

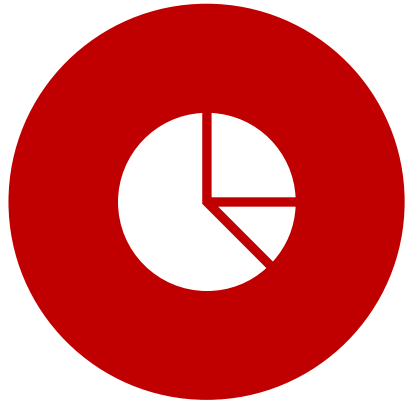
KSS STUDENT SURVEY

February 1, 2023



MCK public relations unit

OVERVIEW



NUMBER OF RESPONDENTS:

25



BREAKDOWN:

GRADE 7&8: 12

GRADE 9: 6

GRADE 10: 2

GRADE 11: 5



SURVEY ADMINISTRATION:

KSS CAREER FAIR

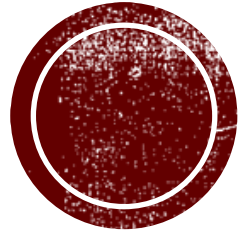
FEBRUARY 1, 2023

10:00 AM-2:00 PM



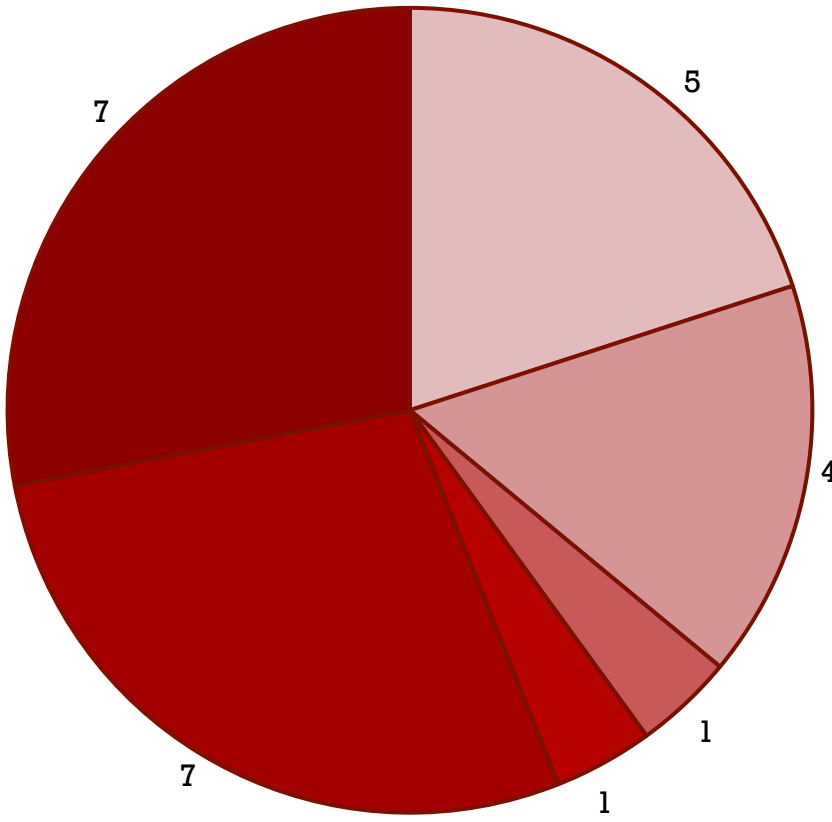
PART A: YOUTH ENGAGEMENT





**QUESTION 1:
WHAT SOCIAL MEDIA
APPS DO YOU USE?**

FACEBOOK

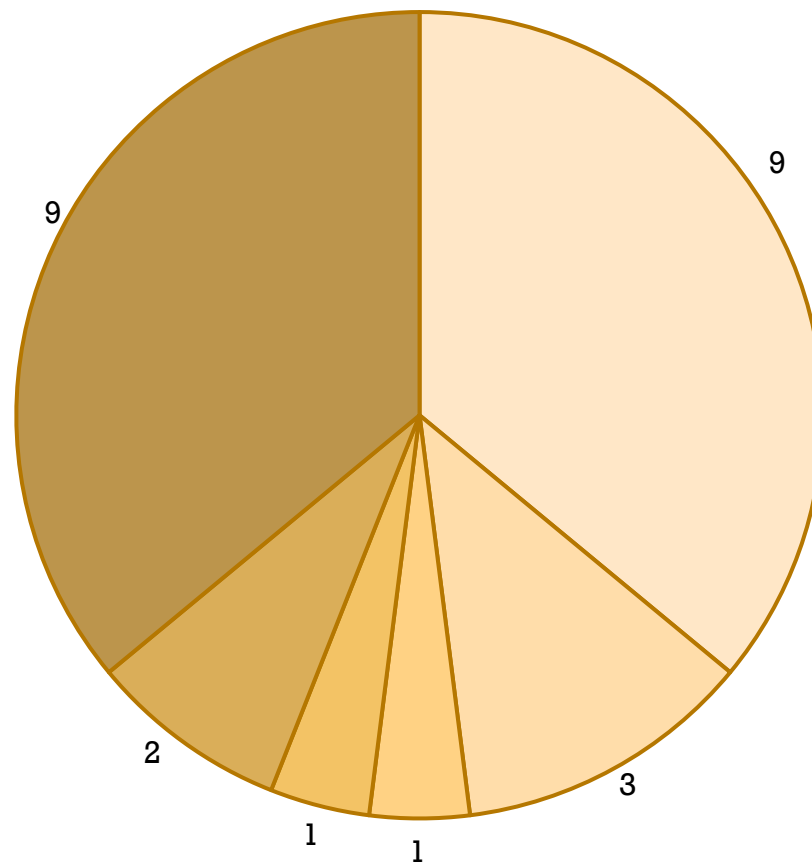


25 respondents

- Never: 5
- Rarely: 4
- Monthly: 1
- Weekly: 1
- A few times per week: 7
- Daily: 7



INSTAGRAM



25 respondents

■ Never: 9

■ Rarely: 3

■ Monthly: 1

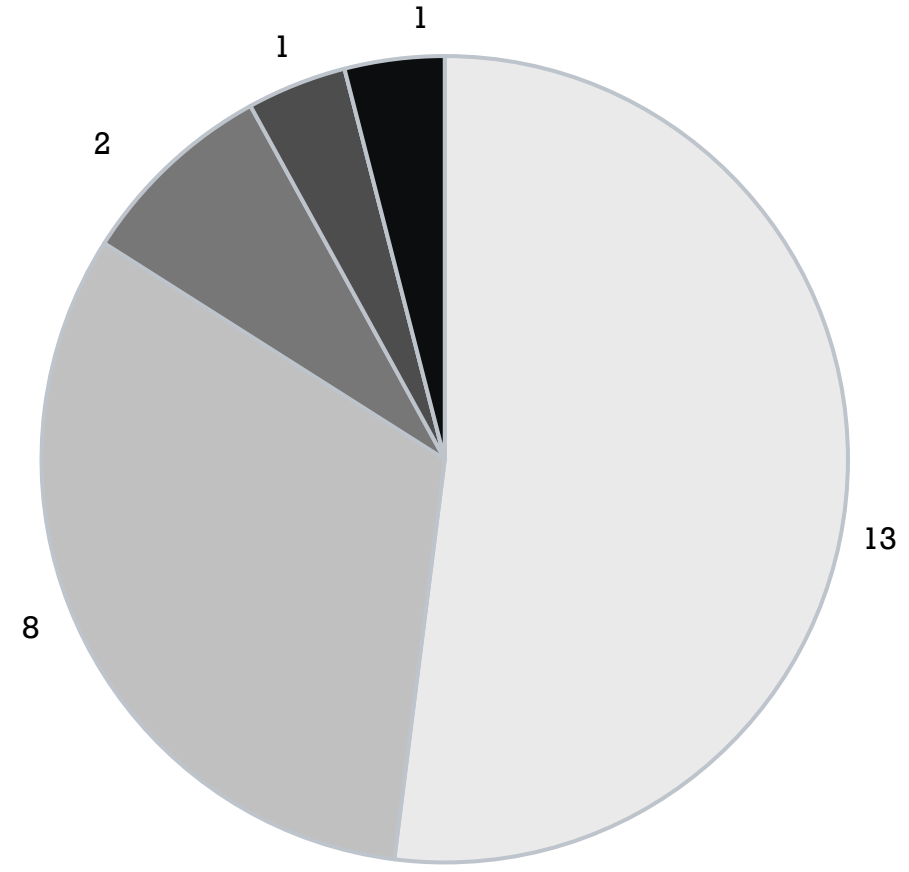
■ Weekly: 1

■ A few times per week: 2

■ Daily: 9



TWITTER

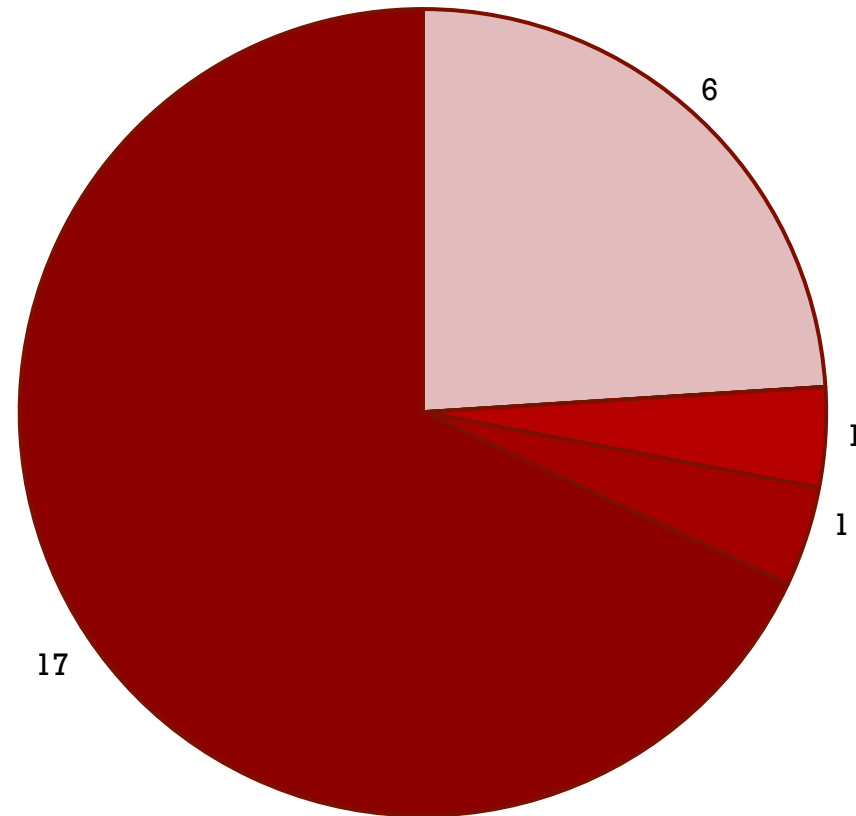


25 respondents

- Never: 13
- Rarely: 8
- Monthly: 2
- Weekly: 1
- A few times per week: 0
- Daily: 1



TIKTOK



25 respondents

Never: 6

Rarely: 0

Monthly: 0

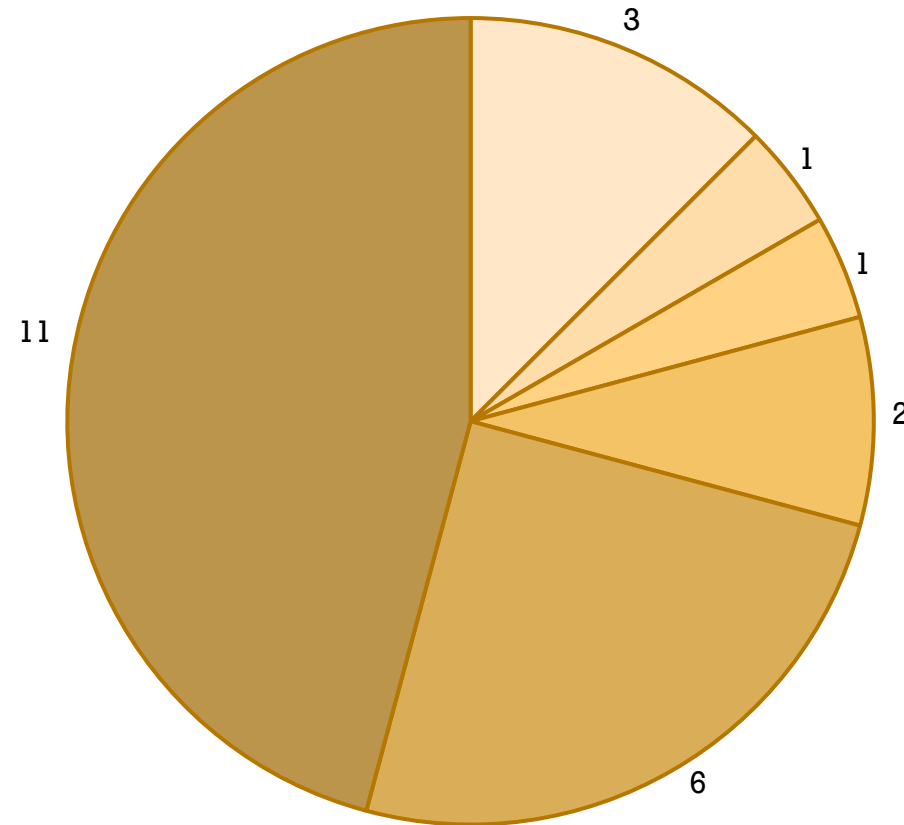
Weekly: 1

A few times per week: 1

Daily: 17



YOUTUBE

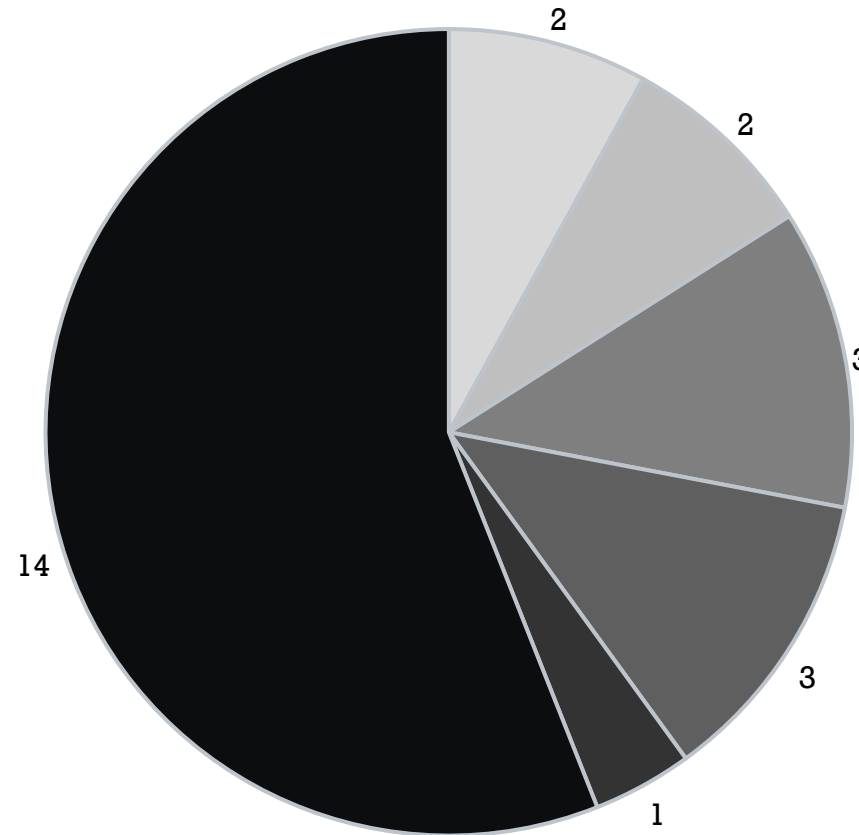


25 respondents

- Never: 3
- Rarely: 1
- Monthly: 1
- Weekly: 2
- A few times per week: 6
- Daily: 11



SNAPCHAT

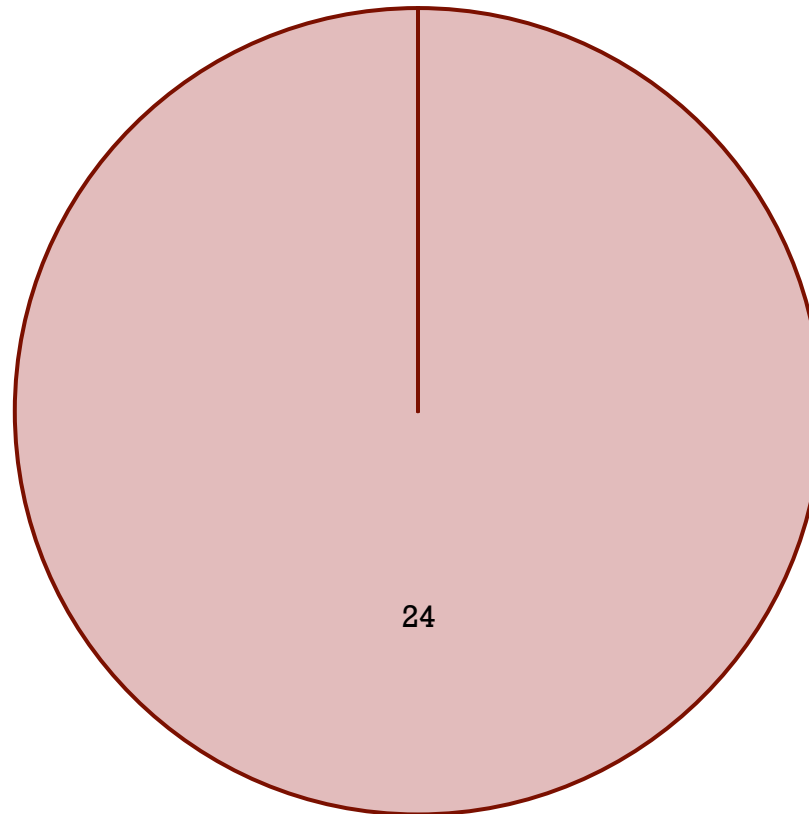


25 respondents

- Never: 2
- Rarely: 2
- Monthly: 3
- Weekly: 3
- A few times per week: 1
- Daily: 14



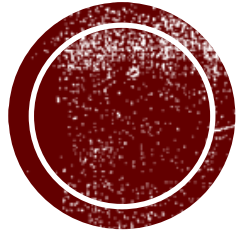
WECHAT



25 respondents

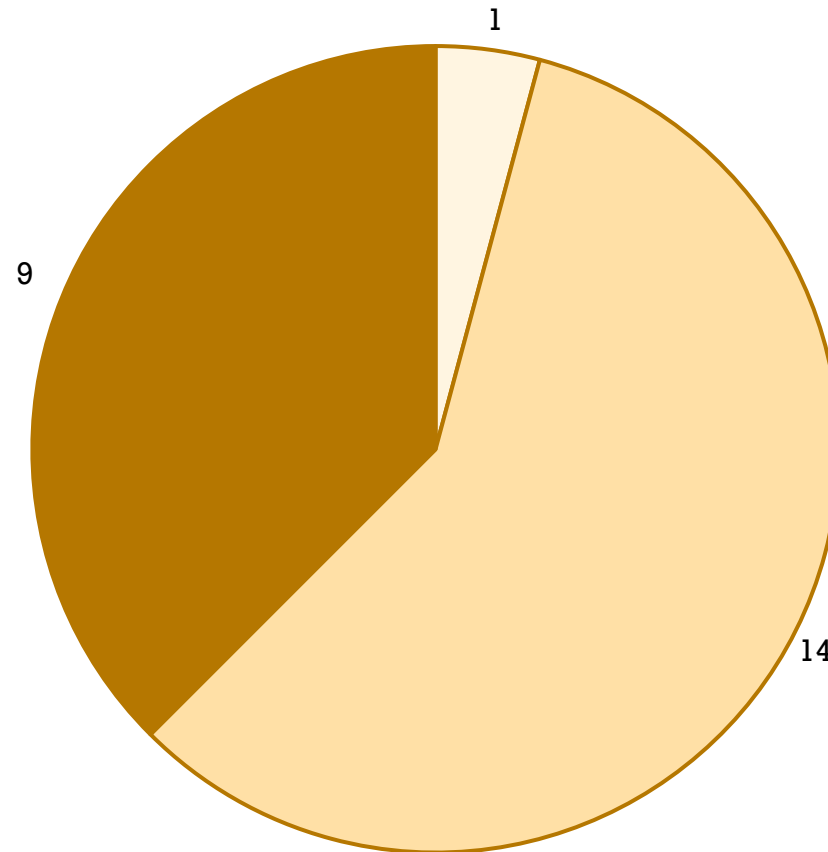
- Never: 24
- Rarely: 0
- Monthly: 0
- Weekly: 0
- A few times per week: 0
- Daily: 0





**QUESTION 2:
WHAT TYPES OF SOCIAL
MEDIA POSTS ARE MOST
INTERESTING TO YOU?**

PICTURES AND MEMES



24 respondents

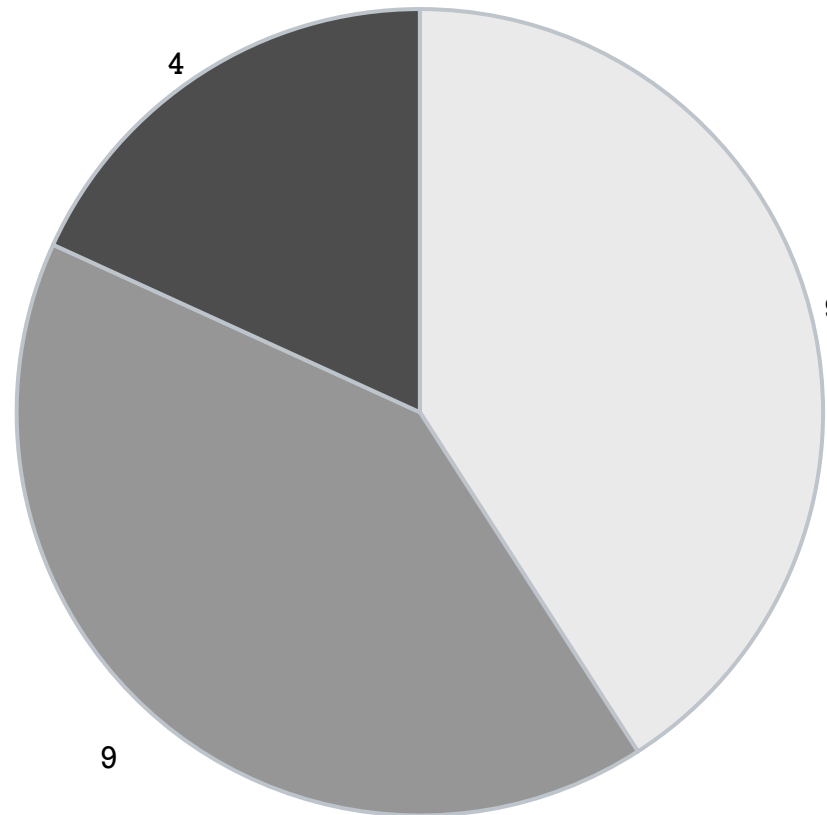
■ Not so interesting 1

■ Somewhat interesting 14

■ Very interesting 9



INFOGRAPHICS / POSTERS

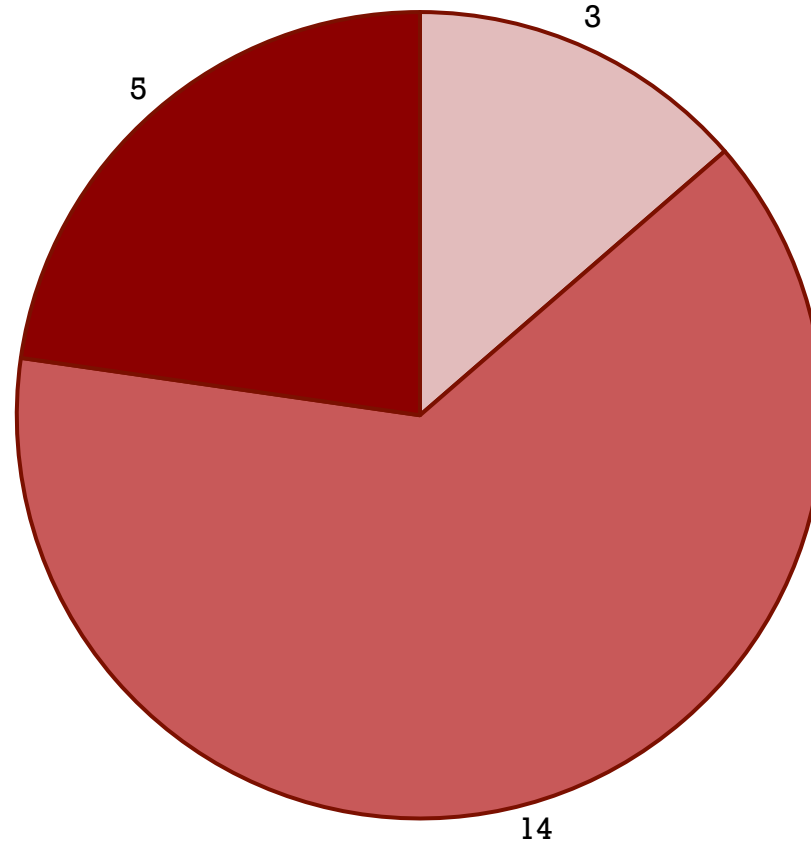


22 respondents

- Not so interesting 9
- Somewhat interesting 9
- Very interesting 4



VIDEO HOSTED BY A PERSON/PERSONALITY



22 respondents

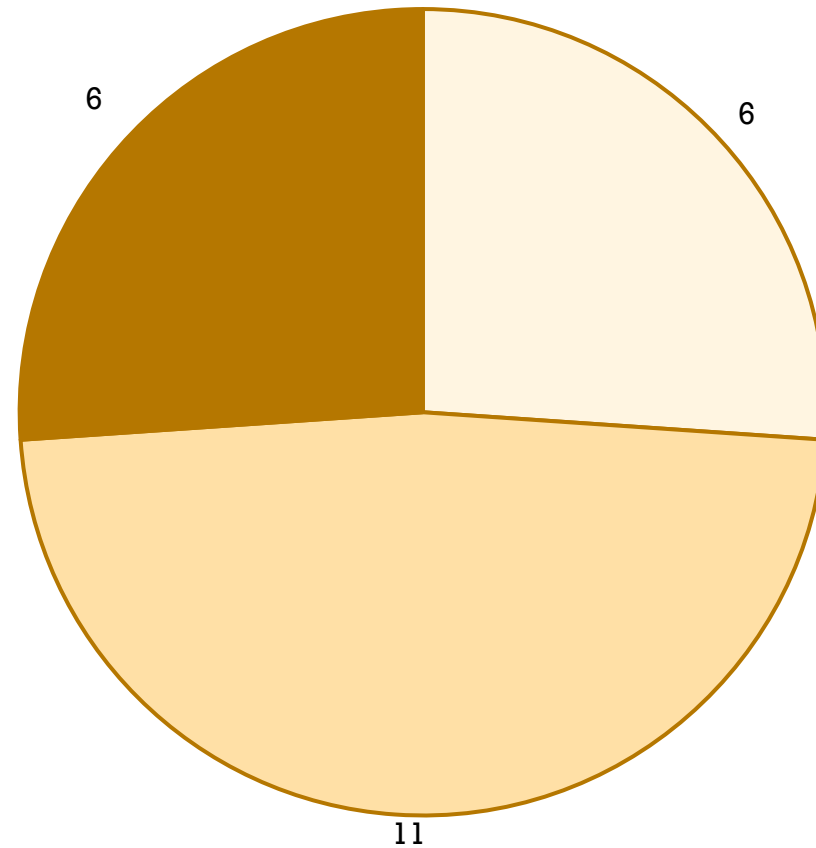
■ Not so interesting 3

■ Somewhat interesting 14

■ Very interesting 5



VIDEOS WITH NO HOST (VOICE OVER ONLY)

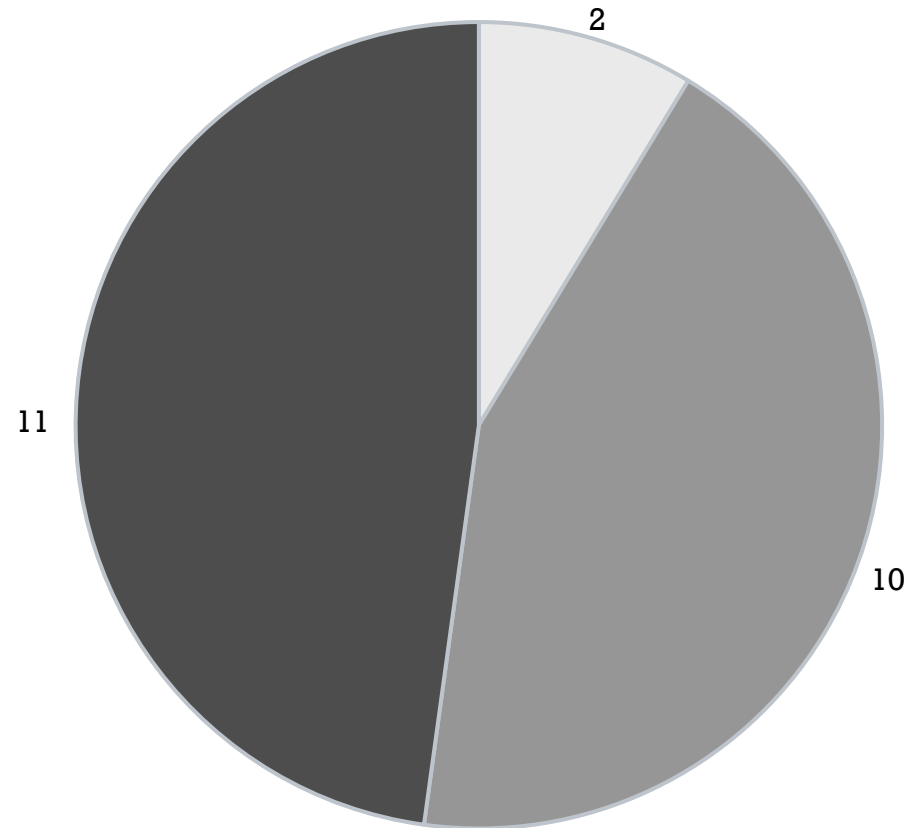


23 respondents

- Not so interesting 6
- Somewhat interesting 11
- very interesting 6



ANIMATIONS

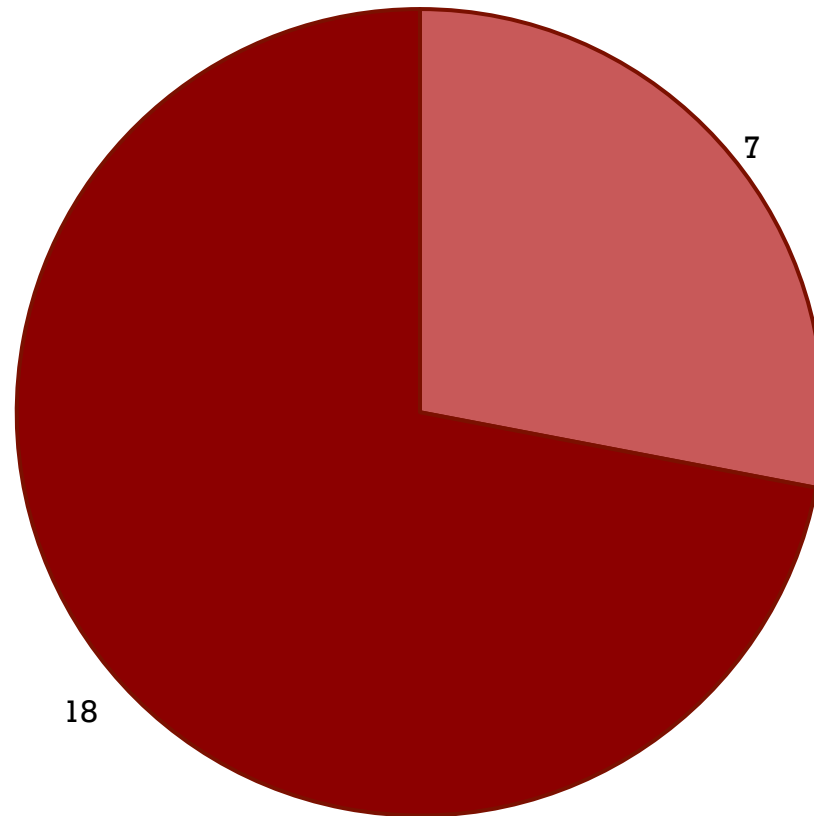


23 respondents

- Not so interesting 2
- Somewhat interesting 10
- Very interesting 11



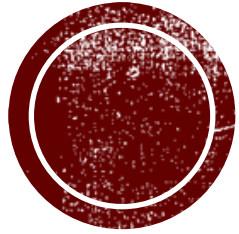
FUNNY / HUMOROUS



25 respondents

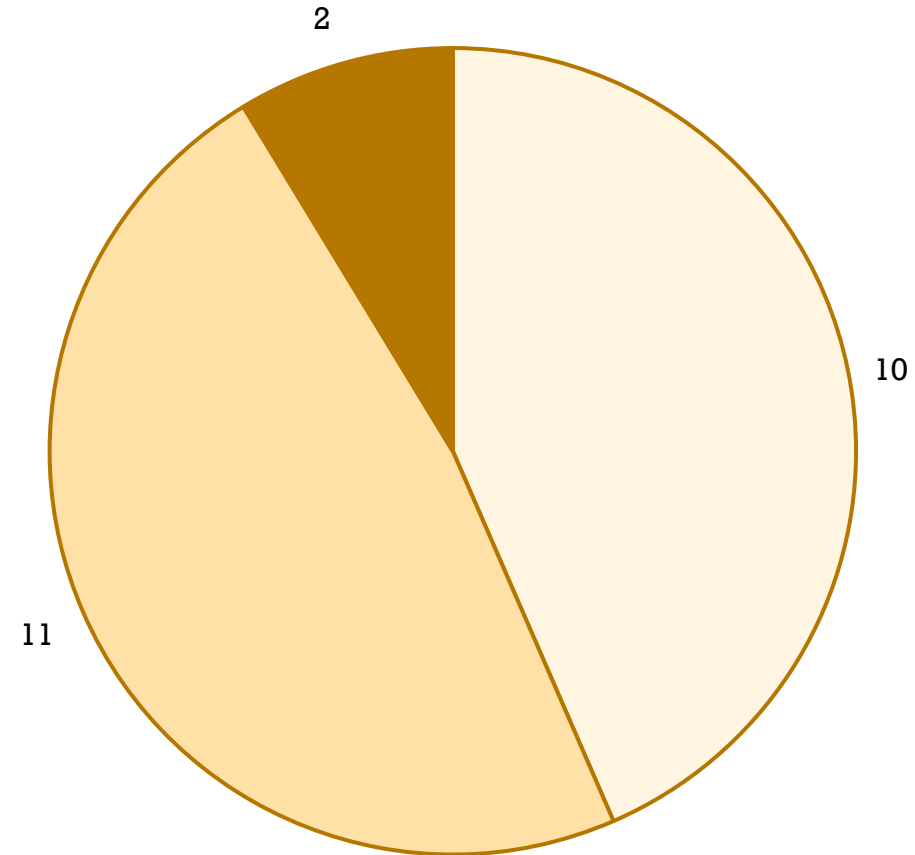
- Not so interesting 0
- Somewhat interesting 7
- Very interesting 18





**QUESTION 3:
WHAT TYPE OF INFORMATION
WOULD YOU LIKE TO RECEIVE
FROM THE MCK?**

POLITICAL



23 respondents

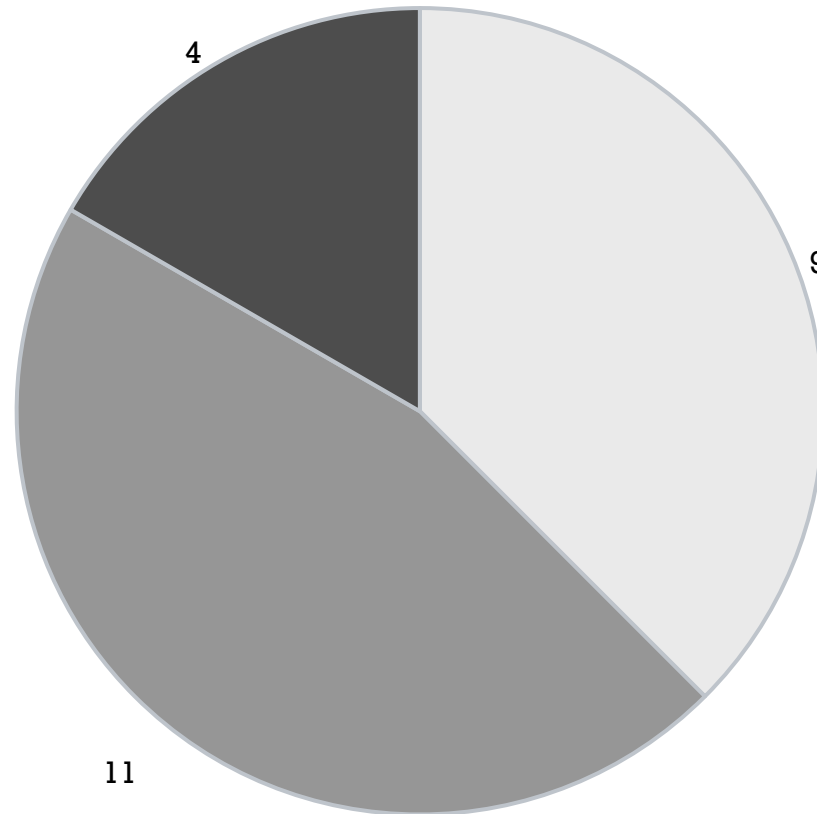
Not interested 10

Somewhat interested 11

Very interested 2



OPERATIONS (DAILY MANAGEMENT)

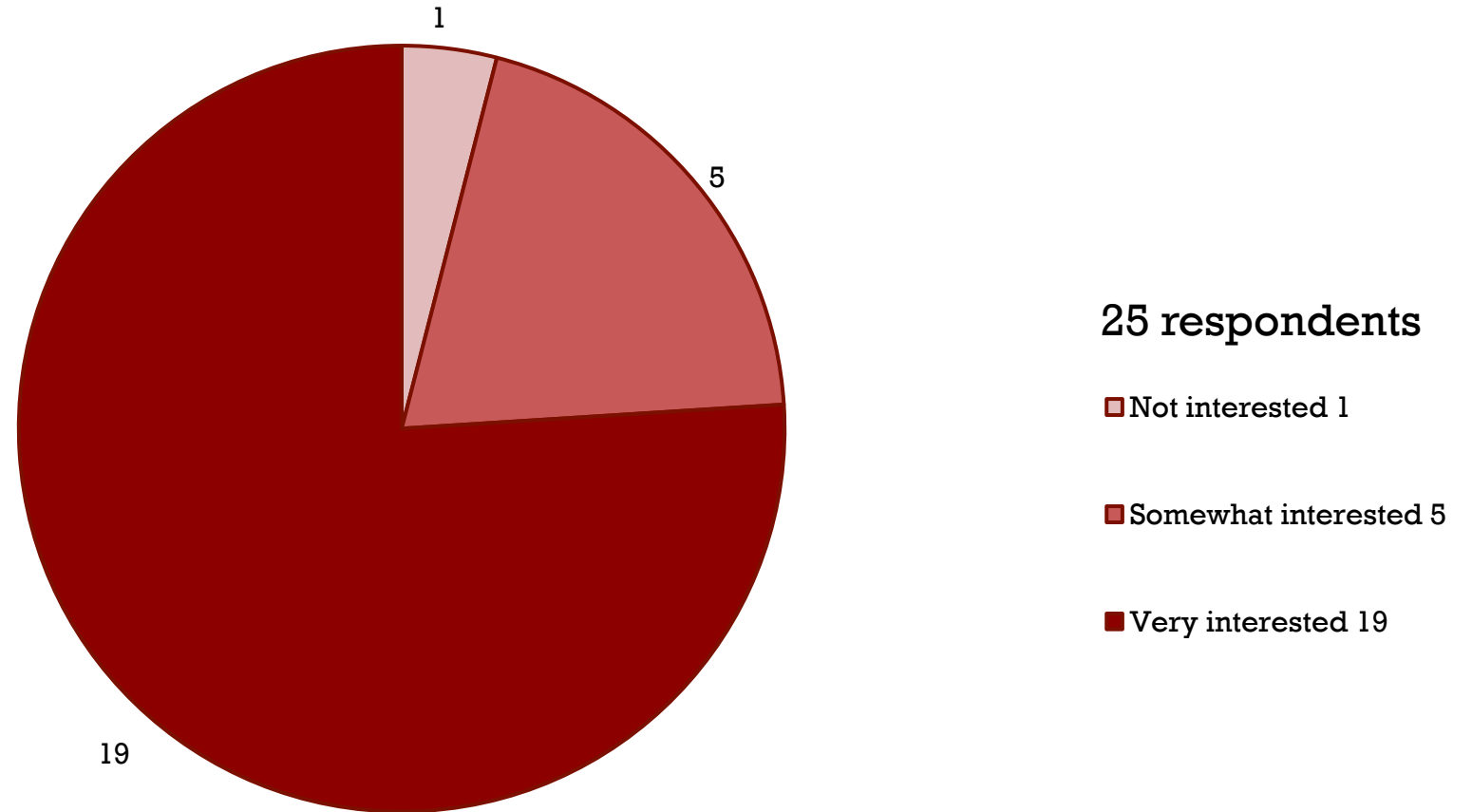


24 respondents

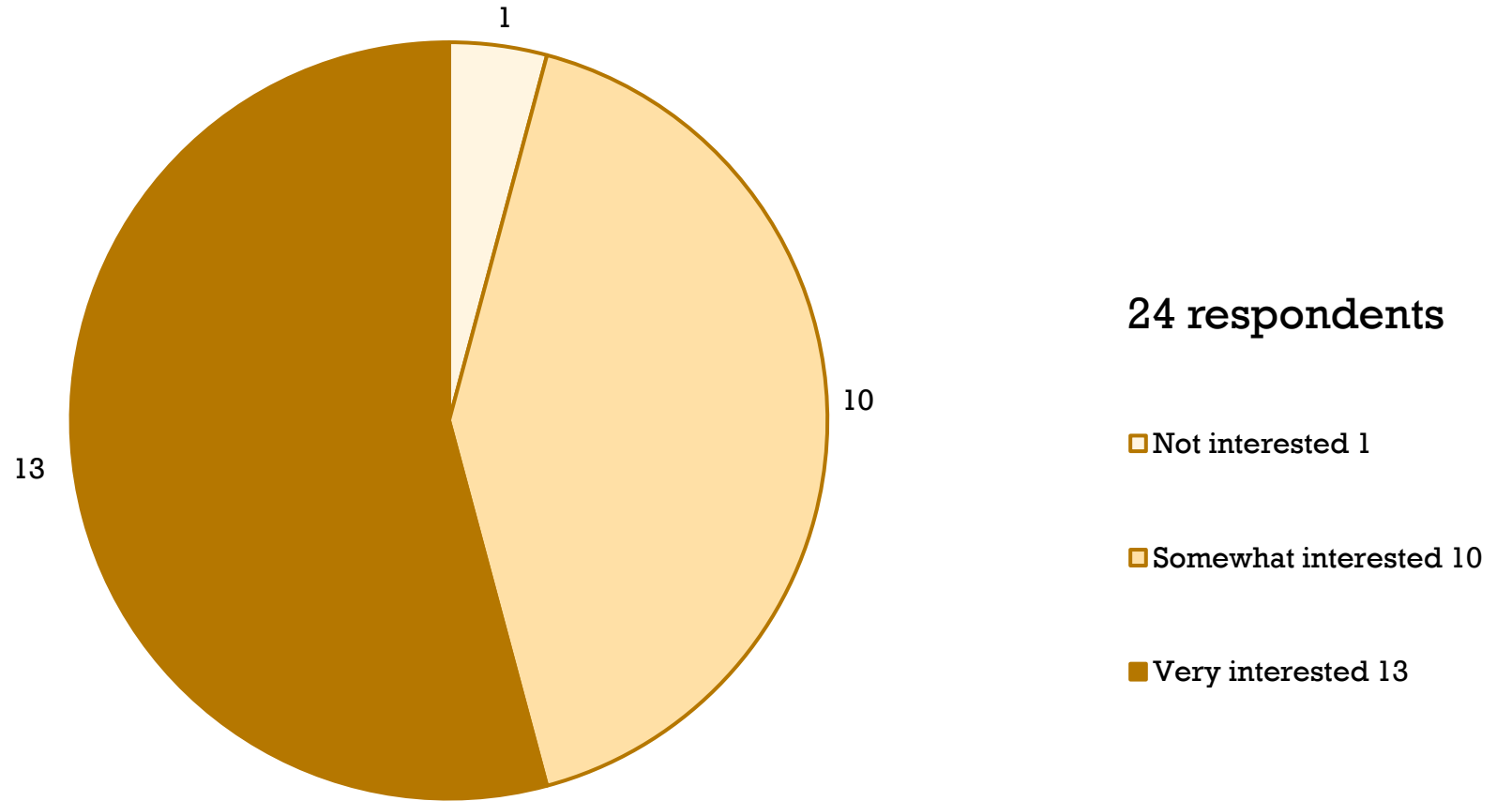
- Not interested 9
- Somewhat interested 11
- Very interested 4



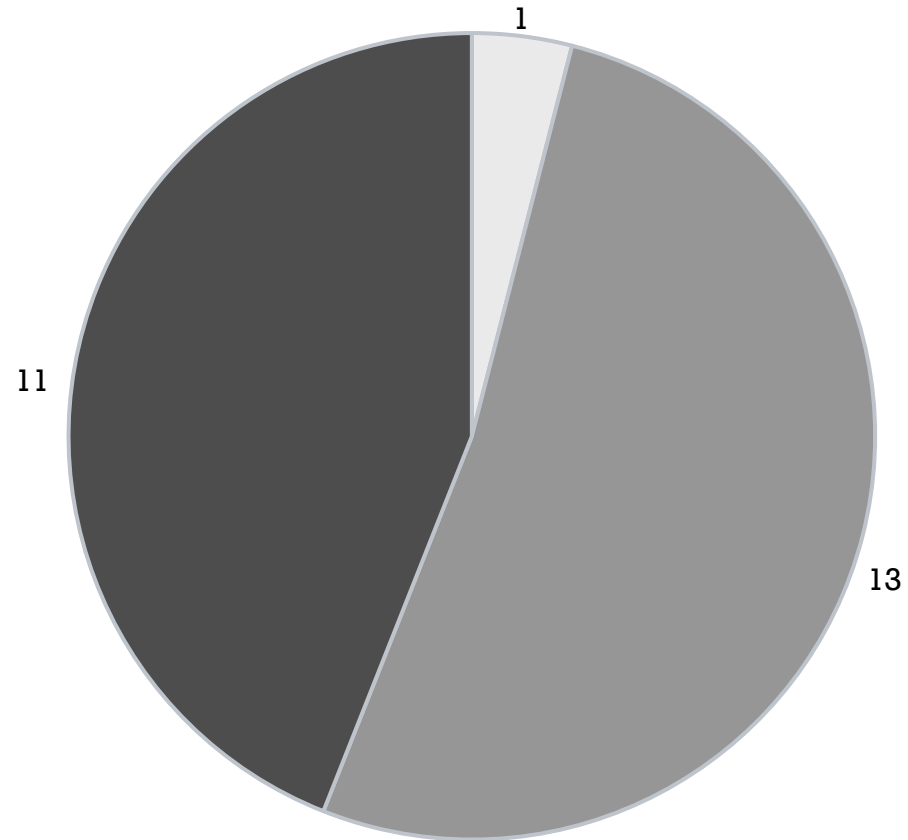
LANGUAGE AND CULTURE



ENVIRONMENTAL PROTECTION



EVENTS



25 respondents

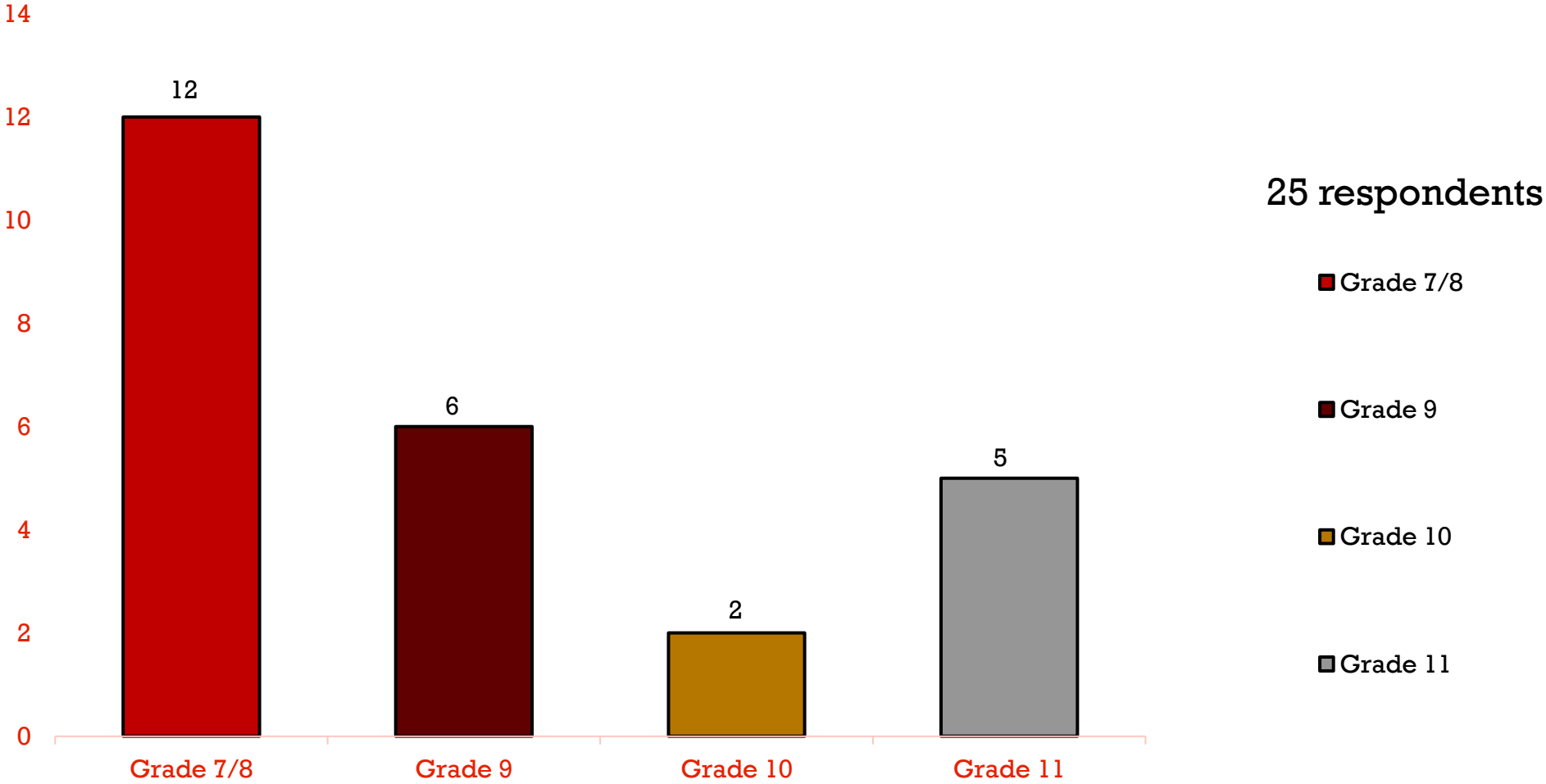
- Not interested 1
- Somewhat interested 13
- Very interested 11



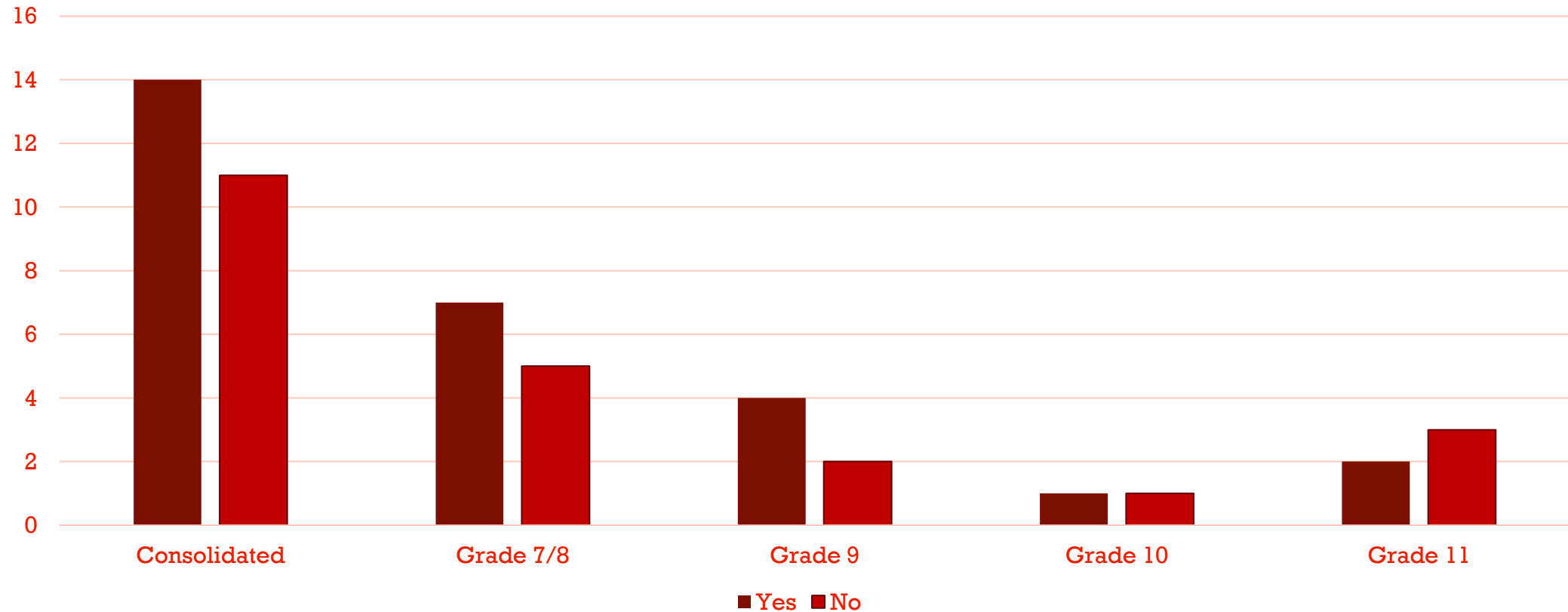
PART B: HUMAN RESOURCE QUESTIONS



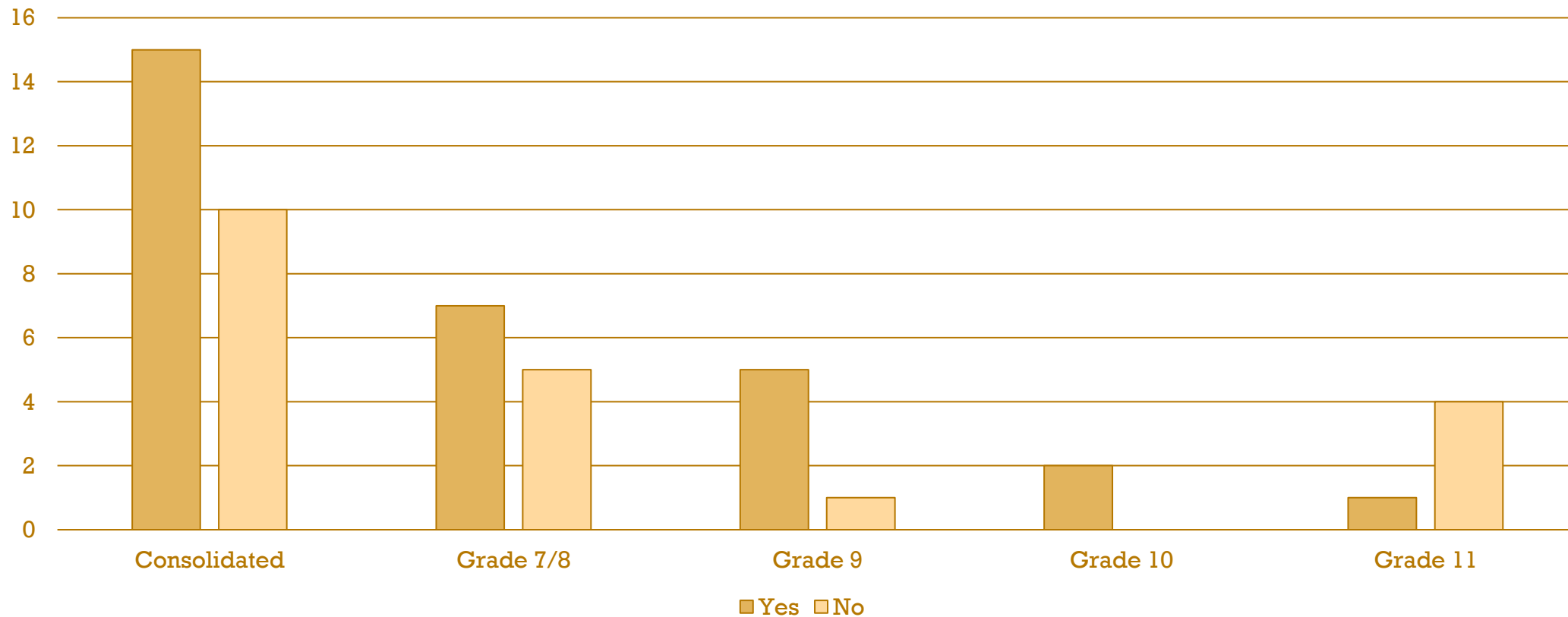
QUESTION 4: WHAT GRADE ARE YOU IN?



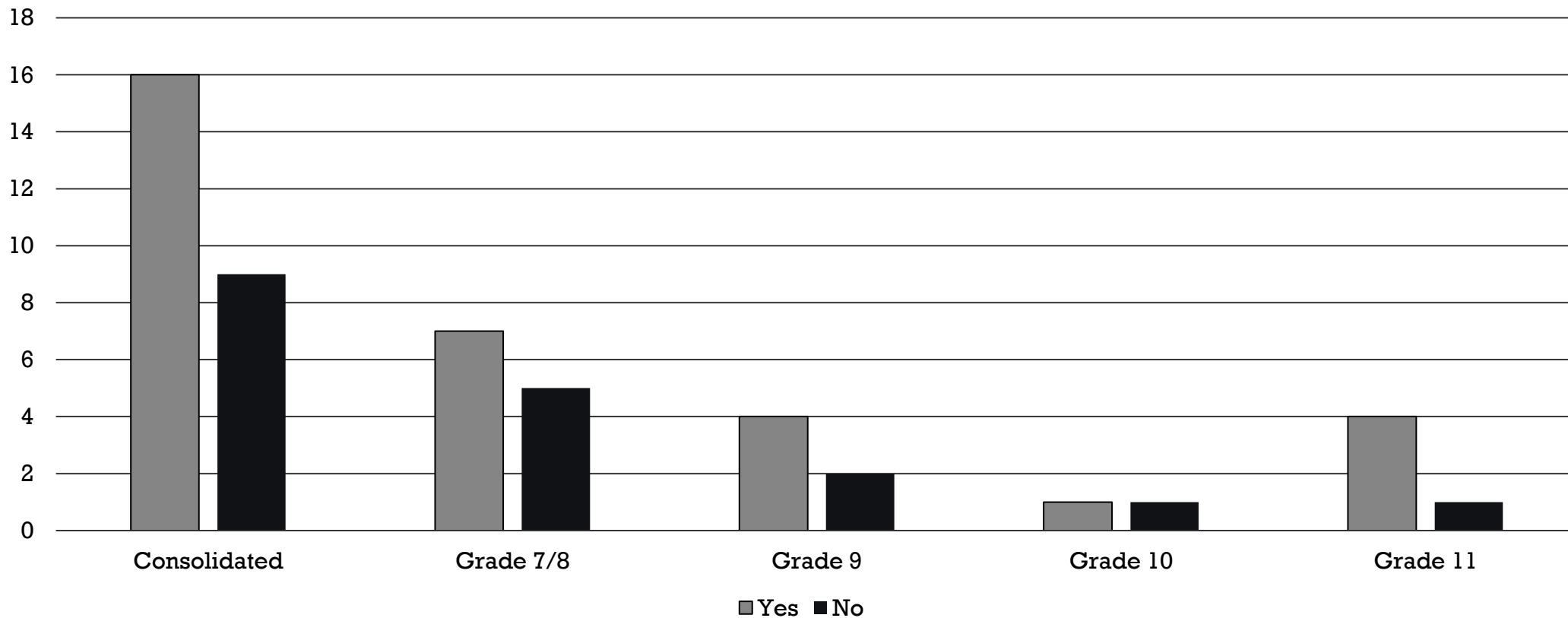
QUESTION 5: DID YOU KNOW THAT THE MCK OFFERS JOBS TO SUMMER STUDENTS?



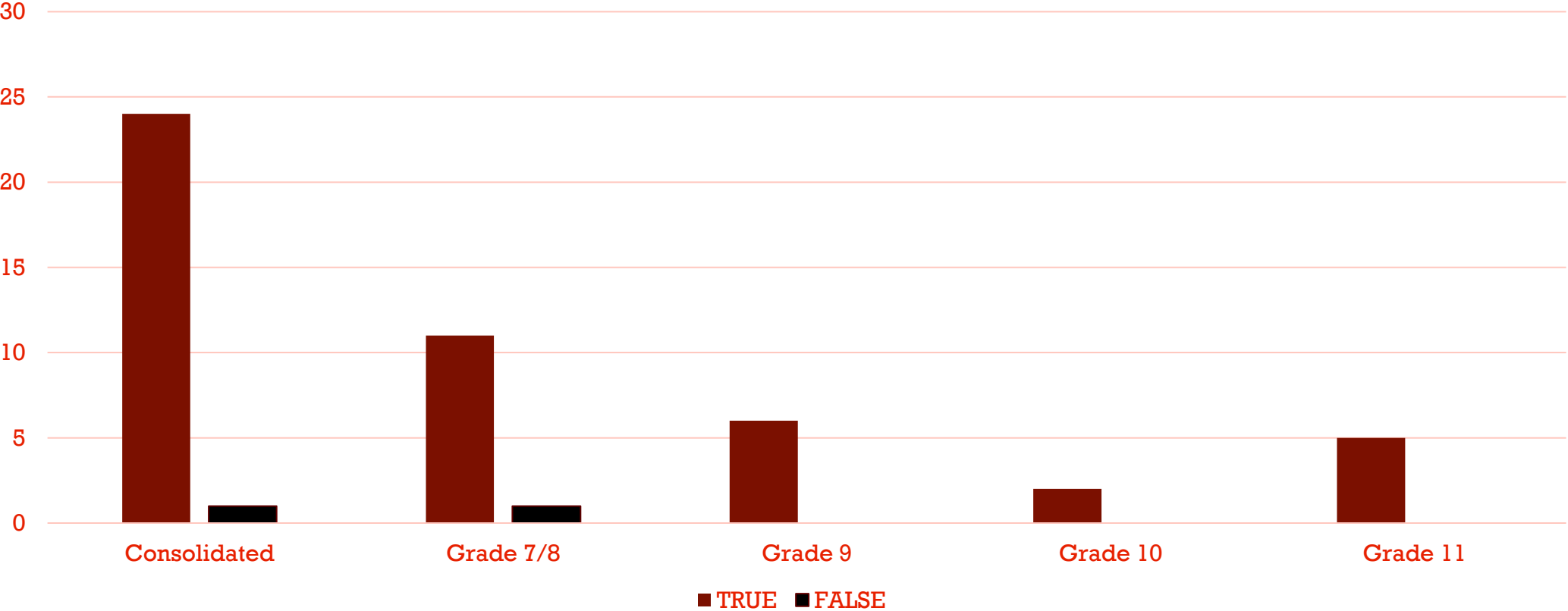
QUESTION 6: DO YOU PLAN TO APPLY FOR A SUMMMER JOB AT THE MCK?



QUESTION 7: DID YOU KNOW THAT A HIGH SCHOOL DIPLOMA IS THE MINIMUM REQUIREMENT TO APPLY FOR MOST JOBS?



QUESTION 8: TRUE OR FALSE – THE MCK SEEMS LIKE A NICE PLACE TO WORK



PART C: ANALYSIS & OBSERVATIONS



SOCIAL MEDIA APPS USED ON A DAILY BASIS, IN ORDER OF POPULARITY

High school students
1. TikTok (68%)
2. Snapchat (56%)
3. YouTube (45.83%)
4. Instagram (36%)
5. Facebook (28%)
6. Twitter (4%)
7. WeChat (0%)

Youth up to 35 (2022 survey)
1. Instagram (61.11%)
2. Facebook (55.17%)
3. TikTok (53.83%)
4. Snapchat (50%)
5. YouTube (34.55%)
6. Twitter (11.54%)
7. WeChat (1.96%)



TYPES OF SOCIAL MEDIA CONTENT RATED “VERY INTERESTING” (IN ORDER OF POPULARITY)

High school students

1. Funny/humorous (72%)
2. Animations (47.8%)
3. Pictures and memes (37.5%)
4. Videos with voice/over (26%)
5. Videos with person on camera speaking (22%)
6. infographics/posters (18%)



COMMUNICATIONS TOPICS RATED “VERY INTERESTING” (IN ORDER OF POPULARITY)

High school students

1. Language & Culture (76%)
2. Environmental Protection (52%)
3. Events (44%)
4. Operations (daily management) (16%)
5. Political (8%)

