



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

*Opinion Survey on the Public Ranking of
Universities in Hong Kong 2017*

*Dr Robert Chung
Director of HKUPOP*

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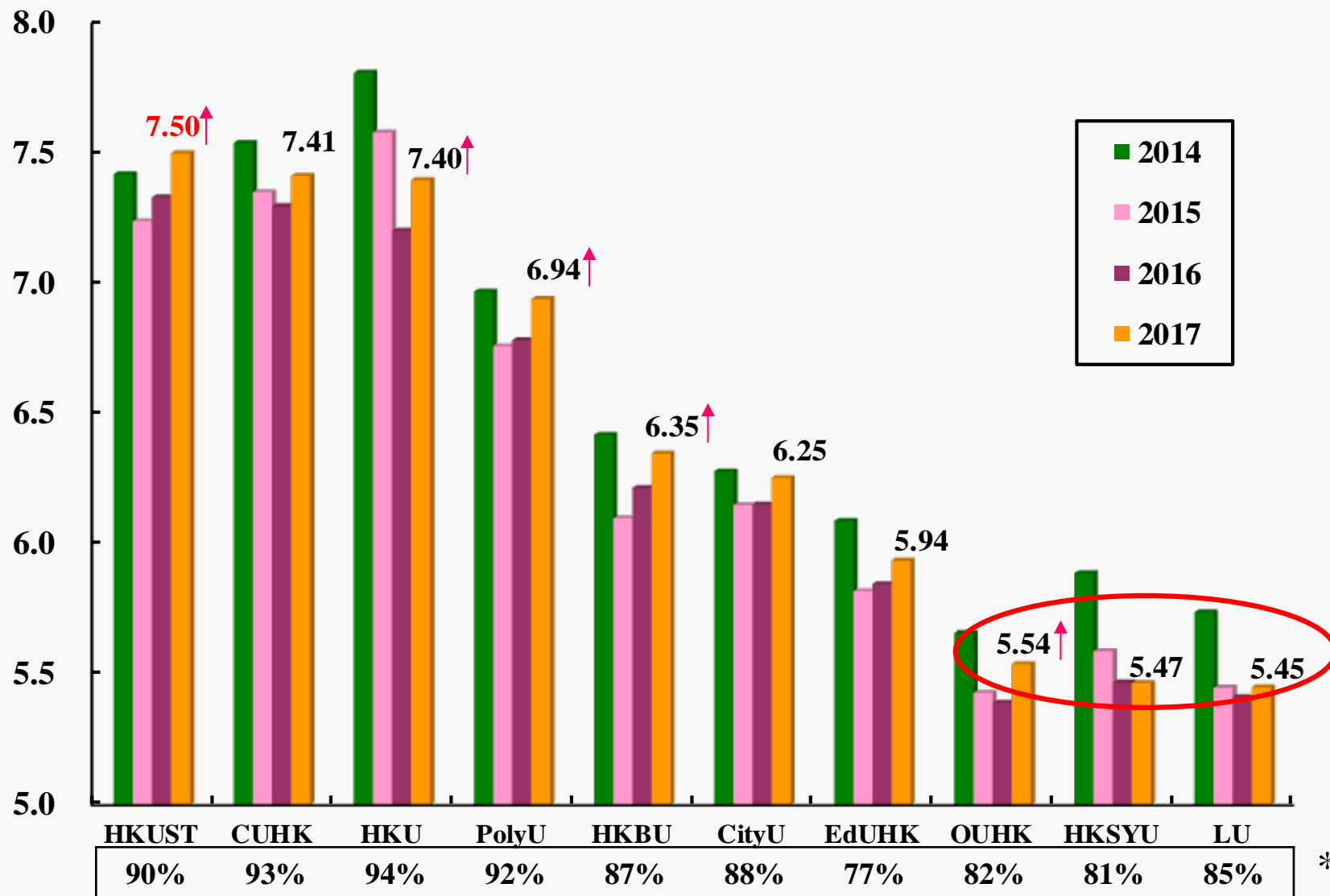
Background

- Commissioned by Media Education Info-tech Co. Ltd. (MEIT, which owns “Education18.com”) since 2001, this is the 17th 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

Date of survey:	May 8 – 15, 2017
Target population:	Cantonese-speaking population of Hong Kong of age 18 or above
Survey method:	Random telephone survey by real interviewers
Sample size:	1,260 successful cases
Response rate:	72.2%
Standard error:	Less than 1.4%
Weighting method:	Data adjusted according to the gender-age distribution of HK population at the 2016 year-end and the educational attainment (highest level attended) distribution collected in the 2011 Census

Public Ratings of Universities



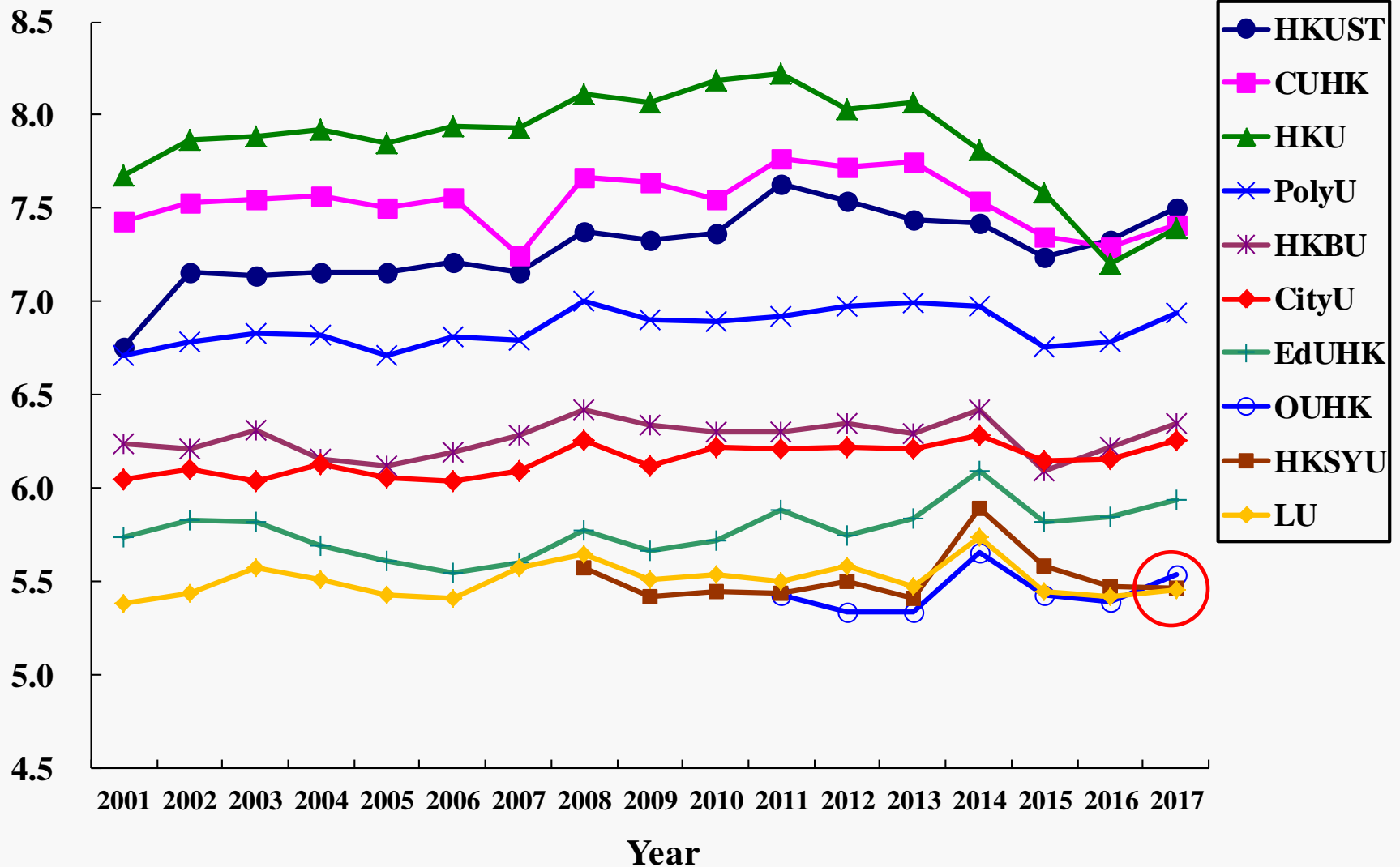
Recognition rate = No. of raters/total sample

Valid samples (2017) : 972-1,187

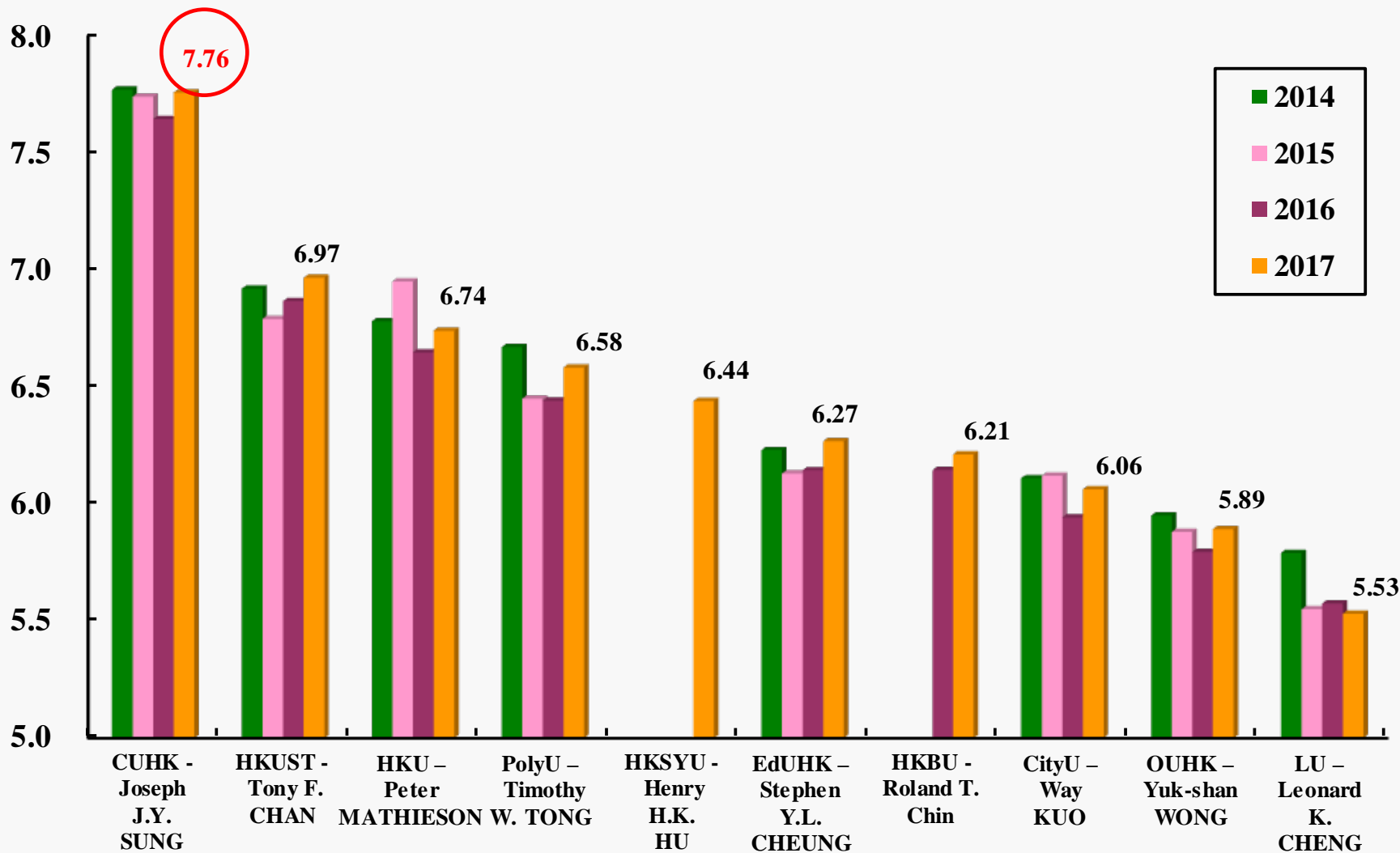
↑ Changes being statistically significant at 95% confidence level.

Public Ratings of Universities

Rating (0-10)



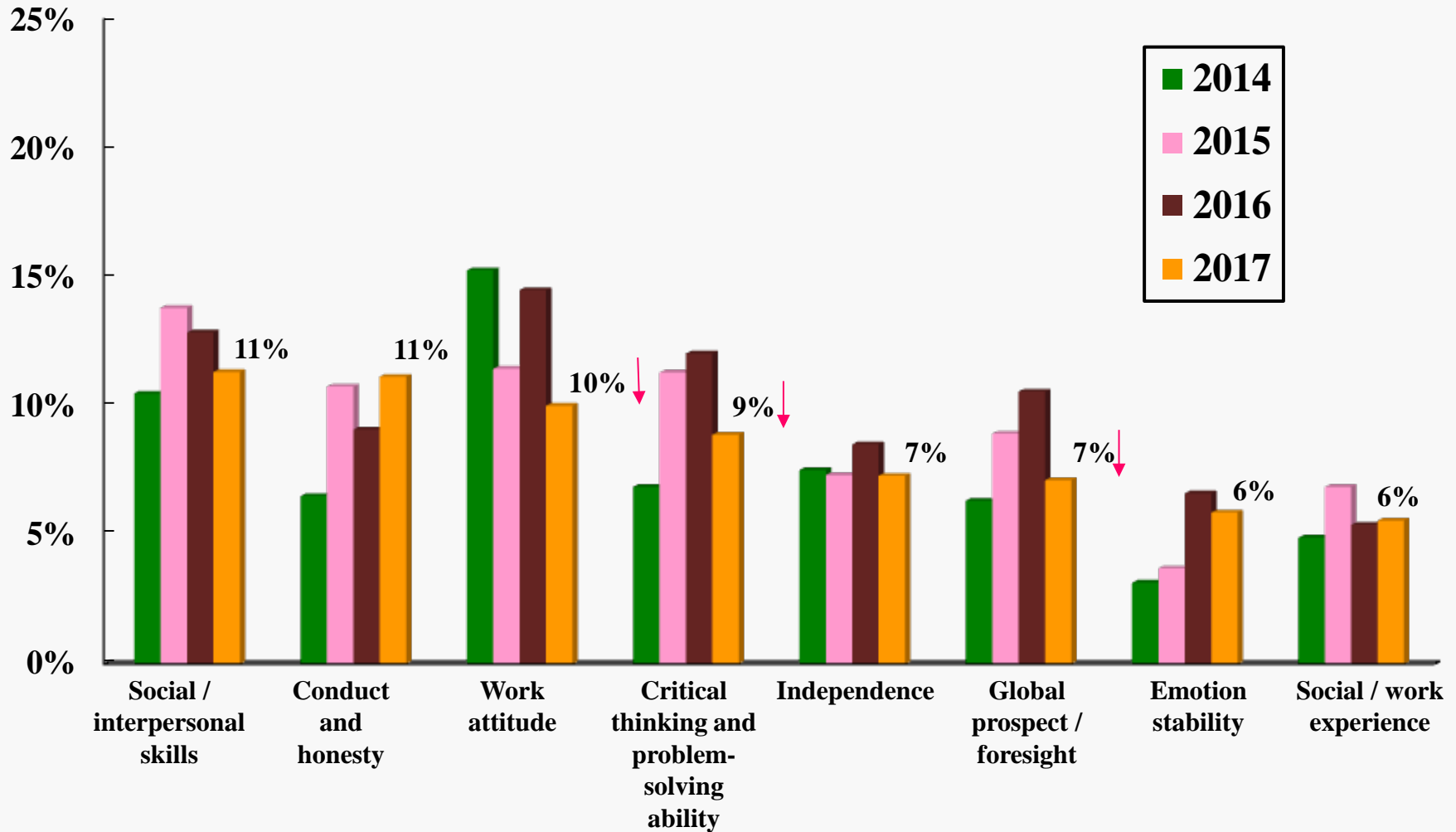
Public Ratings of University Heads



* Recognition rate = No. of raters/total sample

Valid samples (2017) : 570 – 1,085

Perceived Deficiencies of University Students



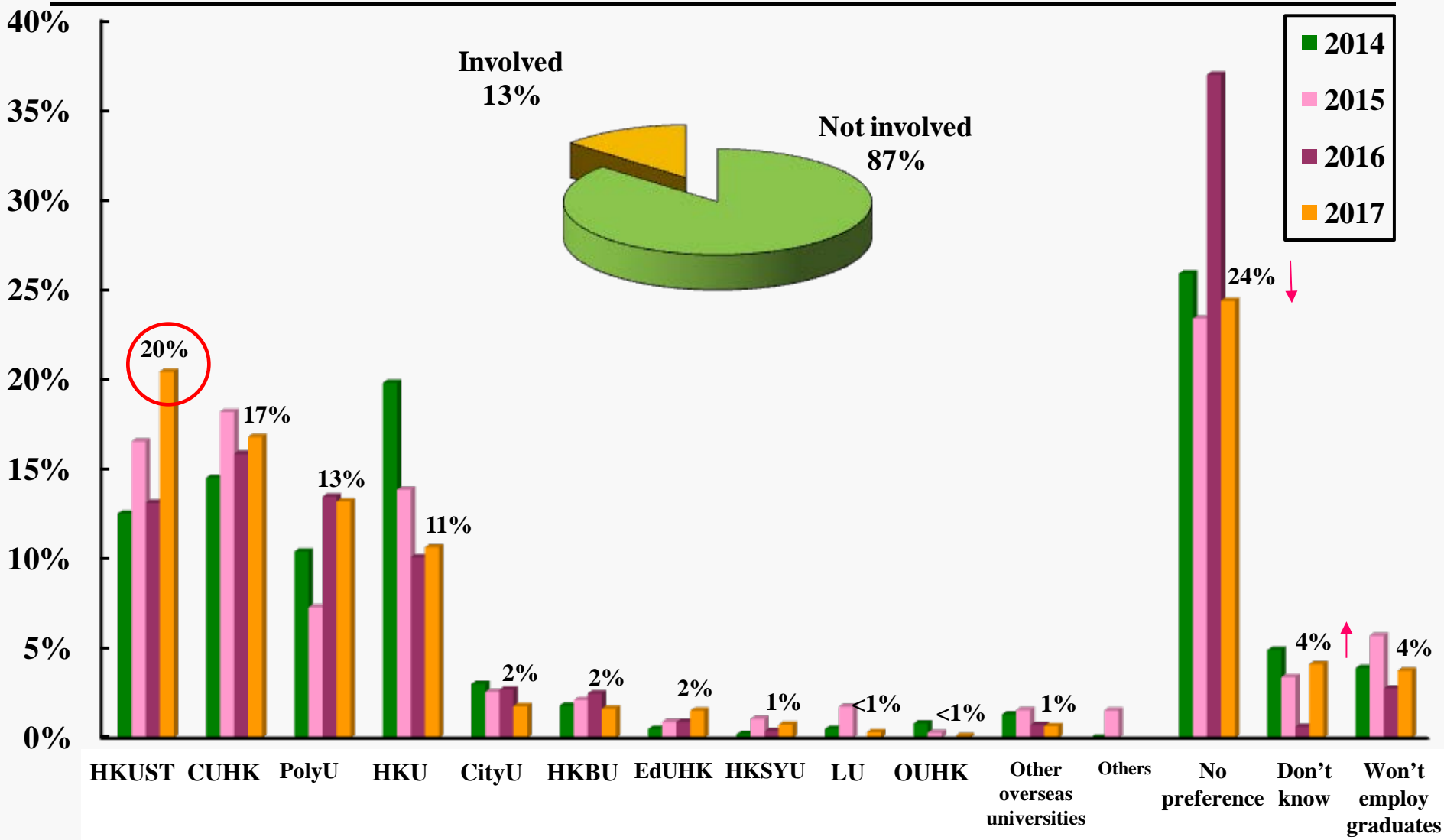
↓ Changes being statistically significant at 95% confidence level.

Note: top 8 responses are shown here.

Total samples (2017) : 1,255

Most Preferred University Graduates

[Only for respondents involved in recruiting new staff; base = 169]

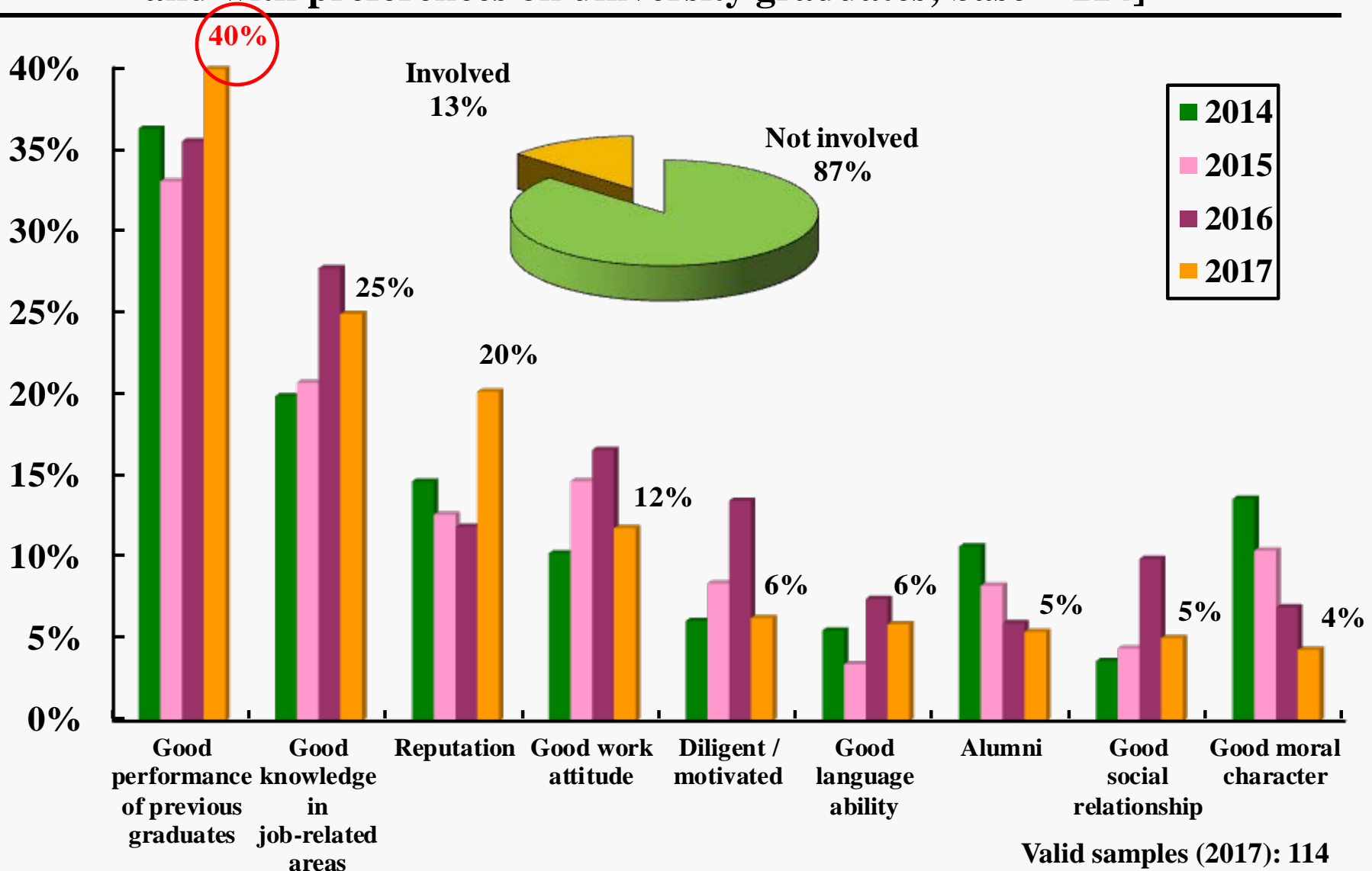


↑↓ Changes being statistically significant at 95% confidence level.

Valid samples (2017): 168
Sampling error at 95% confidence level: +/-7.7%

Reasons for Graduate Preferences

[Only for respondents involved in recruiting new staff and with preferences on university graduates; base = 114]



Note: top 9 responses are shown here.

Valid samples (2017): 114
Sampling error at 95% confidence level: +/-9.4%

Notes of Caution

- Findings only reflect general public perception of the ten universities 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 university in any one year is independent of the scores of other universities, or its own score in another years.
- Sequence of prompting respondents with the name of ten universities 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.