



# **FY 2003 Top 200 Users Survey Report**

**Prepared by:  
Proactive Customer Advocacy Program  
Marketing Team  
Marketing and Registration Division  
Directorate of User Services**

**August 2003**

# Report Documentation Page

Form Approved  
OMB No. 0704-0188

Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1. REPORT DATE <b>00 AUG 2003</b>		2. REPORT TYPE <b>N/A</b>		3. DATES COVERED <b>-</b>	
4. TITLE AND SUBTITLE <b>FY 2003 Top 200 Users Survey Report</b>				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) <b>Defense Technical Information Center Ft. Belvoir, VA</b>				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT <b>Approved for public release, distribution unlimited</b>					
13. SUPPLEMENTARY NOTES <b>The original document contains color images.</b>					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT <b>UU</b>	18. NUMBER OF PAGES <b>48</b>	19a. NAME OF RESPONSIBLE PERSON
a. REPORT <b>unclassified</b>	b. ABSTRACT <b>unclassified</b>	c. THIS PAGE <b>unclassified</b>			

## PREFACE

### TOP 200 USERS SURVEY REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since 1999. There are two surveys conducted yearly:

**Top 200 Users.** Roughly 200 users defined in terms of dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200+ users were surveyed. Surveys were conducted from FY 2000 through FY 2003.

**Customer Satisfaction Survey.** A random sample of all users not included in the Top 200 Survey. Surveys were conducted in FY 1999, FY 2001, and FY 2002 and will be conducted in FY 2003.

A combined Annual Survey Composite Data Report was developed in FY 2001 and FY 2002. A similar report is planned for FY 2003.

The DTIC Performance Report, sent to the Defense Information Systems Agency (DISA), contains a report on overall customer satisfaction. This is derived from the Annual Survey Composite Data Report and reflects data from both the Top 200 Users Survey and the Customer Satisfaction Survey.

#### Top 200 Users Survey Results: How Do We Measure Up?

Since administering DTIC surveys, notable positive ratings of customer satisfaction performance have continued every year, and this year is no exception. Although the rating for 2003 of 79 percent has declined 3 points in comparison to last year, DTIC continues to surpass the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. This is illustrated in the graph below.

Customer Service Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
DTIC Composite Scores	77%	82%	79%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+8.4	+10.9	+8.8

\*ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II

**TABLE OF CONTENTS**  
**FY 2003 Top 200 Survey Report**

<b>Preface</b>	
Important News: How Do We Measure Up?	i
<b>Part I: Introduction</b>	<b>1</b>
Purpose	1
Methodology	
Comparative Analysis of DTIC Users Annual Billing, Documents Ordered, Downloaded Documents	2
Overall Findings	3
<b>Part II: Global Customer Service Performance Rating Review</b>	<b>5</b>
Overall Customer Satisfaction Performance Ratings	5
Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)	6
Importance of DTIC to Accomplishment of Business Objectives and Mission Support	7
Recommending DTIC Products/Services to Colleagues	8
<b>Part III: DTIC Offerings</b>	<b>9</b>
Online Services Review	9
DTIC Homepage Review	12
Annual Users Conference Review	18
<b>Part IV: User Demographics</b>	<b>20</b>
User Organization Type	20
Job Position	20
Intermediary vs. End Users	21
Time as a Registered User	22
<b>Part V: Communications, Access and Information Requirements</b>	<b>23</b>
Information needs	23
Communication Preferences and Satisfaction	23
Effectiveness of Corporate Communications	24
Preferred Method of Ordering Documents	25
<b>Part VI: Selected User Comments</b>	<b>26</b>
Favorable User Comments	26
Unfavorable User Comments	26
Analysis of Comments	27
<b>Part VII: Issues for Further Study, Conclusions and Recommendations</b>	<b>29</b>
<b>Appendix A</b>	
Customer Satisfaction Questionnaire	
<b>Appendix B</b>	
Quantitative Results - (Frequency of Responses)	

# FY 2003 Top 200 Users Data Summary

## Part I: Introduction

**Purpose:** In Spring 2003, the Defense Technical Information Center (DTIC) conducted the FY 2003 Top 200 Users Survey. The purpose of the survey was to help DTIC (1) gauge the level of satisfaction among its core users and (2) identify possible areas for improving our products and services. This report describes the survey process, presents its results, and recommends actions on issues identified by survey respondents. Specifically, this report summarizes the results of the FY 2003 Top 200 Users Survey. It also compares findings from the FY 2001 and FY 2002 Top 200 user data. Collectively, the report allows us to evaluate and work towards the following objectives:

- To improve customer retention
- To determine the perceived quality of products, service and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained fundamental knowledge objectives from our users, the 2003 Top 200 Users Survey was specifically designed by querying our core users in six (6) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Online Services
- DTIC Products and Services
- User Demographics
- Communication/Access and Information Requirements

With regard to these six categories, users were asked to answer questions geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspects of DTIC's products (i.e., customer involvement, quality and access) as well as adequate, useful and prompt information distribution.

**Methodology:** Web-based and e-mail surveys were the primary collection methods selected for this effort. One-on-one telephone interviews were used to gather contact information and, on occasion, to administer the survey. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates.

The survey population universe for this effort was 213. The "Top 200" users were extracted from the total number of DTIC registered users based on total dollar amount spent on DTIC products and services, total number of documents ordered, and total number of document downloads (excluding those documents downloaded from Public STINET and WED). Those users with the highest figures were selected and considered to be our "core users." Statistically, the survey results are valid with a survey population of 213 users, a return rate of 60 percent, a confidence level of 95 percent and a 9 percent error tolerance. After two e-mail contact attempts and an intensive call effort, 127 users responded to the survey. The response rate for the 2003 Survey

increased dramatically to 60 percent in 2003 from the 15 percent response rate for 2002 (52 respondents).

Possible reasons 40 percent of 2003 Top 200 users did not respond to the survey are the following:

- Since user data was for 2002, could not contact user due to invalid contact information or user no longer with organization
- User would not answer survey (too busy, does not complete surveys, not familiar enough with DTIC to answer)
- User did not receive original survey because of e-mail server problems
- When contacted by phone, unable to speak with user or user did not return voice-mail from PROCAP staff.

**Important Note:** When considering the results of **Part I** of the survey process, it is important to recognize not only the characteristics of the core customers who could not be surveyed due to lack of valid contact information, but also the 40 percent of Top 200 registered users who either did not get the survey or who did not respond. Analysis of the survey results will always need to be tempered by considerations of who did or did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

**Comparative Analysis of DTIC Users FY 2002 Operational Data:**

The operational data for the Top 200 users continue to demonstrate the importance of our core users. The 2002 Top 200 operational statistics show the high impact these users have on DTIC's overall business results. These core users account for more than half of both DTIC's total billing and documents ordered. Core users are also responsible for thirty-six percent (36%) of downloaded documents. These findings are illustrated in Fig 1.1. The chart breaks down the total FY 2002 billing and continues to show the importance of these core customers.

<b>Comparative Analysis of DTIC Users Annual Billing, Documents Ordered, Downloaded Documents</b>			
<b>DTIC Operational Data</b>	<b>All DTIC Customers</b>	<b>Top 200 (213 actual users)</b>	<b>Overall % (Scale: 1-100)</b>
<b>FY 2002 Billing</b>	<b>\$410,000</b>	<b>\$253,366</b>	<b>62%</b>
<b>Documents Ordered</b>	<b>357,198</b>	<b>222,952</b>	<b>62%</b>
<b>Downloaded Documents*</b>	<b>9647</b>	<b>3439</b>	<b>36%</b>

Note: Excluding those documents downloaded from Public STINET and Web-Enabled DROLS (WED)

Fig 1.1

## Overall Findings

*(Data relevant to the overall findings below are detailed in Appendix B)*

### Customer Service Issues

- ◆ Seventy-nine percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(reference page 37)*

### DTIC Offerings

#### *DTIC Online Services*

- ◆ Seventy-five percent of respondents rated DTIC Online Services quality as “Excellent” to “Very Good.” *(reference page 38)*
- ◆ Private STINET usage is increasing quickly, even though the product was just introduced approximately 1 month before the survey was released. *(reference page 10)*
- ◆ WED and Secure STINET were the most widely used DTIC Online Services when the survey was conducted. *(reference page 10)*

#### *DTIC Homepage*

- ◆ Top 200 respondents rated the overall satisfaction with the DTIC Homepage at 73 percent. *(reference page 40)*
- ◆ Accessibility, appearance, and content were the top rated quality factors for the DTIC Homepage. *(reference pages 39 & 40)*
- ◆ Of the top three user groups responding to the survey, Researcher/Analysts rated the overall quality of the DTIC Homepage the highest at 79 percent. *(reference page 15)*
- ◆ Ninety percent of users responding to the survey reported using the DTIC Homepage in the past 12 months. *(reference page 40)*

#### *DTIC Annual Users Conference*

- ◆ Only 30 percent of Top 200 users responding to the survey reported attending a DTIC Annual Users Conference in the past 3 years. *(reference page 40)*

### User Demographics

- ◆ The majority of respondents were DoD employees. *(reference page 41)*
- ◆ Seventy-three percent of users responding were Librarians. *(reference page 41)*

- ◆ The vast majority of core users reported that they primarily act as information providers to others. *(reference page 41)*
- ◆ A significant majority of users reported being registered with DTIC for six or more years. *(reference page 41)*

### **Communications, Access and Information Requirements**

- ◆ The vast majority of users find that their informational needs are being met by searching DTIC's collection. *(reference page 42)*
- ◆ The telephone is the preferred method for contacting DTIC. *(reference page 42)*
- ◆ Users are demonstrating an increased preference for using e-mail and/or internet when contacting DTIC in comparison to last year's findings. *(reference page 42)*
- ◆ Users reported they are satisfied that DTIC does an adequate job in communicating information about new changes in and/or enhanced products and services offerings, training opportunities, etc. *(reference pages 42 & 43)*
- ◆ Internet/Online Services are still the preferred medium for ordering documents, as they have been for the past 3 years. *(reference page 43)*

### **General Findings**

- ◆ Core users continue to highly rate the importance of DTIC to the accomplishment of their business objectives. *(reference page 37)*
- ◆ Users reported that DTIC has a “high” to “very high” impact in supporting their overall mission. *(reference page 37)*
- ◆ Ninety-six percent of core user respondents would recommend DTIC to colleagues. *(reference page 38)*

## Part II: Global Customer Service

### Performance Rating Review

#### Overall Customer Satisfaction Performance Ratings:

Although DTIC continues to receive favorable customer care performance ratings, the 2003 rating is slightly down (3 points) in comparison to last year's rating. A majority of core users (79 percent) reported that they were satisfied with the level of DTIC's customer care. Fig 2.1 below reflects customer service performance over a 3-year period:

#### Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating

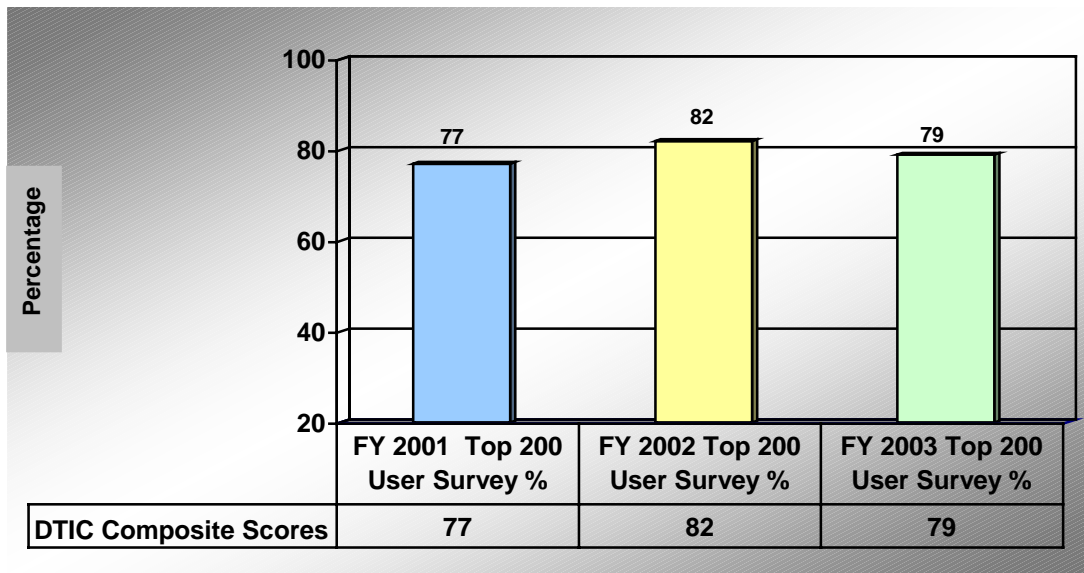


Fig 2.1

The customer satisfaction performance rating is generated by asking our users to rate their level of satisfaction with DTIC's customer care in 8 distinct quality areas. Those critical care elements and response data are displayed below in Fig 2.2. Of particular interest are the 3 quality factors: Accessibility, Responsiveness, and Speed of Service. Any change (positive or negative) in these factors appears to have a major impact on DTIC's customer performance rating. Fluctuations in these three factors from FY 2001 through FY 2003 drove the changes in DTIC's Customer Satisfaction Performance Rating.

Scores for Accessibility, Responsiveness and Speed of Service were generally higher in the 2002 survey than for either the 2001 survey or the 2003 survey. However, scores for the 2003 survey were higher for these factors than in the 2001 survey. Scores for Accuracy, Courtesy, Helpfulness, Knowledge and Professionalism remained fairly steady at high levels for all three surveys. Note that Accessibility, Responsiveness and Speed of Service are in large part dependent on automated systems, while the remaining care factors are dependent on customer support staff qualities. See Fig 2.2 for reference.

DTIC's Overall Customer Care Quality Factors/Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	Performance Gap FY 2002-FY2003
Accessibility (Easy to access staff)	63%	72%	72%	0
Accuracy (Provided correct info)	80%	82%	80%	-2
Courtesy	86%	88%	85%	-3
Helpfulness	85%	86%	84%	-2
Knowledge	81%	83%	83%	0
Professionalism	84%	86%	84%	-2
Responsiveness(Timely response)	69%	78%	74%	-4
Speed of Service	70%	78%	72%	-6
Overall Rating	77%	82%	79%	

Fig 2. 2

### Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)

#### DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2002 Federal Government American Customer Satisfaction Index (ACSI)**, which surveys 53 different customer groups from 39 different Federal government agencies.
- The 2002 December aggregate ACSI score for the Federal Government fell to 70.2 percent from a record high of 71.3 percent.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- DTIC's FY 2003 Overall Top 200 Users Customer Satisfaction composite score is 79 percent.
- When measured in terms of the 2002 ACSI, the DTIC rating is above the established federal baseline/benchmark score by +8.8 points.

Customer Service Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
DTIC Composite Scores	77%	82%	79%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+8.4	+10.9	+8.8

\*ACSI is the official service quality benchmark for the Federal Government

Fig 2.3

## Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Despite a slight decline from last year's numbers, the vast majority of respondents indicated that DTIC is important to the accomplishment of their business objectives (86 percent). See Fig 2.4 for more details.

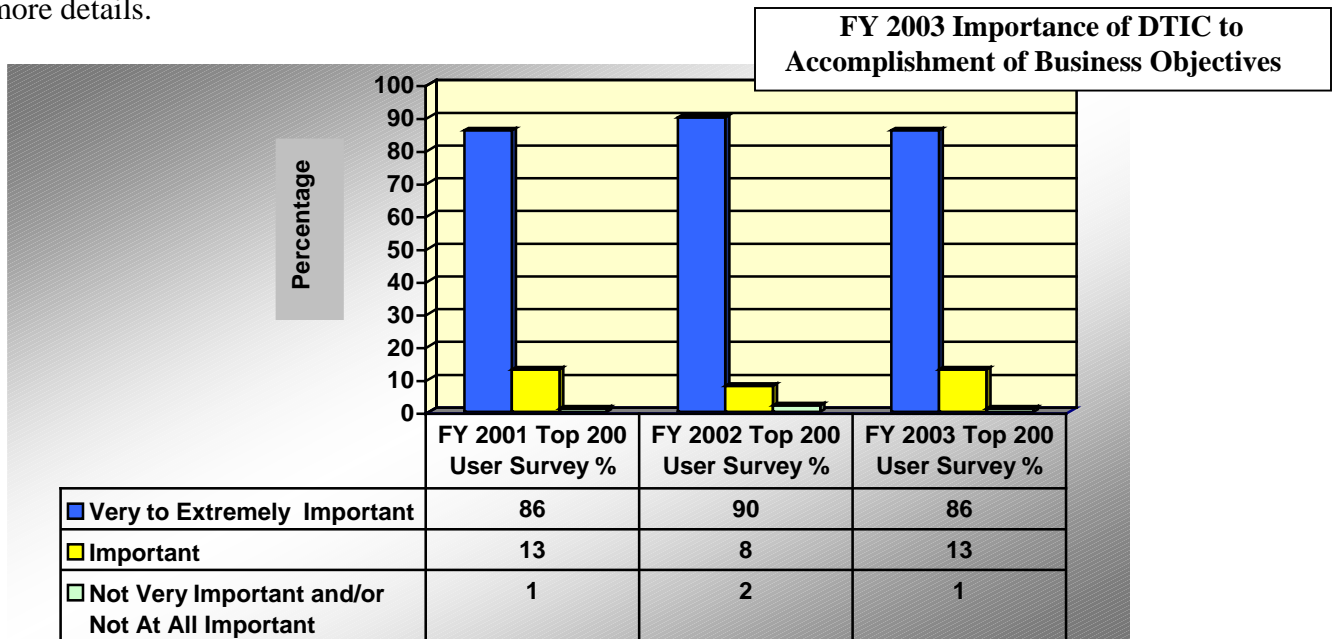


Fig 2.4

Eighty percent of Top 200 respondents reported that DTIC has a “high” to “very high” impact in supporting their overall mission. This is a 5-point decline in comparison to the previous year, but slightly higher than in 2001. See Fig 2.5 for more details.

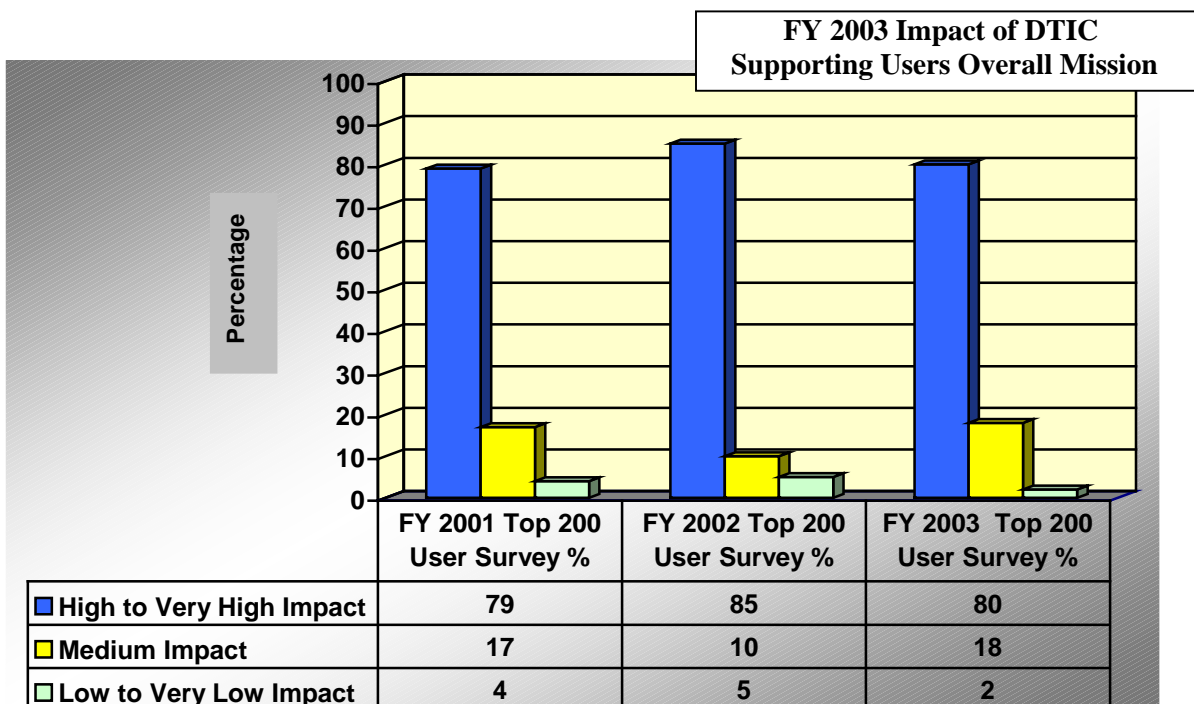


Fig 2.5

### Recommending DTIC Product(s) and/or Service(s) to Colleagues:

Ninety-six percent of Top 200 respondents would recommend DTIC to colleagues. This is an indication of the respondents' positive evaluation of DTIC as a whole, but a slight decline from previous years.

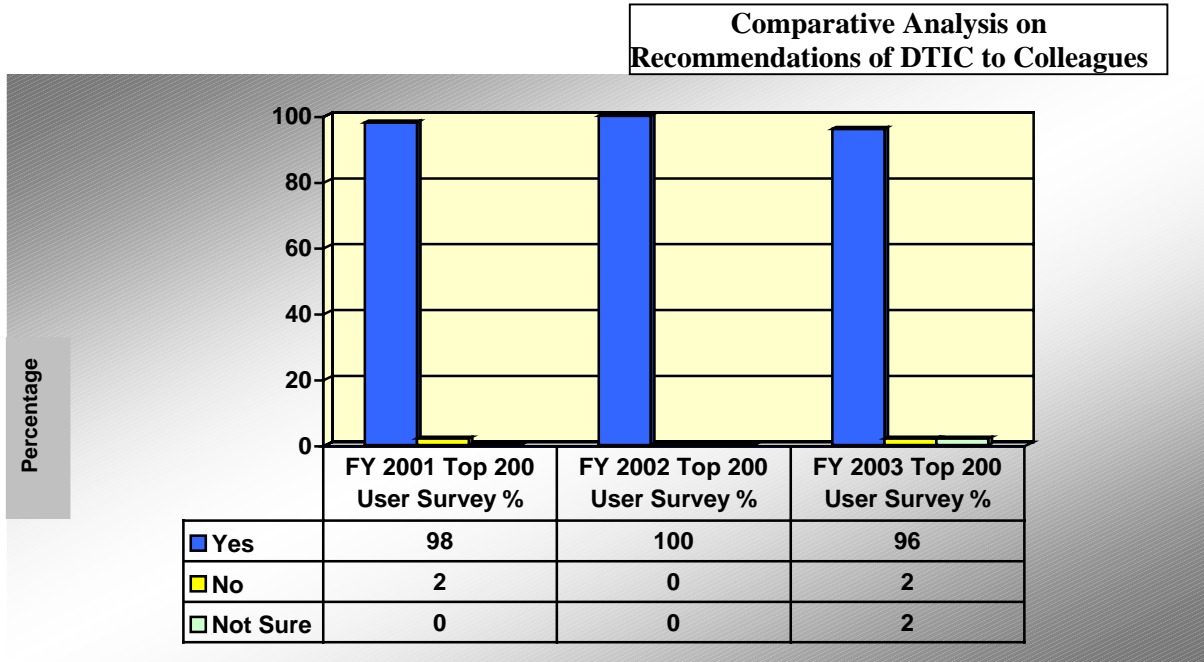


Fig 2.6

## Part III: DTIC's Offerings

### DTIC Online Services

#### DTIC Online Services Overall Satisfaction and Performance:

Users participating in the FY 2003 Top 200 Users Survey reported the following: 75 percent of users rated "Online Service Quality" as "Very Good" to "Excellent," 22 percent as "Good," and 3 percent as "Fair" to "Poor." These figures represent an overall increase in respondent satisfaction with DTIC's online services. The overall customer satisfaction rating for online services increased from 2002 (72 percent) to 75 percent. Individual quality factors and online services were not rated in 2003.

For the FY 2002 Top 200 Users Survey, users reported the following: 71 percent of users rated "Online Service Quality" as "Very Good" to "Excellent," 16 percent as "Good," and 13 percent as "Fair" to "Poor." Ratings for FY 2001 are detailed in Figure 3.1.

#### Comparative Analysis of DTIC's Online Services Satisfaction Rating

Top 200 Users Survey	Overall	Favorable	Neutral	Unfavorable
FY 2003	75%	75%	22%	3%
FY 2002	72%	71%	16%	13%
FY 2001	72%	71 %	20%	8%

Fig 3.1

The following identifies the online services quality rating segmented by the top 3 user groups: Librarians, Technical Information Specialists, and Researcher/Analysts.

Note: For Figure 3.2, the count of respondents in some categories is small, at times resulting in large percentage ratings. Total number of Technical Information Specialists responding to the survey is 12. Total number of Researcher/Analysts responding to the survey is 6.

#### Analysis of DTIC's Overall Online Services Satisfaction Rating by User Group

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
<b>Overall</b>	<b>75%</b>	<b>22%</b>	<b>3%</b>
Librarian	73%	23%	4%
Technical Information Specialist	78%	22%	0%
Researcher/Analyst	50%	50%	0%
FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
<b>Overall</b>	<b>71%</b>	<b>16%</b>	<b>13%</b>
Librarian	67%	22%	11%
Technical Information Specialist	81%	2%	17%
Researcher/Analyst	85%	9%	6%

Fig 3.2

**DTIC Online Service Usage:**

Private STINET was created by the merger of Secure STINET and WED, and implemented just a month before the 2003 Survey. Usage data reflect that most online customers used Secure STINET, or WED, or both during the year, but were shifting rapidly to Private STINET. See Figure 3.3.

**Online Services Usage Profile**

Service	FY 2001 Top 200 Users Survey Usage**	FY 2002 Top 200 Users Survey Usage**	FY 2003 Top 200 Users Survey Usage**
Public STINET	68%	84%	21%
Secure STINET	63%	80%	31%
WED (formerly Unclassified DROLS)	76 %	84%	31%
Classified DROLS	24%	38%	25%
Private STINET	N/A*	N/A*	69%

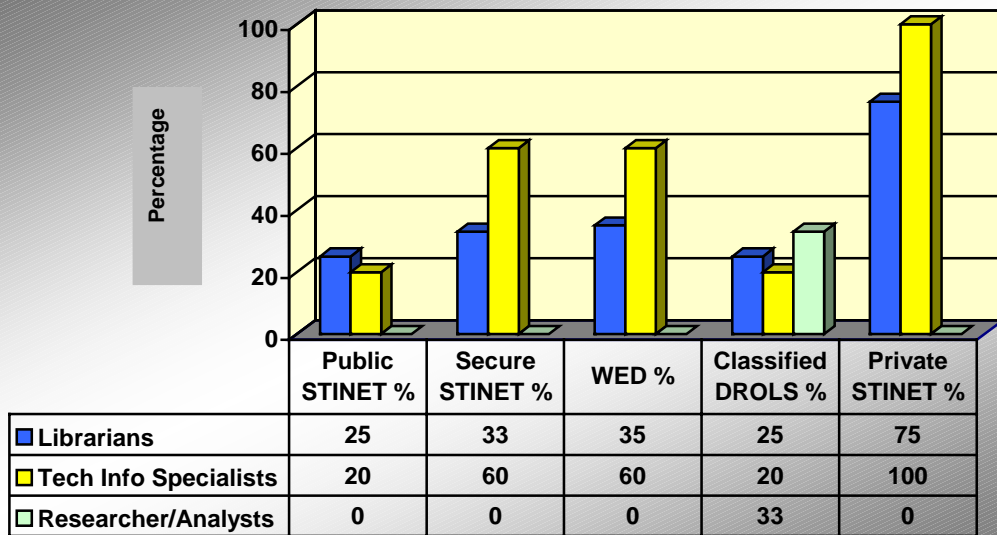
Note: \* Private STINET introduced April 2003. Data not available for previous years.  
 \*\* Responses do not equal 100% since some respondents identified more than one service.  
 Fig 3.3

For those users responding to the survey, detailed products and services usage by the top 3 user groups is provided as follows:

Note: The 2002 top job positions in which the Top 200 User survey respondents categorized themselves are (1) Librarian, (2) Technical Information Specialist, (3) Researcher/Analyst/Program Manager, and (4) Engineer. Both Researcher/Analysts and Engineers have the same score (5 percent). In order to facilitate comparisons with earlier years, Engineers have been omitted from tables 3.4 and 3.5. See **Part IV - Demographics** for details.

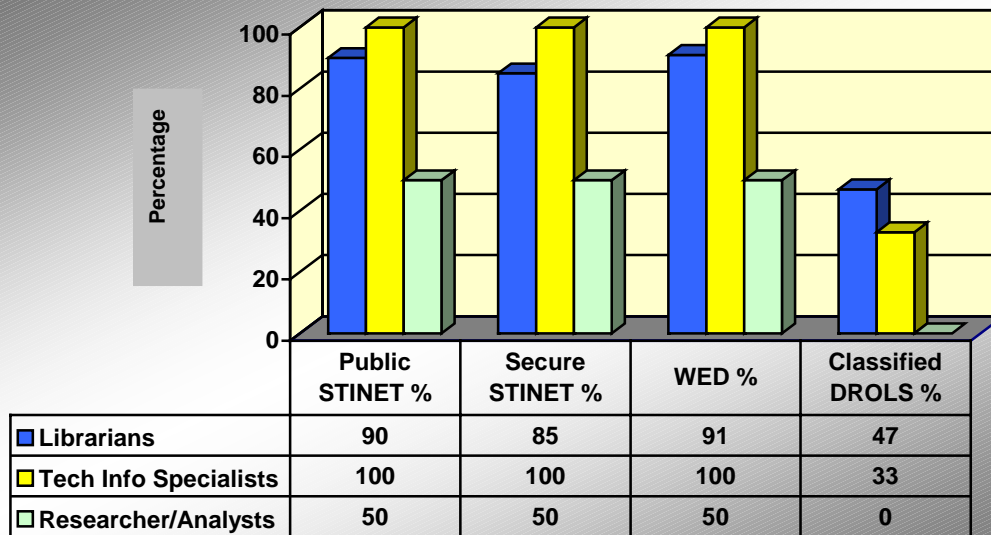
Note: For Figure 3.4, the count of respondents in some categories is small, at times resulting in large percentage ratings. Total number of Technical Information Specialists responding to the survey is 12. Total number of Researcher/Analysts responding to the survey is 6.

**FY 2003 Comparison of Online Services Usage for Top 3 User Groups**



**Fig 3.4**

**FY 2002 Comparison of Online Services Usage for Top 3 User Groups**



**Fig3.5**

## DTIC Homepage Review

### DTIC Homepage Satisfaction and Performance

In 2003, the majority of Top 200 users rated the DTIC Homepage at 73 percent with higher ratings for “Accessibility” and “Content.” For 2001, the majority of Top 200 users rated the DTIC Homepage overall at 68 percent with higher ratings for “Accessibility” and “Usability.” It should be noted that the DTIC Homepage was redesigned after the 2002 Survey and is strictly intended for the general public. Content for registered users is planned for later in 2003.

#### Comparative Analysis of DTIC Homepage Satisfaction Rating

FY 2003 Homepage Quality Factors	Excellent %	Very Good %	Good %	Fair %	Poor %
Accessibility (Easy to access site)	42	36	21	.9	0
Appearance (How doe the site look)	26	44	25	5	0
Ease of Use (Navigating the site)	18	41	34	7	0
Organization	23	38	31	7	0
Content	30	40	27	4	0

FY 2001 Homepage Quality Factors	Excellent %	Very Good %	Good %	Fair %	Poor %
Accessibility (Access to Site)	41	41	13	5	0.0
Ease of Use (Navigating the Site)	29	26	20	21	4
Content (Helpful, focused, understandable)	26	30	18	25	.7
Organization (Logically arranged)	25	26	24	24	.7
Usability (Information/service useful)	31	27	30	12	.7

**Note:** Comparable data are not available for FY 2002

Fig 3.6

Users responding to the FY 2003 Top 200 Users Survey were asked to rate the DTIC Homepage using several quality factors. The following identifies the DTIC Homepage quality rating segmented by the top 3 user groups, Librarians, Technical Information Specialists, and Researcher/Analysts.

Note: For Figures 3.7 through 3.11, the count of respondents in some categories is small, at times resulting in large percentage shifts. Total number of Technical Information Specialists responding to the survey is 12. Total number of Researcher/Analysts responding to the survey is 6.

#### Accessibility Overall Ratings:

- 78.4 percent of Users rated accessibility as “Very Good” to “Excellent” (*Favorable*)
- 20.7 percent as “Good” (*Neutral*)
- .9 percent as “Fair” to “Poor” (*Unfavorable*)

#### Analysis of DTIC Homepage Satisfaction Rating – Accessibility (Easy to Access Site)

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
<b>Overall</b>	<b>78 %</b>	<b>21%</b>	<b>.9%</b>
Librarian	77%	23%	0%
Technical Information Specialist	70%	20%	10%
Researcher/Analyst	80%	20%	0%

Fig 3.7

**Appearance Overall Rating:**

- 70.3 percent of users rated appearance as “Very Good” to “Excellent” (*Favorable*)
- 25.2 percent as “Good” (*Neutral*)
- 4.5 percent as “Fair” (*Unfavorable*)

**Analysis of DTIC Homepage Satisfaction Rating – Appearance (How Does the Site Look)**

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	70%	25%	5%
Librarian	65%	30%	5%
Technical Information Specialist	80%	10%	10%
Researcher/Analyst	100%	0%	0%

Fig 3.8

**Ease of Use (Navigating the Site) Overall Ratings:**

- 58.9 percent of users rated navigation as “Very Good” to “Excellent” (*Favorable*)
- 33.9 percent as “Good” (*Neutral*)
- 7.1 percent as “Fair” (*Unfavorable*)

**Analysis of DTIC Homepage Satisfaction Rating – Ease of Use (Navigating the Site)**

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	60%	34%	7%
Librarian	55%	39%	6%
Technical Information Specialist	50%	20%	30%
Researcher/Analyst	80%	20%	0%

Fig 3.9

**Organization Overall Rating:**

- 61.6 percent of users rated organization as “Very Good” to “Excellent” (*Favorable*)
- 31.3 percent as “Good” (*Neutral*)
- 7.1 percent as "Fair" (*Unfavorable*)

**Analysis of DTIC Homepage Satisfaction Rating – Organization**

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	62%	31%	7%
Librarian	58%	35%	6%
Technical Information Specialist	50%	20%	30%
Researcher/Analyst	80%	20%	0%

Fig 3.10

**Content Overall Rating:**

- 69.4 percent of users rated content as “Very Good” to “Excellent” (*Favorable*)
- 27.0 percent as “Good” (*Neutral*)
- 3.6 percent as “Fair” (*Unfavorable*)

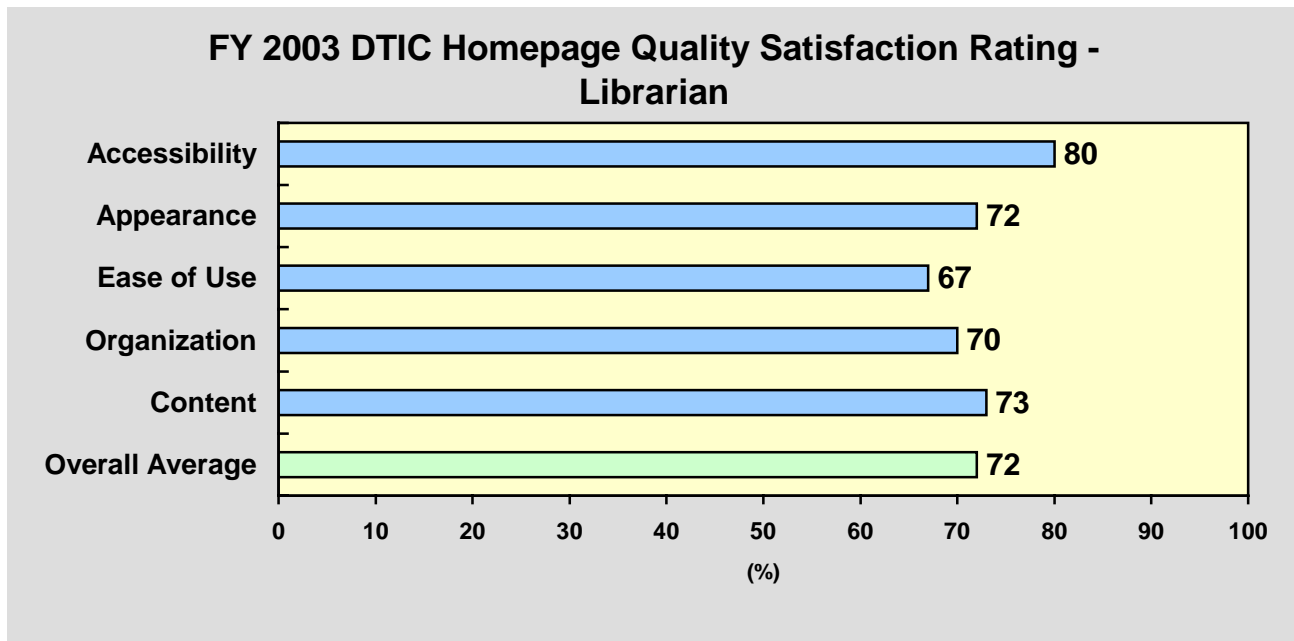
**Analysis of DTIC Homepage Satisfaction Rating – Content**

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
<b>Overall</b>	<b>69 %</b>	<b>27 %</b>	<b>4%</b>
Librarian	65 %	30%	5%
Technical Information Specialist	60%	40%	0%
Researcher/Analyst	100%	0%	0%

**Fig 3.11**

**Performance of DTIC Homepage by Top 3 User Groups:**

Figures 3.12 to 3.14 depict the overall rating of various quality factors for the DTIC Homepage for the FY 2003 Top 200 Users Survey.



**Fig 3.12**

### FY 2003 DTIC Homepage Quality Satisfaction Rating - Researcher/Analyst

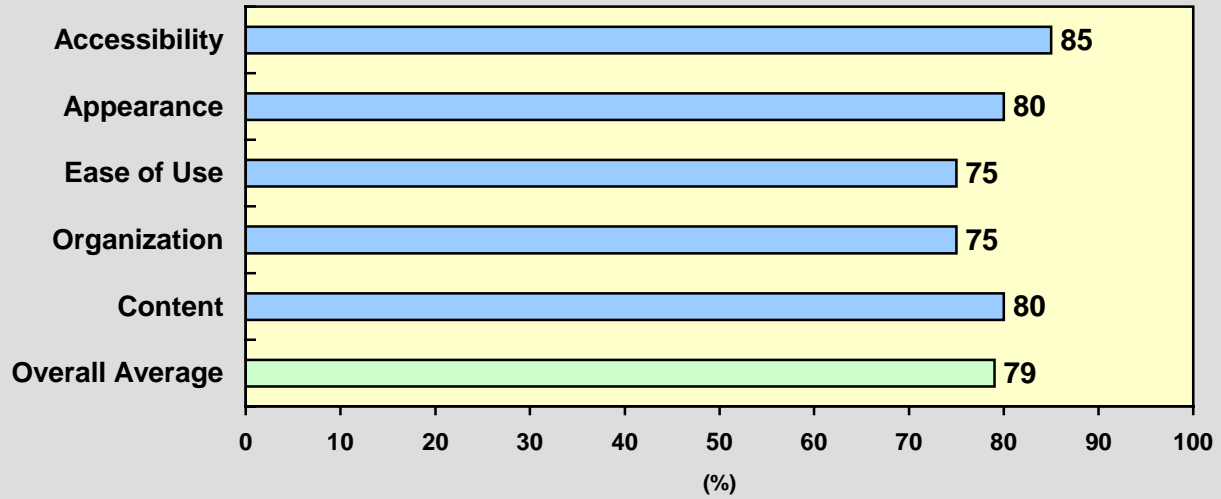


Fig 3.13

### FY 2003 DTIC Homepage Quality Satisfaction Rating - Tech Info Specialist

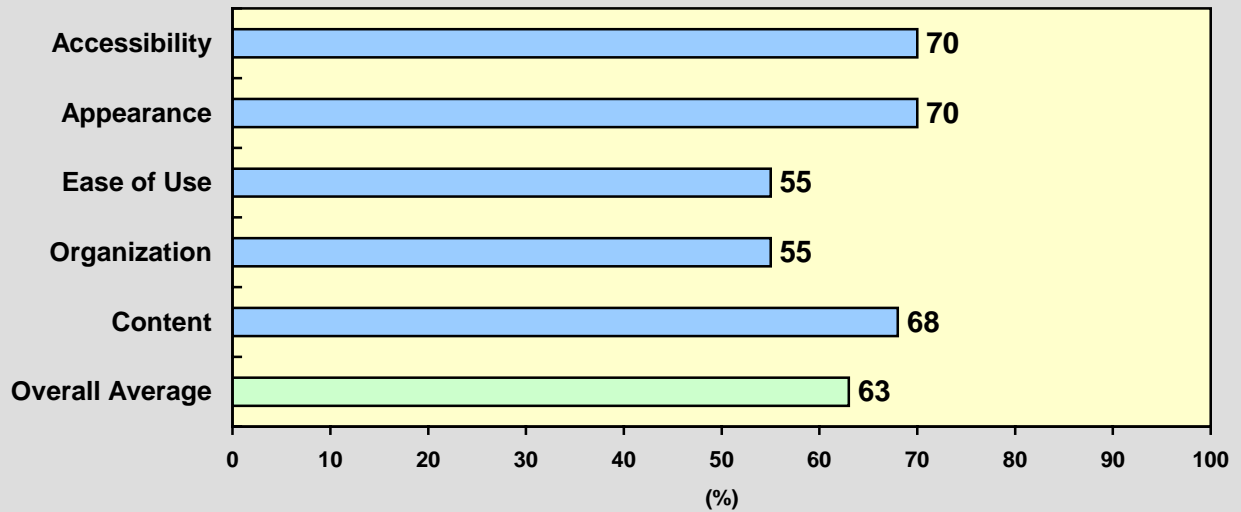


Fig 3.14

## DTIC Homepage Usage

The majority of Top 200 users responding to the survey indicated they have accessed the DTIC Homepage in the past 12 months (90 percent). This reinforces the need for DTIC to have a state-of-the-art Web site.

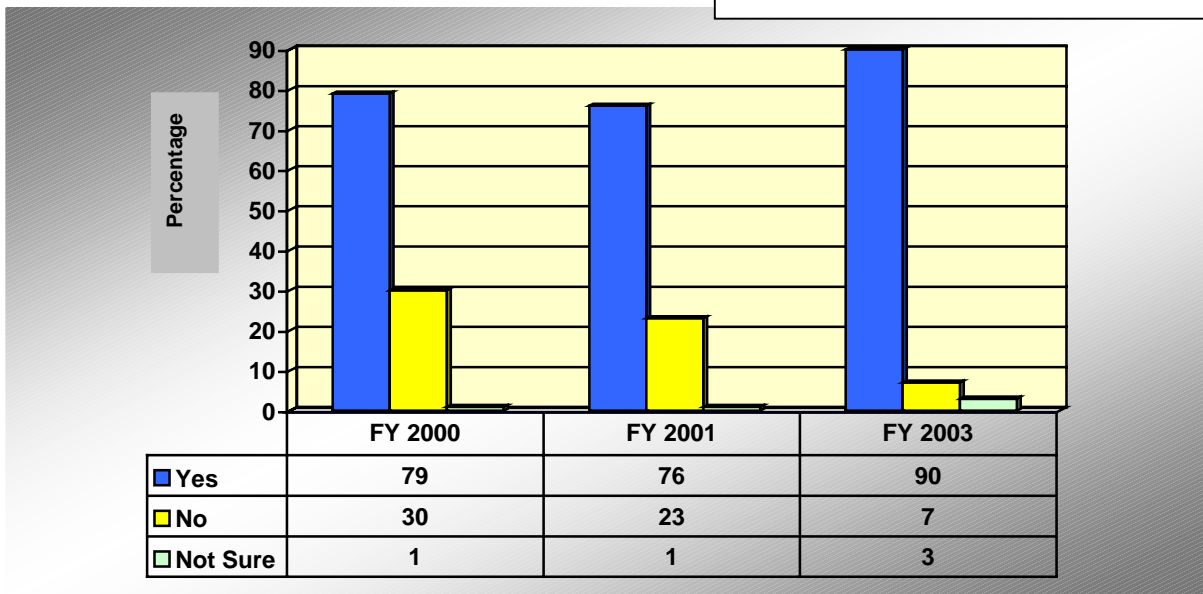
**DTIC Homepage Usage**

Fiscal Year	Yes	No	Not Sure
FY 2003	90 %	7 %	3%
FY 2002*	N/A	N/A	N/A
FY 2001	76%	23 %	1%
FY 2000	69%	30%	.7%

\*Comparable data not available for FY 2002

Fig 3.15

**Comparison of DTIC Homepage Usage**



\*Comparable data not available for FY 2002

Fig 3.16

For those users responding to the survey, a breakdown of DTIC Homepage usage is provided for the top 3 job positions.

Note: The 2002 top job positions in which the Top 200 Users survey respondents categorized themselves are (1) Librarian, (2) Technical Information Specialist, (3) Researcher/Analyst/Program Manager, and (4) Engineer. Both Researcher/Analysts and Engineers have the same score (5 percent). Since comparisons of the top 3 job positions have been reported in recent years, survey results are being reported for Librarians, Technical Information Specialists, and Researcher/Analysts in order to have comparable data. See **Part IV - Demographics** for details.

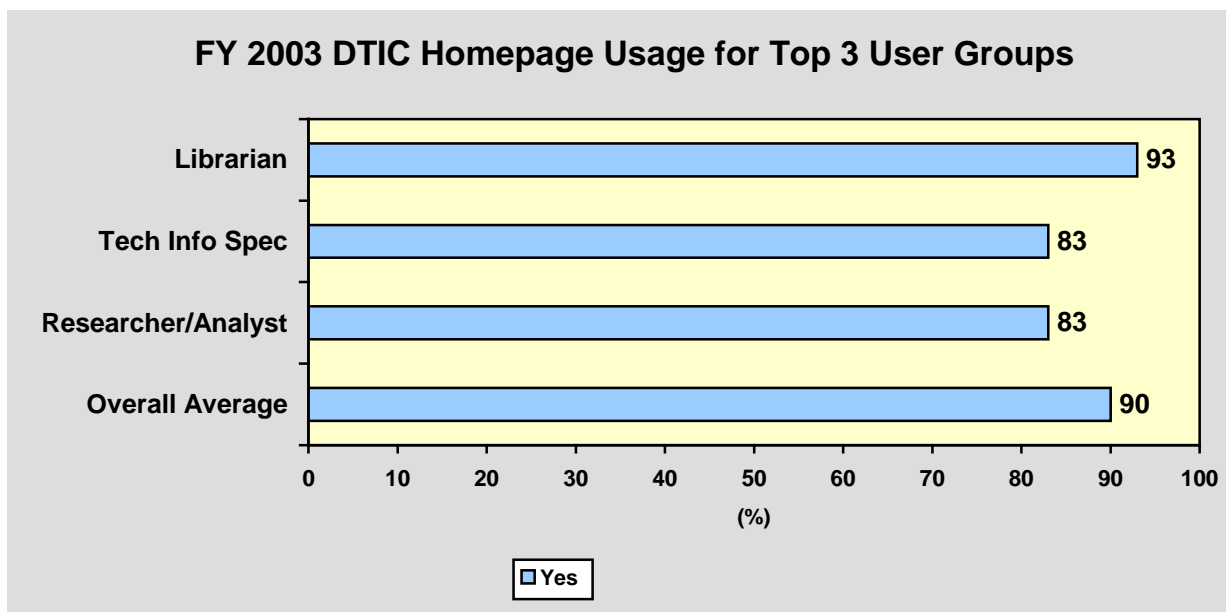
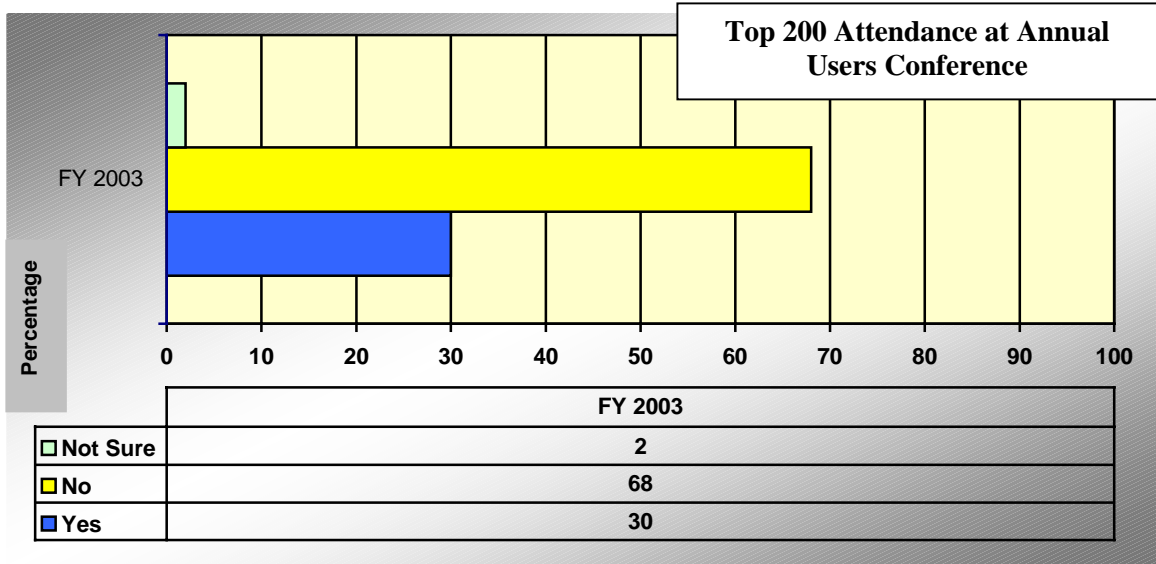


Fig 3.17

## DTIC Annual Users Conference

The majority of Top 200 respondents to the 2003 survey reported that they have not attended an annual DTIC Users Conference in the past 3 years. According to write-in comments, some users reported others in their organization have attended the conference. Comparable data is not available for previous years. FY 2003 results are shown in Figure 3.18.



\*Data not gathered for previous years

Fig 3.18

Of those Top 200 users responding to the survey, 69 percent said they found the conference valuable in terms of the information provided. Respondent counts for the top three user groups were too small to be further analyzed.

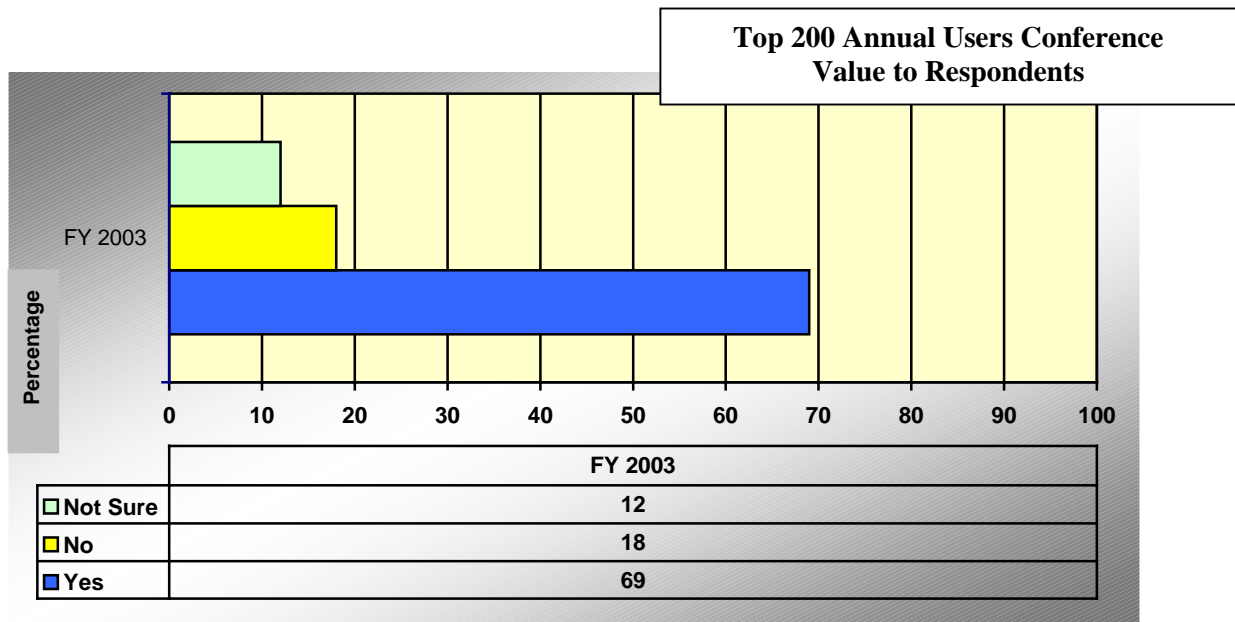


Fig 3.19

## **A Sample of Top 200 User Comments on the DTIC Annual Users Conference:**

Several users mentioned budget constraints as the reason for not attending the annual conference. Also, several respondents mentioned they felt the conference could be shortened to 2 or 3 days or possibly held every other year. This might be helpful with attendance for those facing budget limitations. Holding regional conferences again was also mentioned.

Significant user comments regarding the annual conference are provided below:

- “Survey users regarding topics and speakers.”
- “I was a first time attendee in 2003. It was a good experience, and I feel that I understand DTIC much more than I ever could otherwise. One session, however, that could have helped me, as a newcomer, would be something that just explains the actual organizational structure of DTIC. I was not aware of how much DTIC actually has to do. Those of us at my workplace only use a small, but very important, portion of the products and services DTIC offers.”

## Part IV: User Demographics

### Job Position Status and Organization Type:

The customer profile in this survey represents 5 organizational groups and 7 job positions, the distribution of which is shown in Figures 4.1 and 4.2. Aspects of the 2001, 2002 and 2003 Top 200 User Surveys continue to show similar organizational status percentages, indicating that the majority of respondents (54 percent) were affiliated with the Department of Defense (DoD) community. Following at a close second is Industry (Government Contractors, Corporate, etc.). The Industry response rate was 14 percentage points higher than last year. Overall, the respondents' top 4 organizational types remain consistent from previously surveyed years.

**User Organization Type**

Organization	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
DoD-Military Services Agencies	57%	60%	54%
Gov't. Contract/Industry	33%	21%	35%
Non-DoD Federal Gov't.	5%	8%	5%
Academia: College/Univ.	5%	8%	4%
HBCU/MI	N/A*	0%	0%
Other	0%	3%	2%

\*Data not gathered in previous survey

Fig 4.1

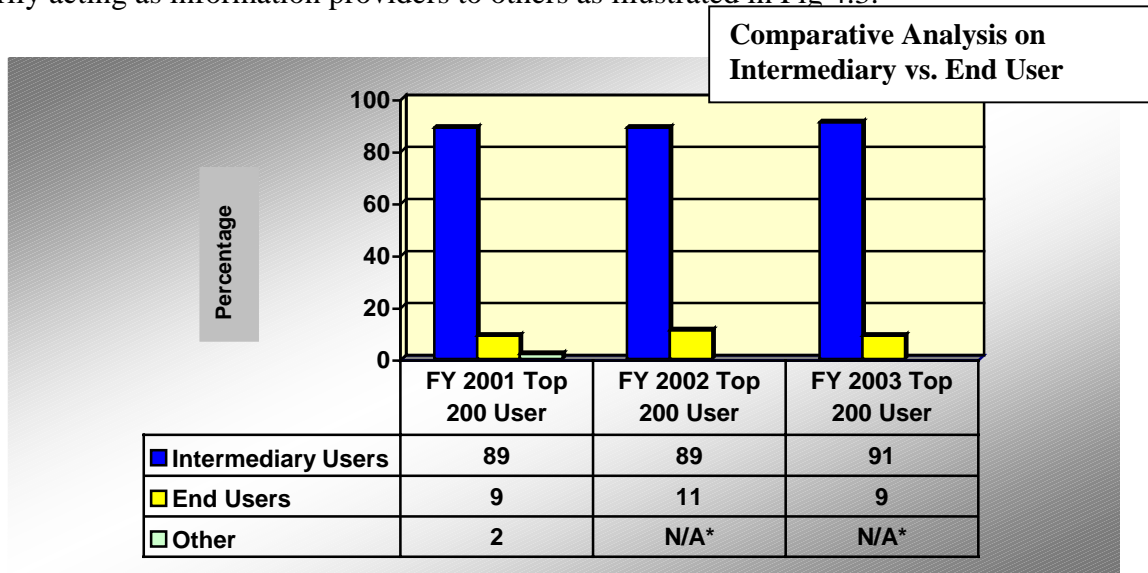
Responses for the top 3 job positions showed a similar pattern to those of previous surveyed years. This year, a majority of the respondents classified their job position as Librarian (73 percent). Following with 10 percent were the Technical Information Specialists. Researcher/Analysts and Engineers were listed as the next 2 job positions with 5 percent of respondents each. Overall, these findings continue to reflect no significant changes to job position from previous surveyed years. However, it is interesting to note the Researcher/Analyst respondents, who were asked to describe their current organization, all indicated they came from Industry. Librarians and Technical Information Specialists described their current organization as DoD.

Job Position	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
Librarian	57%	71%	73%
Technical Info Specialist	12%	13%	10%
Researcher/Analysts/Program Manager	10%	4%	5%
Scientist	3%	4%	2%
Engineer	11%	0	5%
Contracting Officer	0	0	0
Resource Management/Financial/ Budget Analyst	0	2%	0
Security	5%	N/A*	N/A*
Other	2%	6%	5%

Note: Highlights indicate the Top 200 users job position of each surveyed year  
 \*Data not gathered in previous survey Fig 4.2

### Intermediary vs. End Users:

The 2 categories listed in the chart below reflect areas on how DTIC users acquire scientific and technical information. The FY 2003 Top 200 Users Survey shows a continuing trend of our users primarily acting as information providers to others as illustrated in Fig 4.3.



Note: FY 2001 responses to this question differ slightly: four choices were available to respondents including a selection for "other." To incorporate comparable data for FY 2002 reporting, we combined each of FY 2001 responses of---"both end user and information provider" and "intermediary" for one response--Intermediary Users.

\*Data not gathered in previous survey

Fig 4.3

### Time as a Registered User:

The results from the 2003 Top 200 Users Survey show that the majority of respondents have been registered users for 6 or more years, which is also reflected in the 2001 and 2002 surveys. Librarians and Technical Information Specialists respondents represented the majority of “6 or more years” as registered users. Researcher/Analysts represented have been registered 3 to 5 years. The data displayed in Fig 4.4 below define respondents’ time as a registered DTIC user.

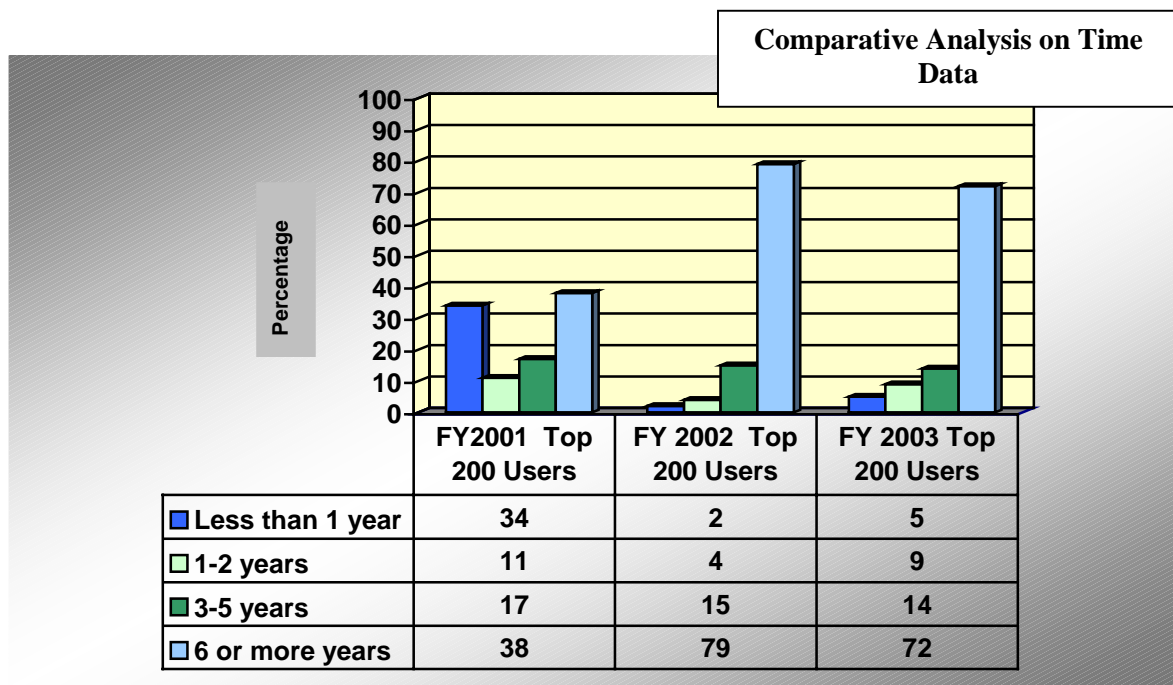


Fig 4.4

## Part V: Communications, Access and Information Requirements

### Information Needs:

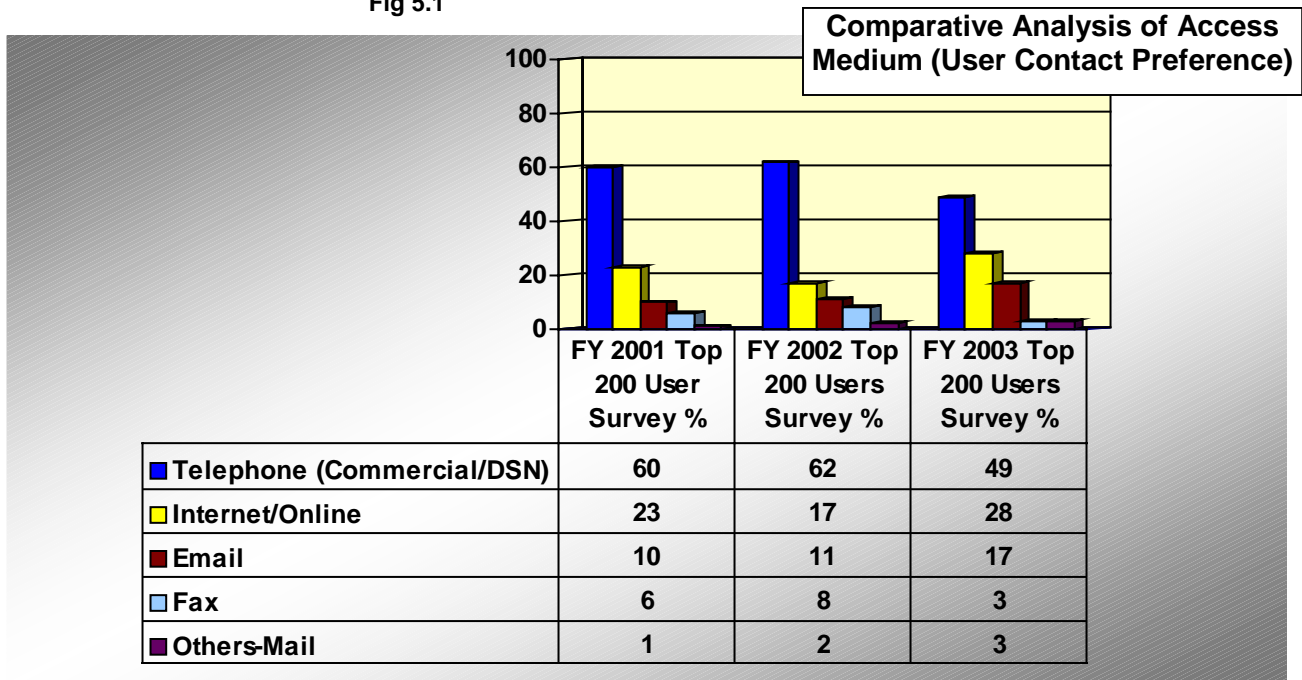
Eighty-nine percent of FY 2003 Top 200 respondents indicated a high level of satisfaction with their information needs being met by searching DTIC's collection. When queried, many users expressed a continual need for full-text online publications. See below the top 3 informational needs expressed by respondents in their written comments:

- Access to more full-text documents.
- Warfare/Weapons: explosives chem./bio, missiles, foreign weapons systems, aircraft survivability, high power microwave weapons.
- DTIC to become more proactive in acquiring new documents.

### Communication Preferences and Satisfaction:

Aspects of the 2001, 2002, and 2003 Top 200 users survey findings continued to show similar patterns of communication preference. Although there was a sharp decline in respondents choosing to use telephones (49 percent), the telephone remains the preferred communication method for the past 3 years. It should be pointed out that there was an increase in preference for electronic communications this year. There was a notable increase when you combined the numbers for the electronic communications (e-mail and Internet). Forty-five percent of 2003 Top 200 respondents preferred the electronic medium in comparison to last year findings of only 28 percent. See Fig 5.1 below for more details .

Fig 5.1



## Effectiveness of Corporate Communications:

When users were asked how effective DTIC marketing communication efforts are, the majority of respondents (83 percent) revealed that DTIC does an adequate job in communicating information about new changes in and/or enhanced products and services offerings, etc. This finding is basically consistent from previous survey years. However, it should be noted that only 78 percent of respondents indicated that DTIC did an adequate job in getting training information out to users effectively, whereas the 2002 survey reflected a rating of 90 percent. This may be because we have been unable to print brochures and announcements.

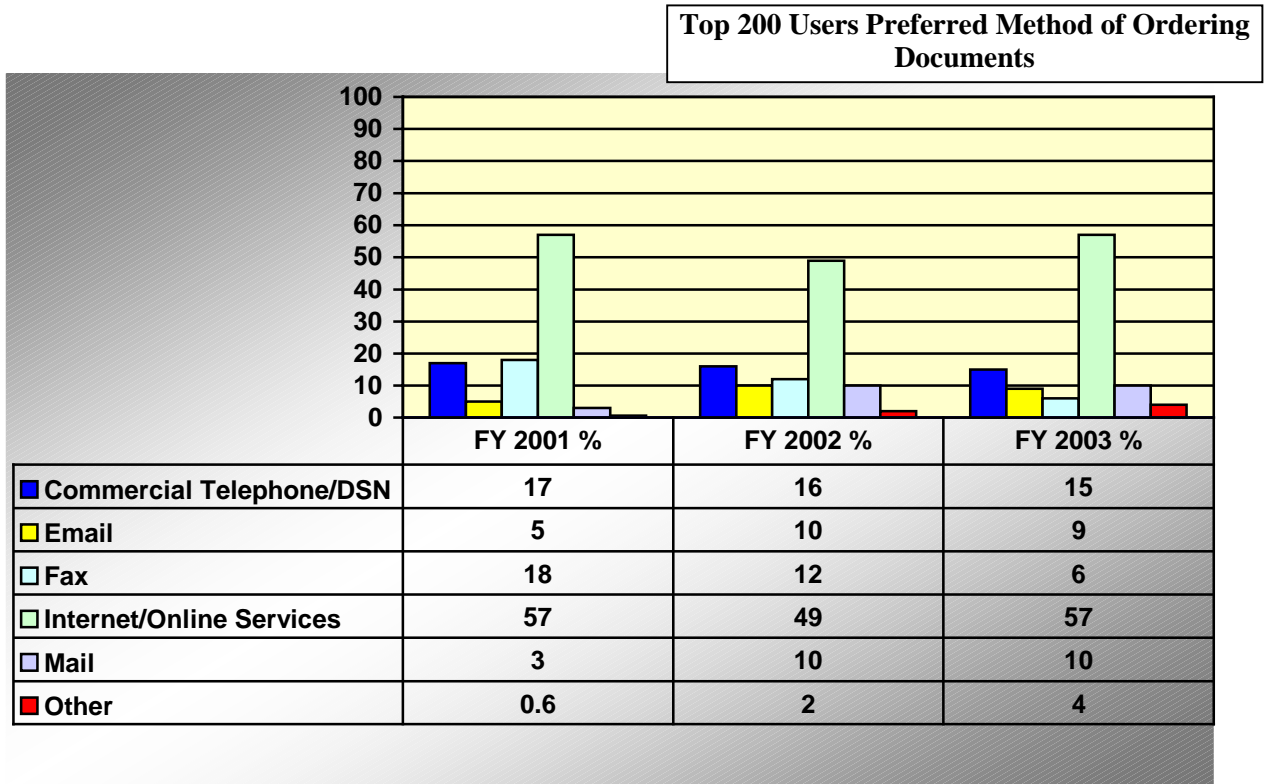
### Comparative Analysis on Effectiveness of Corporate Communication

<b>FY 2001 Top 200 Users Survey</b>	<b>Strongly Agree or Agree</b>	<b>Strongly Disagree or Disagree</b>	<b>No Opinion</b>
New Product/ Service	92	2	6
Product /Service Changes	91	6	3
Submitting Documents	63	7	30
Training Opportunities	87	0	13
Ordering Documents	93	0	7
System Disruptions/Downtime	82	2	16
<b>Overall Rating</b>	<b>85%</b>	<b>3%</b>	<b>12%</b>
<b>FY 2002 Top 200 Users Survey</b>	<b>Strongly Agree or Agree</b>	<b>Strongly Disagree or Disagree</b>	<b>No Opinion</b>
New Product /Service	94	2	4
Product/Service Changes	90	2	8
Submitting Documents	68	27	7
Training Opportunities	90	8	2
Ordering Documents	92	6	2
System Disruptions/Downtime	92	6	2
<b>Overall Rating</b>	<b>88%</b>	<b>8%</b>	<b>4%</b>
<b>FY 2003 Top 200 Users Survey</b>	<b>Strongly Agree or Agree</b>	<b>Strongly Disagree or Disagree</b>	<b>No Opinion</b>
New Product /Service	90	4	6
Product /Service Changes	87	7	6
Submitting Documents	65	6	30
Training Opportunities	78	6	16
Ordering Documents	92	4	4
System Disruptions/Downtime	87	2	11
<b>Overall Rating</b>	<b>83%</b>	<b>5%</b>	<b>12%</b>

Fig 5.2

## Preferred Method of Ordering Documents:

Users responding to the FY 2003 Top 200 Users Survey reported the following regarding preference when ordering documents from DTIC:



Note: % Total may not equal 100%

Fig 5.3

Internet/Online Services are still the preferred medium for ordering documents as it has been for the past three years. Commercial telephone ordering has basically remained constant over the same time period.

## Part VI: Selected User Comments

The following statements were selected based on the frequency with which an issue was addressed, either positively or negatively, and the importance of the issue as determined by the survey analysts. Comments about individual staff are generally omitted.

The comments below represent a selected sample of quotes from users.

### **Favorable User Comments:**

"...Overall, I think that [Private STINET] will be a better product than WED after it receives some 'tweaking'..."

"I just started using Private STINET and like the capability of e-mailing full-text documents."

"Online full-text access to DTIC documents is wonderful."

"I have recommended DTIC to customers. Locally use CBIAC and have been very happy with services."

"Thanks for continuing good work."

"Keep doing what you are doing!"

"DTIC provides excellent services and products. Very pleased with the organization."

"DTIC staff members are very helpful in every way. "

"The reference librarians are extremely helpful..."

### **Unfavorable User Comments:**

"I have never had a telephonic question answered in less than eight referrals to another office. Frequently, questions are not answered at all. Frequently, persons assigned to the answering function are not sufficiently informed to deal with the nuances of a problem issue, which is the reason people make calls."

"Phone calls are not always returned promptly. I have waited as much as a week for a call to be returned."

"Private STINET in my opinion is not totally 'user friendly.' It has its good points, but it also has its bad points."

"The \$25 service charge to continue to use NTIS deposit accounts seems unfair when DTIC is unable to provide acceptable receipts for products purchased via credit card."

"The new requirement to register individuals rather than companies or organizations does not seem to match with other DoD security requirements...To impose new individual requirements for the DTIC-piece of DoD S&T activities, but not others, adds burdens to defense contractors and their libraries."

"...DTIC promises most reports will be available full-text online within two-four weeks...a search has revealed that only 1/2 of our reports are getting...online...in the time frame promised...A handful of reports have been lost all together, thus having to be resubmitted."

"...The billing system is very archaic and very cumbersome..."

"I have a great many complaints about your...microfiche...Within the last year or so, your quality control has deteriorated tremendously. Much of the microfiche I receive has images that are either too thin, like a typewriter ribbon on its last legs, or too thick, like a typewriter with dirty type...I resent having to act as Quality Control Inspector before I can provide your documents to my patrons...As with most of your documents lately, the last page was your 'CYA' page, saying that whatever was wrong with the microfiche, it was not DTIC's fault..."

"Would like to see a 'hotline' which would direct your call expertly to the exact individual you need."

"Your survey comes at a time when responding would be like 'rearranging the chairs on the deck of the Titanic.' Our decades-old DTIC connection has been sunk."

### **Analysis: The Positives**

Many customers responding to the survey indicated they were pleased with DTIC's online services. Some comments were made about the new Private STINET product, which had only been introduced a few weeks prior to the survey. Private STINET's capability of allowing users to retrieve full-text documents and e-mail them to the end user is a popular feature. In addition, some customers were pleased with the level of customer service they have received. Several DTIC employees were singled out in particular for the high level of customer care provided.

### **Analysis: What Needs Work**

Customers responding to the survey reported they were frustrated by the service they received via telephone. Some responded that they leave messages that are never returned by DTIC staff while others complained that they are routed through several people until they finally find the correct contact. Such a problem may be remedied by establishing a call center for customer questions. A contributing factor to this problem could be DTIC's faulty voice-mail and phone system in general.

The poor quality of microfiche seems to be an issue this year as well. Customers reported they received illegible copies of microfiche that could not be distributed to the end users. One survey respondent complained about DTIC's response to the problem saying that after inquiring about the quality control, he was informed that the machines were broken. A "CYA" page on the microfiche that declared that any problems with microfiche are not the problem of DTIC also put him off.

A few users raised concerns about the current billing system. They wanted to know why they do not get receipts at the time of billing. They do not like that they receive an estimate for the document, are billed for it, and then receive a receipt for the actual price. One customer who complained about the National Technical Information Service (NTIS) deposit account surcharge also complained about this issue. The customer was unable to use a credit card for purchasing because his/her agency requires receipts to match monthly credit card statements.

## Part VII: Issues for Further Study, Conclusions and Recommendations

1. The following suggestions were made by users responding to the survey:

“Improve the formatting of citations on the bibs & ECABs for easier readability and place one citation per page so end-users can use it as an "on order" sheet.”

“I use the telephone to order documents with a credit card since the Web site does not appear to be secure. Recommend the online document ordering web page be made secure for transmitting credit card information.”

“Don't get rid of the regional offices. They give much better service than the headquarters.”

“There are a couple of housekeeping functions on the Web-enabled DROLS site that ought to work better than they do. There should be a "logout" link on the page to terminate the search session. Also, the change password procedure is a bit bizarre. After requesting the old password and the new password (twice) a separate box comes up requesting the username and password again. This is confusing because one doesn't know whether to give the old password or the new one (it wants the old one).”

2. The FY 2003 overall DTIC customer satisfaction score is down 3 points from FY 2002 to 79 percent in FY 2003.

Possible explanations of why the customer satisfaction score went down may be because of the many changes DTIC has experienced this past year. These changes included a revised registration process and system, introduction of Private STINET, and issues brought up at the users conference.

In examining the details of the performance factors, it became clear that it is our outmoded systems that reduced our overall score. Service factors largely based on hardware and software performance in automated systems got satisfactory responses of an average 73%, while those factors largely based on the performance of our staff average 87%. The automated systems in place to support services are aging, due to a lack of funding for modernization.

3. The average number of non-deliverable e-mail notifications sent out in FY 2003 (44 returned e-mails) dramatically decreased from the FY 2002 survey average of 73 e-mails. The following may be possible reasons for undeliverable e-mails:

- E-mail address on file at DTIC not valid
- User no longer at e-mail address
- Increased security due to 9-11 shut down of agency e-mail systems
- Server problems for recipient or originator

**Recommendation:** Improvements in maintenance of contact databases and registration information.

#### 4. Response rate surpassed the extremely low response rate for last year.

Intensified efforts by the PROCAP staff increased the response rate for FY 2003 to 60 percent over last year's rate of 15 percent. Instead of simply relying on e-mail to reach users, concentrated attempts were made to make personal contact with each user to verify whether he/she had completed survey. The "From" line was also modified to ensure that users knew that the communication was an official one from DTIC, and did not consider it to be spam.

#### **Recommendations:**

Continue concentrated efforts to reach core users and urge them to complete survey without overwhelming them with requests.

**Appendix A**  
**Top 200 Users Customer Satisfaction Questionnaire**

## DTIC 2003 TOP 200 USERS SURVEY QUESTIONNAIRE

### OVERVIEW:

Please read this carefully before starting:

This data collection is authorized by: DoD DD-C31 (SA) 2951, Expires 05/26/04 & OMB 5CFR 1320.5  
(b) OMB 0704-0403, Expires 08/31/04

This web-based assessment is voluntary. However, your input is essential toward improving our continuing operations and helping us better serve your information needs. The average response time to complete this survey is about 5 minutes. Please read each question carefully before responding.

Thank you for participating.

### SECTION 1: USER DEMOGRAPHICS

1. Which of the following best describes your current organization? (Click on one)

- DoD/Military/Civilian (All Services/Guard/Reserves/ Labs/Colleges/Schools)
- Non-DoD Federal Government (All Departments/Agencies/Labs)
- Industry/Corporate/Government Contractor/Small Business/ Labs
- Historical Black Colleges and Universities and Minority Institutions (HBCU/MI)
- College/University/Research Center (other than HBCU/MI)
- Other (please specify in the space below)

**Box to write in answer**

2. In general, your current job position can be best described as which of the following: (Click on one)

*Multiple Choice (Single Response)*

- Contracting Officer/Procurement Specialist/COTR/Sponsor
- Engineer (Aeronautical, Civil, Industrial, Mechanical or other Engineering Fields)
- Librarian (Head, Technical, Research or other Library Staff)
- Researcher/Analyst/Program Manager (Non-Scientist)
- Resource Management/Financial/Budget Analyst
- Scientist (Aerospace, Biology, Chemistry, Physics or other Scientific Field)
- Technical Information Specialist
- Other (please specify in the space below)

**Box to write in answer**

3. When you acquire scientific and technical information from DTIC, who uses it? (Click on one)

*Multiple Choice (Single Response)*

- I primarily provide information to others (intermediary user)
- I use the information myself in my current job position (end user)

4. You have been a registered DTIC user for: (Click on one)

*Multiple Choice (Single Response)*

- Less than 1 year
- 1-2 years
- 3-5 years
- 6 or more years

## **SECTION 2: INFORMATION REQUIREMENTS**

5. Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)

*Multiple Choice (Single Response)*

- Yes
- Not Sure
- No

6. List your additional current and/or future information needs:

**Box for Open Ended-Write-in**

## **SECTION 3: USERS OF DTIC ONLINE SERVICES**

**Please read before continuing with the Survey**

*Questions 7 and 8 are to be completed by those individuals who currently use one or more of the DTIC online services. If you do not use any of the online services listed, skip to question 9.*

7. How would you rate your overall satisfaction with DTIC online services?

*Response Multiple Choice (Single Response)*

- Excellent
- Very Good
- Good
- Fair
- Poor

8. Which DTIC online service(s) do you currently use?

**Box for Open Ended-Write-in**

#### SECTION 4: CUSTOMER SERVICE EXPERIENCES

9. In your experience(s) with us, how would you rate DTIC, as a whole, on the following customer service quality factors? (Click on as many as apply)

*Condensed Question List:*

- Accessibility (Easy to access staff):
- Accuracy (Provided correct information):
- Courtesy:
- Helpfulness:
- Knowledge:
- Professionalism:
- Responsiveness (Timely response):
- Speed of Service (How quickly performed):

*Response Multiple Choice (Single Response)*

- Excellent
- Very Good
- Good
- Fair
- Poor

10. When you acquire documents from DTIC, which method do you most often use? (Click on one)

*Multiple Choice (Single Response)*

- Commercial Telephone/DSN
- E-mail
- Fax
- Internet/Online Services
- Mail
- Other (please specify in the space below)

**Box for Open Ended-Write-in**

11. Your comments about the quality of DTIC customer care:

**Box for Open Ended-Write-in**

## SECTION 5: COMMUNICATIONS AND ACCESS

12. Which communication channel do you most often use to contact DTIC? (Click on one)

*Multiple Choice (Single Response)*

- Commercial Telephone/DSN
- E-mail
- Fax
- Internet/Online Services
- Mail
- Other (please specify in the space below)

### **Box for Write-in**

13. DTIC does a good job informing you about: (Click on all that apply)

*Condensed Question List:*

- New Products/Services
- Product/Services Changes
- Submitting Documents
- Training Opportunities
- Ordering Documents
- System Disruptions/Downtime

*Response*

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Opinion

## SECTION 6: GENERAL

14. Have you used the DTIC Homepage/Web site in the past 12 months? (Click on one)

- Yes
- Not Sure
- No

15. If so, how would you rate the following quality factors?

*Condensed Question List:*

- Accessibility (Easy to access staff):
- Appearance (How does the site look)
- Ease of Use (Navigating the site):
- Organization:
- Content:

*Response Multiple Choice (Single Response)*

- Excellent
- Very Good
- Good
- Fair
- Poor

16. Have you attended a DTIC Annual Users Conference in the last 3 years? (Click on one)

- Yes
- Not Sure
- No

17. If so, did you find the conference valuable in terms of the information provided?

- Yes
- Not Sure
- No

18. Please include your comments and/or suggestions regarding the DTIC Annual Users Conference.

**Box for Open Ended - Write-in**

19. How important are DTIC products/services to the accomplishment of your business objectives?  
(Click on one)

*Response*

- Extremely Important
- Very Important
- Important
- Not Very Important
- Not at All Important

20. Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)

*Response*

- Very High Impact
- High Impact
- Medium Impact
- Low Impact
- Very Low Impact

21. Would you recommend DTIC to a friend or colleague? (Click on one)

*Multiple Choice (Single Response)*

- Yes
- Not Sure
- No

22. Please include your comments and suggestions for improving DTIC products, services and/or our customer care.

**Box for Open Ended - Write-in**

**NOTE:**

Thank you for participating in this important survey.

**SUMMIT** **CLEAR**

## **Appendix B**

### **Quantitative Results**

Reference Fig 2.1-2.3

**Overall Customer Satisfaction - 2003 Top 200**

Question	Count (All N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable	No Response
			0 20 40 60 80 100				
11.1. Accessibility (Easy to access staff):	127	72.50		69.3%	18.9%	7.9%	3.9%
11.2. Accuracy (Provided correct information):	127	80.25		81.1%	13.4%	0.8%	4.7%
11.3. Courtesy:	127	85.50		86.6%	7.1%	2.4%	3.9%
11.4. Helpfulness:	127	83.75		84.3%	7.9%	3.9%	3.9%
11.5. Knowledge:	127	82.75		83.5%	9.4%	2.4%	4.7%
11.6. Professionalism:	127	83.75		82.7%	10.2%	2.4%	4.7%
11.7. Responsiveness (Timely response):	127	74.25		70.1%	18.1%	7.9%	3.9%
11.8. Speed of Service (How quickly performed):	127	72.25		70.1%	15.7%	10.2%	3.9%
Overall Averages	127.0	79.38		78.4%	12.6%	4.7%	4.2%

Reference Fig 2.4

**. How important are DTIC products/services to the accomplishment of your business objectives? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Extremely Important	72	58.5%	
Very Important	34	27.6%	
Important	16	13.0%	
Not Very Important	1	0.8%	
Not at All Important	0	0.0%	

Reference Fig 2.5

**. Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Very High Impact	56	44.4%	
High Impact	45	35.7%	
Medium Impact	22	17.5%	
Low Impact	3	2.4%	
Very Low Impact	0	0.0%	

Reference Fig 2.6

**Would you recommend DTIC to a friend or colleague? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Yes	121	96.0%						
Not Sure	3	2.4%						
No	2	1.6%						

Reference Fig 3.1

**2003 Top 200 Overall Satisfaction with Online Services**

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
How would you rate your overall satisfaction with DTIC online services?	107	74.75		74.8%	22.4%	2.8%
Overall Averages	107.0	74.75		74.8%	22.4%	2.8%

Reference Fig 3.1

**How would you rate your overall satisfaction with DTIC online services?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	30	28.0%						
Very Good	50	46.7%						
Good	24	22.4%						
Fair	2	1.9%						
Poor	1	0.9%						

Reference Fig 3.6

. If so, how would you rate the following quality factors?

**Accessibility (Easy to access site):**

Response	Count	Percent	0	20	40	60	80	100
Excellent	47	42.3%						
Very Good	40	36.0%						
Good	23	20.7%						
Fair	1	0.9%						
Poor	0	0.0%						

**19.2. Appearance (How does the site look):**

Response	Count	Percent	0	20	40	60	80	100
Excellent	29	26.1%						
Very Good	49	44.1%						
Good	28	25.2%						
Fair	5	4.5%						
Poor	0	0.0%						

**19.3. Ease of use (Navigating the site):**

Response	Count	Percent	0	20	40	60	80	100
Excellent	20	17.9%						
Very Good	46	41.1%						
Good	38	33.9%						
Fair	8	7.1%						
Poor	0	0.0%						

**19.4. Organization:**

Response	Count	Percent	0	20	40	60	80	100
Excellent	26	23.2%						
Very Good	43	38.4%						
Good	35	31.3%						
Fair	8	7.1%						
Poor	0	0.0%						

**19.5. Content:**

Response	Count	Percent	0	20	40	60	80	100
Excellent	33	29.7%						
Very Good	44	39.6%						
Good	30	27.0%						
Fair	4	3.6%						
Poor	0	0.0%						

### Overall Satisfaction with DTIC Homepage - 2003 Top 200

Question	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
19.1. Accessibility (Easy to access site):	111	80.00		78.4%	20.7%	0.9%
19.2. Appearance (How does the site look):	111	73.00		70.3%	25.2%	4.5%
19.3. Ease of use (Navigating the site):	112	67.50		58.9%	33.9%	7.1%
19.4. Organization:	112	69.50		61.6%	31.3%	7.1%
19.5. Content:	111	73.75		69.4%	27.0%	3.6%
Overall Averages	111.4	72.75		67.7%	27.6%	4.7%

Reference Fig 3.15-3.16

**Have you used the DTIC Homepage/Web site in the past 12 months? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Yes	110	90.2%	
Not Sure	4	3.3%	
No	8	6.6%	

Reference Fig 3.18

**Have you attended a DTIC Annual Users Conference in the last 3 years? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Yes	37	30.1%	
Not Sure	2	1.6%	
No	84	68.3%	

Reference Fig 3.19

**If so, did you find the conference valuable in terms of the information provided?**

Response	Count	Percent	0 20 40 60 80 100
Yes	34	69.4%	
Not Sure	9	18.4%	
No	6	12.2%	

Reference Fig 4.1

**Which of the following best describes your current organization? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
DoD/Military/Civilian (All	67	54.0%						
Non-DoD Federal Government (All	6	4.8%						
Industry/Corporate/Government	44	35.5%						
Historically Black Colleges and	0	0.0%						
College/University/Research Center	5	4.0%						
Other (please specify in the space	2	1.6%						

Reference Fig 4.2

**In general, which of the following best describes your current job position? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Contracting Officer/Procurement	0	0.0%						
Engineer (Aeronautical, Civil,	6	4.8%						
Librarian (Head, Technical, Research	90	72.6%						
Researcher/Analyst/Program Manager	6	4.8%						
Resource	0	0.0%						
Scientist (Aerospace, Biology,	3	2.4%						
Technical Information Specialist	12	9.7%						
Other (please specify in the space	7	5.6%						

Reference Fig 4.3

**When you acquire scientific and technical information from DTIC, who uses it? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
I primarily provide information to	113	91.1%						
I use the information myself in my	11	8.9%						

Reference Fig 4.4

**You have been a registered DTIC user for: (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	6	4.8%						
1-2 years	11	8.9%						
3-5 years	17	13.7%						
6 or more years	90	72.6%						

Reference Part V-Information Needs

**Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Yes	110	88.7%						
Not Sure	10	8.1%						
No	4	3.2%						

Reference Fig 5.1

**Which communication channel do you most often use to contact DTIC? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Commercial Telephone/DSN	61	49.2%						
Email	21	16.9%						
Fax	4	3.2%						
Internet/Online Services	35	28.2%						
Mail	0	0.0%						
Other (please specify in the space	3	2.4%						

Reference Fig 5.2

**DTIC does a good job informing you about: (Click on all that apply)**

**New Products/Services**

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	50	40.3%						
Agree	62	50.0%						
Disagree	5	4.0%						
Strongly Disagree	0	0.0%						
No Opinion	7	5.6%						

**17.2. Product/Services Changes**

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	49	39.5%						
Agree	59	47.6%						
Disagree	9	7.3%						
Strongly Disagree	0	0.0%						
No Opinion	7	5.6%						

### 17.3. Submitting Documents

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	26	21.5%						
Agree	52	43.0%						
Disagree	5	4.1%						
Strongly Disagree	2	1.7%						
No Opinion	36	29.8%						

### 17.4. Training Opportunities

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	30	24.6%						
Agree	65	53.3%						
Disagree	7	5.7%						
Strongly Disagree	1	0.8%						
No Opinion	19	15.6%						

### 17.5. Ordering Documents

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	36	29.5%						
Agree	76	62.3%						
Disagree	4	3.3%						
Strongly Disagree	1	0.8%						
No Opinion	5	4.1%						

### 17.6. System Disruptions/Downtime

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	54	44.3%						
Agree	52	42.6%						
Disagree	2	1.6%						
Strongly Disagree	0	0.0%						
No Opinion	14	11.5%						

Reference Fig 5.3

**When you acquire documents from DTIC, which method do you most often use? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Commercial Telephone/DSN	18	14.5%						
Email	11	8.9%						
Fax	7	5.6%						
Internet/Online Services	71	57.3%						
Mail	12	9.7%						
Other (please specify in the space	5	4.0%						