

**Frequency Tables**

[Q1] Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education after taking into consideration its local and international reputation, facilities and campus environment, qualification of its teaching staff, academic research performance, conduct and quality of students as well as its learning atmosphere, diversification and level of recognition of its courses, with 0 representing the worst, 10 representing the best and 5 being half-half. How would you rate the following institutions?

|       | Average | Standard error | No. of raters | Recognition |
|-------|---------|----------------|---------------|-------------|
| HKU   | 8.07    | 0.04           | 1,142         | 95.1%       |
| CUHK  | 7.64    | 0.04           | 1,131         | 94.2%       |
| HKUST | 7.33    | 0.04           | 1,106         | 92.1%       |
| PolyU | 6.90    | 0.04           | 1,123         | 93.5%       |
| HKBU  | 6.34    | 0.04           | 1,091         | 90.8%       |
| CityU | 6.12    | 0.04           | 1,078         | 89.8%       |
| HKIEd | 5.66    | 0.05           | 1,005         | 83.7%       |
| LU    | 5.51    | 0.05           | 1,039         | 86.5%       |
| HKSJU | 5.42    | 0.05           | 1,011         | 84.2%       |

[Q2] Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor/President/Principal of each institution while taking his local and international reputation, approachability to the public, leadership, vision, social credibility and public relations into consideration, with 0 representing the worst, 10 representing the best and 5 being half-half. How would you rate the following Vice-Chancellors/Presidents/Principal?

|                             | Average | Standard error | No. of raters | Recognition |
|-----------------------------|---------|----------------|---------------|-------------|
| HKUST – Paul C.W. CHU       | 7.64    | 0.05           | 926           | 77.1%       |
| HKU – Lap-chee TSUI         | 7.58    | 0.05           | 882           | 73.4%       |
| CUHK – Lawrence J. LAU      | 7.01    | 0.05           | 831           | 69.2%       |
| PolyU – Timothy W. TONG     | 6.59    | 0.06           | 598           | 49.8%       |
| HKSJU – Chi-yung CHUNG      | 6.57    | 0.06           | 656           | 54.6%       |
| HKBU – Ching-fai NG         | 6.51    | 0.05           | 760           | 63.3%       |
| HKIEd – Anthony B.L. CHEUNG | 6.28    | 0.05           | 788           | 65.6%       |
| CityU – Way KUO             | 6.21    | 0.06           | 580           | 48.3%       |
| LU – Yuk-shee CHAN          | 6.07    | 0.06           | 592           | 49.3%       |

| [Q3] What do you think are the qualities which most Hong Kong university students lack of?<br>(multiple responses allowed) |       |   |  |   |
|--|-------|---|--|---|
|  | Freq. | % of total responses<br>(Base = 1,979<br>responses from<br>1,197 respondents) | % of valid<br>respondents<br>(Base =<br>1,197) | % of<br>total sample<br>(Base =<br>1,201) |
| Work attitude (e.g. serious, enthusiastic, diligent, responsible, motivated)   | 251   | 12.7%   | 21.0%  | 20.9%                                     |
| Proficiency in Chinese, English and Putonghua  | 161   | 8.2%  | 13.5%  | 13.4%                                     |
| Conduct, honesty   | 150   | 7.6%  | 12.5%  | 12.5%                                     |
| Social/interpersonal skills  | 141   | 7.1%  | 11.8%  | 11.7%                                     |
| Global prospect / foresight  | 123   | 6.2%  | 10.3%  | 10.2%                                     |
| Academic and professional knowledge  | 110   | 5.6%  | 9.2%   | 9.2%                                      |
| Critical thinking and problem-solving ability  | 97    | 4.9%  | 8.1%   | 8.1%                                      |
| Social/work experience   | 88    | 4.5%  | 7.4%   | 7.3%                                      |
| Commitment to society  | 85    | 4.3%  | 7.1%   | 7.0%                                      |
| Independence   | 80    | 4.0%  | 6.7%   | 6.7%                                      |
| All-roundness  | 56    | 2.9%  | 4.7%   | 4.7%                                      |
| Communication skills   | 56    | 2.8%  | 4.6%   | 4.6%                                      |
| Self-confidence  | 55    | 2.8%  | 4.6%   | 4.6%                                      |
| Civil awareness  | 44    | 2.2%  | 3.7%   | 3.7%                                      |
| Creativity   | 44    | 2.2%  | 3.6%   | 3.6%                                      |
| Alertness to risk / handling adverse conditions  | 41    | 2.1%  | 3.4%   | 3.4%                                      |
| Emotion stability  | 32    | 1.6%  | 2.7%   | 2.7%                                      |
| Job opportunity  | 28    | 1.4%  | 2.3%   | 2.3%                                      |
| Financial management   | 23    | 1.2%  | 1.9%   | 1.9%                                      |
| Self-expectations / dreams   | 20    | 1.0%  | 1.6%   | 1.6%                                      |
| Patriotism   | 14    | 0.7%  | 1.1%   | 1.1%                                      |
| Utilitarian  | 11    | 0.5%  | 0.9%   | 0.9%                                      |
| Leadership skills  | 6     | 0.3%  | 0.5%   | 0.5%                                      |
| Computer proficiency   | 2     | 0.1%  | 0.2%   | 0.2%                                      |
| Nothing  | 44    | 2.2%  | 3.7%   | 3.6%                                      |
| Others   | 29    | 1.5%  | 2.4%   | 2.4%                                      |
| Don't know / hard to say   | 189   | 9.6%  | 15.8%  | 15.8%                                     |
| Total  | 1,979 | 100.0%  |  |   |
| Base   | 1,201 |   |  |   |
| Missing case(s)  | 4     |   |  |   |

[Q4] Under your job specifications, are you involved, in any way, in the recruitment process of new staff, including teachers?

|                 | Frequency | Percentage |
|-----------------|-----------|------------|
| Yes             | 217       | 18.1%      |
| No              | 981       | 81.9%      |
| Total           | 1,198     | 100.0%     |
| Base            | 1,201     |            |
| Missing case(s) | 3         |            |

[Q5] [Only for those who are involved in the recruitment process of new staff; sub-sample = 217]  
If you looked for a new employee, which institution's graduates would you prefer most?  
(Did not read out the answers, single response only)

|                             | Frequency | % of potential employers<br>(Base = 216) | % of total sample<br>(Base = 1,201) |
|-----------------------------|-----------|--|-------------------------------------|
| HKU                         | 51        | 23.6%                                    | 4.3%                                |
| PolyU                       | 34        | 15.7%                                    | 2.8%                                |
| HKUST                       | 29        | 13.2%                                    | 2.4%                                |
| CUHK                        | 21        | 9.7%                                     | 1.8%                                |
| HKSYU                       | 5         | 2.2%                                     | 0.4%                                |
| HKIEd                       | 4         | 1.8%                                     | 0.3%                                |
| LU                          | 2         | 0.9%                                     | 0.2%                                |
| CityU                       | 2         | 0.9%                                     | 0.2%                                |
| HKBU                        | 2         | 0.9%                                     | 0.2%                                |
| Other overseas universities | 4         | 1.7%                                     | 0.3%                                |
| Others                      | 2         | 0.8%                                     | 0.1%                                |
| No preference               | 30        | 13.9%                                    | 2.5%                                |
| Don't know / hard to say    | 23        | 10.5%                                    | 1.9%                                |
| Won't employ graduates      | 9         | 4.3%                                     | 0.8%                                |
| Total                       | 216       | 100.0%                                   |                                     |
| Base                        | 217       |  |                                     |
| Missing case(s)             | 1         |  |                                     |

[Q6] [Only for those who are involved in the recruitment process of new staff and have preference over a specific institution's graduates; sub-sample = 154] Why would you prefer the graduates of the chosen institution? (multiple responses allowed)

|   | Frequency | % of total responses<br>(Base = 211<br>responses from 154<br>respondents) | % of valid<br>respondents<br>(Base = 154) | % of total<br>sample<br>(Base = 1,201) |
|---|-----------|---|---|--|
| Good performance of<br>previous graduates   | 60        | 28.5%   | 39.0%                                     | 5.0%                                   |
| Good knowledge in<br>job-related areas  | 41        | 19.6%   | 26.8%                                     | 3.4%                                   |
| Reputation  | 32        | 15.0%   | 20.6%                                     | 2.6%                                   |
| Diligent, motivated   | 13        | 6.4%  | 8.7%                                      | 1.1%                                   |
| Good language ability   | 13        | 6.1%  | 8.4%                                      | 1.1%                                   |
| Good work attitude  | 13        | 6.0%  | 8.2%                                      | 1.1%                                   |
| Alumni  | 10        | 4.5%  | 6.2%                                      | 0.8%                                   |
| Good social relationship  | 7         | 3.4%  | 4.7%                                      | 0.6%                                   |
| Good connection with<br>outside (e.g., a university's<br>extensive connection with<br>enterprises, companies, or<br>industrial firms; large<br>number of graduates) | 4         | 2.0%  | 2.7%                                      | 0.3%                                   |
| Good leadership   | 1         | 0.5%  | 0.7%                                      | 0.1%                                   |
| Salary matched with abilities   | 1         | 0.4%  | 0.5%                                      | 0.1%                                   |
| Others  | 12        | 5.5%  | 7.5%                                      | 1.0%                                   |
| No specific reasons   | 4         | 2.0%  | 2.7%                                      | 0.3%                                   |
| Total   | 211       | 100%  |   |  |
| Base  | 154       |   |   |  |
| Missing case(s)   | 0         |   |   |  |