

# **Draft Report on Aspects of Privacy Compliance & Practice of NZ Post Lifestyle Survey 2009**

## **Part I: Marketing Perspective**

*Linda Hollebeek*

### **Table of Contents**

1.0	Overview: Survey Background.....	2
2.0	Purpose of Report .....	4
3.0	Definitions & Abbreviations of Key Terms.....	4
4.0	The Survey: Contentious Issues - Industry Practice, Codes & Relevant Standards.....	5
4.1	NZ Marketing Association (2010) Code of Practice .....	5
4.2	ICC/ESOMAR (2009) Code of Practice.....	6
4.3	MRSNZ Code of Practice (2008) .....	7
5.0	Conclusion .....	15
6.0	Appendix: NZ Post Lifestyle Survey .....	16
7.0	References.....	24

# **Draft Report on Aspects of Privacy Compliance & Practice of NZ Post Lifestyle Survey 2009**

## **Part I: Marketing Perspective**

### **1.0 Overview: Survey Background**

The background to this report lies in concerns expressed by the Office of the Privacy Commissioner regarding relevant privacy and related issues pertaining to the *New Zealand Lifestyle Survey*, hereafter referred to as the "survey," which New Zealand Post distributed in hardcopy to all New Zealand households for completion by 20 August 2009 (NZ Post 2009a). A copy of the survey is included in Appendix A. The survey was also made available online (NZ Post 2009b), which showed some variation in the survey instructions/information and/or wordings, as addressed in this report.

On the Internet, the survey is introduced and/or advertised as follows (NZ Post 2010): "The New Zealand Lifestyle Survey provides exclusive nationwide insights about New Zealand lifestyles, household purchasing choices and buying behaviour across a wide range of products and services. This information can enable your organisation to drive marketing costs down and potentially increase marketing return, through specifically targeted marketing campaigns, and the ability to deliver relevant messages." While the latter sentence suggests a business-to-business targeting approach focused on the on-selling of the survey data, the survey was supplied to NZ consumers/households, as illustrated by its address to "The householder" nationwide (NZ Post 2009a).

A featured prize draw was used as the survey's apparent primary purpose, as highlighted by the opening statement on the survey form, "*An opportunity to win!*." This statement in fact represented the second part of the survey's opening sentence. The first part of this opening sentence, which was stated on the outside of the envelope in which the survey hardcopy forms were delivered to NZ households, stated: "*New Zealand Post proudly presents...*" ("*...an opportunity to win*"). The survey's true purpose, however, appears to be the compilation (and potential future on-selling) of a nationwide consumer database, as highlighted by the following statement placed at the top of the survey's front page: "*New Zealand Post is giving you the chance not only to customise the messages you receive from organisations, and make them more relevant, but also to enter our fantastic prize draw.*"

This point is also reiterated under point 2 of the survey Guidance Notes: "*The information you supply (including your email address and telephone numbers if you tick the boxes below) may be provided to companies and other organisations from New Zealand and overseas to enable them to provide you and/or your partner with information about products/services relevant to your responses to this survey.*"

*New Zealand Post may also use this information for the same purpose.*" Not only does this point raise a fairness issue regarding the communication of the survey's true purpose to prospective participants, but additionally, the statement pertaining to the 'customised messages received from other organisations' is expected to be largely unclear to a reasonable consumer in terms of their personal implications arising from the survey's completion and submission.

Further, *"The New Zealand Lifestyle Survey contains questions on topics ranging from hobbies, travel, vehicles and pets through to home ownership, finance and more. Based on international best practice and learning's gained from a pilot survey New Zealand Post trialed during October 2008, the survey questions have been designed to provide a detailed overview of consumer interests and needs. The kind of data generated by responses to a lifestyle survey has not been available in New Zealand until now, and will be the most comprehensive and easily accessible pool of data available in New Zealand. With 57 base questions generating up to 300 response variations per survey, the customer insights the survey captures are invaluable. The data will provide the basis for your business to perform cost-effective customer focused marketing by understanding where, when, what and how to communicate with prospective and existing customers"* (NZ Post 2010). Again, a business-to-business targeting approach is evident from this statement, which appears to be aimed at potential future buyers of the survey data and/or database. Interestingly, Singapore Post conducted a survey with an equivalent title, i.e. the Singapore Lifestyle Survey in 2009 (Singapore Post 2009). An online search performed for this survey in January 2010, however, revealed only the survey loading page.

Back in 1999 Australia Post announced a similar intent to sell their data obtained from a questionnaire similar to the NZ Post (2009) survey to direct mail companies, which was condemned by consumer affairs spokesperson Lindsay Tanner referring to such practice as "cashing in on [Australia Post's] position as a highly trusted organisation" (Hudson 1999). While privacy groups slammed the survey as "intrusive" and consumer groups raised fears of consumers being bombarded with spam and/or junk mail as a result of their participation in the survey, Australia Post defended their position by stating its evolved nature from a "public service" to a "commercial venture" (Hudson 1999, p. 3).

NZ Post may well be acting based on a similar rationale with its 2009 Lifestyle Survey, as illustrated by the following statement on its website: *"Today we are a successful commercial entity competing in local and global markets, offering our customers the world, generating valuable returns for our shareholders and the New Zealand Government"* (NZ Post 2010b). An additional clue for the collection of people's personal information as the primary survey purpose is provided by the online survey version, for which the respondent's email address represented the only required field for submission of the survey into the system, suggesting that what NZ Post was really interested in was collecting people's personal details on a nationwide scale.

Further, purchase of the survey data is advertised to businesses on the NZ Post website (NZ Post 2010) as follows: *“The launch of the New Zealand Lifestyle Survey provides some fantastic opportunities around question exclusivity and access to the consumer lists. With responses totalling over 190,000 households and 400,000 individuals, the New Zealand Lifestyle Survey will supply you with a competitive marketing edge. Want to know more about The New Zealand Lifestyle Survey data? Contact us on 0800 804 307 or email [lifestylesurvey@nzpost.co.nz](mailto:lifestylesurvey@nzpost.co.nz).”*

However, consumers, particularly those who are not Internet-enabled, are expected to have little understanding of NZ Post's strategic intent to sell their accumulated consumer database, which includes their personal data, to other businesses in the future, as this was not disclosed on the hardcopy version of the survey forms. As such, a potential fairness issue has emerged, along with a number of other privacy-related issues, which are explored in this report. While previous market research projects commissioned by NZ Post involving the collection and analysis of consumer information have typically been compliant, the Office of the Privacy Commissioner has expressed a number of potential concerns regarding the 2009 survey's compliance with relevant Information Privacy Principles contained within the Privacy Act (1993), which are addressed in this report. The specific purpose of the report is elucidated in section 2.0.

## **2.0 Purpose of Report**

The purpose of this report is to advise the Office of the Privacy Commissioner on the marketing aspects potentially impacting on the legal compliance of the *New Zealand Lifestyle Survey*, which was conducted by New Zealand Post in 2009. Specifically, this report explores marketing-related issues relevant to the survey's design and implementation practices, which are further explored in light of relevant Information Privacy Principles contained in the Privacy Act (1993) in the legal counterpart to this report. As such, the present report focuses on the marketing-related aspects pertaining to the survey.

The report is structured as follows. Section 3.0 provides an overview of key terms and abbreviations used throughout the report. Section 4.0 addresses the key contentious issues with respect to the survey's design and implementation with reference to relevant industry codes of practice, standards, reports, and/or similar surveys conducted overseas. The next phase of the project will centre on providing an evaluation of survey's compliance with the relevant Information Privacy Principles contained in the Privacy Act (1993), with reference to the marketing-based analysis provided in the present draft of the report. The report concludes with section 5.0, which is followed by an appendix and references.

## **3.0 Definitions & Abbreviations of Key Terms**

- “Survey”: New Zealand Lifestyle Survey conducted by New Zealand Post (2009).

- The “prize draw” for survey participants included:
  - First prize: \$15,000 cash on a Prezzy Card
  - Second prize: One of two Home Entertainment Package gift cards worth \$5,000
  - Third prize: One of two travel vouchers worth \$5,000
  - Fourth prize: One of 30 New Zealand Post Prezzy Cards worth \$500
- “Guidance Notes” (GN): Information about the survey for participants supplied on the survey’s front page.
- “Participant/respondent”: Survey recipient (in hardcopy &/or softcopy) who completed (part of) the survey and entered the prize draw.
- “Terms & conditions” (T&C): Provisions of participation in the survey stated on the survey’s back page.
- “IPP”: Information privacy principle; There are a total of 12 IPPs contained in the Privacy Act (1993).
- “MRSNZ”: Market Research Society of New Zealand
- Note: Respondent names sourced from e.g. blog entries and/or communications with the Office of the Privacy Commissioner are abbreviated in the report to the relevant individuals’ initial(s) (e.g. NM, JM, N, TP and R)

#### **4.0 The Survey: Contentious Issues Regarding Industry Practice, Codes & Relevant Standards**

##### **4.1 NZ Marketing Association (2010) Code of Practice**

The (New Zealand) Marketing Association aims to develop and support marketing practice in New Zealand, and enjoys the support of Principal Business Partners TVNZ and New Zealand Post and many other sponsors, enabling them to continually increase and enhance the range of services for their members, including themed courses and events e.g. in Marketing Fundamentals and Certificate of Direct Marketing (Marketing Association 2010c).

Under Principle 1, the Marketing Association’s *Code of Practice for Direct Marketing in New Zealand* (2010a) states that “marketers shall comply with the laws of New Zealand and all appropriate industry Codes of Practice,” thus setting a higher standard of consumer service and protection relative to the consumer’s legal rights in NZ. Further, the Marketing Association’s Principle 1b (Individual Privacy) posits that “It is important that (direct) marketers be familiar with The Privacy Act (1993) and the 12 Privacy Principles included in it. Their marketing activities must comply with these principles.”

Although the survey does not come within the ambit of the Marketing Association’s definition of “direct marketing” (i.e., the process by which consumers are offered the opportunity to obtain or purchase goods/services or make charitable donations direct by mail, newspaper or magazine, radio, television, telephone, facsimile, email, Internet or any similar means of communication), the survey’s compliance

with the Privacy Act (1993) is critical yet dubious as expressed by the Office of the Privacy Commissioner and set out in the following sections.

#### 4.2 ICC/ESOMAR (2009) Code of Practice

The survey may be viewed to infringe upon not only the NZ Marketing Association's Principle 1, but additionally, the *Market Research Society of New Zealand's Code of Practice* (2008) and the *ICC/ESOMAR International Code on Market and Social Research* (e.g. 2009a/b). The ICC/ESOMAR website states: "ESOMAR is the world organisation for enabling better research into markets, consumers and societies. With 5,000 members in 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making" (ESOMAR 2010).

The first ESOMAR Code of Marketing and Social Research Practice appeared in 1948, which was followed by a number of codes produced by national bodies and by the International Chamber of Commerce (ICC). In 1976 ICC and ESOMAR agreed that it would be preferable to have a single international code instead of two differing ones and a joint ICC/ESOMAR Code was published the following year (1977). This was revised and updated in 1986 and 1994, making the current version the fourth edition of the ICC/ESOMAR Code, under a slightly altered title (MRSNZ 2008).

Specifically, the ICC/ESOMAR Code includes "a requirement for members to maintain a distinction between market research and commercial activities such as advertising, sales promotion, direct marketing and direct selling; The essence of the distinction is that researchers have no interest in the personal identity of the respondents they question - they do not pass information about identified people to their research clients" (ESOMAR 2009a, p. 2). NZ Post, by contrast, were targeting identified individuals with their survey, as evident by e.g. the survey's distribution to people's private residences (NZ Post 2009a), and the soliciting of personal identification information including name, title, phone, mobile and/or email address in both the hardcopy and online survey versions.

Further, "it is increasingly common for (CRM, i.e. Customer Relationship Management) programs to have a dual purpose, i.e. the collection of representative sample survey data and provision to the client of details about individual respondents to allow for follow-up, or product offers (ESOMAR 2009a, p. 2). The ICC/ESOMAR Code, however, distinguishes the collection of market research data, and those "*pretending to do market research but whose real intention is to seek money or purchases, or compile mailing lists*" (ESOMAR 2009a, p. 2), the latter of which appears to be relevant in the case of the 2009 survey, as evident e.g. from the business-to-business targeted statements placed on the NZ Post website (2010), including: "*The data will provide the basis for your business to perform cost-effective customer focused marketing by understanding where, when, what and how to communicate with prospective and*

*existing customers.*" The Market Research Society of NZ, which is introduced in the following section, operates on the basis of a similar Principle: *"Market research shall be clearly distinguished and separated from non-research activities including any commercial activity directed at individual respondents (e.g. advertising, sales promotion, direct marketing, direct selling etc)"* (MRSNZ 2008).

While NZ Post may attempt diverting liability under the above ICC/ESOMAR Code and MRSNZ Principle by asserting their activity did not constitute market research activity, statements on the NZ Post website suggest that the survey was in fact designed as a market research activity, e.g.: *"The New Zealand Lifestyle Survey provides exclusive nationwide insights about New Zealand lifestyles, household purchasing choices and buying behaviour across a wide range of products and services"* and *"... the survey questions have been designed to provide a detailed overview of consumer interests and needs"* (NZ Post 2010), which is clearly within the scope of marketing research (Malhotra 2002; Frazer and Lawley 2000).

Further, surveys more generally, represent an integrated part of market research activity (Malhotra 2002). As such, the survey appears to have violated the *ICC/ESOMAR Code on Market and Social Research* by adopting the key purpose of compiling a nationwide mailing list of identified individuals, rather than reflecting a survey's intended purpose of investigating the market and/or consumer-based behaviours, interests and/or needs of unnamed individuals. Thus, ethical implications arise through the use of a market research tool (i.e., survey) for a non-market research purpose.

#### **4.3 MRSNZ Code of Practice (2008)**

Moreover, the survey infringes upon the *Market Research Society of New Zealand (MRSNZ) Code of Practice* (2008), which is based upon the international ICC/ESOMAR Code. The MRSNZ is a professional body specifically for people who work with, are involved with, or who are interested in market research. The MRSNZ also serves to support the public by inspiring confidence in both market research information, and market research practitioners (MRSNZ 2010). The MRSNZ collaborates with AMRO, the Association of Market Research Organisations in New Zealand, which was formed in 1984 as an industry group to help promote consistently high industry standards and to help ensure the maintenance of the public's good will.

AMRO member companies co-operate in compiling industry data, establishing professional and ethical standards for the industry and in communicating with the users of research as well as the general public. Specifically, AMRO was established to (a) encourage greater awareness within Government, the business community and the general public of the value of market research, (b) act on behalf of and improve the public image of the market research industry, and (c) support the aims and objectives of the

MRSNZ (MRSNZ 2010). The following Fundamental Principles in the MRSNZ Code of Practice are contentious in light of the survey:

*#4. RESPONDENTS' COOPERATION IS VOLUNTARY AND MUST BE BASED ON ADEQUATE, AND NOT MISLEADING, INFORMATION ABOUT THE GENERAL PURPOSE AND NATURE OF THE PROJECT WHEN THEIR AGREEMENT TO PARTICIPATE IS BEING OBTAINED AND ALL SUCH STATEMENTS SHALL BE HONOURED.*

This Fundamental Principle is also in accordance with the Marketing Association's (2010a) Principle 2, which states that "offers will be clear and truthful and not present a product, service, or offer in a way that could mislead the consumer." Hence although the survey did not propose a product/service for sale to consumers, the survey comes within the ambit of the concept of an "offer" made to consumers and as such, requires compliance with the MRSNZ Code and Marketing Association's Principle 2 alike.

Adequate, non-misleading information about the survey's (primary) nature and/or purpose, which appears to be the compilation of a (direct) marketing database, was not explicitly provided to the survey respondents thus breaching the MRSNZ's fourth Fundamental Principle, as well as ICC/ESOMAR Principle 1(d), which posits that the purpose of the research should be made absolutely clear to research participants at the outset of the research and, if the organisation collecting the data carries out any other activities than market research (i.e., as in the case of the survey), that there is no possibility of the respondent being confused about whether they are taking part in market research, or an interview which has another purpose (ESOMAR 2009b, p. 3).

In the present case, an apparently concealed survey purpose was constructed in the form of the respondent's entry into a prize draw, while the survey's true purpose appears to be an exercise of compiling a mailing list for future targeted direct marketing activity, as evident from the NZ Post website (2010), and paralleling Australia Post's change of strategic direction revealed a decade ago (Hudson 1999). Hence as addressed, the survey failed to disclose its true purpose to participants thus violating the MRSNZ, ICC/ESOMAR Codes and Marketing Association's Principle 2 alike.

Further, the adoption of an enticing prize draw featuring cash, consumer electronics, travel and NZ Post Prezzy Cards prizes (an overview of the specific prizes drawn is provided in section 3.0) may raise ethical concerns, particularly given the survey's concealed true purpose. The University of Auckland Human Participants Ethics Committee (UAHPEC), for instance, requires adherence to a strict set of guidelines pertaining to the offering of rewards and/or incentives for research participants. Specifically, these guidelines are designed to protect participants' interests and prevent people from being bribed into participating in any research project.

A sense of bribery was indeed perceived by certain recipients of the survey, as illustrated by the following post on the NZ Post blog (Document date 24/12/09): "*Dodgy, trying to tempt you with some prizes*" (TP, 23/07/09). Additionally, a number of other blog entries indicated consumers' lack of willingness and/or renouncing to complete the survey based on perceptions of bribery, for instance: "*Promptly binned -*



*cheeky and invasive. They'll be on-selling the data to all sorts of outfits to spam you"* (N, 23/07/09) and *"Yeah - I'm not that keen on it either... I believe NZ Post are unfairly leveraging their postal distribution network"* (R, 23/07/09).

Analogously Australia Post, with their 1999 survey, were accused of *"bribing people into letting them [i.e. Australia Post] invade their privacy"* (Hudson 1999, p. 3). Research conducted by Church (1993) also shows that response rates to a mail survey may be increased when monetary and/or non-monetary incentives are offered to the respondents. Additionally, the survey's distribution during the current economic downturn may act as a further enticing factor potentially bribing people to participate in the survey.

Moreover, while participation in the survey was stated to be "voluntary" in the GN, certain survey recipients may have been unaware of the survey's voluntary nature and have assumed compulsory completion of the survey form (Otago Daily Times 2009). This issue was further complicated by the lack of explicit opt-in (e.g. 'tick here if you authorise for your details to be released to other companies') and/or opt-out (e.g. 'tick here if you do not authorise for your details to be released...') alternatives in the hardcopy and online survey versions, thus clouding the notion of "prior informed consent" (Royal Mail Group (UK) Ltd 2010).

Specifically, "consent must be obtained for direct marketing before you start doing it (hence "prior") and you must obtain consent in a way that makes it clear to recipients what they are consenting to (hence "informed"). To meet this requirement mailers typically use "opt-in" or "opt-out" (Royal Mail Group (UK) Ltd 2010). Under NZ legislation governed by the Privacy Act (1993), the requirement for "prior informed consent" is stated in a more open-ended manner, with reference to an outcome, i.e. a properly informed, or "aware," individual (Blair Stewart Memo, 23/07/09). Despite this difference in UK vs. NZ legislation, the lack of opt-in/out methodology in the survey may have resulted in limited levels of consumer awareness of the voluntary nature of the survey, as well as other factors including the "purpose for which the information is being collected" and "who is going to receive the information," for which "reasonable steps" were not taken to make this information known, thus infringing Principle 3 of the Privacy Act (Marketing Association 2010b).

A further issue pertaining to consent resides in the question whether participants understood what will happen to their personal information provided beyond the prize draw. Authorisation for the future use of people's personal information should be obtained on a clear and unambiguous basis, as endorsed by e.g. the ICC/ESOMAR and MRSNZ Codes of Practice. Unclear authorisation (e.g. mixed messages regarding whether completing the survey is a requirement for entering the prize draw, etc) and the issue of "bundled consent," where consent relevant to the prize draw is bundled with consent for the permanent collection and various downstream uses by people and/or organisations other than NZ Post, have clouded the quality of respondents' authorisation in the NZ Lifestyle Survey (2009) exercise.

Specifically, future use of data collected is based on the respondent's authorisation. It is therefore vital that there be confidence regarding how well individuals understood what exactly was being authorised, which in the case of the present survey was nebulous. As a result, this lack of clarity leaves the information collected in an undesirably unclear and potentially non-compliant state, both in terms of the collector and future users of the compiled databases. While the use of opt-in and/or opt-out alternatives for the issues of entry into the prize draw and the consent pertaining to the future use and/or dissemination *individually* would have contributed to the survey's compliance, clear signs of negligence in these areas were observed in the conduction of the 2009 survey, which undermines the Marketing Association's list warranty register showing lists as fully compliant with the Privacy Act (1993).

Further, Principle 3 of the Privacy Act (1993) imposes the obligation for the information to be collected "directly from the individual concerned," which was not honoured in the conduction of the survey. Specifically, the survey includes questions addressing the respondent's partner's details, which the respondent is asked to complete on the survey form. A minimal attempt is undertaken by NZ Post to make this clause legally watertight, by inclusion of the following statement in the survey GN: *"Some questions are about you, others are about your partner and your household. When you provide information about your partner or other members of your household please have them read the survey and get their permission to provide the answers on their behalf."* Despite this weak attempt, this practice is in direct violation of the Privacy Act's (1993) IPP2.

Further, the GN state that the respondent's and his/her partner's details alike may be supplied to *"companies and other organisations from New Zealand and overseas to enable these to provide the respondent and/or his/her partner with information about products and services relevant to the participant's responses in the survey. New Zealand Post may also use this information for the same purpose."* Therefore, not only did NZ Post request for the respondent to provide personal information about their partner, but additionally, they expressed the intent to distribute the partner's details to other NZ-based and/or overseas organisations, which may be viewed as potentially harmful to and/or invasive of the individual's privacy.

Furthermore, the small typeface used for the survey's GN and T&C, in which the indication of the survey's *voluntary* participation is included, is complicated e.g. for people with eyesight impairments, including the elderly, and/or language barriers. As such, these individuals may be unaware of the voluntary, rather than compulsory, nature of their participation in the survey. For instance, NM and JM expressed their concerns regarding the survey to the Office of the Privacy Commissioner on 13/07/09 and 14/07/09 respectively (Office of the Privacy Commissioner Scoping Paper, Annex K: #6 & #7) by stating that *"people who have a language issue may not realise that they are not obliged to complete the form"* (NM). Further, JM in her communication with the Office (14/07/09) suggested new immigrants who have English as a second language would be *"likely to perceive NZ Post as a Government agency,"* thus tying in with Hudson's (1999) point addressing Australia Post's abuse of their trusted position as a mail deliverer and perceived public service.

Similar to Australia Post, NZ Post is highly likely to enjoy a highly trusted public perception, to which their central theme of *"connecting people"* (Luke and Verreyne 2005) may contribute. Yet, similar to Australia Post, NZ Post appears to be exploiting its trusted position by adopting potentially misleading and/or unfair means and/or statements in the conduction of the 2009 survey, as addressed. Such practice represents a direct violation of the Marketing Association's (2010a) Principle 5, which posits that *"marketers will uphold high standards of business practice to bring about the trust of consumers."* In this instance, however, NZ Post appears to be exploiting, rather than building and/or contributing to, consumer trust in their organisation.

Additionally, the relatively formal look and feel of the survey may (subconsciously) remind certain consumers of that of the *Census of Population and Dwellings* undertaken every 5 years by Statistics New Zealand, for which completion is compulsory. This may lead certain individuals to (a) assume their completion of the survey to be on a compulsory, rather than voluntary, basis - a convenient lack of awareness which NZ Post has done very little to develop on its survey forms or otherwise; and/or (b) Presume a high level of trust in the survey based on its highly trusted source, i.e. NZ Post, thus enhancing their likelihood of completing and returning the survey potentially by being misled by these matters.

An additional issue with the small print used in the GN and T&C is that their content may run counter to a reasonable participant's expectations of the survey's purpose. Specifically, the opening statement placed at the top of the survey form (*"An opportunity to win!"*) suggests the prize draw as the primary survey purpose. However, only upon closer inspection of the GN and T&C would a prospective respondent be able to infer the survey's true main purpose, i.e. the compilation of a (direct) marketing/mail list/database. Therefore, particularly people in some way impaired to undertake a proper reading and understanding of the survey GN and/or T&C, such as the visually impaired and/or non-native English speakers, may have different expectations of the survey's purpose relative to its true purpose, which may be viewed as potentially misleading and/or unfair to these individuals.

Further, other, potentially capable readers of this information may nevertheless engage in only partial reading of the GN and T&C (cf. Frazer and Lawley 2000), thus leading to a similar outcome of distorted consumer expectations regarding the survey's primary purpose. It appears that NZ Post, simply by including the small print GN and T&C, has fallen short in undertaking all reasonable steps to ensure its survey recipients were properly informed of the survey's purpose(s). Specifically, mere inclusion of a typeface considerably smaller than the regular print used throughout the survey in the GN and T&C may be viewed as an insufficient attempt to shift the onus of the respondent "being properly informed" and/or "aware" of various key issues regarding the survey from NZ Post to the survey recipient. Further, marketing research and/or survey design texts commonly address the objective of reducing the respondent burden where possible (Frazer and Lawley 2000), which can be implemented e.g. by designing a straightforward, truthful research instrument facilitating completion by a properly informed and/or aware respondent.

Additional potential fairness issues emergent from the survey include the high level of detail of information solicited from the respondents, which largely had little bearing with NZ Post's traditional business purpose as a trusted mail deliverer and public service. However, the organisation's original purpose appears to have evolved, as evident from the following statement on their website (NZ Post 2010b): *"Today we are a successful commercial entity competing in local and global markets, offering our customers the world, generating valuable returns for our shareholders and the New Zealand Government."*

Despite this relatively recent change in NZ Post's purpose and/or strategic direction, an average, reasonable consumer may be expected to still hold perceptions and mental associations of NZ Post in its traditional role, as illustrated above. Agencies with special roles, such as NZ Post, are expected to make things quite clear if engaging in unexpected collections. As such, NZ Post appears to have exploited its shift in strategic direction to further its newly-developed, more commercial purposes, which a reasonable consumer is likely unaware of, with their 2009 survey. As a result, a level of unfairness may have transpired in the collection of the survey data based on the potentially limited level of consumer awareness pertaining to the contemporary purpose and objectives of NZ Post.

A further potential issue resides in the quantity, and great level of detail, of the information solicited from respondents in the survey, which is likely to result in consumer irritation, and/or confusion regarding how this may relate to NZ Post's business. Coupled with a lack of explicit mention of the survey's apparent true purpose (i.e., the compilation of a direct marketing database), and the adoption of a concealed survey purpose in the form of a prize draw, this practice may be viewed as potentially "unfair" marketplace conduct by NZ Post. Specifically, an issue of fairness arises when an agency collects information under a particular guise (e.g. 'survey,' prize draw' or for 'official purposes'), while the real purpose is otherwise, as occurred with the present survey. Collecting details for the purpose of profiling and marketing under the guise of the respondent's entry into a prize draw or a survey can be misleading and/or unfair.

Further unfairness results from the prominent display of the survey's peripheral purpose (i.e. an enticing prize draw) on the survey's front page, while the true purpose is conveyed predominantly in small print and unclear statements (e.g. *New Zealand Post is offering you the chance to not only customise the messages you receive from organisations, and make them more relevant, but also to enter our fantastic prize draw*"). As stated, there is also some inconsistency in the specific wordings addressing the future use and/or dissemination of the data collected in the hardcopy and online survey versions. Although the two exercises of data collection and a prize draw can be combined if done carefully, it is unfair if done in such a way that a reasonable consumer could be misled by the process, as is the case with this survey.

Based on the common notion in marketing research of aiming to minimise a survey's length in order to reduce the respondent burden (e.g. Malhotra 2002), the detailed level of the survey questions provides further support for the increasingly commercial nature of NZ Post, which a reasonable consumer is not expected to have kept up-to-date with. Further, Paragraph 7 of the OECD Guidelines, the "Collection Limitation Principle," provides that "There should be limits to the collection of personal data." As such, much of the information sought may be viewed as not "reasonably necessary" for NZ Post's business

purposes, particularly since upon collection of the survey data, NZ Post were yet to determine the specific future uses of the data, which may be viewed as misleading to consumers. Moreover, the information primarily seems to be collected not for NZ Post's purposes, but for the purposes of third parties (as yet undetermined or at least undisclosed: We don't even know what agencies these are, much less their purposes in using or disclosing the information).

*#5. THE RIGHTS OF RESPONDENTS AS PRIVATE INDIVIDUALS SHALL BE RESPECTED BY MARKET RESEARCHERS AND THEY SHALL NOT BE HARMED OR ADVERSELY AFFECTED AS THE DIRECT RESULT OF CO-OPERATING IN A MARKET RESEARCH PROJECT.*

A number of points can be made with respect to this MRSNZ Fundamental Principle. First, an extremely high level of detail of personal information was solicited from the survey respondents. For example, there were survey questions addressing consumers' interests, their vehicles, home, finances, shopping habits and travel, as well as an array of demographic information. Despite this, as raised under point #4, participants were given very little assurance regarding the protection, future use and/or dissemination of the information provided.

A relatively basic attempt demonstrating a level of respect to the respondents and/or reducing harm arising from the survey's completion was made by inclusion of the following point in the GN: *"Your participation is voluntary. You may choose not to answer particular questions."* However, in the bigger picture the right of respondents as private individuals was violated by the adoption of an identified respondent survey format, which, in accordance with the ICC/ESOMAR Code of Practice, does not come within the ambit of (genuine) market research. This point was also implied by Hudson (1999) with reference to the Australia Post survey exercise.

Further, based on the considerable amount of relatively sensitive, detailed information requested in the survey, respondents and/or their partners may reasonably experience future harm as a result of their participation in the survey, while very little assurance regarding the protection and/or future use of the information provided is given in the survey. Examples of future harm include participants' potential subscription to multiple NZ- and/or overseas-based direct marketing and/or mailing lists/databases, which may be harmful to their privacy in unanticipated ways (e.g. significant amounts of spam and/or direct mail being sent to them, which they may be unaware of at the time of survey completion).

NZ Post, by contrast, may argue that by completing the survey, the respondent abides, *implicitly*, by the survey GN and T&C. However, Frazer and Lawley's (2000) research indicates that prospective research respondents typically, have limited cognitive and emotional capacity for the processing of research and/or research instruments, including surveys. Therefore, the recommended design of such research instruments is based on efforts by the researcher to minimise the respondent burden, i.e. by facilitating, rather than complicating, the research participants' completion of the research instrument (i.e. the survey in the present case).

However, by placing the GN and T&C in a significantly smaller typeface than that used for the regular print in the survey, and relying on respondents to have read the entire, relatively lengthy GN and T&C, NZ Post appears to have fallen short in undertaking all reasonable steps to minimise the respondent burden pertaining to their survey. As a result, the respondent may be found 'switching off' during the survey completion, e.g. by limiting their reading of the GN, T&C and/or other information on the survey, which may have implications not only in the area of privacy, but also with respect to survey response quality. While the privacy issue has been addressed, issues pertaining to survey response quality include potentially reduced validity of the survey's findings arising as a result of respondents' partial reading of the survey content and potentially reduced accuracy and/or validity of the resultant data (Malhotra 2002). Additionally, further data quality issues may arise as the data become outdated, which also suggests NZ Post may wish to undertake further iterations of the survey in the future.

Additionally, very little information was provided to the respondents regarding the future use and/or dissemination of personal information disclosed in the survey. On the survey's hardcopy version, the following generic statement is provided: *"By undertaking the New Zealand Post Survey, you and your partner's name, address, and other information you supply (including your email address and telephone numbers if you tick the boxes below) may be provided to companies and other organisations in New Zealand and overseas to enable them to provide you and/or your partner, with information about products and services relevant to your responses to this survey. New Zealand Post may also use this information for the same purpose."* However, any organisations to which the respondents' personal information may be disseminated are left unidentified in the survey, thus violating the Privacy Act's (1993) third IPP.

With the exception of the latter sentence ("New Zealand ... same purpose"), a similar wording is used on the NZ Post webpage (NZ Post webpage doc, 2009) under the "Privacy" heading. Further, on the online survey's loading page (NZ Post webpage doc, 2009) the following content is displayed: *"Your information will be held securely and can only be used as specified by New Zealand Post. This will allow organisations to mail you relevant messages based on your answers to the questions. Most importantly, only contact information is released, along with the fact that one of your survey responses indicates that you might be interested in a particular offer. Only contact information is released to any participating organisation and subsequently your information is protected."* Again, however, no specific identification and/or details are provided on the survey regarding the NZ- or overseas-based organisations to which respondents' personal details may be disseminated, nor the specific details regarding secure storage, retention and/or eventual destruction of the data.

Disclosure of such information is, however, common practice in marketing research, as illustrated by the University of Auckland Human Participants Ethics Committee (UAHPEC) requirement for these details to be communicated to all research respondents prior to the granting of UAHPEC approval for the conduction of primary research at the University of Auckland (UAHPEC 2009). Moreover, this observed inconsistency in the survey-related information provision indicates that NZ Post themselves are uncertain how they will use the information. As such, this practice may be viewed as a direct violation of the Privacy

Act's (1993) IPP1, which aims to prevent the indiscriminate collection of information for which no particular purpose has yet been determined. Instead, NZ Post appears to have adopted an "in case we can use it or sell it" basis, which conflicts with the spirit of IPP1. Further, as stated, Paragraph 7 of the OECD Guidelines, the "Collection Limitation Principle," provides that "There should be limits to the collection of personal data."

*#7. MARKET RESEARCHERS SHALL ENSURE THAT PROJECTS AND ACTIVITIES ARE DESIGNED, CARRIED OUT, REPORTED AND DOCUMENTED ACCURATELY, TRANSPARENTLY AND OBJECTIVELY.*

The key contentious issue of Fundamental Principle 7 with respect to the survey lies in the *transparent* design, execution, reporting and documentation of research projects and principles. As addressed under points 4 and 5, the survey used the respondents' entry into a prize draw as a guise for its true purpose, which appeared to be the collection of personal respondent information and the compilation of a (direct) marketing/mail database expected to have significant commercial value, particularly given the survey's nationwide scope. Consequently, the survey and related activities including its design, execution, and documentation were not carried out in a transparent manner, thus breaching the MRSNZ seventh Fundamental Principle.

## **5.0 Conclusion**

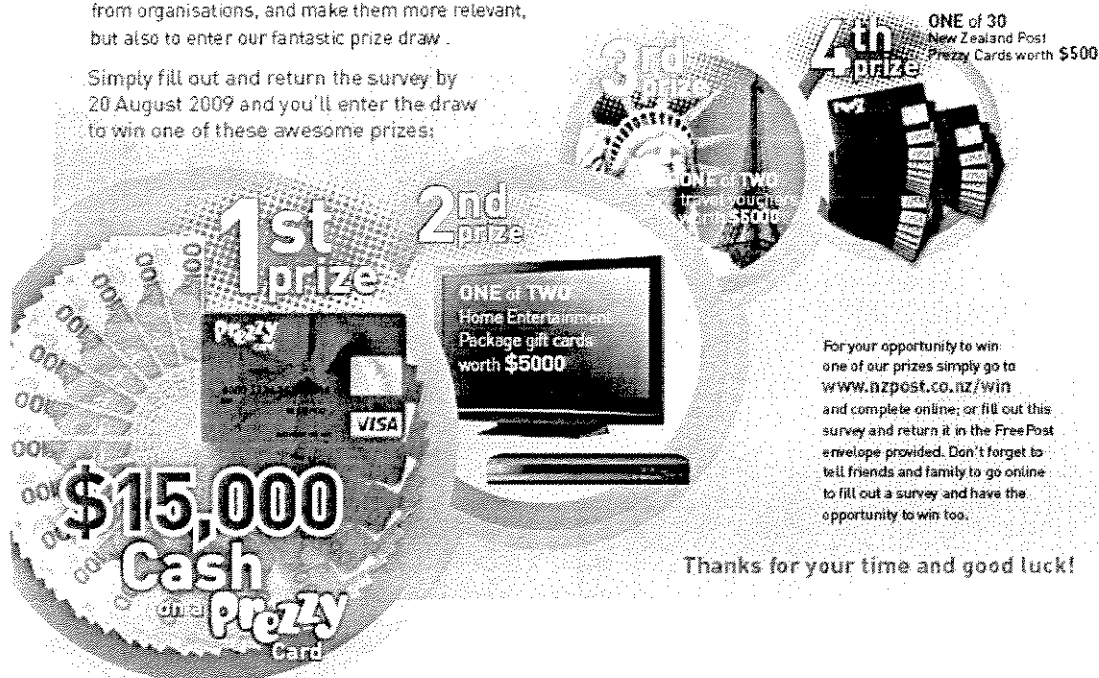
The purpose of this report was to explore the marketing aspects, with a focus on relevant principles contained in the Privacy Act (1993), arising from the New Zealand Lifestyle Survey conducted by NZ Post (2009). The present report has centred on the marketing-related aspects of survey design and implementation, which were explored with reference to relevant NZ and international codes, standards and practices developed by relevant industry bodies. Specifically, three key bodies and their relevant sets of standards/codes were addressed, including the NZ-based Marketing Association and MRSNZ (Market Research Society of NZ), and the international ICC/ESOMAR. Relevant principles and/or codes developed by these organisations were examined in light of potential privacy issues, including awareness, fairness, authorisation and harm arising from the 2009 NZ Lifestyle Survey. Further detail pertaining to the specific legal implications arising from the marketing aspects addressed in this report is provided in the legal counterpart to this report.

## 6.0 Appendix: NZ Post Lifestyle Survey

# An opportunity to win!

New Zealand Post is offering you the chance to not only customise the messages you receive from organisations, and make them more relevant, but also to enter our fantastic prize draw.

Simply fill out and return the survey by 20 August 2009 and you'll enter the draw to win one of these awesome prizes:



For your opportunity to win one of our prizes simply go to [www.nzpost.co.nz/win](http://www.nzpost.co.nz/win) and complete online; or fill out this survey and return it in the FreePost envelope provided. Don't forget to tell friends and family to go online to fill out a survey and have the opportunity to win too.

Thanks for your time and good luck!

### Guidance notes

- Your participation is voluntary. You may choose not to answer particular questions. Some questions are about you, others are about your partner and your household. When you provide information about your partner or other members of your household please have them read the survey and give their permission to provide the answers on their behalf.
- Privacy: By undertaking the New Zealand Post survey, you and your partner's name, address and other information you supply (including your email and telephone numbers if you use the codes below), may be provided to companies and other organisations from New Zealand and overseas to enable them to provide you and/or your partner with information about products and services relevant to your responses to this survey. These called Post may also use this information for the same purpose.
- New Zealand Post may also use the contact details given below (including your email address and telephone numbers) for the purposes of communicating with you about this survey.
- New Zealand Post would not release and/or use the information you provide. You can check, correct or remove your survey responses by emailing [survey@nzpost.co.nz](mailto:survey@nzpost.co.nz) or writing to us at New Zealand Post Ltd, Private Bag 9090, Wellington Mail Centre, Lower Hut 1048. For further information please see the survey Privacy Policy at [www.nzpost.co.nz/win](http://www.nzpost.co.nz/win).
- When you return your completed survey your entry is entered into the prize draw. Only one entry per person is permitted. And please be 16 years or older to complete the survey. To make sure that your entry to the draw is valid, please include your full name and address below.
- Terms and conditions apply and we advise you to review them online at [www.nzpost.co.nz/win](http://www.nzpost.co.nz/win).

Title Mr Mrs Miss Ms Other

First name Middle name(s) Last name

Home telephone number Mobile number

Your preferred email address

In addition to receiving selected offers addressed to you through the mail, please tick if you would also be happy to receive offers by:

Email SMS text message Telephone





When filling in this form please use a cross **X** when selecting and use **BLOCK LETTERS** and either **blue** or **black** ball point pen when writing in fields.

## About your interests

1. Which of the following interests do you or your partner enjoy?

	Myself	My Partner		Myself	My Partner
Going to the pub/bar for a drink			Reading (non-fiction)		
Going to the cinema			Reading (fiction)		
Going to the gym			Gardening		
Entertaining at home			Entering competitions		
Eating out			Sewing/crafts		
Wine			Cars		
Computer or video games			Shopping for clothes		
Cooking					

2. Which sports do you or your partner have any interest or participation in?

	I am interested	My partner is interested	I am participating	My partner is participating	I am participating regularly	My partner is participating regularly
Team sports (e.g. rugby etc)						
Individual sports (e.g. golf etc)						
Water sports (e.g. sailing etc)						
Snow sports (e.g. skiing etc)						
Cycling/ mountain biking						
Outdoor activities (e.g. trampolining etc)						

## About your vehicles

3. What is the make of your main vehicle?

	Myself	My Partner		Myself	My Partner
Audi			Peugeot		
BMW			Subaru		
Daihatsu			Suzuki		
Ford			Toyota		
Holden			Volkswagen		
Honda			Other		
Hyundai					
Isuzu					
Kia					
Mazda					
Mercedes					
Mitsubishi					
Nissan					
If 'Other' please specify					

4. What size/type is your main vehicle?

	Myself	My Partner
Small car (e.g. Ford Festival)		
Medium car (e.g. Holden Vectra)		
Large car (e.g. Ford Falcon)		
4WD/SUV		
Luxury car (e.g. Lexus LS300)		
People mover (7+ seats)		
Commercial van/truck		
Motorcycle (over 50cc)		
Farm vehicle (e.g. tractor)		
Hybrid		
Other		
If 'Other' please specify		

5. How many vehicles do you currently have in your household?

None	One	Two	Three+
------	-----	-----	--------

6. Approximately when do you intend to replace your main vehicle?

Myself	My Partner	Myself	My Partner
In the next 6 months		In 7-12 months time	
In 12+ months time		Won't replace	

7. Do you own a boat?

Yes  
No

## About your home

8. Do you own or rent the home you live in?

Own with a mortgage      Own without a mortgage  
Rent      Living with parents or family

9. What sort of home do you live in?

Separate house      Semi-detached house  
Villa unit or townhouse      Apartment or flat  
Farm      Other

10. When did you move in to your current home?

/ (Month/Year)

11. What is the approximate value of the home you currently live in?

Under \$250,000      \$250,000 to \$500,000  
\$500,000 to \$750,000      \$750,000 to \$1 million  
Over \$1 million      Don't know

12. If you have a mortgage, what rate type(s) do you have?

When did you take it out? (Month/Year)

1 year fixed rate      /  
2 year fixed rate      /  
3 year fixed rate      /  
4 year fixed rate      /  
5 year fixed rate      /  
Variable or floating rate      /  
Other      /

13. How many bedrooms and bathrooms does your home have?

Number of bedrooms      (Please specify)

Number of bathrooms      (Please specify)

14. How many people live in your home? (including yourself)

(Please specify)

15. How satisfied are you with your providers of the following services?

	Satisfied	Not Satisfied	Not Connected
Mains electricity (Please specify provider)			
Mains gas (Please specify provider)			
LPG gas (except BBQs) (Please specify provider)			
Broadband internet (Please specify provider)			
Dial-up internet (Please specify provider)			
Telephone landline (Please specify provider)			
Mobile telephone (Please specify provider)			
Digital or Satellite TV (Please specify provider)			

16. What is the energy source for heating your hot water?

Mains electricity      Mains gas  
LPG gas      Solar  
Other

17. Do you, or anyone in your household, intend to do any of the following in the next 12 months?

	Next 12 months	14+ months	17-19 months	Not in next 12 months
Move house				
Make major renovations				
Build a house or apartment to live in				
Build a house or an apartment as an investment				
Buy a house or an apartment to live in				
Buy a house or an apartment as an investment				
Get married				

18. Do you own a holiday home?

Yes  
No



19. Do you own any investment properties?

None	One	Two	More than two
------	-----	-----	---------------

20. Do you have any cat(s) or dog(s) in your household?

Number of cat(s) *(Please specify)*

Number of dog(s) *(Please specify)*

21. Do you operate a business from your home?

Yes	No
-----	----

Number of employees (including yourself) *(Please specify)*

22. Do you own a business and operate it from somewhere other than your home?

Yes	No
-----	----

Number of employees (including yourself) *(Please specify)*

23. If you have any mobile phone(s), are they: (please tick all that apply)

Myself	Specify provider
--------	------------------

Pre paid

Personal contract

Business contract

## About your finances

24. How satisfied are you with your main provider of the following financial services?

Satisfied	Not Satisfied	Not Applicable
-----------	---------------	----------------

Banking

Mortgage

Personal loan

Credit card

KiwiSaver

25. Which credit card(s) do you have?

Myself	My Partner	Myself	My Partner
--------	------------	--------	------------

Visa Mastercard

American Express Diners Club

Farmers Card Q Card

Store Card

None

Other Card

If 'Other' please specify

26. If you have any credit cards, what is your approximate total credit limit?

Myself	My Partner	Myself	My Partner
Under \$2,500	\$2,500 to \$5,000		
\$5,000 to \$7,500	\$7,500 to \$10,000		
\$10,000 to \$15,000	Over \$15,000		

27. Do you pay your credit card balance off in full each month?

Always	Usually	Rarely	Never
--------	---------	--------	-------

Myself

My Partner

28. Do you or your partner have, or are considering, any of the following investments?

Have now	Considering
----------	-------------

Term deposit

Managed fund

Direct stocks, shares or bonds

Investment property

KiwiSaver

Other superannuation

Other investment

29. Do you or your partner have, or are considering any of the following insurances?

Have now	Considering	Months at renewal
----------	-------------	-------------------

Home insurance

Contents insurance

Motor insurance

Boat insurance

Life insurance

Funeral cover

Health insurance

## About your shopping habits

30. Who is your main supermarket?

Countdown	Pak'n'Save
Foodtown	Woolworths
Fresh Choice	4 Square
New World	Other
	Don't have a main supermarket



31. How often do you shop?

32. How often do you cook?

31. If you have a main supermarket, why do you shop there over other supermarkets?

Location	Range of products
Price	Service
Rewards or loyalty points	Trust the brand

32. Approximately, how much do you spend at your main supermarket in a typical week?

Under \$100	\$100 to \$200
\$200 to \$300	\$300 to \$400
\$400 to \$500	Over \$500
Don't shop at the supermarket	

33. Which other supermarkets do you shop at regularly?

Countdown	Other
Foodtown	None
Fresh Choice	
New World	
Pak'n'Save	
Woolworths	
4 Square	

34. Approximately, how much do you spend in total at all supermarkets in a typical week?

Under \$100	\$100 to \$200	\$200 to \$300
\$300 to \$400	\$400 to \$500	Over \$500
Don't shop at the supermarket		

35. Which is your main petrol station?

BP	Mobil	Other
Caltex	Shell	Don't drive
Gull		No main station

36. If you have a main petrol station, why do you fill up there over other petrol stations?

Location	Price
Service	Rewards or loyalty points
Supermarket voucher	Trust the brand

37. Which of the following loyalty cards/programmes do you use regularly?

Fly Buys	AA Rewards
Qantas	Airline frequent flyer programme
Credit card points programme	Retail store loyalty programme
Other	

38. Which takeaway foods do you buy regularly?

Pizza
Burgers/chicken
Fish and chips
Sandwiches/subs
Asian (e.g. Chinese, Indian, Thai etc)
Other takeaways

39. What is your approximate household monthly spend on the following categories?

	None	\$0-\$49	\$50-\$99	\$100+
Beauty products				
Adult's clothing				
Children's clothing				
Books, music, DVDs, games				
Wine				
Pet care				
Cafes/Dining out				
Snack foods				
Confectionery/sweets				

40. Which magazines do you or your partner read or purchase regularly?

	I read regularly	I purchase regularly	My Partner reads regularly	My Partner purchases regularly
Women's magazines (e.g. Woman's Day)				
Men's magazines (e.g. FHM)				
Home & Garden magazines				
Motoring/boating magazines				
Sports/fishing magazines				
Ty/entertainment magazines				
Business/investment magazines				
Food/wine magazines				
Technology/computer magazines				
Other magazines				

41. Are you particularly interested in receiving special offers through the mail for any of the following products?

Speciality foods	Children's clothes
Coffee or tea	Computer games
Beauty products	Travel or holidays
Whiteware (kiddies etc)	Insurance
Music CDs or MP3	Mortgages or loans
Furniture or carpets	Women's fashion
DIY or home improvement	Sporting goods
Non-fiction books	Wine
Fiction books	Home entertainment (TVs etc)
Cars or motoring	Video, DVDs, Movies
Investments	Soft furnishings
Men's fashion	Computers or consumables

42. Have you bought products or services using the following methods in the last 12 months, and would you consider using them to buy products or services in the next 12 months?

	Have bought	Would consider	Would not consider
Over the telephone			
Using a catalogue			
Over the internet			

## About your travel

43. Which of the following destinations have you or your partner travelled to in the last 5 years, or are considering visiting in the next 12 months?

	Have visited	Would consider
Australia		
Pacific Islands		
United Kingdom/Ireland		
Rest of Europe		
Asia		
Africa		
North America		
Rest of World		

44. Approximately, how many times have you travelled by plane in the last year for:

	Please provide number of flights
Leisure (domestic)	
Leisure (international)	
Business (domestic)	
Business (international)	

45. Have you taken any of the following types of holiday in the last 12 months, and are you considering taking any of them in the next 12 months?

	Taken	Considering
Backpacking		
Beach holiday		
Cruise		
Weekend/short break inside NZ		
Weekend/short break outside NZ		
Adventure holiday		
Guided tour		
City break		
Ski/snowboard holiday		
Sailing/diving holiday		

## General Information

46. What are the dates of birth of:

You	/	/	(Day/Month/Year)
Your Partner	/	/	(Day/Month/Year)

47. Please indicate whether you are male or female

Male	Female
------	--------

48. Which of the following best describes your ethnicity?

NZ European
Maori
Other European
Pacific Islander
Asian
Other

49. Which of the following best describes your marital status?

Single	Married
De facto	Civil union
Divorced or separated	Widowed

50. Please indicate the month and year of birth for any children (under 12 years) living in your household, and whether they are male or female?

		Male	Female
First child	/		
Second child	/		
Third child	/		
Fourth child	/		

51. Which of the following best describes your main occupation?

<i>Myself</i>	<i>My Partner</i>	<i>Myself</i>	<i>My Partner</i>
Manager		Unemployed	
Technician/ trade worker		Professional	
Clerical/ Administration		Community/ Personal	
Machinery operator/ Driver		Sales	
Student (full-time)		Labourer	
Student (part-time)		Self-employed	
Home duties		Retired	

If self-employed, which industry do you work in?

*Please specify*

52. How do you usually travel to work?

<i>Myself</i>	<i>My Partner</i>	<i>Myself</i>	<i>My Partner</i>
Bicycle		Walk	
Bus		Don't travel	
Car			
Motorcycle			
Train			

53. Please indicate the postcode of your place of work/study? (if known)

**Myself**

**My Partner**

54. What is the total annual income for your household before tax?

- Under \$20,000
- \$20,000 to \$30,000
- \$30,000 to \$50,000
- \$50,000 to \$70,000
- \$70,000 to \$100,000
- \$100,000 to \$150,000
- Over \$150,000

55. Please indicate the sources of your household income.  
(Please tick all that apply)

Wages/commissions

Self-employment/business

Investments

Superannuation/pensions

Government benefits/work accident insurance

Student allowance

56. Please indicate whether you agree or disagree with the following:

	<i>Strongly agree</i>	<i>Agree</i>	<i>No opinion</i>	<i>Disagree</i>	<i>Strongly disagree</i>
I try to buy NZ made products whenever possible					
I try to buy environmentally friendly products whenever possible					
When purchasing products I think quality is more important than cost					
I feel that technology is changing so fast it's difficult to keep up with					
I feel in control of my finances					
I work just to pay the bills					
I feel financially secure at the moment					
I like to keep up to date with new ideas to improve my home					
When shopping, I always look for specials and bargains					
I like to shop around to get the best deals					
I eat whatever I like					
A low fat diet is an important part of my life					
I put a lot of effort into keeping healthy					
I like to keep up with the latest fashions					

57. Which of the following groups of charities have you supported in the past, or would you be willing to support in the next 12 months?

	<i>Have supported</i>	<i>Open to supporting</i>
Health disability or illness charities		
Children's charities		
Welfare shelter or care-based charities		
Environmental or animal charities		
Community, cultural or sporting charities		
International aid or disaster relief charities		
Church/Religious groups		
Other		
If you regularly support a particular charity, please specify.		

Thank you and good luck.

If your details are different from the address shown below, please provide the correct details below:

Postal Address

Suburb

Town/City

Postcode

#### Terms & Conditions

By completing and returning the survey or completing the survey online you agree to be bound by the following Terms and Conditions:

The survey Guidance Notes and information on prizes forms part of these Terms and Conditions.

To enter the draw, entrants must provide a valid name, address and complete some or all of the survey. Only one entry is allowed per person. Your entry must be on an original survey form or submitted online at [www.nzpost.co.nz/win](http://www.nzpost.co.nz/win). You can also refer friends and family to complete the survey online and enter the draw at [www.nzpost.co.nz/win](http://www.nzpost.co.nz/win). New Zealand Post Limited will not be liable for lost, late or misdirected entries. All entries must be received by 5pm on 20th August 2009.

The first valid entry randomly drawn will win \$15,000 cash on a New Zealand Post Prizzy Card. Terms and Conditions apply to Prizzy Cards and can be viewed at [www.nzpost.co.nz/PrizzyCard](http://www.nzpost.co.nz/PrizzyCard). The second and third valid entries drawn will each win one of two Noel Leeming gift cards valued at \$5,000 each (inclusive of GST). The winners can use the gift cards for products of their choice from Noel Leeming. Specific products are subject to availability. Each gift card will be for the winner's named Noel Leeming store. The gift cards are subject to any terms and conditions imposed by Noel Leeming. The fourth and fifth valid entries drawn will each win one of two travel vouchers valued at \$5,000 each (inclusive of GST)\*. Valid entries six to thirty-six drawn will each win one of thirty New Zealand Post Prizzy Cards loaded with \$500. The total maximum value of all prizes is \$50,000 (inclusive of GST).

\*Travel vouchers: Each winner of the travel vouchers will plan the travel and accommodation details of his or her holiday with an Air New Zealand travel agent and can use the voucher to pay for up to NZ\$5,000 (inclusive of GST) towards the total cost of travel, travel insurance and accommodation only. The vouchers cannot be used for departure taxes or transfers. The vouchers must be used through an Air New Zealand travel agent and all travel booked by 30th August 2010. Travel options are subject to booking and availability. Current passports and any visas required are the responsibility of the prize winners.

Prizes are not transferable or exchangeable and cannot be taken as cash.

The prize draw will be conducted at 12:00 pm on 22nd September 2009 at New Zealand Post Headquarters, 7 Waterloo Quay, Wellington 6111. The winners will be notified by phone and mail. The winners will be displayed on the New Zealand Post website at [www.nzpost.co.nz/win](http://www.nzpost.co.nz/win) immediately following the successful notification of all winners.

Only New Zealand residents over the age of 18 are eligible to enter. Proof of ID and age is required to receive any prize (e.g. Driver Licence, Passport, birth certificate, proof of age card). Employees and contractors of New Zealand Post Group and their immediate families are not eligible to enter.

New Zealand Post Limited, its related companies and its and their contractors, employees and agents, shall not be liable for any claims, losses, damages, injuries, costs and expenses suffered or sustained or incurred (including but not limited to indirect or consequential loss), arising out of or in anyway connected with the competition and/or its prizes except for liability that cannot be excluded by law. By accepting a prize, each winner acknowledges that his or her name and photograph may be used for publicity purposes.

New Zealand Post Limited may conduct such further draws as necessary if any prizes remain unclaimed three months after the draw.

New Zealand Post Limited's decision is final and no correspondence will be entered into. All surveys received become the property of New Zealand Post Limited.

New Zealand Post Limited assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of the competition. New Zealand Post Limited is not responsible for any problems or technical malfunction of any telephone, network or lines, computer on-line systems, servers, or providers, computer equipment, software, technical problems or traffic congestions on the internet or at any web site, or any combination thereof, including any injury or damage to entrant's or referral's or any other person's computer related to or resulting from participation in or downloading any materials in this competition.

New Zealand Post 



The paper used to produce this publication is an environmentally responsible paper manufactured under the environmental management system ISO 14001, using FSC certified mixed source pulp from Well Managed forests and other controlled sources. If you are completing your survey online please recycle this printed version responsibly.

An opportunity to win!

<<Address Address>>  
<<Address Address>>  
<<Address Address>>  
<<Address Address>>  
<<Address Address>>

## 7.0 References

Church, A.H. (1993), Estimating the Effect of Incentives on Mail Survey Response Rates: A Meta-Analysis, *Public Opinion Quarterly*, 57, 62-79.

ESOMAR (2009a), World Research Codes and Guidelines: Guide on Distinguishing Market Research from Other Data Collection Activities, available at <http://www.esomar.org/index.php/codes-guidelines.html> [Accessed 22 January 2010].

ESOMAR (2009b), World Research Codes and Guidelines: Notes on How to Apply the ICC/ESOMAR International Code on Market and Social Research, available at <http://www.esomar.org/index.php/codes-guidelines.html> [Accessed 22 January 2010].

ESOMAR (2010), About ESOMAR: Mission and Statutes, available at <http://www.esomar.org/index.php/our-mission.html> [Accessed 17 January 2010].

Frazer, L. and Lawley, M. (2000), *Questionnaire Design and Administration: A Practical Guide*, Brisbane: John Wiley and Sons Australia.

Hudson, F. (1999), Profits Drive Australia Post Probe into Private Lives: Your Details for Sale, *Herald on Sunday (Melbourne)*, Friday 12 November, p. 3.

Luke, B.G. and Verreyne, M.L. (2005), Banking on Growth, In: Wilson, M., (Ed.) *Case in Point*, GSE Publications, Auckland, 67-83, Summary available at <http://eprints.qut.edu.au/13176/> [Accessed 12 January 2010].

Malhotra, N.K. (2002), *Basic Marketing Research: Applications to Contemporary Issues*, Upper Saddle River, NJ: Prentice Hall.

Marketing Association (2010a), Code of Practice for Direct Marketing in New Zealand, available at <http://www.marketing.org.nz/cms/Resources/4040> [Accessed 26 January 2010].

Marketing Association (2010b), A Guide to the Privacy Act 1993, available at <http://www.marketing.org.nz/cms/Resources/105> [Accessed 17 January 2010].

Marketing Association (2010c), [http://www.marketing.org.nz/events\\_calendar.php](http://www.marketing.org.nz/events_calendar.php) [Accessed 15 January 2010].

MRSNZ - Market Research Society of New Zealand (2008), *Code of Practice*, available at <http://www.mrsnz.org.nz/Resources/Code-of-Practice-2008.asp> [Accessed 3 January 2010].

MRSNZ - Market Research Society of New Zealand (2010), website available at <http://www.mrsnz.org.nz/> [Accessed 11 January 2010].

NZ Post Blog (2009), Word document (Supplied by Office of the Privacy Commissioner, 24/12/09).

New Zealand Post (2009a), *New Zealand Lifestyle Survey* (hardcopy version).

New Zealand Post (2009b), *New Zealand Lifestyle Survey* (online version), available at [https://nzpostsurvey.custhelp.com/cgi-bin/nzpostsurvey.cfg/php/enduser/doc\\_serve.php?&5=19](https://nzpostsurvey.custhelp.com/cgi-bin/nzpostsurvey.cfg/php/enduser/doc_serve.php?&5=19) [Accessed 7 January 2010].

NZ Post webpage doc (2009), Scanned in Acrobat file from NZ Post website, Stamped "Received 1 Nov 2009, Auckland.



New Zealand Post (2010), *The New Zealand Lifestyle Survey* (Information about the survey), <http://www.nzpost.co.nz/Cultures/en-NZ/BusinessSolutions/KnowYourCustomers/TheNewZealandLifestyleSurvey.htm> [Accessed 26 January 2010].

New Zealand Post (2010b), New Zealand Post Group History, available at <http://www.nzpost.co.nz/Cultures/en-NZ/AboutUs/OrganisationalInformation/WhoWeAre/NewZealandPostGroupHistory.htm> [Accessed 22 January 2010].

Office of the Privacy Commissioner (2009), Scoping Paper - New Zealand Post Competition and Survey: A Case Study in Awareness, Fairness, Intrusiveness, Transparency, Purpose and Authorisation (Edited version), 21 September.

Otago Daily Times (2009), NZ Post Survey Not Compulsory – Commissioner (13/07/09), available at <http://www.odt.co.nz/news/national/65084/nz-post-survey-not-compulsory-commissioner> [Accessed 14 January 2010].

Royal Mail Group (UK) Ltd (2010), Safety Net: Clear on Collection, available at <http://www.royalmail.com/portal/rm/content1?catId=17900300&mediaId=600148> [Accessed 18 January 2010].

Singapore Post (2009), Singapore Lifestyle Survey, survey loading page available at <http://www.greatdeals.com.sg/2009/10/singpost-singapore-lifestyle-survey-contest/> [Accessed 27 January 2010].

Stewart, B. (2009), Memorandum (8/07/09), Some Issues with NZ Post Survey Form, To: Marie Shroff.

Stewart, B. (2009), Memorandum (23/07/09), An Observation on Awareness, Fairness and Informed Authorisation Arising Out of NZ Post Exercise, To: Marie Shroff.

UAHPEC - University of Auckland Human Participants Ethics Committee (2009), *Applicants' Manual*, July, available at <http://74.125.155.132/search?q=cache:xQ-LXehizaEJ:www.arts.auckland.ac.nz/FileGet.cfm%3FID%3D7c24300b-0442-41b8-ba8a-6202b6123e97+UAHPEC+APPLICANTS%E2%80%99+MANUAL&cd=1&hl=en&ct=clnk&gl=nz> [Accessed 15 January 2010].