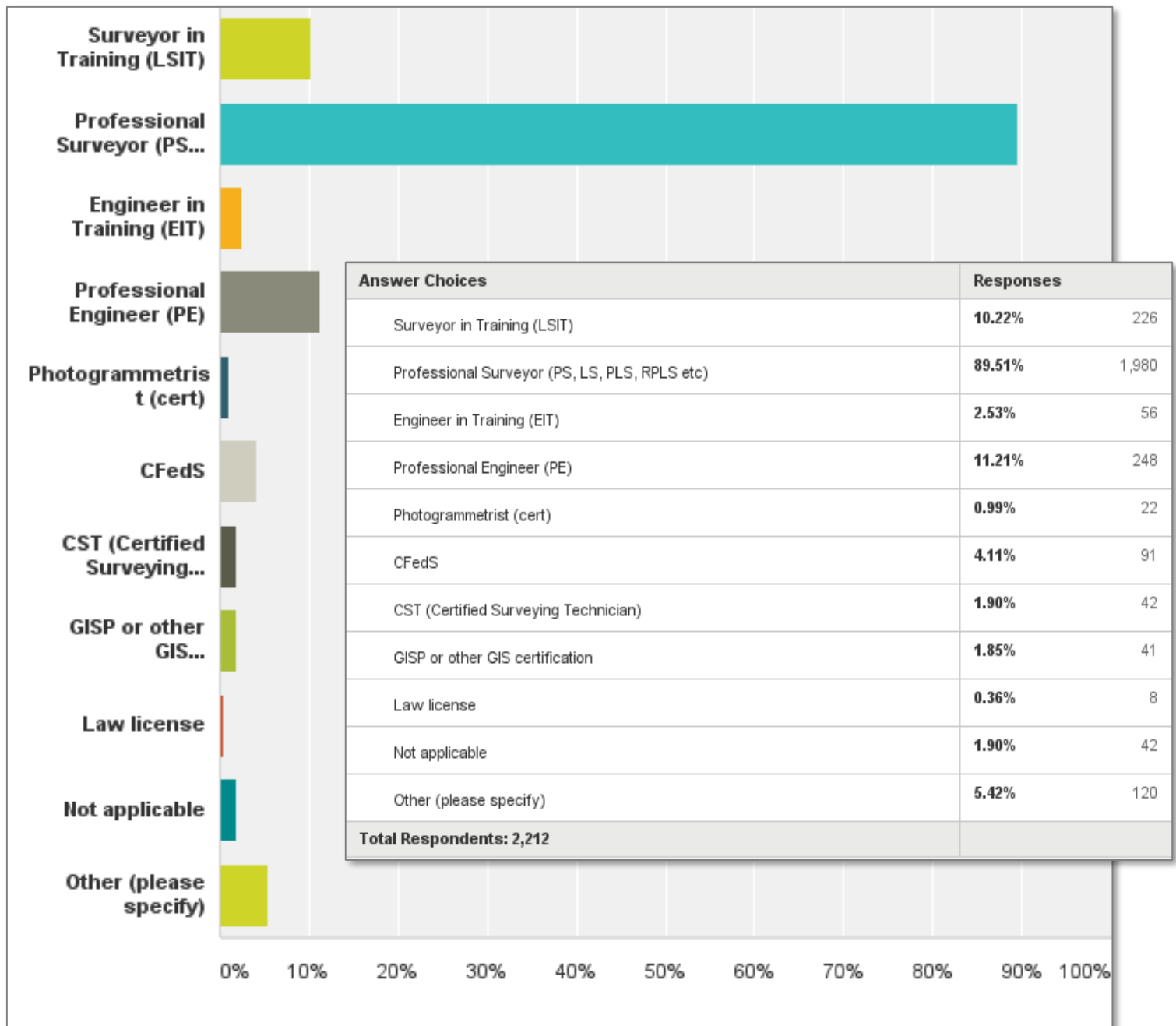
71-75

76+

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

## Q6a: Licenses and Certifications (choose all that apply):

Answered: 2,194 Skipped: 18



## Q6b: Licenses and Certifications – “Other” responses\*:

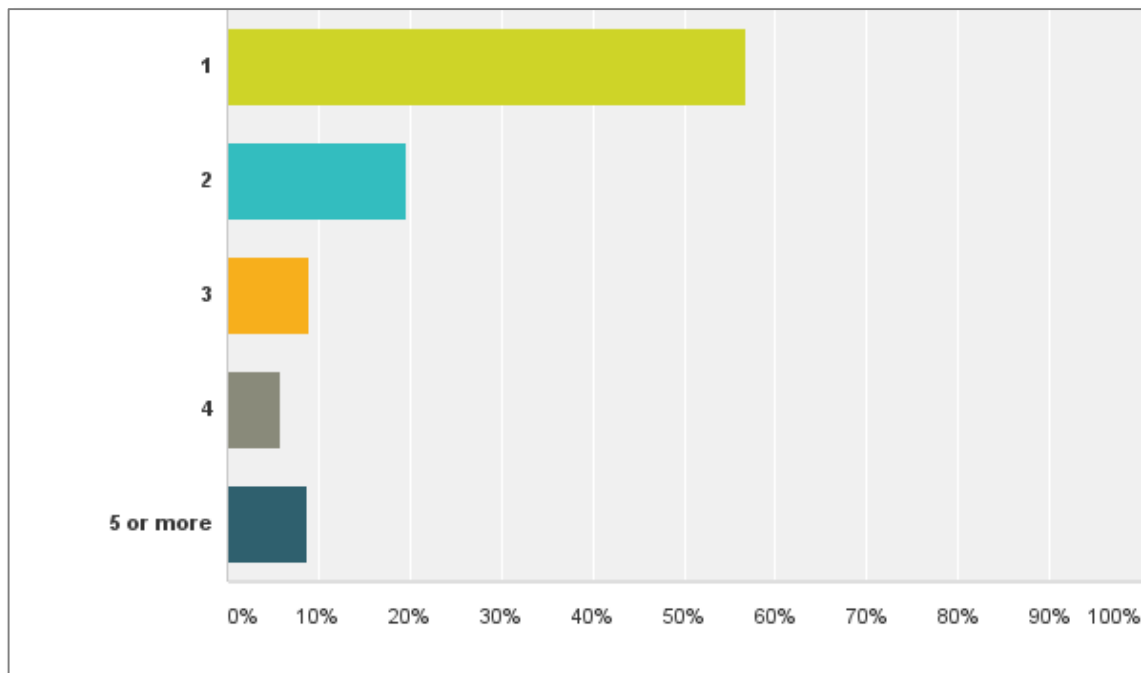
Answered: 120 (136 including multiple responses)

Certified Floodplain Manager (CFM)	14	Doesn't seem necessary to mark LSIT/ EIT; however, I did	1
Certified Hydrographer	9	(do) hold both of those certs, as well.	1
Certified Inshore and Offshore Hydrographer	8	ENV SP	1
Professional planner	7	Env Well driller	1
Certified Floodplain Surveyor (CFS)	6	F ASCE	1
Certified GPS Surveyor	5	FAA Licensed Private Pilot	1
Certified Professional in Erosion & Sediment Control (CPESC)	5	Florida Real Estate Broker	1
	4	GIS Technician, worked as a GIS tech for 7 years	1
Property Line Surveyor	4	Hazardous Waste Operations and Emergency Response (HAZWOPER)	1
Certified Water Rights Examiner	3	Infrastructure Utility Contractor	1
National Institute for Certification in Engineering Technologies (NICET)	2	Insurance Broker	1
Qualified SWPPP Developer (QSD)	2	ISA Certified Arborist	1
Retired	2	Just a life long surveyor	1
U.S. Mineral Surveyor	2	Licensed real estate broker	1
Water Resource Engineer (WRE)	2	Licensed State Land Surveyor	1
Water Rights Examiner	2	Master's Degree in Marine Geophysics	1
25 years as a civil designer and survey tech	1	Mineral Surveyor	1
30hrs Post Graduate GIS Education	1	NC Professional Surveyor RETIRED	1
3-A and 3-B licenses	1	Nevada - Water Right Surveyor	1
Advanced Cadastral Survey School [P3]	1	Over self educated	1
AICP, CECD Planner, economic developer	1	Pilot, 32 Degree Mason, Farmer on Farm - All inactive	1
Also time to be human	1	Private Pilot	1
American Institute of Certified Planners (AICP)	1	Professional Geotechnical Engineer, Professional Geologist, Professional Engineering Geologist	1
Arbitrator / Mediator	1	Professional Missouri Mapper - PMM	1
Associate Professor of Surveying & Geomatics	1	Professional Property Line Surveyor	1
Attorney	1	Qualified Professional (QP)	1
Attorney at law, State supreme court listed mediator	1	Qualified SWPPP Practitioner (QSP)	1
Awaiting MD Professional Exam results	1	Real estate broker/owner	1
BACHELOR DEGREE IN WATER RESORCES AND LANDS	1	Real Estate, Bachelors degree - Business Administration	1
Bachelors degree in Land Surveying and Geomatics	1	Realtor	1
BAS in Geomatics	1	Registered Forester	1
BS survey engineering	1	Registered Landscape Architect	1
Canada Lands Surveyor	1	Student	1
Certified Construction Manager	1	Surveying and Geo informatics	1
Certified Erosion, Sediment and Storm water Inspector	1	Taking LSIT within a month	1
Certified Expert Witness ACEC	1	Testing for license	1
Certified Federal Surveyors Program (CFedS) in training	1	VT Licensed Designer	1
Certified Professional in Storm water Quality (CPSWQ)	1	Waiting on my PLS results	1
Commercial Driver License, Haz Waste Operations	1	Wastewater Inspector	1
COMMERCIAL PILOT	1	Would be LSIT if Maryland would recognize it as such	1
Dealer	1		

\*Responses for “Other” were keyed in by respondents and left as-is except where common types could be normalized (e.g. CFM, CFS, CFedS)

## Q7: Optional - If licensed; number of states in which you hold current licenses?

Answered: 2,003 Skipped: 209

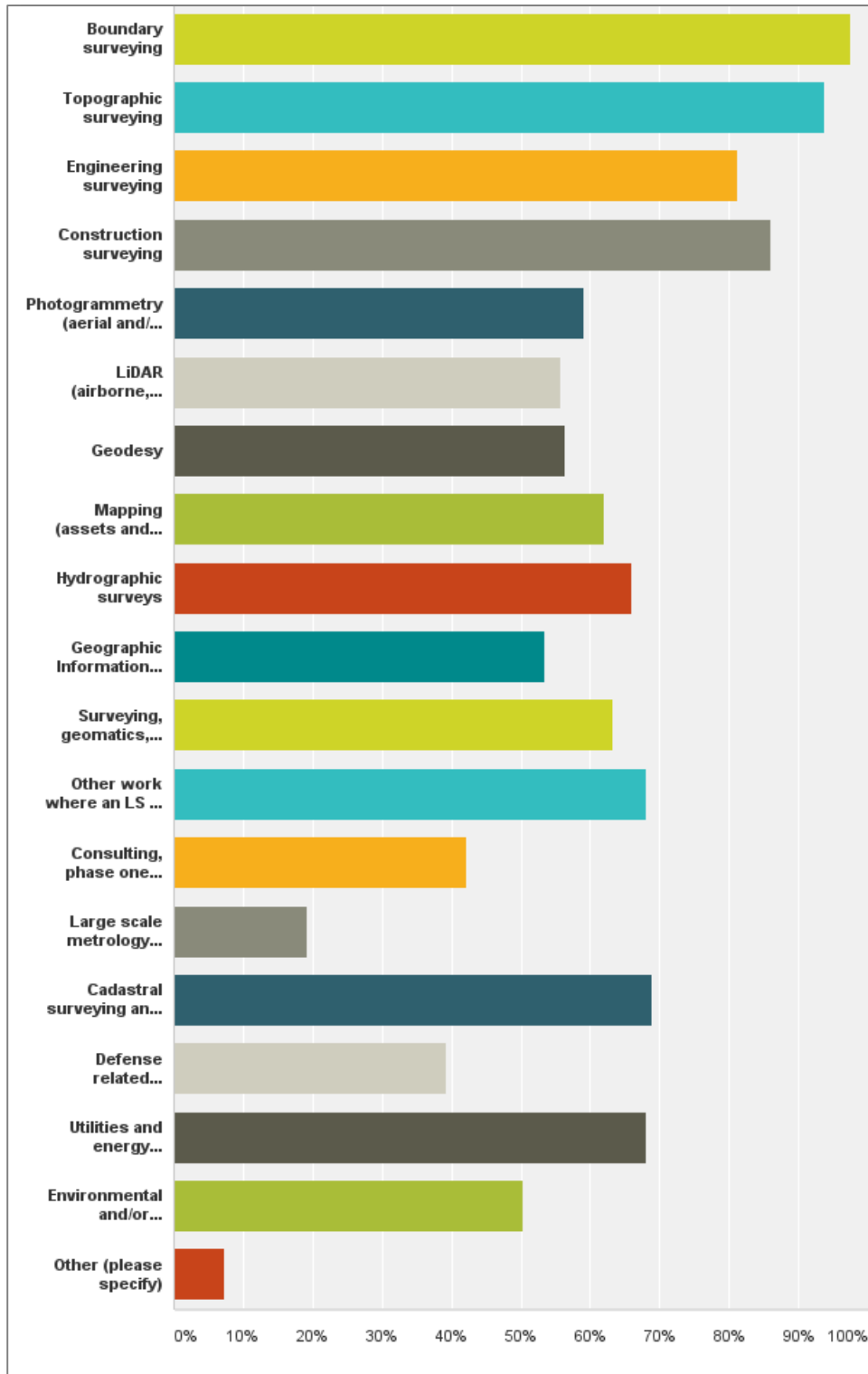


Answer Choices	Responses	
1	56.86%	1,139
2	19.57%	392
3	9.04%	181
4	5.84%	117
5 or more	8.69%	174
<b>Total</b>		<b>2,003</b>

**Q8a: Types of surveying (and related services) that should be considered as part of the surveying profession. Do not limit this to those you are engaged in, but also add those that others within your affiliate associations or societies are engaged in, or could be providing moving forward (choose all that apply):**

Answered: 2,168 Skipped: 44

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**Q8b: Types of surveying (and related services) that should be considered as part of the surveying profession. Do not limit this to those you are engaged in, but also add those that others within your affiliate associations or societies are engaged in, or could be providing moving forward (choose all that apply):**

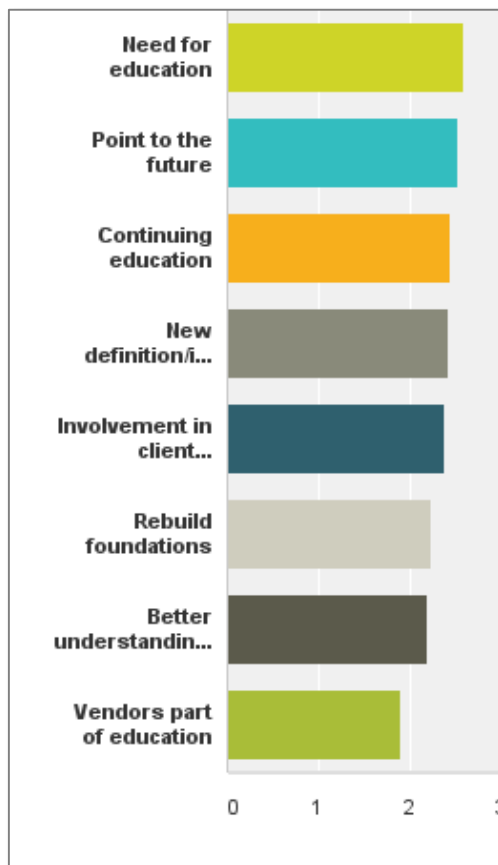
Answered: 2,168 Skipped: 44

Answer Choices	Responses	
Boundary surveying	97.51%	2,114
Topographic surveying	93.63%	2,030
Engineering surveying	81.13%	1,759
Construction surveying	85.98%	1,864
Photogrammetry (aerial and/or terrestrial)	59.13%	1,282
LiDAR (airborne, mobile, or static)	55.67%	1,207
Geodesy	56.37%	1,222
Mapping (assets and resources)	62.04%	1,345
Hydrographic surveys	65.96%	1,430
Geographic Information Systems	53.41%	1,158
Surveying, geomatics, geospatial sciences education	63.19%	1,370
Other work where an LS is required	67.99%	1,474
Consulting, phase one support, decision support	42.16%	914
Large scale metrology (industrial and/or science measurement)	19.19%	416
Cadastral surveying and land mangement	68.82%	1,492
Defense related surveying	39.16%	849
Utilities and energy surveying	68.08%	1,476
Environmental and/or agriculture surveying	50.42%	1,093
Other (please specify)	7.33%	159
<b>Total Respondents: 2,168</b>		

## Q9: Rate areas for priority in educating the profession (as applies to matters of the future of the profession):

Answered: 1,907 Skipped: 305

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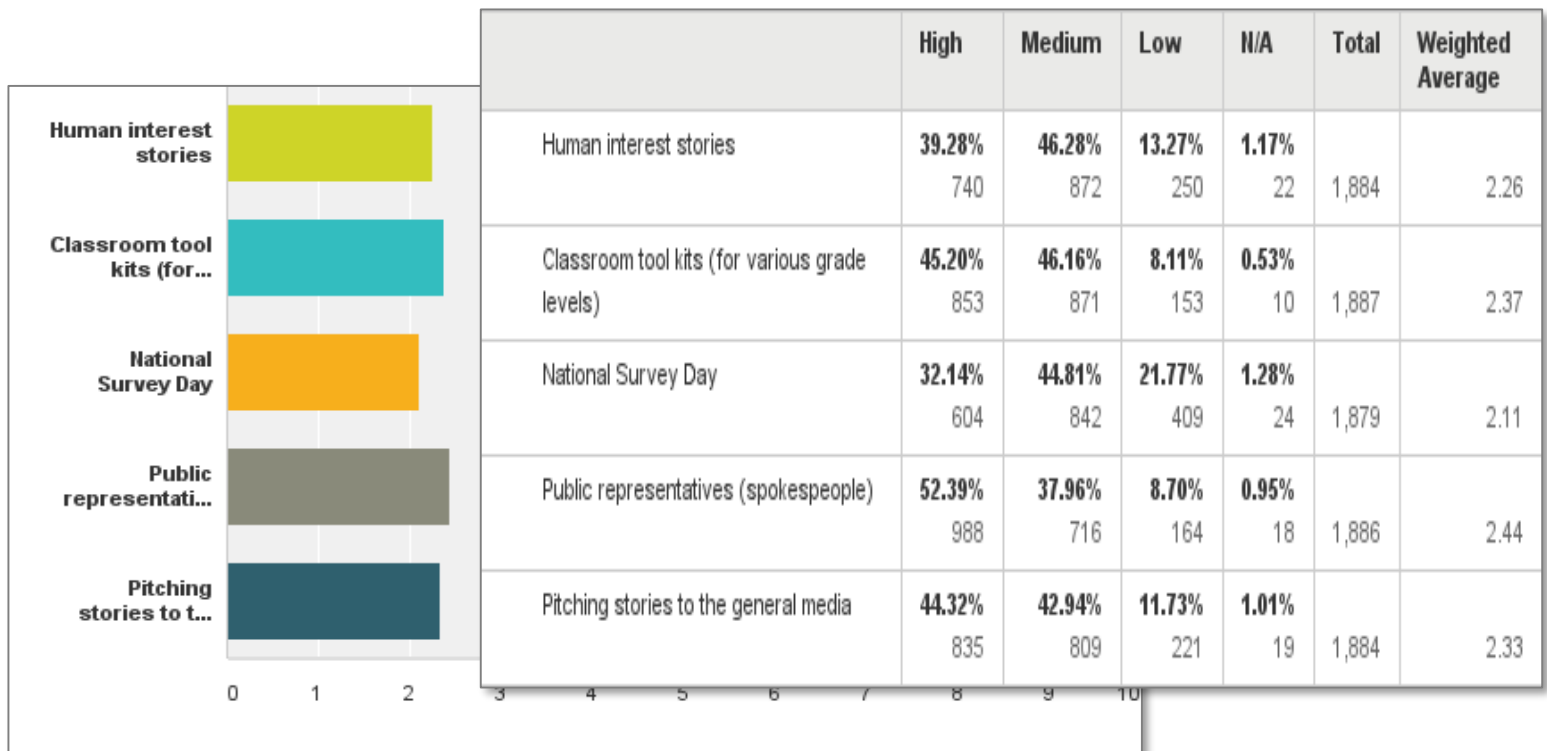


	High	Medium	Low	N/A	Total	Weighted Average
Need for education	62.16% 1,173	33.55% 633	3.76% 71	0.53% 10	1,887	2.59
Point to the future	55.47% 1,044	38.26% 720	4.73% 89	1.54% 29	1,882	2.52
Continuing education	52.25% 987	38.54% 728	8.63% 163	0.58% 11	1,889	2.44
New definition/image	50.24% 948	38.95% 735	8.96% 169	1.85% 35	1,887	2.42
Involvement in client decisions	44.86% 842	44.97% 844	8.36% 157	1.81% 34	1,877	2.37
Rebuild foundations	35.95% 668	48.06% 893	13.13% 244	2.85% 53	1,858	2.23
Better understanding of entrepreneurship	34.09% 642	49.28% 928	15.03% 283	1.59% 30	1,883	2.19
Vendors part of education	18.09% 338	51.55% 963	26.87% 502	3.48% 65	1,868	1.91

## Q10: Rate areas of emphasis for educating the public (about the profession):

Answered: 1,899 Skipped: 313

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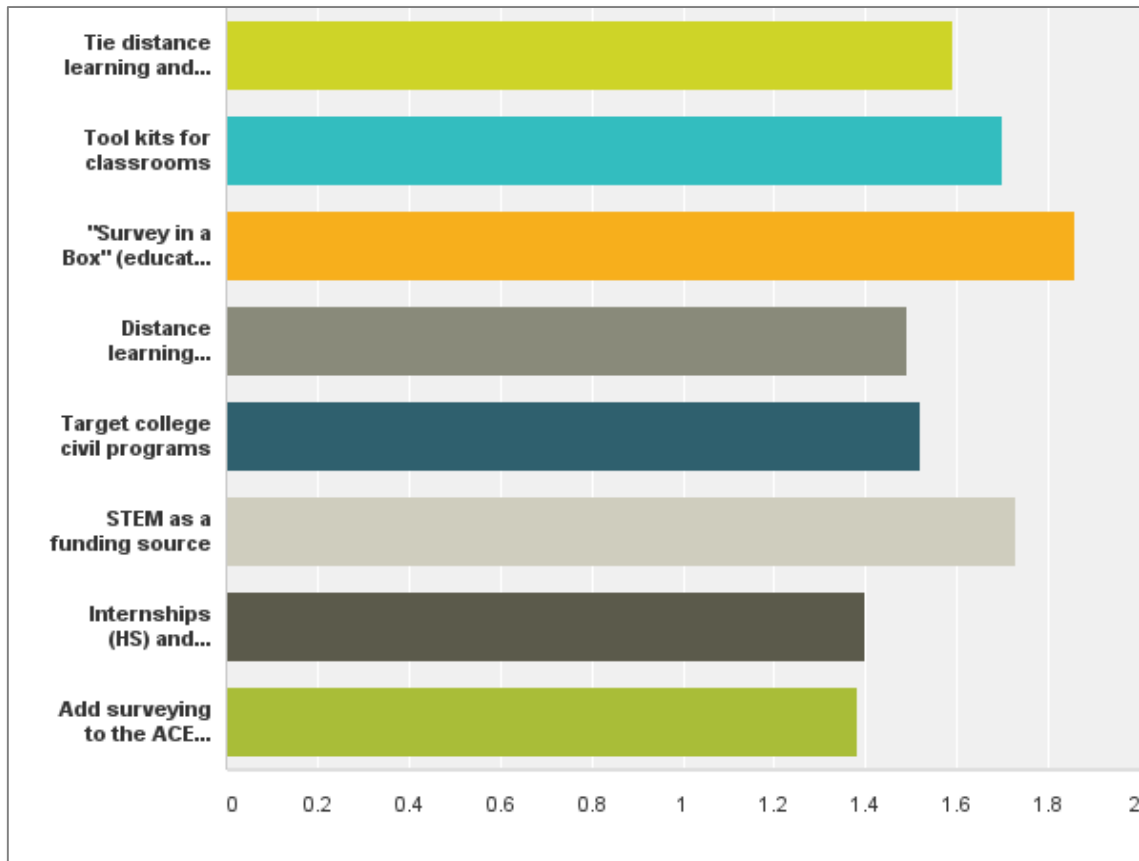




## Q11: Rate areas of priority for educating the education community:

Answered: 1,902 Skipped: 310

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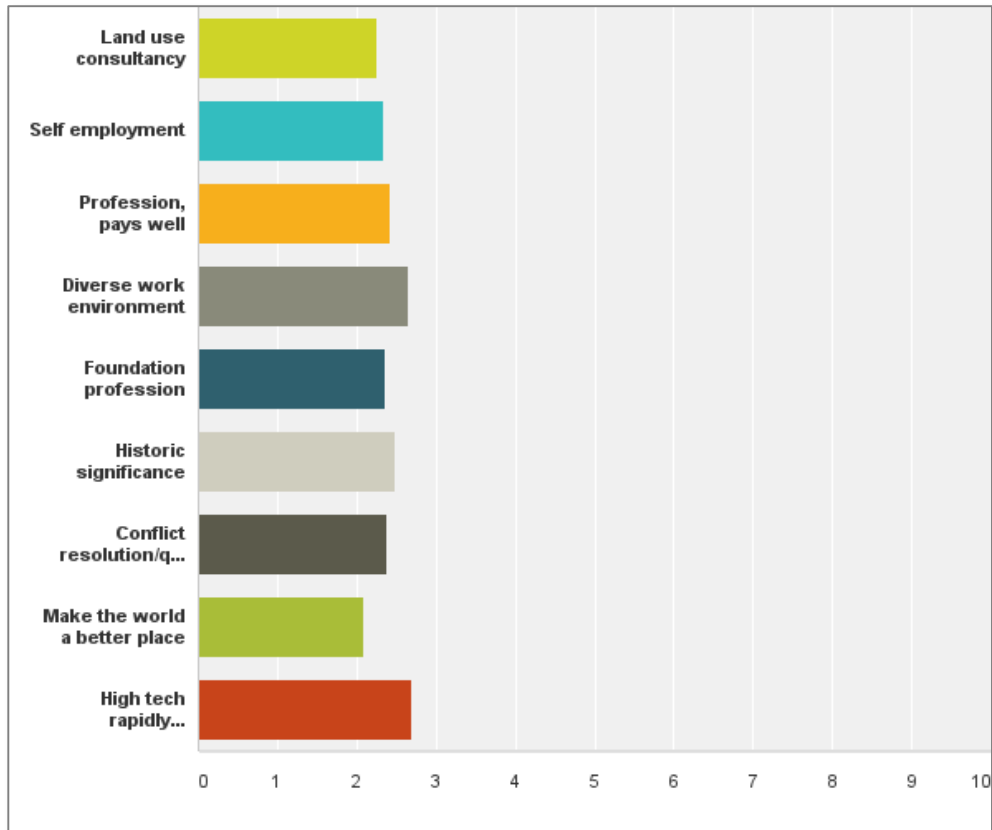


	High	Medium	Low	N/A	Total	Weighted Average
Tie distance learning and mentorship together	47.60% 891	44.23% 828	7.05% 132	1.12% 21	1,872	1.59
Tool kits for classrooms	38.54% 721	51.79% 969	8.55% 160	1.12% 21	1,871	1.70
"Survey in a Box" (education tool kit employed in Canada)	26.08% 475	51.40% 936	13.73% 250	8.79% 160	1,821	1.86
Distance learning collaboration with a broader range of universities and programs	56.18% 1,054	36.78% 690	5.97% 112	1.07% 20	1,876	1.49
Target college civil programs	55.02% 1,031	35.91% 673	7.90% 148	1.17% 22	1,874	1.52
STEM as a funding source	35.90% 638	44.23% 786	11.31% 201	8.55% 152	1,777	1.73
Internships (HS) and college work study	63.83% 1,193	31.41% 587	4.07% 76	0.70% 13	1,869	1.40
Add surveying to the ACE (architecture, construction, and engineering) HS career clubs	66.65% 1,251	27.22% 511	5.22% 98	0.91% 17	1,877	1.38

## Q12: Rate the priority of elements for development of a message - what potential recruits should know about the profession that might attract them to join:

Answered: 1,848 Skipped: 364

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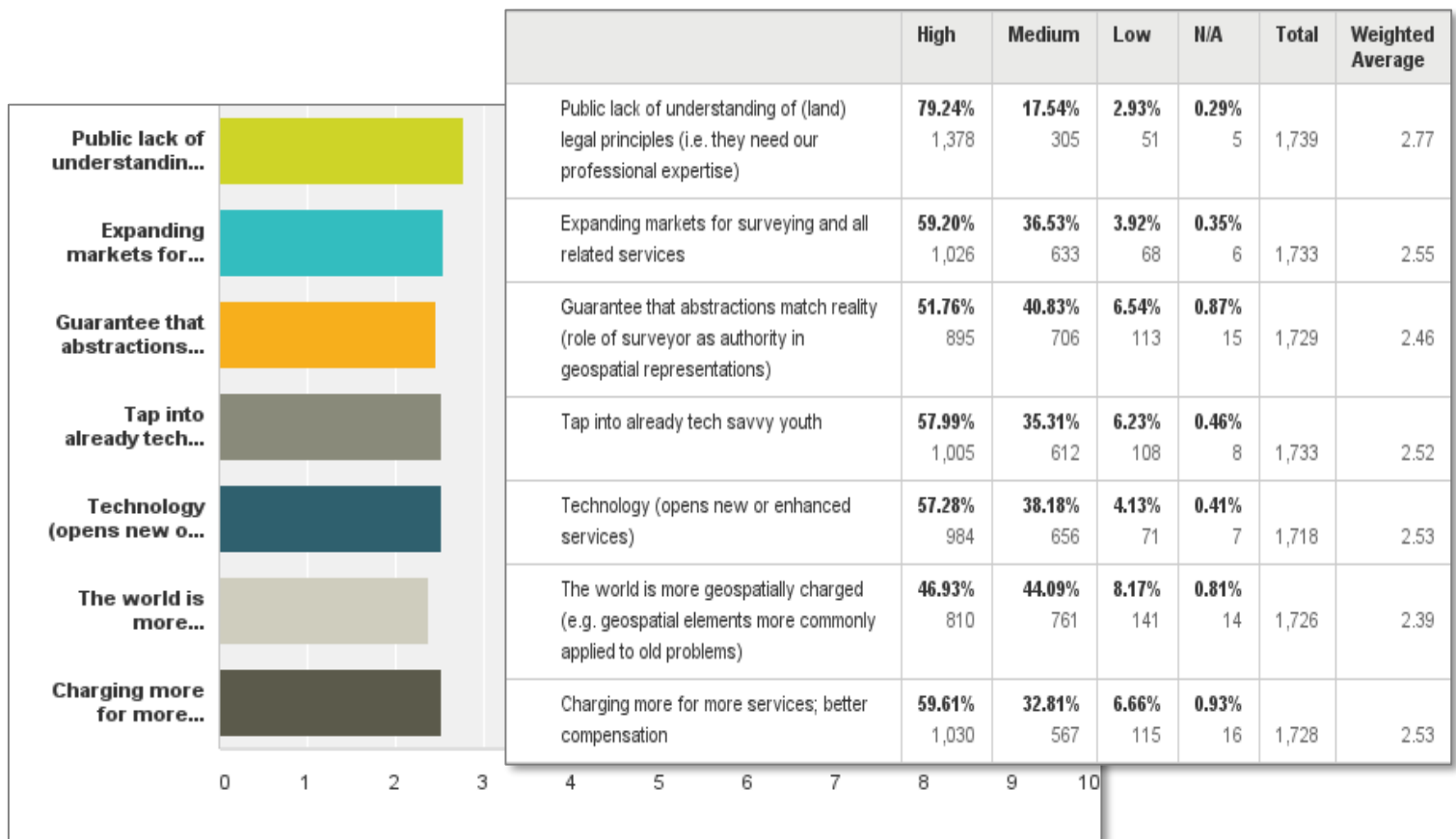


	High	Medium	Low	N/A	Total	Weighted Average
Land use consultancy	37.49% 685	49.48% 904	11.99% 219	1.04% 19	1,827	2.26
Self employment	43.30% 792	45.11% 825	10.61% 194	0.98% 18	1,829	2.33
Profession, pays well	51.17% 938	37.37% 685	9.06% 166	2.40% 44	1,833	2.43
Diverse work environment	68.88% 1,264	26.98% 495	3.49% 64	0.65% 12	1,835	2.66
Foundation profession	43.62% 783	46.35% 832	8.47% 152	1.56% 28	1,795	2.36
Historic significance	58.18% 1,067	30.70% 563	10.14% 186	0.98% 18	1,834	2.49
Conflict resolution/quasi judicial role	47.08% 863	42.83% 785	9.27% 170	0.82% 15	1,833	2.38
Make the world a better place	30.53% 558	44.97% 822	21.83% 399	2.68% 49	1,828	2.09
High tech rapidly changing environment	72.14% 1,326	24.43% 449	2.99% 55	0.44% 8	1,838	2.69

## Q13: Please rate the following opportunities for growth of the profession (as topics for further consideration):

Answered: 1,745 Skipped: 467

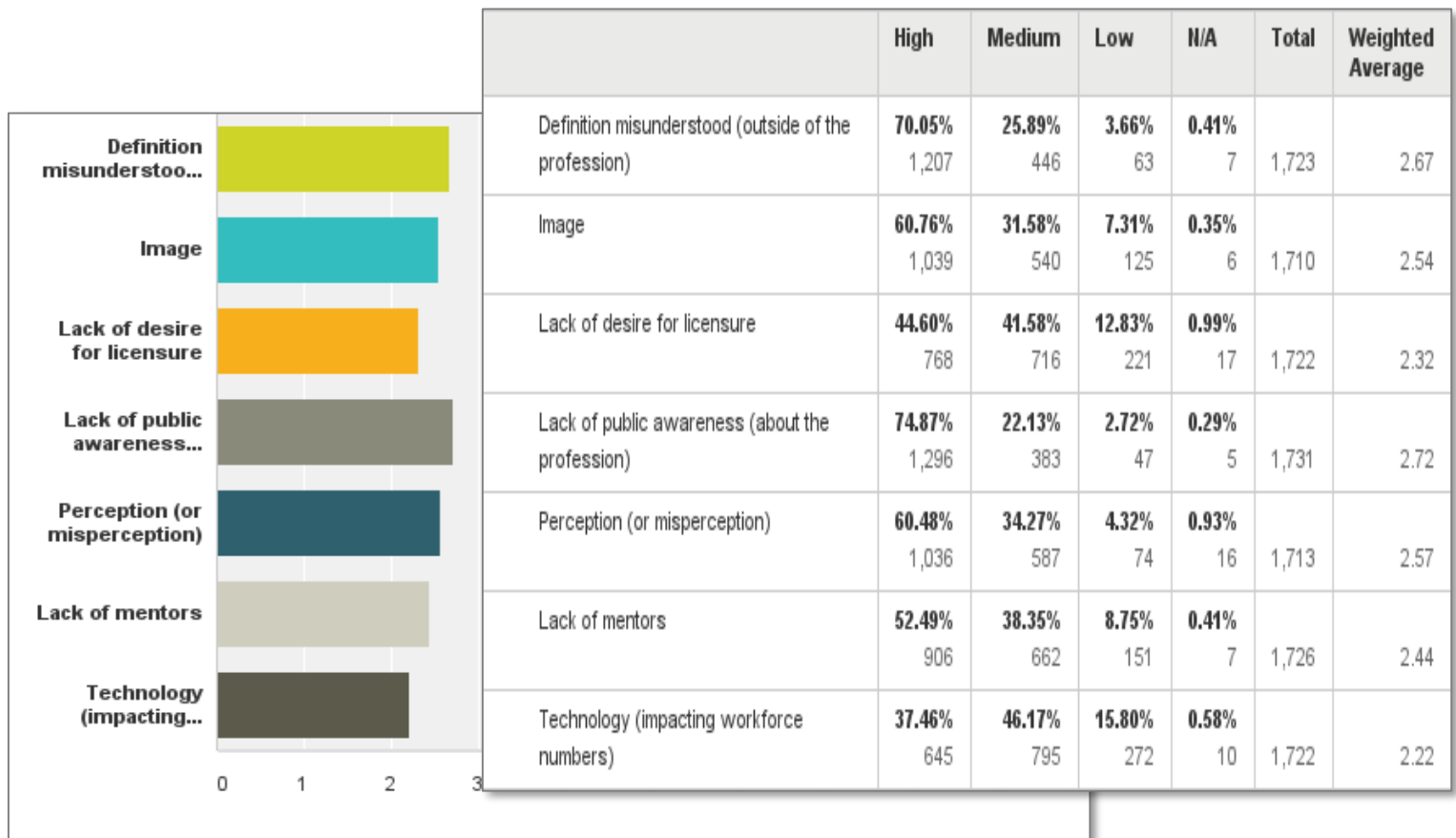
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## Q14: Rate the following weaknesses (that could hinder growth of the profession going forward) as topics for further consideration:

Answered: 1,738 Skipped: 474

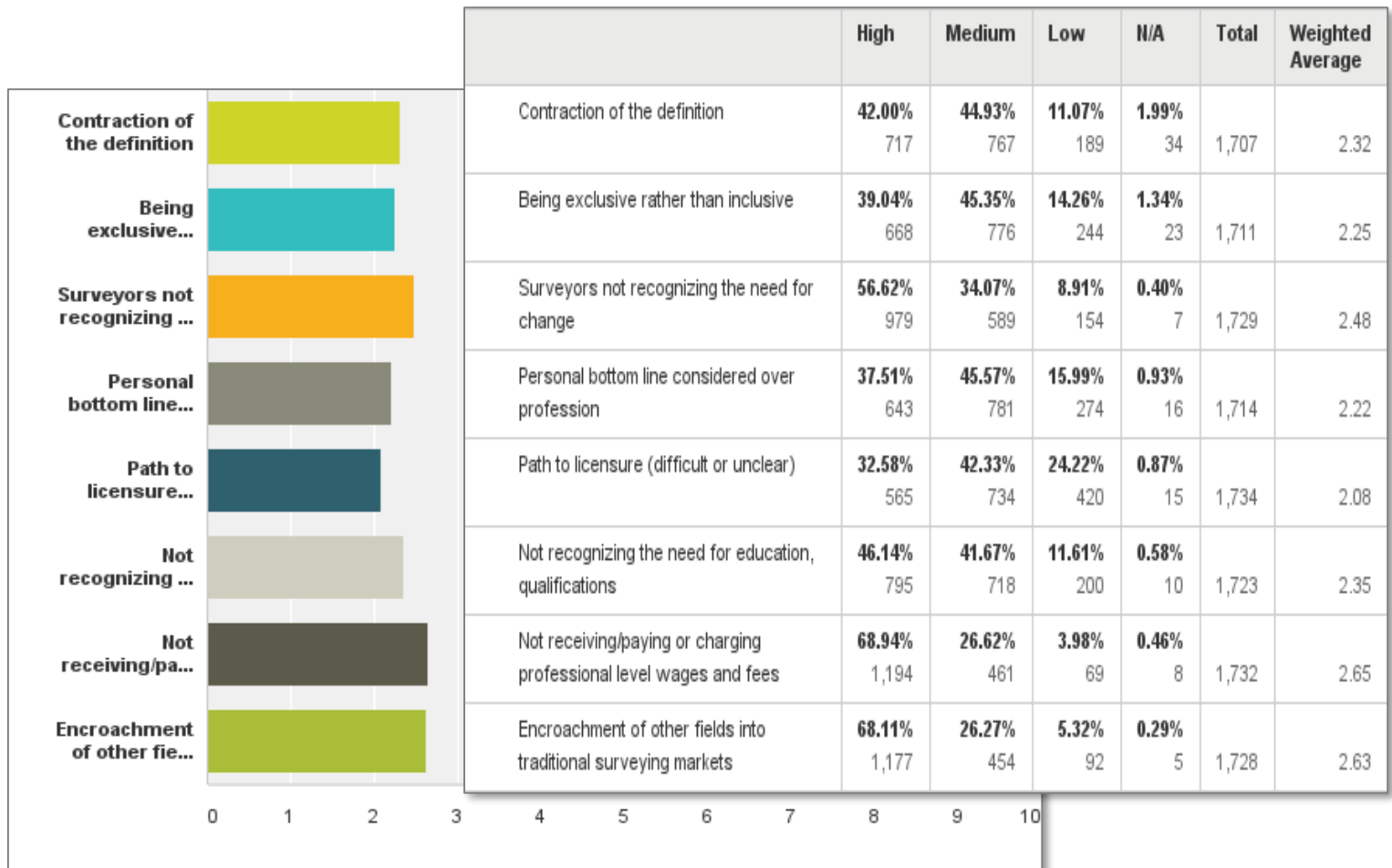
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## Q15: Rate the following threats to the profession (as topics for further consideration):

Answered: 1,739 Skipped: 473

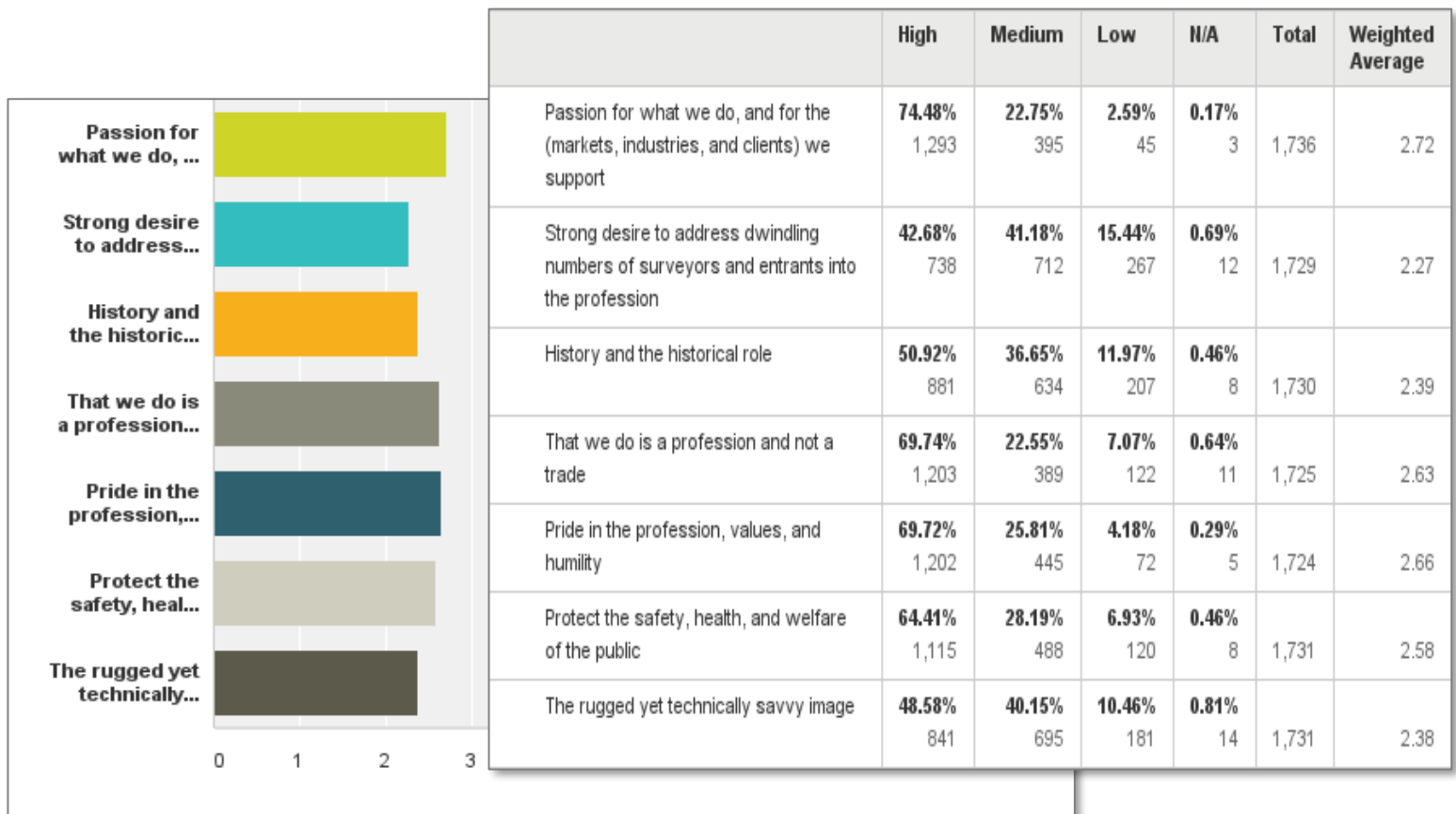
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## Q16: Rank the following strengths of the profession (as relates to the future of surveying):

Answered: 1,738 Skipped: 474

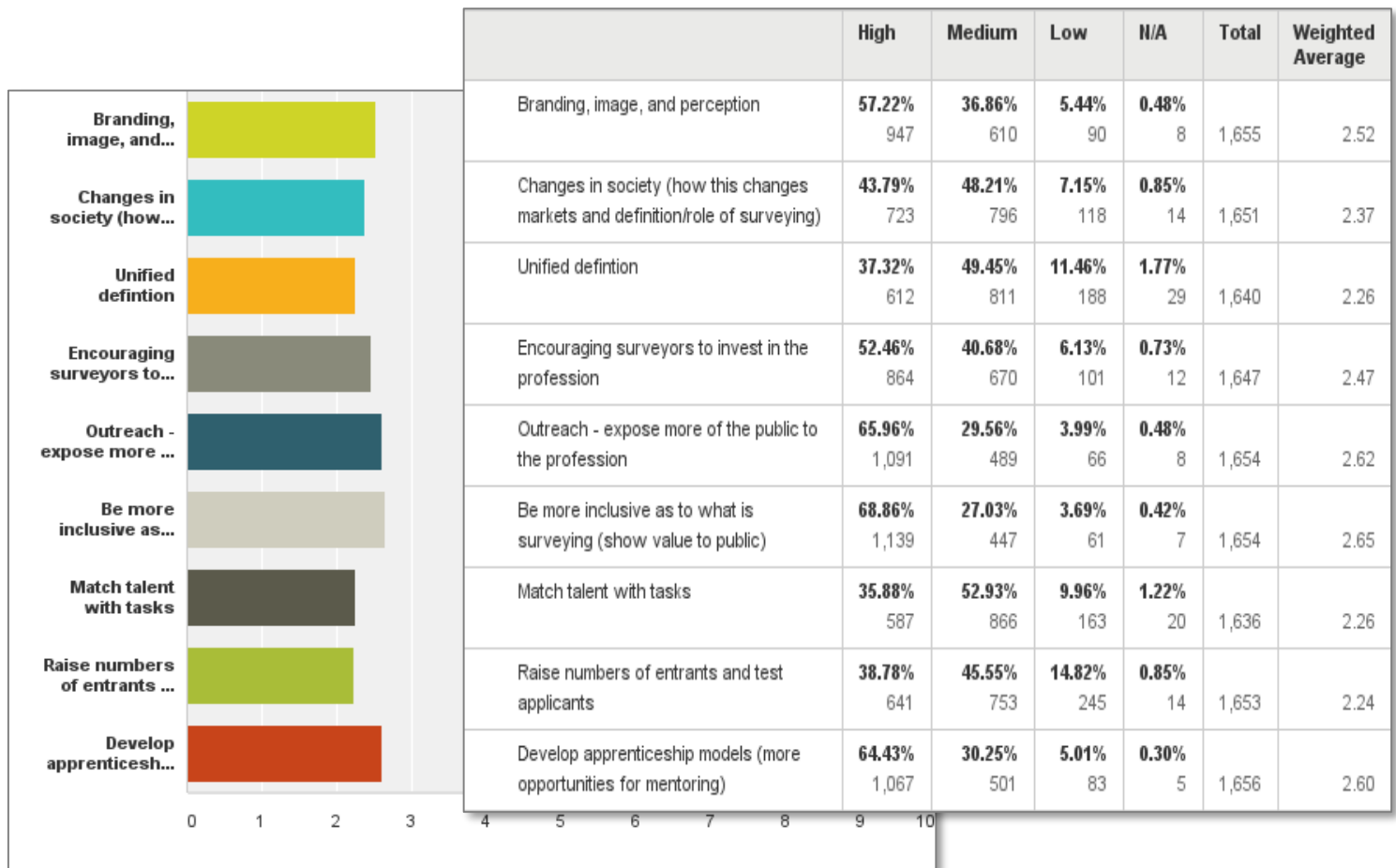
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## Q17: Rate the following goals and objectives (as areas of focus for the forum):

Answered: 1,668 Skipped: 544

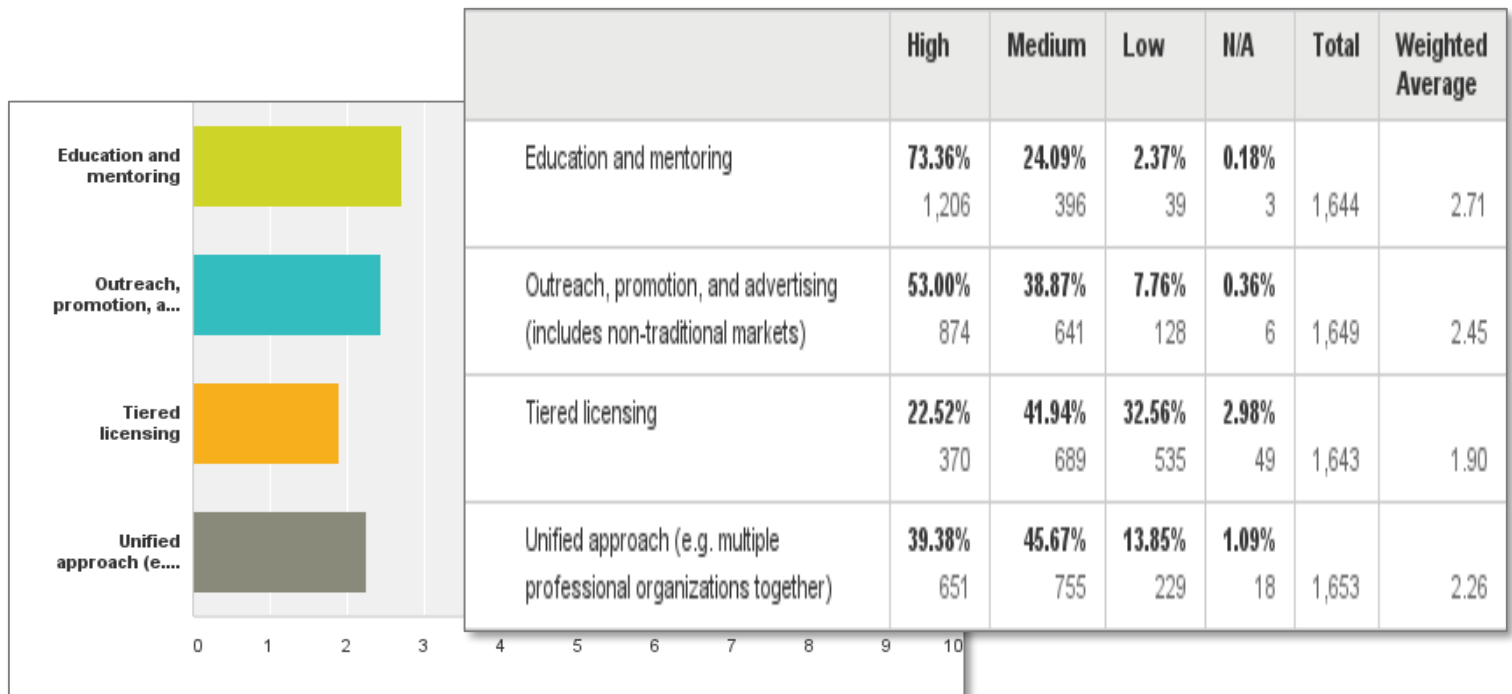
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## Q18: Rate these broad solution categories (as focus areas for the forum):

Answered: 1,666 Skipped: 546

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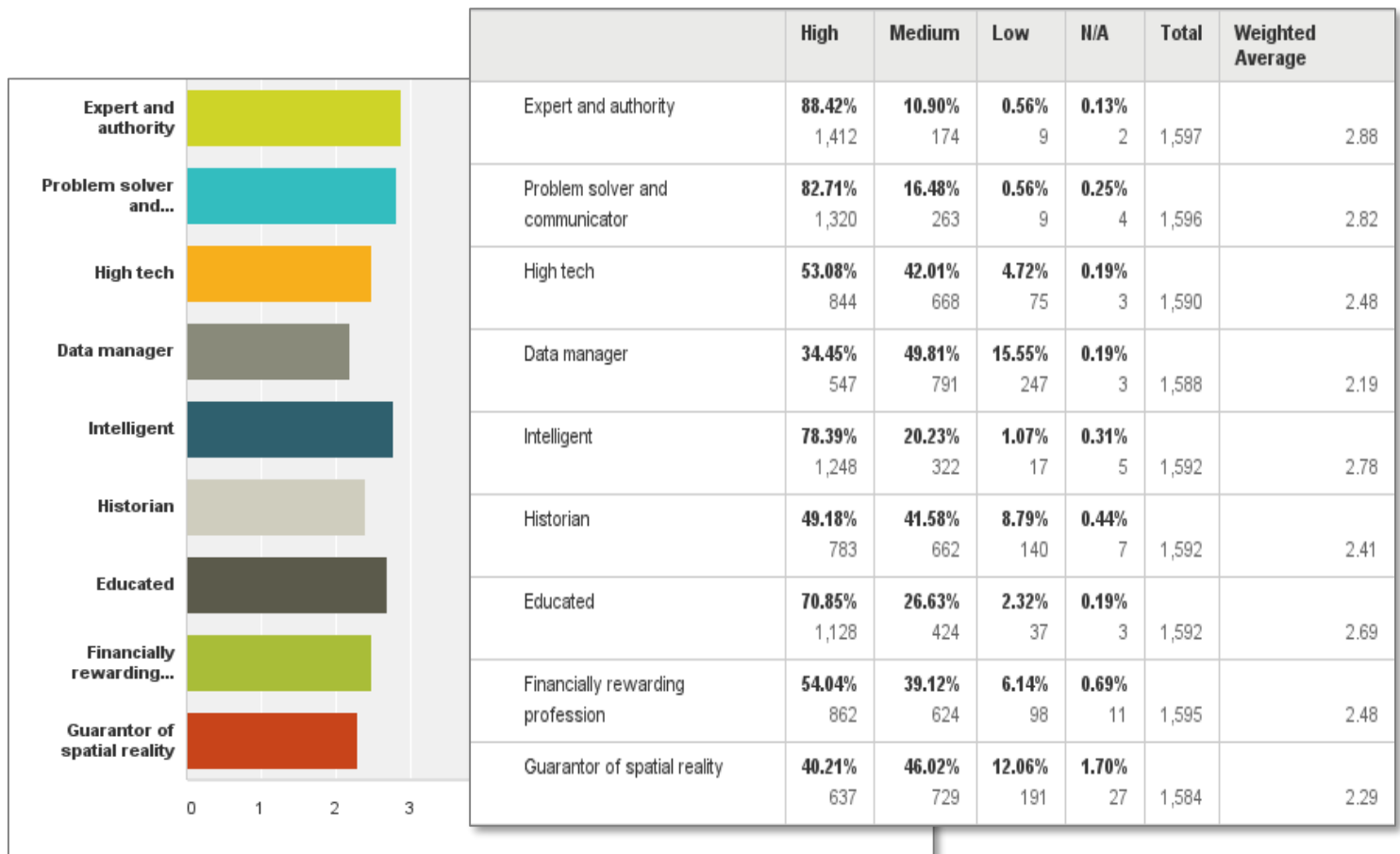




## Q19: Rate the following attributes as they would relate to a desired image of surveyors/surveying:

Answered: 1,600 Skipped: 612

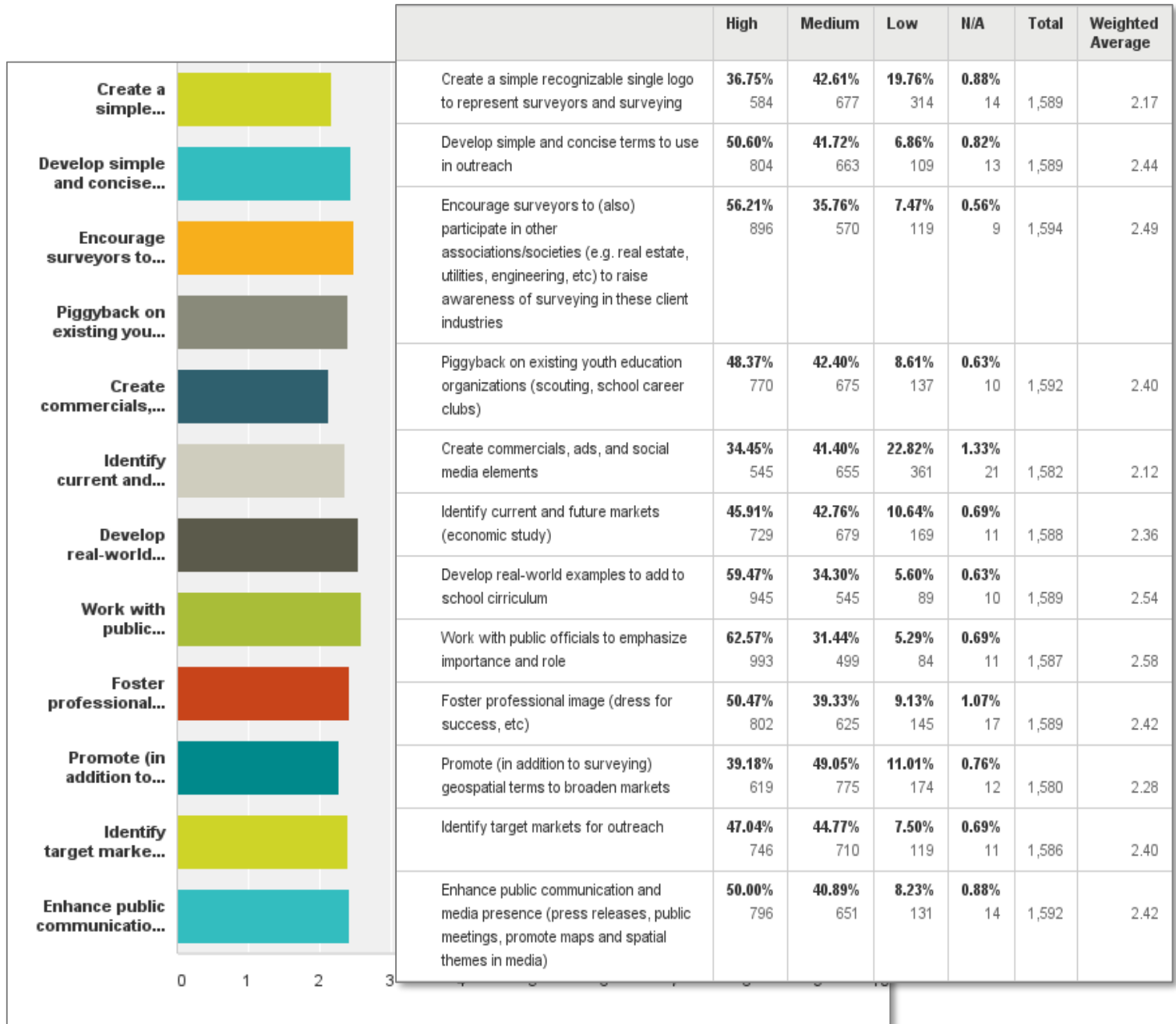
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## Q20: Rate the following ideas for communicating a national brand:

Answered: 1,600 Skipped: 612

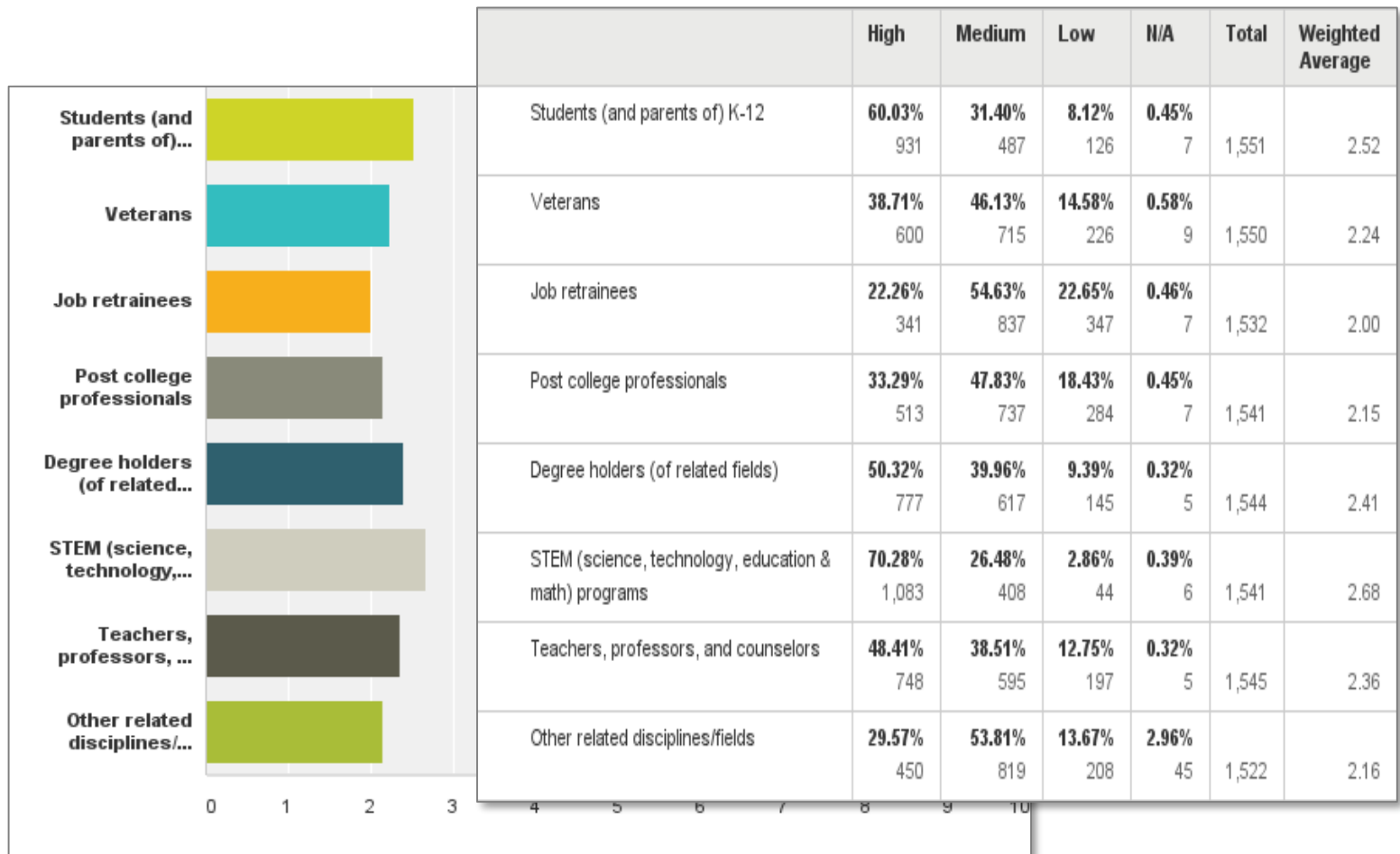
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## Q21: Rate these target audiences as areas of focus for recruitment:

Answered: 1,557 Skipped: 655

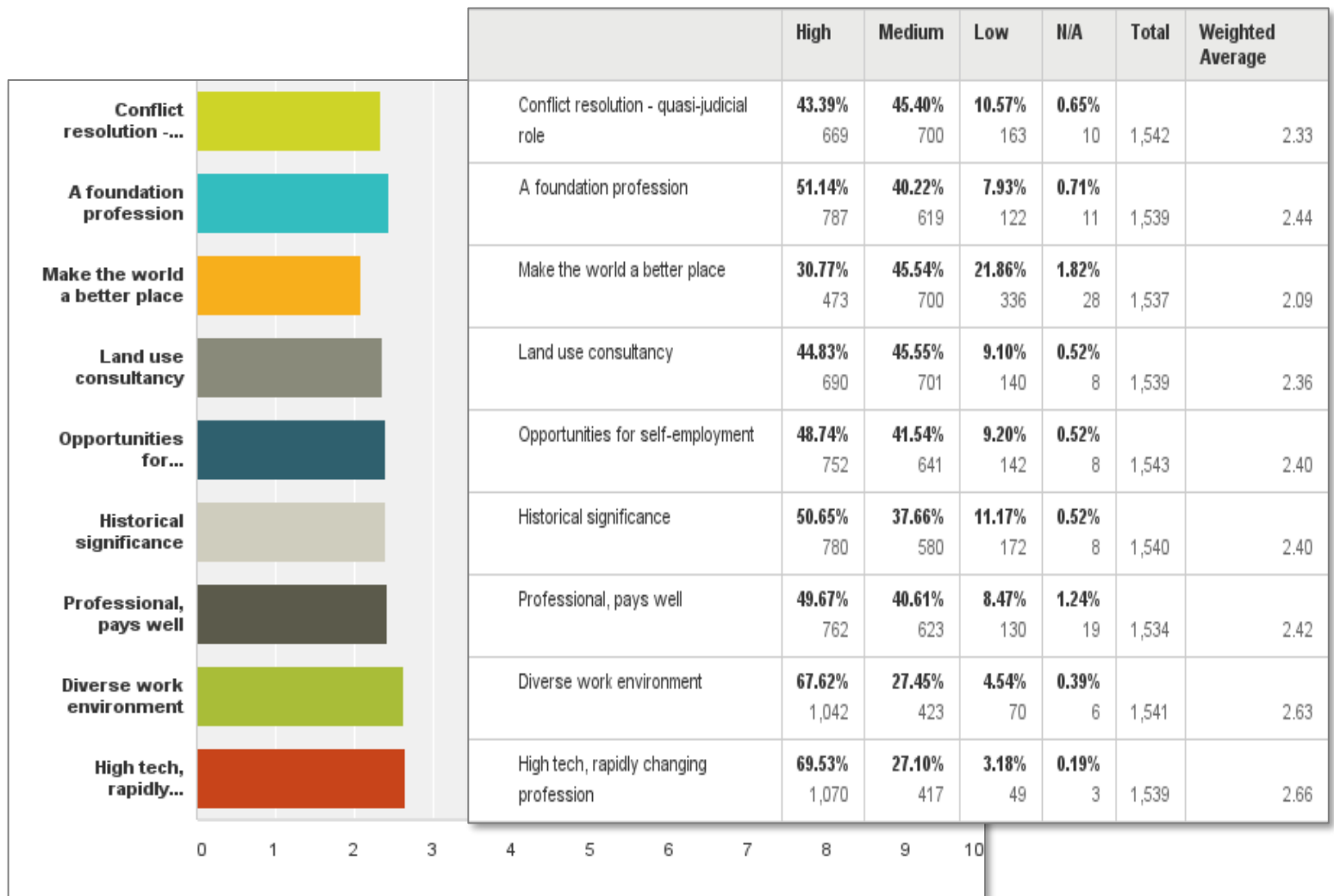
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## Q22: Rate these elements for inclusion in recruitment messaging:

Answered: 1,551 Skipped: 661

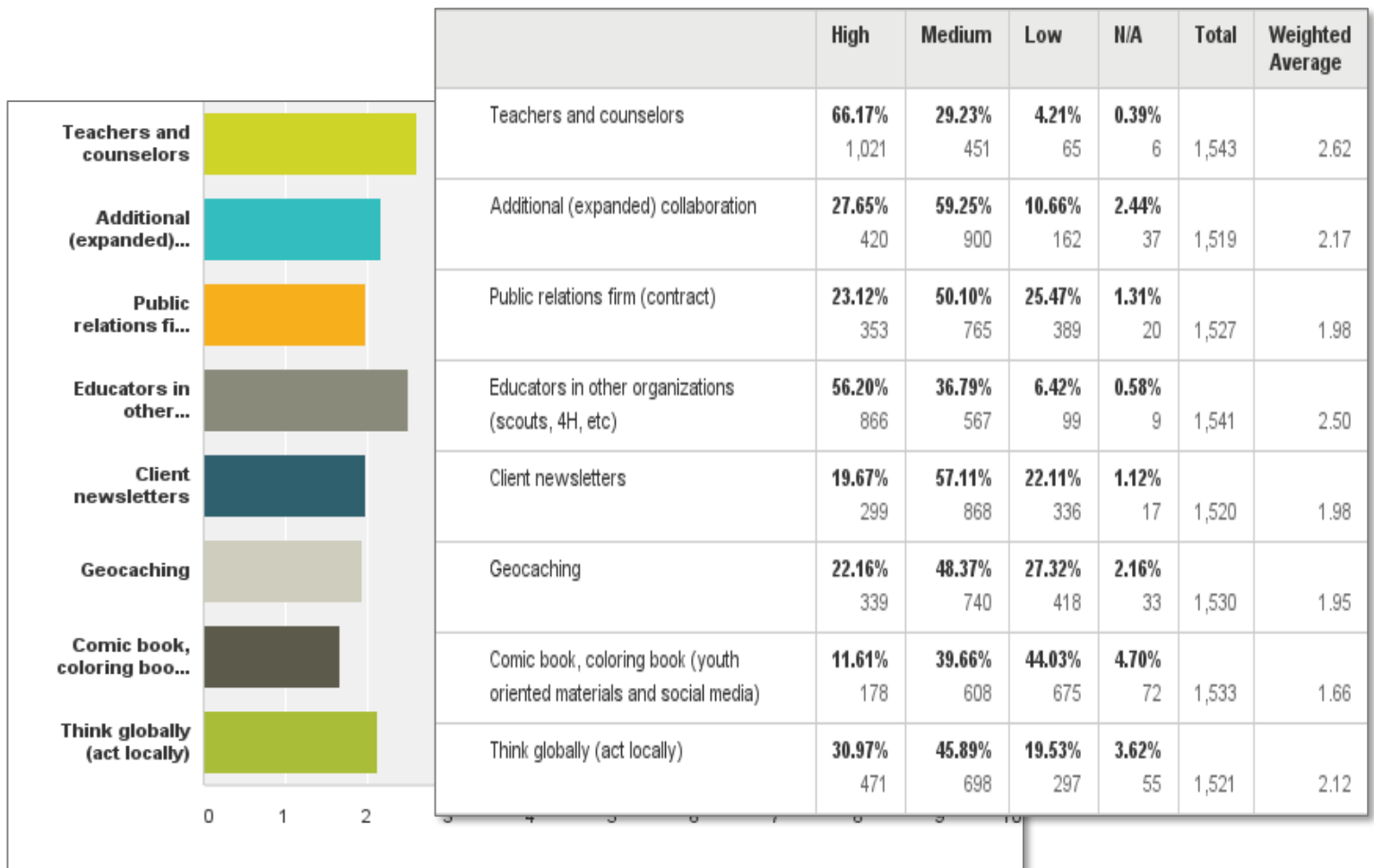
Selections on graphs truncated by questionnaire software. See table below for full text of selections



## Q23: Rate the following as mediums for recruitment outreach:

Answered: 1,548 Skipped: 664

Selections on graphs truncated by questionnaire software. See table below for full text of selections



**Q27a: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222 Skipped: 990

	Very effective	Somewhat effective	Neutral	Somewhat ineffective	Very ineffective	N/A	Total	Weighted Average
A surveyor establishes and defines the location of Boundary Lines. A surveyor is a "master of measurement."	25.71% 307	40.45% 483	21.44% 256	7.04% 84	5.03% 60	0.34% 4	1,194	3.75
Surveyors provide accurate spatial information that supports societal needs and supports other professions-collaborate in sharing spatial positioning in multidisciplinary applications.	25.63% 306	37.86% 452	21.02% 251	9.63% 115	5.53% 66	0.34% 4	1,194	3.69
<p>Note: The "elevator speeches" included in this questionnaire were produced as part of an exercise at the first meeting of the forum in January 2016. Participants in the forum (representing various professional associations/societies) were given a few minutes to pen a short elevator speech; they are presented here "as-is", and only as a starting point to perhaps refine some canned speeches as the forum progresses. Questionnaire respondents were given the option to submit their own elevator speech. <i>See Appendix "A": Q27h – Respondent Submitted Elevator Speeches.</i></p>								
Do you like working computer/3D images or new technology? Surveyors are working with the latest technology, such as drone/UAV's and 3D imaging. Like to travel or work outside? As a surveyor you could travel the world providing surveying services.	45.20% 541	33.00% 395	15.62% 187	4.09% 49	1.59% 19	0.50% 6	1,197	4.17

**Question 27 continues...**

**Q27b: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222 Skipped: 990

Surveyors provide authoritative determinations of position, location, measurement and boundaries. This requires education, skill, experience and integrity.	<b>47.86%</b> 571	<b>34.20%</b> 408	<b>12.66%</b> 151	<b>3.60%</b> 43	<b>1.42%</b> 17	<b>0.25%</b> 3	1,193	4.24
We use a lot of cool technology to move so that all the world is where it is supposed to be.	<b>14.81%</b> 176	<b>26.18%</b> 311	<b>25.08%</b> 298	<b>19.28%</b> 229	<b>13.22%</b> 157	<b>1.43%</b> 17	1,188	3.10
I am a surveying professional. As a professional surveyor, I guarantee that spatial information matches the reality... here, and down the street in your neighbourhood. It's a privilege to serve you.	<b>17.31%</b> 206	<b>33.70%</b> 401	<b>25.97%</b> 309	<b>14.03%</b> 167	<b>7.90%</b> 94	<b>1.09%</b> 13	1,190	3.39
A surveyor is one who protects the client and the public through competent management of property records.	<b>26.43%</b> 315	<b>29.95%</b> 357	<b>24.41%</b> 291	<b>12.42%</b> 148	<b>5.79%</b> 69	<b>1.01%</b> 12	1,192	3.59

**Question 27 continues...**



**Q27c: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222 Skipped: 990

A professional surveyor is somewhere between Indiana Jones and a Senator; and the job is somewhere between Google and the National Park Service. It is high tech and boots on the ground. Taking the world to new places while staying grounded in history	<b>31.97%</b> 382	<b>27.28%</b> 326	<b>19.75%</b> 236	<b>10.71%</b> 128	<b>8.70%</b> 104	<b>1.59%</b> 19	1,195	3.64
Communicate geospatial information to the public, real estate professionals, attorneys, etc. through maps, reports and other digital exhibits.	<b>21.17%</b> 250	<b>39.97%</b> 472	<b>26.76%</b> 316	<b>8.38%</b> 99	<b>3.39%</b> 40	<b>0.34%</b> 4	1,181	3.67
The stability of the American land system is vital for the stability of society. The surveyor is responsible to society to ensure this stability.	<b>28.20%</b> 333	<b>33.28%</b> 393	<b>23.37%</b> 276	<b>9.65%</b> 114	<b>4.66%</b> 55	<b>0.85%</b> 10	1,181	3.71

**Question 27 continues...**



**Q27d: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222 Skipped: 990

Take Google maps and place them correctly on the earth so you know where you are.	<b>12.62%</b> 148	<b>19.86%</b> 233	<b>27.79%</b> 326	<b>19.69%</b> 231	<b>17.14%</b> 201	<b>2.90%</b> 34	1,173	2.91
Surveyors guarantee that abstract geospatial information matches the reality on the ground. By applying this guarantee to land and property rights, they underpin the foundation of all modern economies.	<b>19.95%</b> 234	<b>34.19%</b> 401	<b>25.23%</b> 296	<b>13.30%</b> 156	<b>6.31%</b> 74	<b>1.02%</b> 12	1,173	3.49
A surveyor is a land title expert that uses cutting edge technology to gather data to help solve boundary issues. We also gather and analyze other geospatial data to aid in the decision of any issue that has a geographical component.	<b>31.23%</b> 367	<b>38.30%</b> 450	<b>18.13%</b> 213	<b>7.91%</b> 93	<b>3.49%</b> 41	<b>0.94%</b> 11	1,175	3.87
<b>Question 27 continues...</b>								

**Q27e: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222   Skipped: 990

Surveyors are a group of very professional, loyal individuals that are vested in their careers. We are well paid, well-educated and tech savvy. Our profession opens doors to use technology unavailable in other professions.	<b>28.66%</b> 337	<b>31.97%</b> 376	<b>22.11%</b> 260	<b>9.69%</b> 114	<b>6.04%</b> 71	<b>1.53%</b> 18	1,176	3.69
We are licensed to protect the health, safety and welfare of the public and we are proud to do so.	<b>28.88%</b> 339	<b>27.26%</b> 320	<b>25.72%</b> 302	<b>11.24%</b> 132	<b>6.22%</b> 73	<b>0.68%</b> 8	1,174	3.62
Surveyors perform boundary surveys as well as many other geospatial activities such as providing 3D modelling for design, aerial mapping (like in Google Maps) 3D models of historical structures, equipment for preservation, design, changes, repairs.	<b>35.12%</b> 412	<b>41.01%</b> 481	<b>17.05%</b> 200	<b>4.35%</b> 51	<b>1.88%</b> 22	<b>0.60%</b> 7	1,173	4.04

**Question 27 continues...**

**Q27f: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222 Skipped: 990

Collection of data for inclusion into GIS and other tasks that produce a geospatially connected world.	<b>13.86%</b> 162	<b>30.88%</b> 361	<b>33.53%</b> 392	<b>14.37%</b> 168	<b>6.59%</b> 77	<b>0.77%</b> 9	1,169	3.31
I am a professional surveyor and provide authentic information about real property boundaries and accurate 3 dimensional measurement of infrastructure whether on the earth, above it or under it.	<b>29.27%</b> 341	<b>36.65%</b> 427	<b>23.35%</b> 272	<b>7.98%</b> 93	<b>2.15%</b> 25	<b>0.60%</b> 7	1,165	3.83
The person who shows you your boundary lines. Marks the location of a new road, airport expansion, power line, etc.	<b>21.68%</b> 253	<b>31.02%</b> 362	<b>27.42%</b> 320	<b>13.11%</b> 153	<b>6.17%</b> 72	<b>0.60%</b> 7	1,167	3.49
911 exists because of surveyors. Surveyors create the foundation for measurements used to protect the public-land safely.	<b>9.02%</b> 105	<b>20.88%</b> 243	<b>29.04%</b> 338	<b>18.90%</b> 220	<b>18.38%</b> 214	<b>3.78%</b> 44	1,164	2.83

**Question 27 continues...**



**Q27g: Optional - Rate the following example "elevator speeches" on how effective they might be in conveying the image/brand of surveying to a member of the general public:**

Answered: 1,222 Skipped: 990

Expert in geospatial information regarding boundary, elevation, hydrographic, and other aspects of development. This includes protection of real property, natural resources and the environment.	<b>27.96%</b> 324	<b>39.34%</b> 456	<b>20.71%</b> 240	<b>8.28%</b> 96	<b>3.02%</b> 35	<b>0.69%</b> 8	1,159	3.81
A surveyor is an educated, tech savvy professional who makes precise measurements of the earth. It can be a financially rewarding career and one day you could be as well-known as Teddy Roosevelt, Thomas Jefferson or George Washington.	<b>31.91%</b> 374	<b>29.27%</b> 343	<b>23.46%</b> 275	<b>7.51%</b> 88	<b>5.89%</b> 69	<b>1.96%</b> 23	1,172	3.75
Surveyors are protectors of property rights and property location for their public.	<b>30.46%</b> 353	<b>34.43%</b> 399	<b>20.88%</b> 242	<b>8.63%</b> 100	<b>4.92%</b> 57	<b>0.69%</b> 8	1,159	3.77

Note: Many respondents noticed this error of including Teddy. This is how it was submitted.

**End of question 27g.**