



## **What is Kellogg's Connections?**

Kellogg's Connections is an online group of consumers who are willing to share their opinions with us. After joining, panelists are invited to complete online surveys, sharing their opinions and feedback on a variety of topics.

Kellogg's Connections exists strictly to conduct market research, the gathering of opinions and feedback, for input into Kellogg's brands, products or communications. The feedback of panel members is reported only in the aggregate. Individual identities will never be shared.

## **How do I join?**

To be eligible to participate in Kellogg's Connections, you will need to complete an online survey that details food consumption behaviour and other information about you and your household. Once you have clicked on the link in the confirmation email, you then become eligible to participate.

## **Who can participate?**

Canadian residents age 18 or over who have been invited to join Kellogg's Connections may participate. People who work for competitive food companies, advertising agencies, or market research companies or departments may not participate.

## **What do you use my personal information for when I join Kellogg's Connections?**

Kellogg's Connections gathers demographic information, such as age, occupation, and other household characteristics, about our panel members when they fill out the Registration Questionnaire and participate in surveys. We track this information so we can send surveys that correspond to members' qualifications and interests. We also summarize information about the panel to develop statistics, ensuring that the panel is representative of consumers from across the country. Contact information is used only when Kellogg's Connections needs to communicate with the panel members directly.

### **How is my privacy protected?**

Kellogg's Connections follows MRIA (Marketing Research Intelligence Association) guidelines to protect respondent confidentiality. Please click on the 'Privacy' link at this site to review our complete policy on participant privacy.

### **Will it cost anything to join or participate?**

Participation is always free!

### **What if I live outside of Canada?**

Currently, the Kellogg's Connections panel consists of only Canadian residents.

### **How will I know when to take a survey?**

For each survey, you'll receive an invitation by email to participate and complete a survey online. All you need to do is click on the link, or copy and paste the website address into your browser window. Then, simply follow the instructions on the screen to complete the survey. You are never obligated to participate in any research.

### **How often will I be asked to participate in a survey?**

Panel members will be invited to participate approximately 12 times per year for different types of projects, and no more than 24 times a year. For each survey, you'll receive an invitation by email to participate.

### **How long will surveys take to complete? What if I start a survey and I run out of time before I finish it?**

Depending on the topic, surveys will vary in length. No survey will be longer than 20 minutes but most will be short from 5 to 15 minutes. If you can't finish a survey, you can always come back to it at another time. When you return, it will take you to the place where you left off. In general, you will have 3 to 10 days to complete each survey.

### **If I receive a study invitation, does that mean I'm qualified to participate?**

We will do our best to identify surveys that are most relevant to you, based on the information you have provided to us in your profile as well as in previous studies. The email invitation will typically indicate the general subject matter and provide instructions that pertain to that study. You may be asked to take a short 'screening survey' if there are any special requirements needed for a particular survey. It may be that we are looking for some characteristic that you or your household doesn't meet.

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