



香港大學民意研究計劃  
The University of Hong Kong  
Public Opinion Programme

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*Opinion Survey on the Public Ranking of  
Universities in Hong Kong 2014*

*Presentation of Findings*

*Mr Frank Lee, Research Manager of HKUPOP*

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**4 August 2014**

# Background

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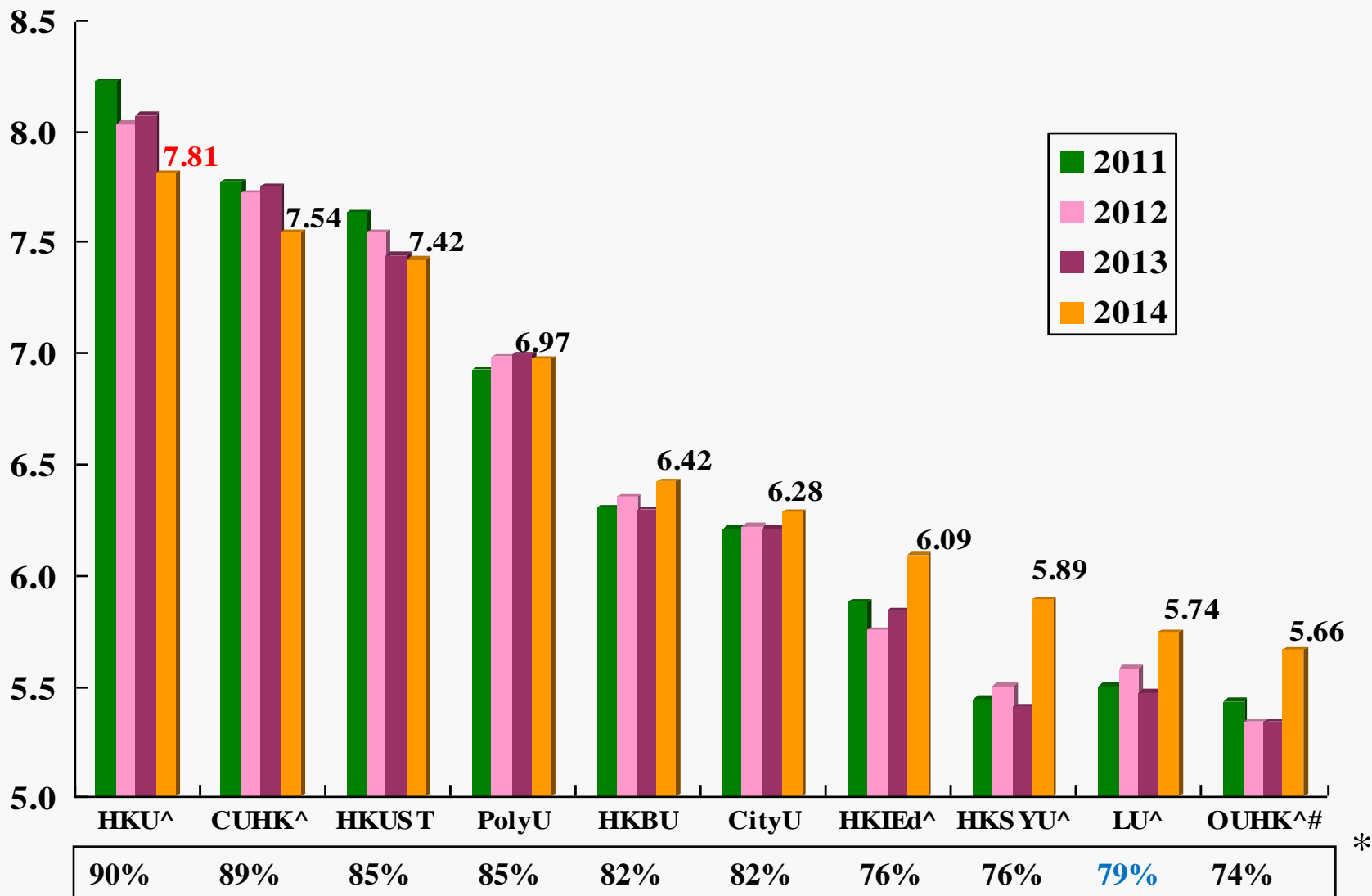
- Commissioned by Media Education Info-tech Co. Ltd. (MEIT, which owns “Education18.com”) since 2001, this is the 14<sup>th</sup> survey in the row.
- Key objective is to gauge the general public’s perception of eight institutions of higher education funded through University Grants Committee (UGC) plus Hong Kong Shue Yan University and Open University of Hong Kong, as well as their opinions on qualities of university students.
- The survey questionnaire was designed by HKU POP after consulting MEIT.
- Fieldwork and data analysis conducted independently by POP, but final rankings wholly or partly based on perception figures are compiled independently by MEIT.

# Contact Information

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<b>Date of survey:</b>	<b>May 27 – June 3, 2014</b>
<b>Target population:</b>	<b>Cantonese-speaking population of Hong Kong of age 18 or above</b>
<b>Survey method:</b>	<b>Random telephone survey by real interviewers</b>
<b>Sample size:</b>	<b>1,218 successful cases</b>
<b>Response rate:</b>	<b>67.0%</b>
<b>Sampling error:</b>	<b>Less than 1.4%</b>
<b>Weighting method:</b>	<b>Data adjusted according to the gender-age distribution of HK population at the 2013 year-end and the educational attainment (highest level attended) distribution collected in the 2011 Census</b>

# Public Ratings of Universities



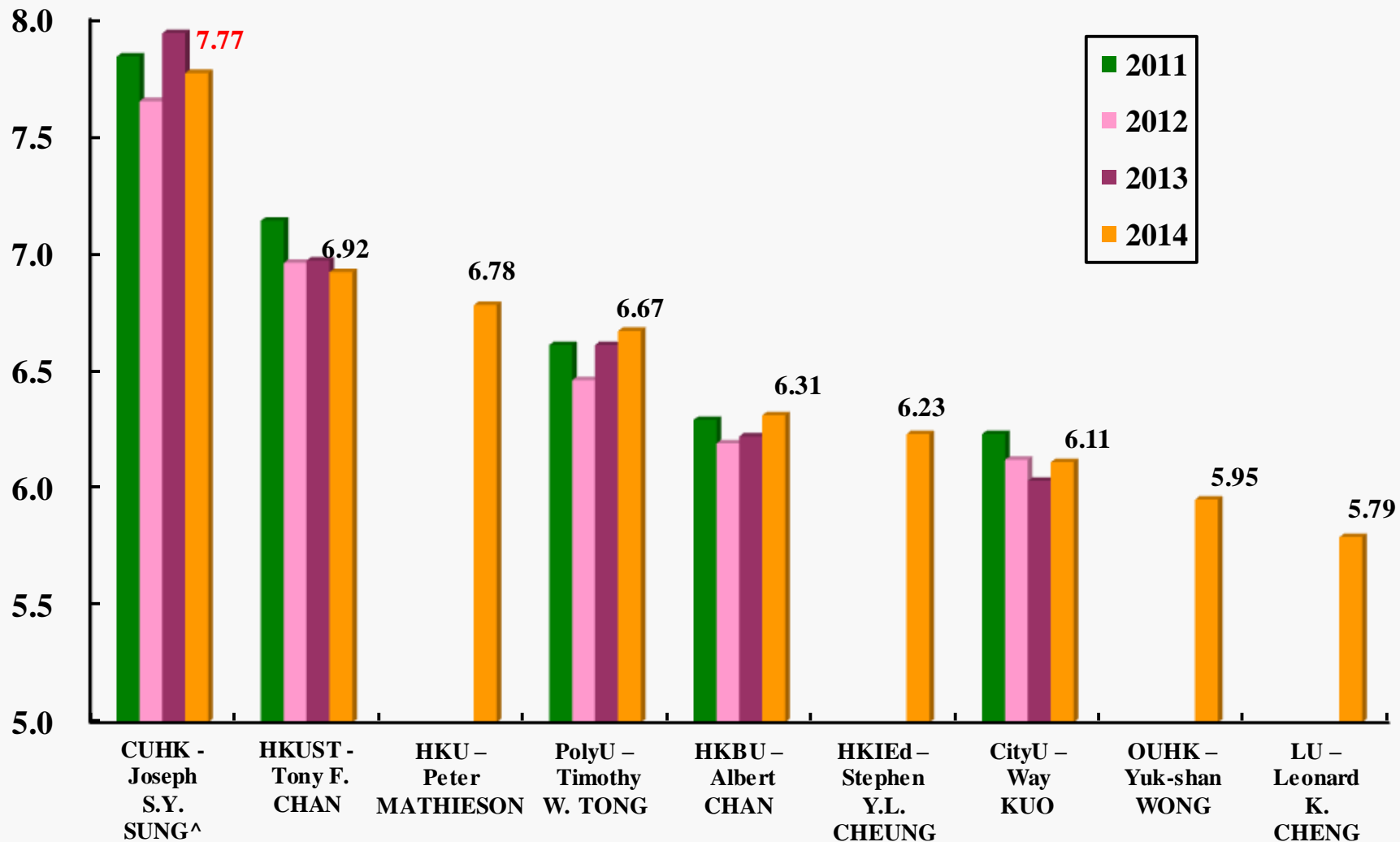
\* Recognition rate = No. of raters/total sample

# Newly added in 2011 survey

<sup>^</sup> Changes being statistically significant at 95% confidence level.

Valid samples (2014) : 904-1,092

# Public Ratings of University Heads



78%	51%	54%	50%	53%	50%	46%	43%	47%
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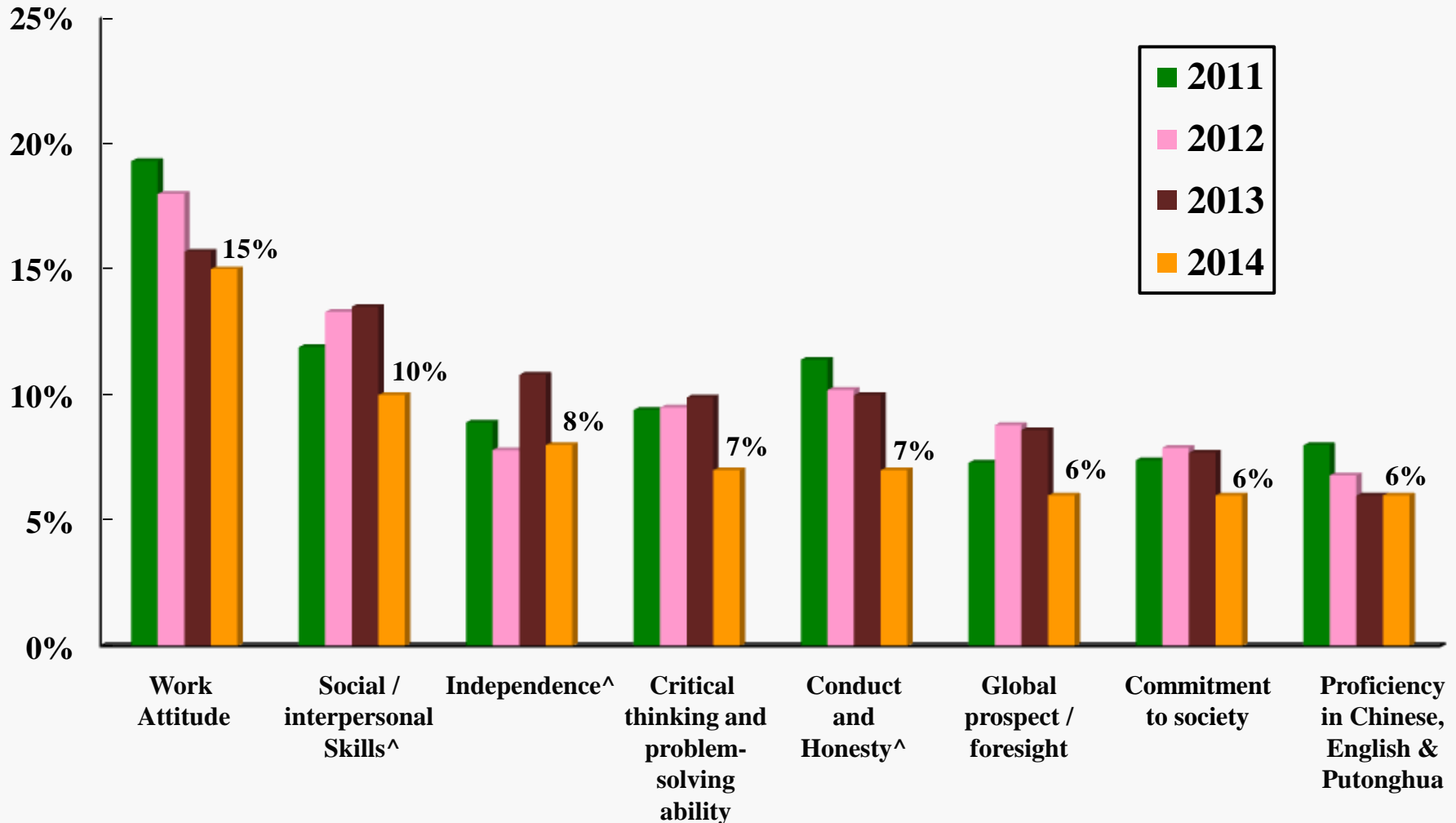
• Recognition rate = No. of raters/total sample

<sup>^</sup> Changes being statistically **significant** at 95% confidence level.

Remark: The position of Principal for HKSYU was vacant during the survey period.

Valid samples (2014) : 524 – 955

# Perceived Deficiencies of University Students



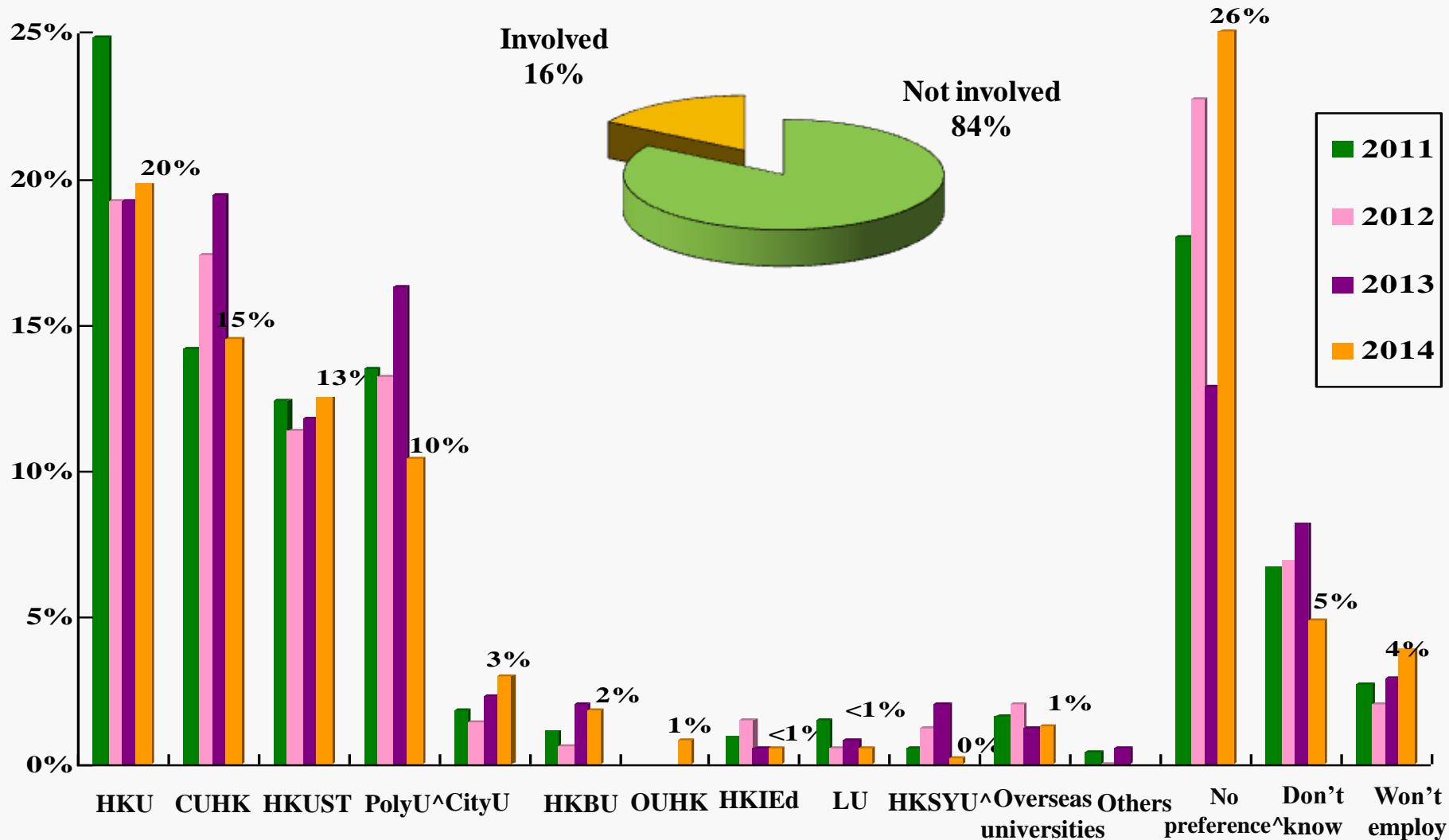
<sup>^</sup> Changes being statistically **significant** at 95% confidence level.

Note: top 8 responses are shown here.

Total samples (2014) : 1,216

# Most Preferred University Graduates

[Only for respondents involved in recruiting new staff; base = 195]

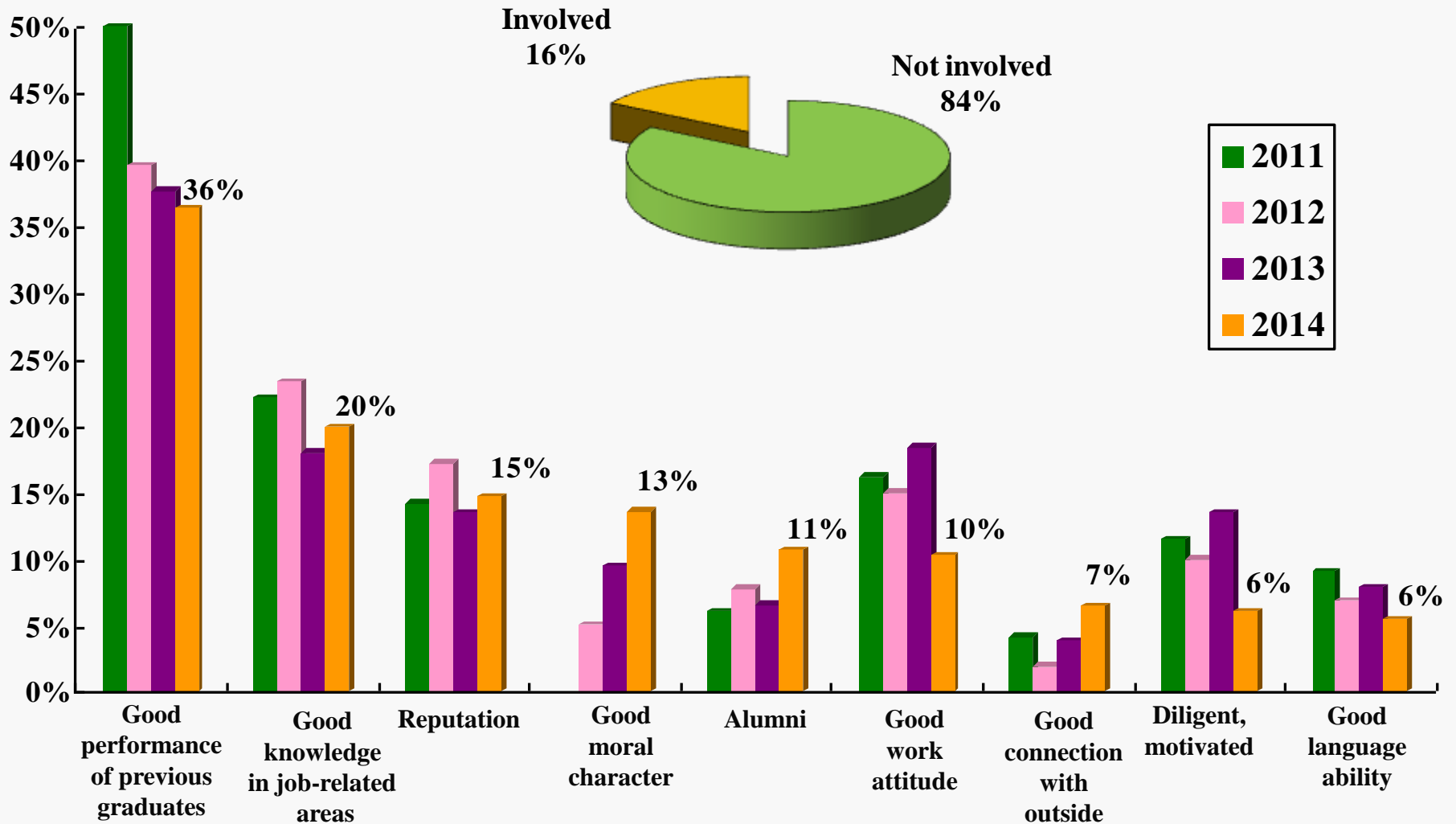


*^ Changes being statistically significant at 95% confidence level.*

Sampling error at 95% confidence level: +/-7.1%

# Reasons for Graduate Preferences

[Only for respondents involved in recruiting new staff  
and with preferences on university graduates ; base = 127]



Valid samples (2014): 127

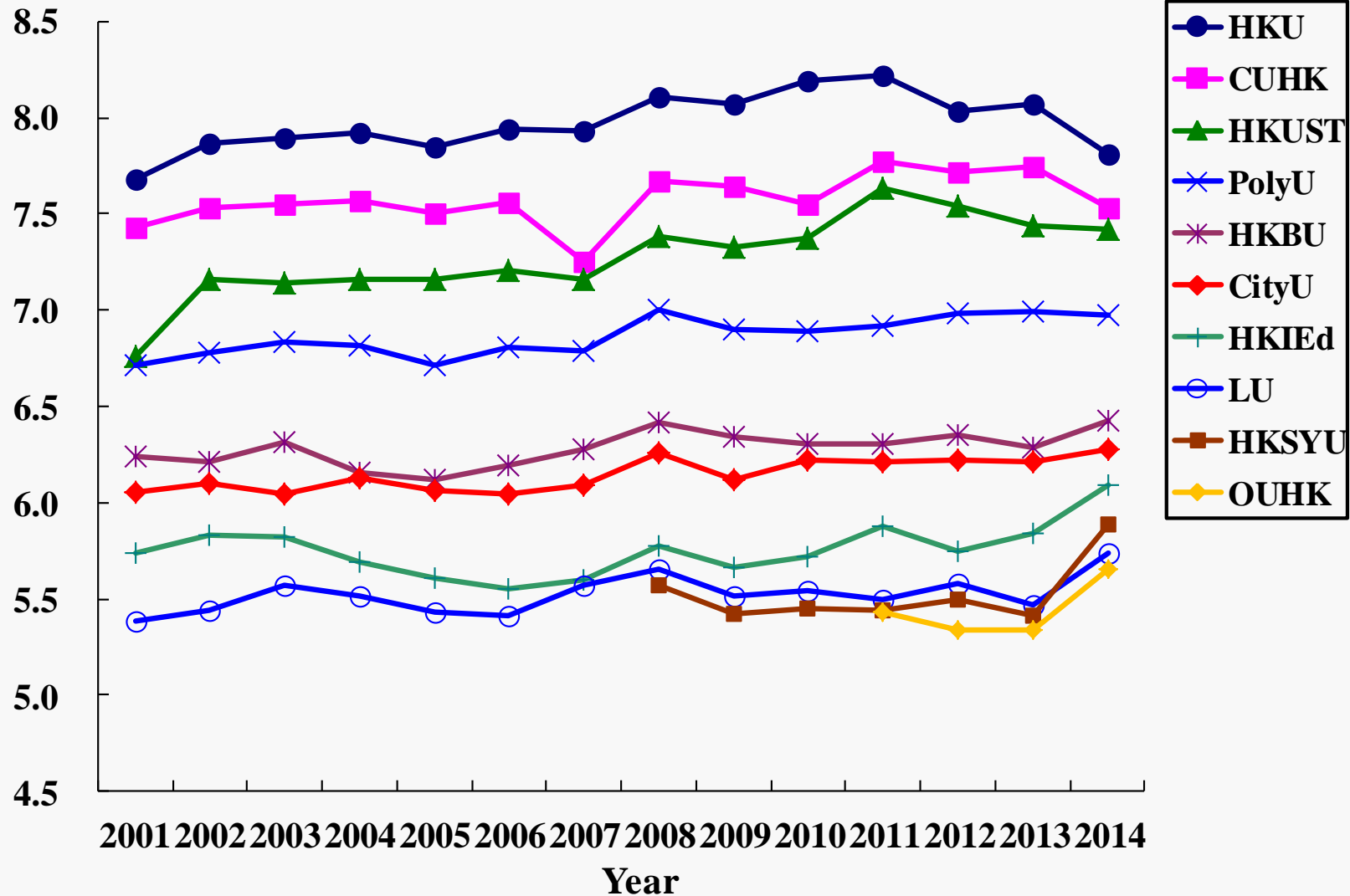
Sampling error at 95% confidence level: +/-8.7%

Note: top 9 responses are shown here.



# Public Ratings of Universities

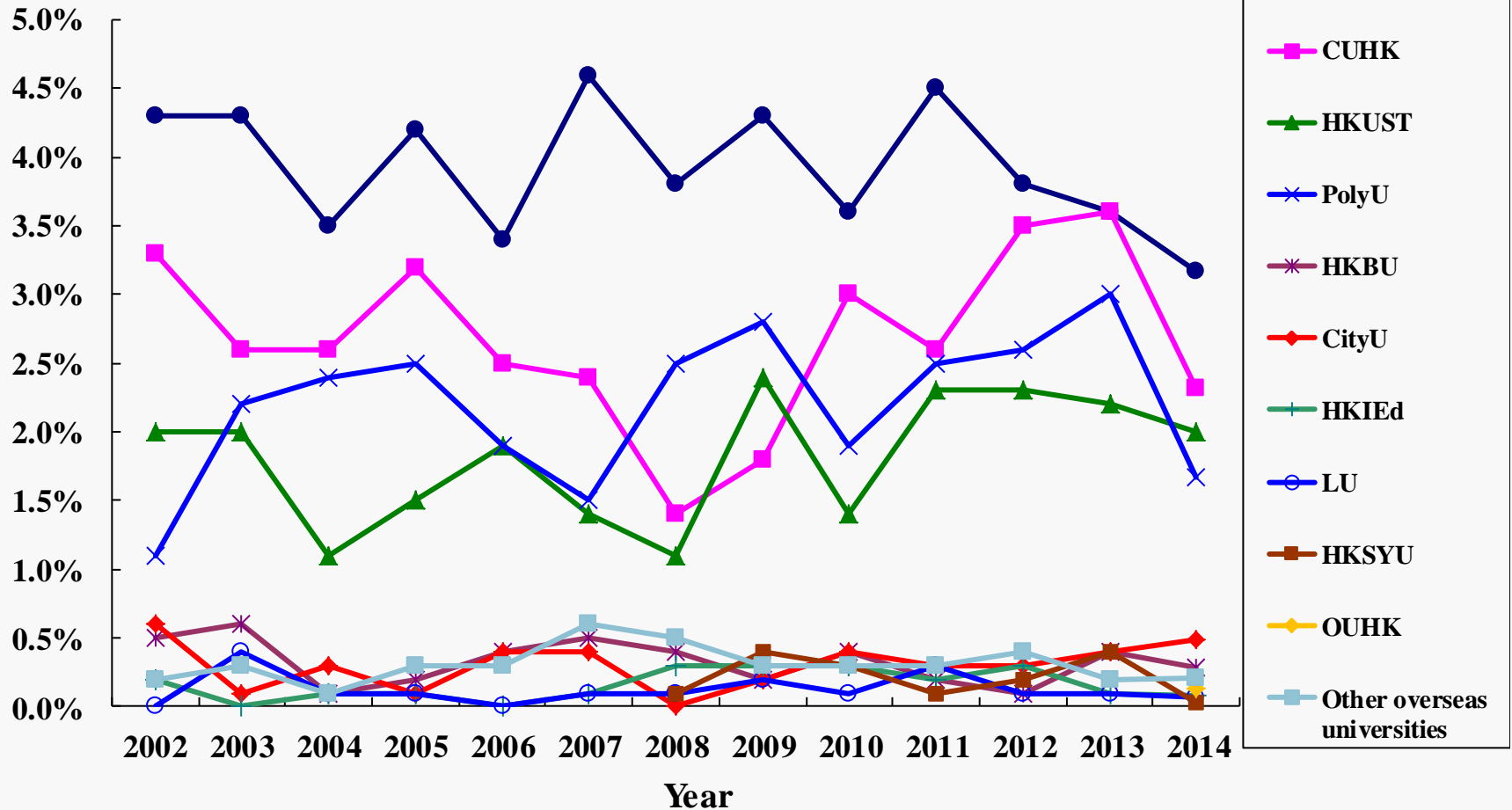
Rating (0-10)



# Most Preferred University Graduates

(based on respective total sample)

Percentage



# Notes of Caution

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- Findings only reflect general public perception of the ten institutions and their leaders, they are not results of objective appraisals or professional assessments.
- Absolute ratings (i.e. 0-10) are used in the key questions, they are methodologically more powerful than relative rankings, because the score received by each institution in any one year is independent of the scores of other institutions, or its own score in another years.
- Sequence of prompting respondents with the name of ten institutions was randomly rotated to avoid possible bias.
- All respondents have been told at the beginning of the interview that POP was an independent research body.