

The following presents key findings from the **2018 Atlantic Higher Education Reputation Monitor Report** for Holland College. Results are based on 300 interviews with Prince Edward Island residents in May 2018.

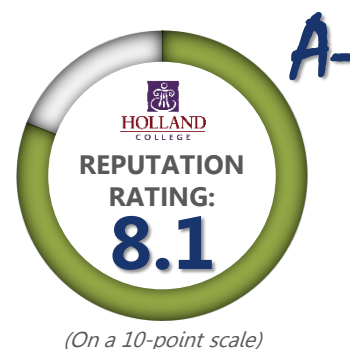
Page 1: Reputation Results | **Page 2:** Familiarity Results | **Page 3:** Historical Results | **Page 4:** Demographic Results

REPUTATION

Reputation scores represent an average score out of 10. Question: How would you rate the reputation of each of the following educational institutions using a scale of '1' to '10', where '1' is extremely negative, and '10' is extremely positive?

HIGHLIGHTS

- Holland College continues to enjoy a strong reputation on PEI.** In fact, Holland College **holds the top reputation score** on PEI (8.1 out of 10, on a 10-point scale; up from 8.0 in 2017). Further, 71 percent (71%) of PEI residents familiar with the institution rated Holland College a score between eight and ten (down 3 points from 74% in 2017), and only one percent (1%) provided bottom box ratings (scores of 1-3; unchanged from 2017).
- Holland College's positive reputation is further highlighted when compared to other higher education institutions across Atlantic Canada. Indeed, **Holland College holds the top rank among 20 institutions**, with an average score above the Atlantic mean of 7.6 (ranging from 6.5 – 8.1).
- Overall, Holland College boasts an A- reputation grade.**



REPUTATION GRADE SCALE:

A+	9.0 – 10.0	A-	8.0 – 8.4	B	7.3 – 7.6
A	8.5 – 8.9	B+	7.7 – 7.9	B-	7.0 – 7.2

PRINCE EDWARD ISLAND

(listed alphabetically)

AVERAGE PEI RATING

(2 INSTITUTIONS)

8.0

HOLLAND 8.1
UPEI

ATLANTIC CANADA

(listed alphabetically)

AVERAGE ATLANTIC CANADA RATING

(20 INSTITUTIONS)

7.6

RANGE: 6.5 – 8.1

ACADIA
CNA
CBU
CRANDALL
DALHOUSIE
HOLLAND
MEMORIAL
MSVU
MT. A
NBCC
NSCAD
NSCC
SMU
ST FX
ST TU
UDM
UKC
UNB
UPEI
U ST A

**TOP 4
RATINGS
IN ATL.
CANADA**

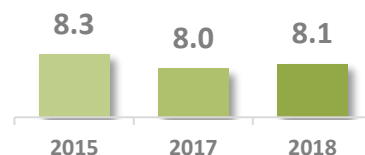
The following presents a comparison of current findings to historical data for Holland College.

REPUTATION – HISTORICAL RESULTS

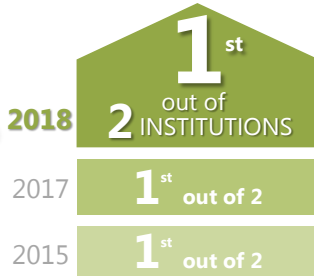
- **Holland College's reputation rating has held steady over the past two years** (8.1; up from 8.0 in 2017; vs. 8.3 in 2015).
- Although the College's reputation rating is relatively unchanged since 2017, **Holland College now leads in provincial standing** when compared with the other institution evaluated on Prince Edward Island (a change from tying in top ranking in 2017), reflecting a numeric increase in the College's rating.
- Similarly, Holland College's reputation holds strong when compared to other institutions evaluated in Atlantic Canada. **The College is the sole top ranking institution in Atlantic Canada**, out of 20 across the region (a change from a tied first rank position in 2017).



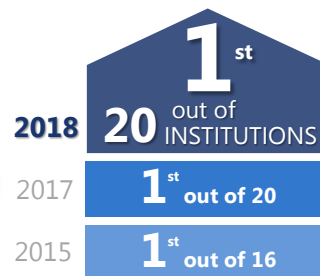
REPUTATION RATING




**PRINCE EDWARD
ISLAND
RANKING**




**ATLANTIC
CANADA
RANKING**

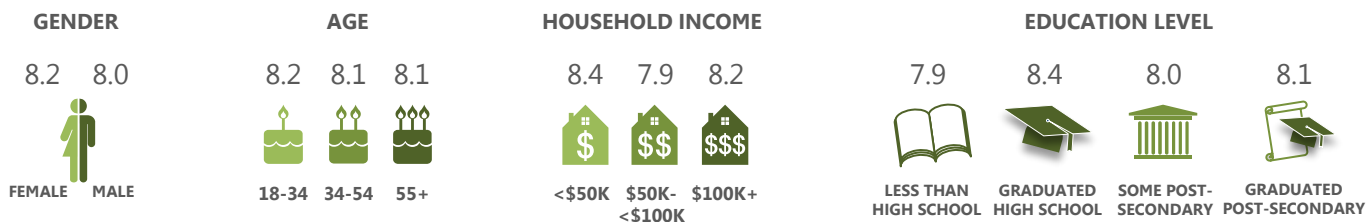


DEMOGRAPHICS

HIGHLIGHTS

- When considering how residents' opinions might differ across the province, further analysis shows that **women, residents under 35 years of age, residents with household incomes of under \$50,000 and residents who have graduated high school offer slightly higher reputation ratings for Holland College by comparison.**

HOLLAND COLLEGE'S REPUTATION RATING BY KEY DEMOGRAPHICS



The following presents the familiarity findings for Holland College.

FAMILIARITY

Familiarity levels represent the proportion of respondents who are familiar with the educational institutions under evaluation. Familiarity is calculated by subtracting the proportion of respondents who volunteered the response: "Not familiar with educational institution".

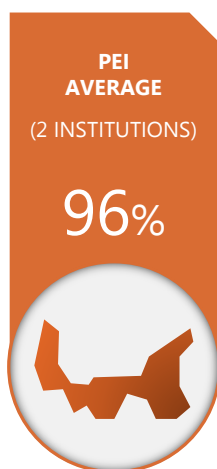
HIGHLIGHTS

- The vast majority of Prince Edward Island residents are familiar with Holland College (96%)** and only four percent (4%) reportedly are unfamiliar with the College.
- Across Prince Edward Island, there are no variations in familiarity** across the two higher education institutions. Indeed, Holland College is tied for the highest familiarity score of the two institutions assessed in Prince Edward Island.
- Holland College performs well on familiarity when compared to higher education institutions across Atlantic Canada.** In fact, Holland College has the highest familiarity score of 20 institutions, with its average score (96%) being well above the Atlantic institution average (77%; scores range from 46%-96%).

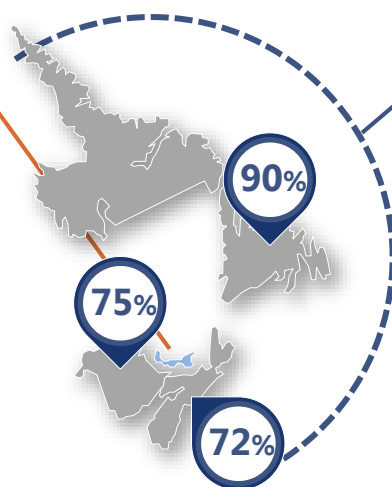


PRINCE EDWARD ISLAND

(listed alphabetically)



HOLLAND 96%
UPEI



ATLANTIC CANADA

(listed alphabetically)

**ATLANTIC CANADA
AVERAGE**
(20 INSTITUTIONS)

77%

RANGE: 46% - 96%



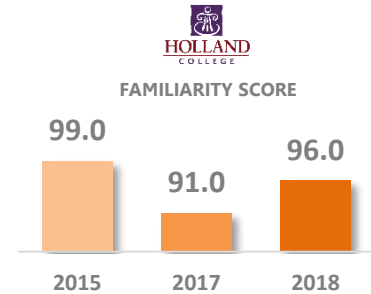
ACADIA
CNA
CBU
CRANDALL
DALHOUSIE
HOLLAND
MEMORIAL
MSVU
MT. A
NBCC
NSCAD
NSCC
SMU
ST FX
ST TU
UDM
UKC
UNB
UPEI
U ST A

**TOP 5
IN ATL.
CANADA**

The following presents a comparison of current findings to historical data for Holland College.

FAMILIARITY – HISTORICAL RESULTS

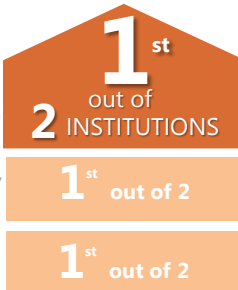
- **Familiarity with Holland College is up slightly this year** (96%; up from 91% in 2017; vs. 99% in 2015). Holland College continues to hold the highest level of familiarity among the two higher institutions evaluated on Prince Edward Island.
- Across all institutions assessed in Atlantic Canada, **Holland College's rank is now tied for first** out of a total of twenty higher institutions (up from 2nd in 2017).



**PRINCE EDWARD
ISLAND
RANKING**



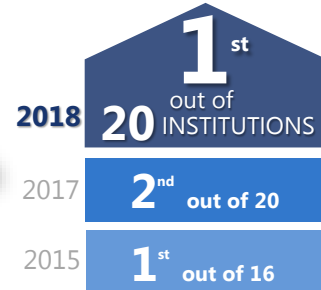
2018



**ATLANTIC
CANADA
RANKING**



2018

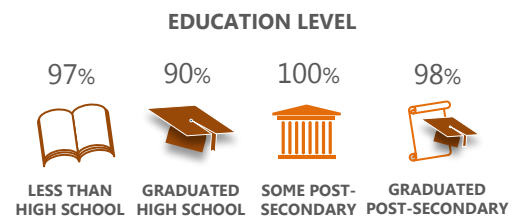
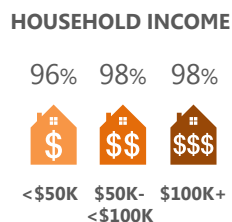
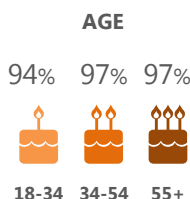
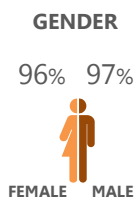


DEMOGRAPHICS

HIGHLIGHTS

- In terms of familiarity, PEI residents' are highly familiar with Holland College. Additionally, *those who have at least some post secondary education or whose household incomes are at least \$50,000 annually have the highest familiarity with the College.*

HOLLAND COLLEGE'S FAMILIARITY LEVELS BY KEY DEMOGRAPHICS





ATLANTIC REPUTATION MONITOR SURVEY METHODOLOGY

METHODOLOGY

Research for the Atlantic Reputation Monitor is based on results from CRA's Atlantic Quarterly, a quarterly omnibus survey that tracks economic, political and social trends affecting Atlantic Canadians. Results are based on 1,500 telephone interviews with Atlantic Canadians (n=400 in NS, NB, and NL, & n=300 in PE) aged 18 years+. The margin of error on overall results is +2.5 percentage points, in 95 out of 100 samples. Results for the higher education institutions included in this report are based on interviews among adult residents of Atlantic Canada conducted in May 2018. The margin of error on Newfoundland and Labrador results is ± 4.9 percentage points, in 95 out of 100 samples.

Quotas for age, gender, and region were established to ensure results are representative of the actual population.

REPUTATION RATINGS

Reputation ratings represent an average score out of 10. Question: *How would you rate the reputation of each of the following organizations 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 company.*

REGIONAL EVALUATIONS

Each institution is evaluated by residents of the province(s) in which they operate. For example, Acadia, Cape Breton University, Dalhousie University, Mount Saint Vincent University, Nova Scotia College of Art and Design, Nova Scotia Community College, Saint Mary's University, St. Francis Xavier University, University of King's College, and Université Sainte-Anne were evaluated in Nova Scotia. Crandall University, Mount Allison University, New Brunswick Community College, St. Thomas University, Université De Moncton, and University of New Brunswick were evaluated in New Brunswick. Holland College and the University of PEI were evaluated among PEI residents, and College Of The North Atlantic and Memorial University were evaluated in Newfoundland and Labrador. As such, provincial comparisons of these institutions are based on the respective provincial results only. Results presented within the context of Atlantic Canada are based on cumulative findings for each institution across the region.