



**NARRATIVE**  
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# Holland College 2019 Reputation Monitor

February 2020

Prepared for:





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# Methodology



*Narrative Research's Atlantic Reputation Monitor database includes evaluations of 80+ organizations from various sectors across Atlantic Canada. The results for Holland College are from Q4 2019, and the database was last updated on December 10, 2019.*

## REPUTATION RATINGS

Reputation ratings represent an average score out of 10. Question: *How would you rate the reputation of each of the following institutions using a scale of '1' to '10', where '1' is extremely negative, and '10' is extremely positive? Please indicate if you are not familiar with this institution.*



## FAMILIARITY SCORES

Familiarity ratings represent the average proportion of residents familiar with the institution out of a possible 100%. This is calculated by taking the proportion that are 'unfamiliar' from 100%. The closer this value is to 100%, the more familiar the public is of the institution.



## METHODOLOGY

Research for the Atlantic Reputation Monitor is based on results from a telephone and online survey of Atlantic Canadians conducted by Narrative Research (formerly Corporate Research Associates). The latest telephone survey was conducted in November 2019 and included 300 telephone interviews among PEI residents. The most recent online survey was conducted July 2019 and included 1,136 completed surveys with Atlantic Canadians aged 18 years+. Quotas for age, gender, and region ensure results are representative of the actual population.

The margin of error for **telephone results** across various regions is as follows:

Region	Telephone Sample Size	Margin of Error (95 out of 20 samples)
Atlantic Canada	1,500	±2.5
NS, NB or NL	400	±4.9
PEI	300	±5.7

*Results for Holland College were obtained by telephone in Q4 2019.*

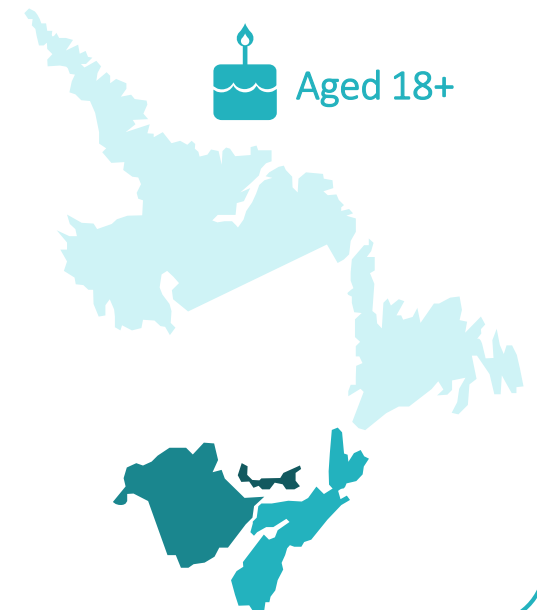


300

Telephone interviews  
among Prince  
Edward Island  
residents



Aged 18+



## COMPARISONS

Holland College's results are compared as follows:

- **Atlantic Canada:** Comparison among 80+ organizations across an array of sectors.
- **Prince Edward Island:** Comparison among 43 organizations operating in Prince Edward Island across an array of sectors.
- **Higher Education:** Comparison among 20 organizations operating in the Higher Education sector in Atlantic Canada.



## HIGHER EDUCATION EVALUATIONS

Within the Higher Education sector specifically, Narrative Research has measured Reputation Ratings for 20 organizations, with each organization evaluated by residents of the province(s) in which they operate. Specifically, Holland College and UPEI were only evaluated in Prince Edward Island; St. Thomas University, Mount Allison, UNB, NBCC, Université de Moncton, and Crandall University were only evaluated in New Brunswick; SMU, StFX, Acadia, Dalhousie, NSCC, MSVU, University of King's College, NSCAD, Université Sainte-Anne, and Cape Breton University were only evaluated in Nova Scotia; and Memorial and College of the North Atlantic were only evaluated in Newfoundland and Labrador.





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## Key Findings



# Summary of Key Findings

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*The following presents a summary of key findings for Holland College, based on the 2019 Reputation Monitor:*

## REPUTATION

- Holland College has a very strong Reputation Rating when compared to Narrative Research's Atlantic Canadian Reputation Monitor database, sitting at 8.0 out of a possible 10 points. It should be noted that generally speaking, residents are more positive of Higher Education organizations compared with other sectors. That said, this emphasizes the strength in Holland College's reputation, as the College's overall Reputation Rating sits above the Higher Education Norm for Atlantic Canada (7.4).
- Holland College is ranked **1<sup>st</sup>** out of the 80+ Atlantic Canadian organizations, 40+ organizations in Prince Edward Island and 20 Higher Education institutions within the database as a whole.
- Perceptions are relatively similar when looking at Holland College's reputation across regions within Prince Edward Island. There is not much difference between those living in Queens County (8.1), Prince County (7.9) and Kings County (7.8) in terms of their perceptions of the College.

## FAMILIARITY

- Similar to Holland College's strength in reputation, familiarity with the College is strong among PEI residents, sitting at 95%, and ranking 15<sup>th</sup> out of 80+ organizations in the database. Indeed, familiarity with Holland College is very high, especially when compared with the Familiarity Norm of 78% found in Narrative Research's database of familiarity ratings for Atlantic Canadian organizations. As well, provincially, out of 43 organizations evaluated within PEI, Holland College ranks 12<sup>th</sup> overall. Moreover, Holland College ranks 1<sup>st</sup> out of 20 Higher Education Institutions, sitting above the Familiarity Norm for the Higher Education sector (76%).
- Familiarity with Holland College is highest in Queens County (96%) as compared to Kings County (93%) and Prince County (92%). Familiarity with Holland College in PEI sits well above the Atlantic Familiarity Norm (78%), the Familiarity Norm for Prince Edward Island (83%), as well as the Atlantic Canada Higher Education Familiarity Norm (76%).



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## Reputation Results

Findings from the 2019 Reputation Monitor reveal strong perceptions of Holland College. Overall, the College receives a Reputation Rating of 8.0.

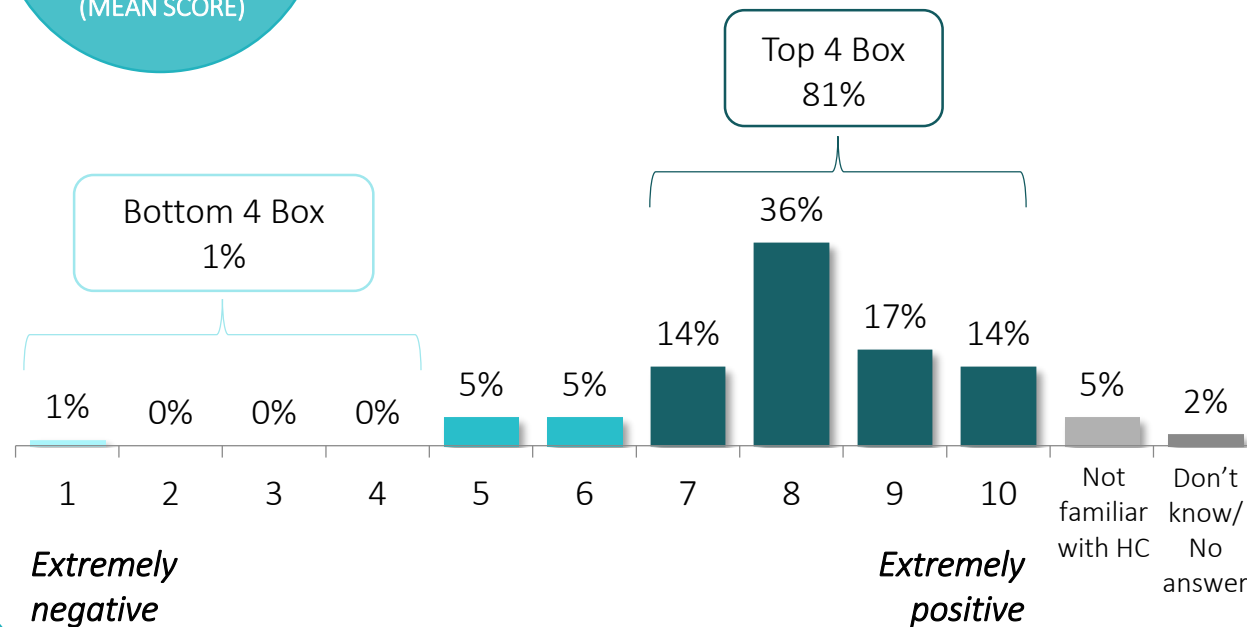
## HOLLAND COLLEGE: REPUTATION

(n=300)

\*REPUTATION  
RATING:

8.0

(MEAN SCORE)



- Eight in ten residents of Prince Edward Island offer **positive scores** (scores of 7 to 10), while one in ten score Holland College more **moderately** (offering scores of 5 or 6 out of 10). Very few indicate **less positive** perceptions.
- Under one in ten state that they are **not familiar** with Holland College, and therefore cannot provide a Reputation Rating for the College.
- Overall, Holland College's Reputation Rating is **8.0** out of 10 among those familiar with the College.



Results show that Holland College's reputation ranks 1<sup>st</sup> across all organizations in Atlantic Canada, Prince Edward Island and among the Higher Education sector.

## ATLANTIC CANADA

### ATLANTIC REPUTATION NORM:

- Across all sectors in **Atlantic Canada the reputation norm is 6.8.**

### HOLLAND COLLEGE'S RANK IN ATLANTIC CANADA:

- Holland College's Reputation Rating (8.0) is currently well above the reputation norm in Atlantic Canada.
- Holland College ranks 1<sup>st</sup>** among a total of 87 organizations in Atlantic Canada.

8.0

Reputation Rating



6.8

Atlantic  
Reputation  
Norm



Reputation Ranking  
in Atlantic Canada



1<sup>st</sup>

/ 87 organizations



## PRINCE EDWARD ISLAND

### PEI REPUTATION NORM:

- Across all sectors in **Prince Edward Island the reputation norm is 6.7.**

### HOLLAND COLLEGE'S RANK IN PEI:

- Holland College's Reputation Rating (8.0) is currently well above the reputation norm in Prince Edward Island.
- Holland College ranks 1<sup>st</sup>** among a total of 43 organizations in Prince Edward Island.

8.0

Reputation Rating



6.7

PEI  
Reputation  
Norm



Reputation Ranking  
in PEI



1<sup>st</sup>

/ 43 organizations



## HIGHER EDUCATION SECTOR

### HIGHER EDUCATION SECTOR REPUTATION NORM:

- Across **Higher Education institutions, the reputation norm is 7.4.**

### HOLLAND COLLEGE'S RANK IN HIGHER EDUCATION SECTOR:

- Holland College's Reputation Rating (8.0) is currently sitting above the reputation norm for Higher Education institutions.
- Holland College ranks 1<sup>st</sup>** among a total of 20 Higher Education institutions across Atlantic Canada.

8.0

Reputation Rating



7.4

Higher  
Education  
Rep. Norm



Reputation Ranking  
in Higher Education Sector



1<sup>st</sup>

/ 20 institutions





# Holland College's Reputation Across Key Demographics

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**HOLLAND**  
COLLEGE

Overall Reputation Rating

**8.0**

## GENDER

- Holland College's reputation is **similar between men and women.**

8.1



7.9

Female

Male

## AGE

- Holland College's reputation is **similar across ages.**

7.8



18-34

7.9



35-54

8.1



55+

## HOUSEHOLD INCOME

- Holland College's reputation is **comparable across household income levels.**

8.0



<\$50K

7.9



\$50K -  
<\$100K

8.0



\$100K+

## EDUCATION LEVEL

- Holland College's reputation is **lowest** among those **without a high school diploma** and **highest** among those with **some post-secondary.**

7.2



Less than  
High School

8.1



Graduated  
High School

8.3



Some Post-  
Secondary

8.0



Graduated Post-  
Secondary



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## Familiarity Results

*Holland College is ranked 1<sup>st</sup> in the Higher Education sector, with 95% familiarity as compared to the Higher Education Familiarity Norm (76%). Holland College also sits at the higher end of the range of Familiarity Scores across the Atlantic region.*

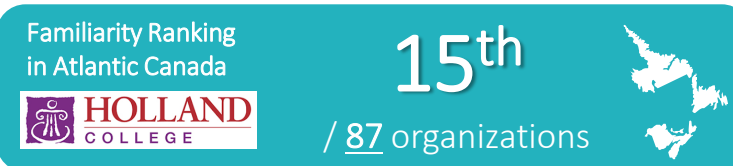
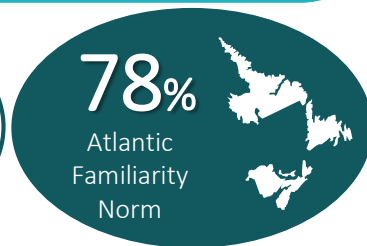
## ATLANTIC CANADA

### ATLANTIC FAMILIARITY NORM:

- Across all sectors in **Atlantic Canada** the Familiarity Norm is **78%**.

### HOLLAND COLLEGE'S RANK IN ATLANTIC CANADA:

- Familiarity with Holland College (95%) is currently well above the Familiarity Norm in Atlantic Canada.
- Holland College ties for 15<sup>th</sup> position with PEI Liquor and Halifax Stanfield International Airport** among a total of 87 organizations in Atlantic Canada.



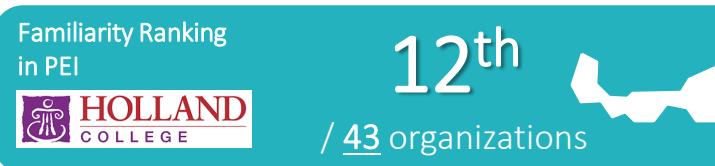
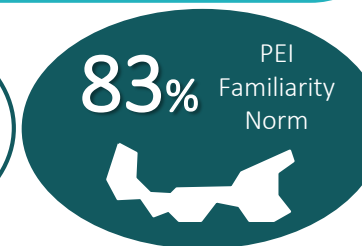
## PRINCE EDWARD ISLAND

### PEI FAMILIARITY NORM:

- Across all sectors in **Prince Edward Island** the Familiarity Norm is **83%**.

### HOLLAND COLLEGE'S RANK IN PEI:

- Familiarity with Holland College (95%) is currently well above the Familiarity Norm in PEI.
- Holland College ties for 12<sup>th</sup> position with PEI Liquor and Kent** among a total of 43 organizations in Prince Edward Island.



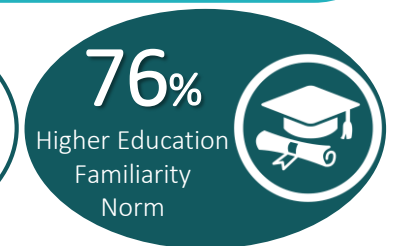
## HIGHER EDUCATION SECTOR

### HIGHER EDUCATION SECTOR FAMILIARITY NORM:

- Across **Higher Education institutions** the Familiarity Norm is **76%**.

### HOLLAND COLLEGE'S RANK IN HIGHER EDUCATION SECTOR:

- Familiarity with Holland College (95%) is currently well above the Familiarity Norm for Higher Education institutions.
- Holland College ranks 1<sup>st</sup>** among a total of 20 Higher Education institutions across Atlantic Canada.





# Holland College's Familiarity Across Key Demographics

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Overall Familiarity Score **95%**

## GENDER

- Familiarity is **higher among men**.

93%



96%

Female

Male

## AGE

- Familiarity **decreases marginally with age**.

97%



18-34

95%



35-54

93%



55+

## HOUSEHOLD INCOME

- Familiarity **increases notably with household income level**.

92%



<\$50K

97%



\$50K -  
<\$100K


99%




\$100K+


## EDUCATION LEVEL

- Familiarity increases with **education levels**.

85%   
Less than  
High School

90%   
Graduated  
High School

96%   
Some Post-  
Secondary

98%   
Graduated Post-  
Secondary



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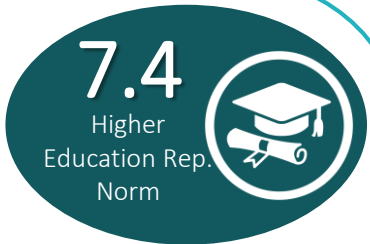
## Competitive Scores: Higher Education

The Reputation Ratings for Higher Education institutions operating within Atlantic Canada range from 6.1 to 8.0.

## REPUTATION

- The Reputation Ratings of 20 Higher Education institutions evaluated across Atlantic Canada range from 6.1 to 8.0.
- Holland College holds the highest Reputation Rating (8.0), while Crandall University receives the lowest Reputation Rating (6.1).

	REPUTATION RATING		REPUTATION RATING
1.  HOLLAND COLLEGE	8.0	9. NBCC	7.6
2. Dalhousie University	7.9	12. Saint Mary's University	7.5
2. NSCC	7.9	13. St. Thomas University	7.3
2. Memorial University	7.9	14. Université de Moncton	7.2
5. Mount Allison University	7.8	15. MSVU	7.1
6. UNB	7.7	16. University of King's College	7.0
6. UPEI	7.7	17. NSCAD	6.9
6. College of the North Atlantic	7.7	18. Université Sainte-Anne	6.8
9. St FX University	7.6	18. Cape Breton University	6.8
9. Acadia University	7.6	20. Crandall University	6.1

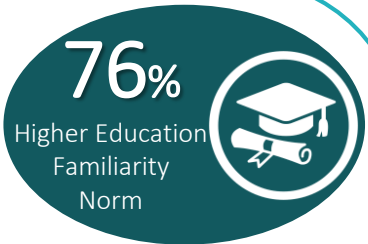


The familiarity ratings for Higher Education institutions operating within Atlantic Canada range from 40% to 95%.

## FAMILIARITY

- The Familiarity Scores of 20 Higher Education institutions evaluated across Atlantic Canada range from 40% to 95%.
- Holland College holds the highest Familiarity Score (95%), while Crandall University receives the lowest Familiarity Score (40%).

	FAMILIARITY RATING		FAMILIARITY RATING
1.  HOLLAND COLLEGE	95%	11. MSVU	79%
2. UPEI	94%	12. St FX University	77%
3. NSCC	90%	13. Université de Moncton	71%
4. Dalhousie University	89%	14. St. Thomas University	64%
4. Memorial University	89%	14. Mount Allison University	64%
6. College of the North Atlantic	88%	14. Cape Breton University	64%
7. UNB	84%	14. NSCAD	64%
8. Saint Mary's University	83%	18. University Kings College	63%
9. NBCC	81%	19. Université Sainte-Anne	55%
10. Acadia University	80%	20. Crandall University	40%





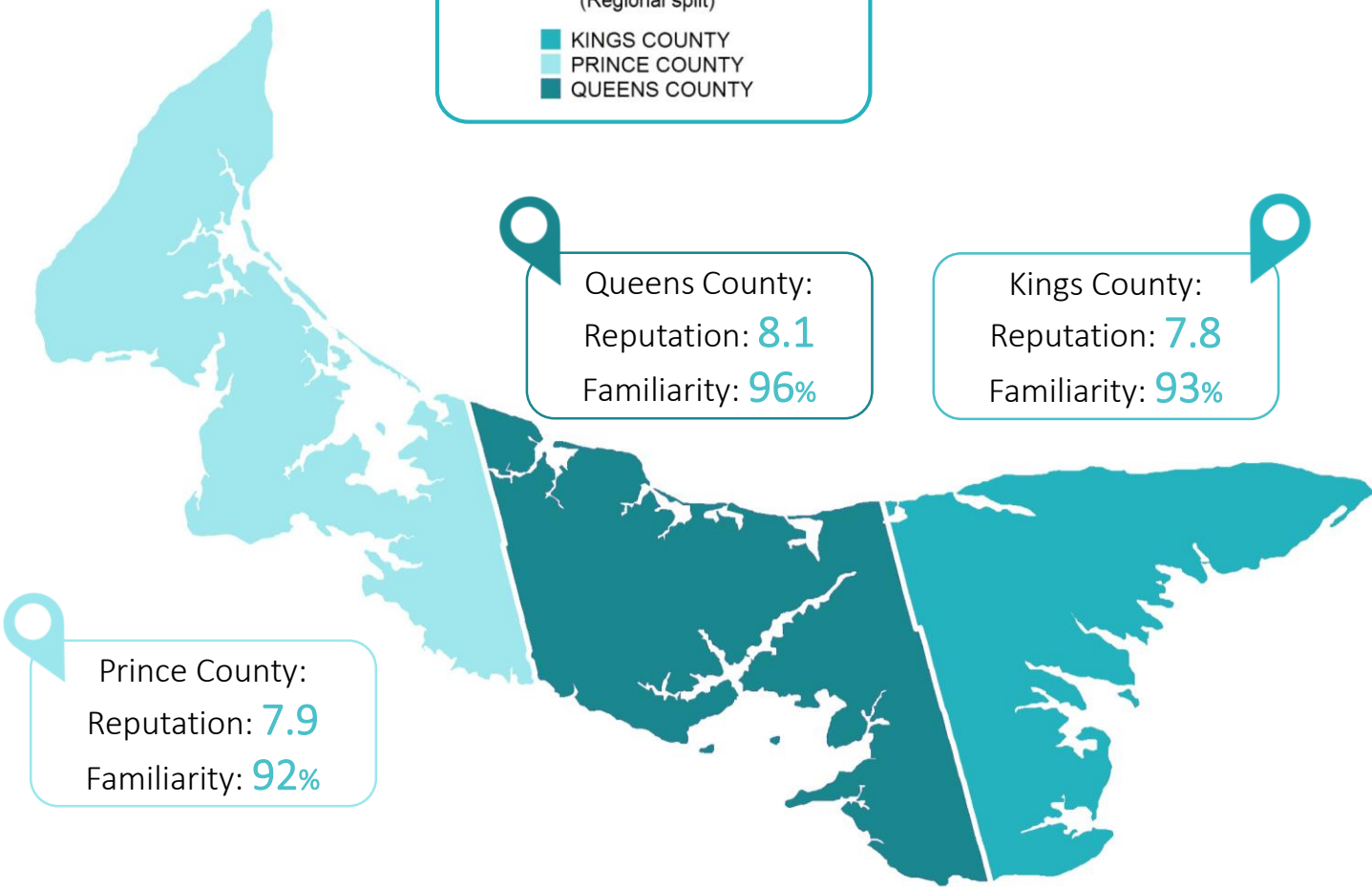


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## Provincial Analysis

**Prince Edward Island**  
(Regional split)

- KINGS COUNTY
- PRINCE COUNTY
- QUEENS COUNTY



- Holland College’s strong reputation across the Provincial regions show minimal differences. Familiarity is also equally high in all Provincial regions, with Queens County displaying the highest rate.
- Holland College has a slightly elevated **reputation** in Queens County (8.1) as compared to Prince County (7.9) and Kings County (7.8). This places them marginally ahead of the PEI Reputation Norm (6.7) and Atlantic Higher Education Norm (7.4)
- Familiarity** with Holland College is highest in Queens County (96%) as compared to Kings County (93%) and Prince County (92%). Overall familiarity with Holland College (95%) in PEI rests well above the Atlantic Familiarity Norm (78%) and Higher Education Familiarity Norm (76%).




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## Historical Results

- Holland College's Reputation Rating has **held relatively steady** over the years.
- It is worth noting that Holland College's Reputation Rating has consistently remained **well above** the Higher Education Reputation Norm.


- Holland College's Reputation Ranking is **first** in Atlantic Canada, Prince Edward Island, and in the Higher Education Sector.
- Over the years, Holland College has **consistently ranked first in the Higher Education Sector** since tracking first began.

Reputation Rating	2015	2017	2018	2019
 Reputation Rating	8.3	8.0	8.1	8.0
Atlantic Reputation Norm	n/a	n/a	n/a	6.8
Prince Edward Island Reputation Norm	n/a	n/a	n/a	6.7
Higher Education Reputation Norm	7.8	7.5	7.6	7.4

Ranking by Reputation	2015	2017	2018	2019
Reputation Ranking in Atlantic Canada	n/a	n/a	n/a	1/87
Reputation Ranking in Prince Edward Island	n/a	n/a	n/a	1/43
Reputation Ranking in Higher Education Sector	1/16	1/20	1/20	1/20

- Holland College's Familiarity score is **consistent** with that of 2018, which **rebounded** after a **decline** in 2017.
- It is important to note, however, that Holland College's familiarity score remains **well above** the Atlantic, Prince Edward Island, and Higher Education Familiarity Norms.

- Holland College's familiarity ranking in Atlantic Canada is 15<sup>th</sup> out of 87 organizations, and in is 12<sup>th</sup> out of 43 organizations evaluated in PEI.
- The familiarity ranking for Holland College is **first within the Higher Education Sector**, holding its strong position since tracking began in 2015.

Familiarity Score	2015	2017	2018	2019
 Familiarity Score	99%	91%	96%	95%
Atlantic Familiarity Norm	n/a	n/a	n/a	78%
Prince Edward Island Familiarity Norm	n/a	n/a	n/a	83%
Higher Education Familiarity Norm	92%	75%	77%	76%

Ranking by Familiarity	2015	2017	2018	2019
Familiarity Ranking in Atlantic Canada	n/a	n/a	n/a	15/87
Familiarity Ranking in Prince Edward Island	n/a	n/a	n/a	12/43
Familiarity Ranking in Higher Education Sector	1/16	2/20	1/20	1/20



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