

CHANGE

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HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, DC, 21 October 1974

**PERSONNEL—GENERAL
SURVEYS**

Effective upon receipt

This change corrects an error in paragraph 5j.

AR 600-46, 8 August 1974, is changed as follows:

Page 4, Paragraph 5j is superseded as follows:

j. Responses by Army personnel to private surveys addressed to them as individuals without official participation of the Army will, in general, be neither encouraged nor discouraged. Army personnel will be informed that their responses will *not* be based on classified information or information derived from performance of their official duties if such information is not available to the general public.

The proponent agency of this regulation is the US Army Military Personnel Center. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) direct to HQDA(DAPC-PM) Alexandria, VA 22331.

By Order of the Secretary of the Army:

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*General, United States Army
Chief of Staff*

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*Major General, United States Army
The Adjutant General*

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ARMY REGULATION }
No. 600-46

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, DC, 8 August 1974

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PERSONNEL--GENERAL
SURVEYS

Effective 1 September 1974

This revision prescribes policies for conducting surveys within the Army; implements Department of Defense Instruction 1100.13; and explains how the program is employed to provide for development of effective surveys and to minimize exposure of Army personnel to repeated or unwarranted survey solicitation. Local limited supplementation of this regulation is permitted, but is not required. If supplements are issued, Army Staff agencies and major Army and installation commanders will furnish one copy of each to HQDA (DAPC-PM), 2561 Eisenhower Avenue, Alexandria, VA 22331; other commanders will furnish one copy of each to the next higher headquarters.

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1. Purpose. This regulation provides policy guidance and assigns responsibilities regarding surveys which concern Army personnel as respondents. The Army Military Survey Program is used to determine the attitudes, opinions, ideas, demographics, and intentions of Army personnel and to collect occupational information about the jobs they perform. The program insures that survey findings are communicated to Headquarters, Department of the Army, and provides personnel with the assurance that their responses will not be personally identified with them or made a part of their personnel files. The Survey Program is designed to—

- a. Foster the development of compatible and effective survey activities throughout the Army.
- b. Reduce the impact of survey administration upon field commands.
- c. Avoid repetitious or unwarranted exposure of Army personnel to survey solicitations.
- d. Provide for coordination of Army survey activities with other components of the Department of Defense.
- e. Set forth policies and standards for evaluating requests for surveys.

f. Establish procedures for obtaining approval to conduct surveys among Army personnel.

2. Explanation of terms. a. *Survey or personnel survey.* An organized activity to solicit indications of attitudes and opinions or occupational information from individuals when communication of the information is not a normal administrative requirement. As used herein, the term "survey" excludes manpower utilization surveys conducted pursuant to AR 5-4 and surveys primarily concerned with review and evaluation of civilian personnel management programs, practices, and training activities that are conducted by the US Civil Service Commission, by the Director of Civilian Personnel of ODCSPER, and by the appropriate civilian personnel organizations at commands and field activities.

b. *Questionnaire.* A set of questions for obtaining statistically useful, specialized or personal information from individuals regarding personnel matters. The Sample Survey of Military Personnel (MILPC-3) is an example of a questionnaire.

c. *Inventory.* A detailed list of items relating to a specific field of interest, occupation, or other activity wherein an individual indicates his level of

*This regulation supersedes AR 600-45, 15 June 1973 and AR 600-46, 27 June 1973.

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performance or other factors by responding to or rating the items. The Military Occupational Data Bank (MODB) (MILPC-4) questionnaire is an example of an inventory.

d. Survey administration support. This type of support is the necessary source data collection support provided by the elements and commands listed in publications pertaining to specific recurring Army survey programs, such as Sample Survey of Military Personnel (DA Pam 600-21) and Military Occupational Data Bank (MODB) (AR 611-3). Approval of special or one-time survey requirements in accordance with regulations serves as authority for requesting necessary source data collection support.

e. Survey sponsor. The Governmental agency, Army Staff agency, or field command which proposes a survey and which normally has primary interest in the results.

f. Data processing support. The use of data processing facilities of the US Army Military Personnel Center (MILPERCEN) and the data processing activities (DPA) of Army field commands to perform one or more of the following: selecting and listing potential survey respondents; distributing listings and required survey materials to serviced units; receipting and accounting for returned survey materials; card-punching and verifying; transmitting data records to DA; optically scanning answer sheets; reducing survey data to tape; and editing, tabulating, or other statistical processing by computer.

3. Applicability. This regulation applies to—

a. Headquarters, Department of the Army, and major Army commands, including subordinate commands.

b. Recurring and special surveys in support of *a* above.

c. Surveys of military and civilian personnel of the Army, including members of the Reserve components and Army retirees.

4. Responsibilities. *a.* The Deputy Chief of Staff for Personnel establishes broad policies concerning survey activities throughout the Army.

b. The CG MILPERCEN—

(1) Serves as the DA point of contact within the Army and with the Office of the Deputy Assistant Secretary of Defense (Manpower Research and Utilization), located in the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs) (OASD(M&RA)), on all matters concerning surveys.

(2) Provides for liaison and participation in surveys originated by the Office of the Secretary of Defense and other DOD components.

(3) Disseminates Army policy and develops and disseminates procedures concerning surveys conducted among military and civilian personnel of the Department of the Army.

(4) Reviews and staffs surveys to be conducted by an Army Staff agency or field command when submission for DA approval is required by this regulation.

(5) Advises and assists Army Staff agencies and Army field commands in planning surveys, upon request.

(6) Plans, supervises, and conducts surveys for survey sponsors in the Army secretariat, staff, or field commands, upon request.

(7) Maintains a direct channel of communication on technical matters concerning surveys with Personnel Survey Control Officers (PSCO) appointed in accordance with *e* below, or with other survey project officers (e.g., Military Occupation Data Bank Project Officers) appointed in accordance with an applicable regulation.

(8) Prepares survey reports and disseminates the reports to interested staff agencies and commands.

(9) Publishes at least once yearly an updated bibliography which lists available survey reports.

(10) Maintains the Army repository of reports of findings from Army attitude, opinion, and occupational surveys and furnishes copies of survey reports or results determined to be of particular interest to OASD (M&RA) or the DOD repository.

(11) Provides data processing support of surveys, including field data processing procedures.

c. The Adjutant General provides administrative support of attitude, opinion, and occupational surveys, including procurement and distribution of questionnaires, instructional material, and publications.

d. DA Staff agencies and their subordinate elements—

(1) Make appropriate use of survey data as a management tool for formulating, evaluating, and revising policies, programs, and procedures.

(2) Submit plans to CG MILPERCEN for any proposed survey which requires DA review and approval under the provisions of this regulation.

(3) Inform CG MILPERCEN of any proposed survey under the provisions of this regulation and furnish CG MILPERCEN with a copy of survey material and final reports for inclusion in the DA repository of survey data.

c. Commanders of major Army commands and installations provide effective support of this survey program by insuring the efficient conduct of surveys within their organizations. To facilitate this support, each command will appoint an appropriate staff officer in the headquarters and in each major subordinate command to serve as PSCO. The PSCO will serve as the point of contact for their commands on all survey operations and will exercise staff supervision over survey operations of satellite activities as within their own commands. The PSCO may also serve as the MODB Project Officer (see AR 611-3) and as Test Control Officer (see AR 611-5). Copies of orders appointing major command and installation PSCO, to include AUTOVON telephone numbers, will be sent to HQDA (DAPC-PM), 2461 Eisenhower Avenue, Alexandria, VA 22331.

(1) Specific command responsibilities include:

(a) Making appropriate use of survey data as a management tool for formulating, evaluating, and revising local policies, programs, and procedures.

(b) Submitting plans to CG MILPERCEN of proposed surveys which require DA review and approval under the provisions of this regulation.

(c) Informing CG MILPERCEN of proposed surveys which do not require DA approval and, upon request, furnishing CG MILPERCEN with a copy of survey material and final reports for inclusion in the DA repository of survey data.

(d) Providing administrative and logistical support for DA approved or directed surveys, including data processing support, as prescribed in this regulation or as contained in DA instructions issued in connection with specific surveys.

(e) Supervising subordinate commands in conducting field survey operations in order to obtain complete, accurate, and timely survey data.

(f) Maintaining records of surveys conducted throughout the command in order to coordinate survey efforts, avoid duplication in requests for surveys, and answer inquiries of both higher and lower echelons.

(2) Personnel Survey Control Officers are responsible for:

(a) Controlling and coordinating all matters pertaining to surveys within or relating to their commands.

(b) Monitoring the administration of any survey within the purview of their commands, and insuring compliance with all regulations or instructions related to the survey.

(c) Maintaining a close working relationship with each subordinate PSCO and HQDA (DAPC-PM). Personnel Survey Control Officers at all echelons are authorized direct telephone contact with HQDA (DAPC-PM) (AUTOVON 221-9680) to resolve problems on matters pertaining to the maintenance of an efficient and effective survey program.

(d) Assisting in setting up and coordinating survey protests which may be required at installations within the command.

(e) Processing requests for surveys originating within the command, as outlined in paragraph 8.

(f) Monitoring survey operations within the command. The PSCO will immediately report any unauthorized survey appearing in the command to HQDA (DAPC-PM) (see para 7).

5. Survey Policy. *a.* Provided that needed management or research information is not current or not available in reports or data banks, the use of appropriate investigative methods, including surveys, is encouraged. However, a survey will be initiated only after it has been determined that—

(1) Rationales for management or research decisions or planning processes are available to support the need for all items of the survey.

(2) The passage of time or political-social-economic events have made available data suspect as to accuracy or completeness.

(3) Currently programmed surveys cannot be adapted to produce sufficient information to meet required needs.

(4) The need for the information warrants the cost of administration and analysis of the survey.

(5) The survey is designed to produce reliable and valid information while imposing minimum burden on individual respondents and participating organizations.

b. Survey methodology and content will be designed to respect the personal rights and privacy of individuals designated as respondents. Surveys will avoid obviously offensive or degrading inquiries.

c. Surveys will employ procedures designed to protect the anonymity of respondents. These procedures will be strictly observed by all personnel involved with survey administration and processing. Individual responses will not be divulged to any person not officially involved in the processing of survey responses.

d. Survey instrument design, field methods, data processing, and analytical techniques will

conform to recognized scientific survey principles and statistical standards in the field of social sciences.

e. Surveys may be conducted by contract only when Army survey resources are not available or when special competence and objectivity are required.

f. Proposed surveys of Army military and civilian personnel, with the exception of surveys approved by the ODCSPER Research Office (DAPE-PER), will be submitted to CG MILPERCEN for DA review and approval prior to administration. This regulation is not intended to limit local commanders from using surveys as a tool for evaluating his own command. The purpose is to provide the local commander with all the survey resources and techniques available to him by higher headquarters. Nothing in this regulation should be construed to inhibit a commander from communicating and obtaining information within the confines of his command. Central monitorship and approval of surveys and survey instruments will eliminate duplication of effort; permit sharing of ideas, concepts, methodologies, and results; and permit Army elements to benefit from the experience of others.

g. Army Staff agencies and field commands are encouraged to consult CG MILPERCEN concerning the technical aspects of proposed surveys and may request that CG MILPERCEN conduct desired surveys or incorporate information requirements into existing survey programs. Requests to have items included in scheduled or special surveys should be submitted to HQDA (DAPC-PM), 2461 Eisenhower Avenue, Alexandria, VA 22331. Approved items will normally be included in the next available survey.

h. Surveys of Army personnel requested by a US Government agency other than the Department of the Army will be forwarded to CG MILPERCEN for DA approval. Requests for Army assistance in such surveys will normally be approved subject to—

(1) Compliance with the policies set forth herein.

(2) Compliance with security requirements with respect to handling and use of responses if classified information is involved.

(3) Feasibility of providing the assistance requested without causing interference with the mission of the Army or duplication of current or completed projects of a similar nature.

(4) Agreement by the sponsor to reimburse DA for costs arising from administration of the survey.

i. Official sanction for conducting or providing assistance in surveys requested by governmental or private sponsors outside the US Government will be granted only after obtaining approval from Headquarters, Department of the Army. Such DA approval will be based on—

(1) A clear and direct Army interest in the survey results.

(2) The protection of Army personnel from an unwarranted invasion of privacy.

(3) The probability of generating too large a number of requests by individuals or organizations having equally valid claims for Army assistance.

(4) The propriety of giving either official sanction, special assistance, or privileges that will primarily benefit an individual or a profit-making organization.

j. Responses by Army personnel to private surveys addressed to them as individuals without official participation of the Army will, in general, be neither encouraged nor discouraged. Army personnel will be informed that their responses will be based on classified information or information derived from performance of their official duties if such information is not available to the general public.

6. Use of Surveys. Some of the primary reasons why a survey is conducted are to—

a. Request the opinion of personnel on the formulation or change of personnel and operational policies.

b. Uncover new methods and procedures for getting things done.

c. Identify major areas and causes of personnel satisfaction or dissatisfaction and low morale.

d. Measure the impact that new or proposed programs and procedures have or will have on personnel morale and satisfaction.

e. Identify weaknesses in policies and programs which are unpopular or not working well.

f. Identify areas where new programs and procedures should be developed in response to personnel needs or desires.

g. Measure trends in personnel reaction to existing programs as they are developed or changed.

h. Determine what needs to be done to make Army life more rewarding, fulfilling, challenging, and acceptable to all personnel.

i. Provide an economical method for collecting demographic information.

7. Unauthorized Surveys. *a.* An unauthorized survey is one that requires approval but that has not been approved before it is sent to an official



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Army address. Unauthorized surveys will not be completed and will be reported to the local PSCO. The PSCO will immediately notify HQDA (DAPC-PM) by the quickest means available. The survey instrument will be forwarded through command channels, to HQDA (DAPC-PM).

b. Installation and command PSCO's are authorized to place a survey they believe to be unauthorized in a hold status pending notification of action by HQDA (DAPC-PM).

8. Procedures for Survey Approval. a. Requests for DA approval of a proposed attitude, opinion, or occupational survey or requests for consultation and assistance will be submitted to HQDA (DAPC-PM).

b. Requests for DA survey approval will include—

- (1) Name and organization of the sponsor.
- (2) Title of survey.
- (3) Command effort required.
- (4) Description of statistical analysis plan.
- (5) Description and size of the population to be surveyed.
- (6) Description and size of the sample selected.
- (7) Method of sample selection.

(8) Method of conducting the survey, including schedule of events.

(9) Method of tabulating the survey results.

(10) Use and disposition of survey results.

(11) Drafts of schedules, inventions, or questionnaires, and instructions to be used.

(12) Name, title, address, and telephone number of the senior project officer.

9. Survey Field Tests. Sixty to 90 days before a survey is distributed, representative of MILPER CEN may field test items in selected commands or send copies of a preliminary questionnaire to selected commands for comments. Field testing provides a check on the clarity and validity of the items in the survey.

10. Reliability Checks. Reliability checks will be conducted for selected surveys. Commands selected for reliability checks will be given procedural instructions at the time of the survey.

11. Publication of Survey Results. HQDA will report survey results to the survey sponsor which submitted the items and, if approved for release, to other interested DA staff elements. Bibliographies of completed surveys are distributed to DA staff agencies and major Army commands.

The proponent agency of this regulation is the US Army Military Personnel Center. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) direct to HQDA(DAPC-PM) 2561 Eisenhower Avenue, Alexandria VA 22331.

By Order of the Secretary of the Army:

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The Adjutant General

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General, United States Army
Chief of Staff

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