



# DoD IP Learning Resources

## Analytics Report: Audience

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### Resources by Target Role

Target Role	Resources	Coverage %
Contracting	51	80%
Program Managers	48	75%
Attorneys	26	41%
Logisticians	23	36%
Engineers	19	30%
Small Business	14	22%

### Gap Analysis

Audiences with lowest coverage: Small Business, Engineers  
Consider developing targeted content for underserved audiences.

