



NARRATIVE
RESEARCH

Holland College 2020 Reputation Monitor

June 2021

Prepared for:



The Atlantic Reputation Monitor measures organizations' reputation and familiarity across the region. The reputation database includes evaluations of 50 organizations from various sectors across Atlantic Canada. The results for **Holland College** are from Q4 2020, and the database was last updated on December 10, 2020.

REPUTATION RATINGS

Reputation ratings 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? Please indicate if you are not familiar with this educational institution.*



FAMILIARITY SCORES

Familiarity ratings represent the average proportion of residents familiar with the organization 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 organization.



METHODOLOGY

The Atlantic Reputation Monitor collects results from both a telephone and online survey of Atlantic Canadians. The latest telephone survey was conducted in November 2020 and included 300 telephone interviews among PE residents aged 18 years+. The most recent online survey was conducted in December 2020 and included 2,742 completed surveys with Atlantic Canadians aged 18 years+ (including 186 in PEI). Quotas for age, gender, and region ensure results are representative of the actual population in each respective province. 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%
PE	300	±5.7%

300
Telephone
interviews in Prince
Edward Island



The Atlantic Reputation Monitor provides a comparison of Holland College's reputation and familiarity within three distinct areas:

Prince Edward Island

Comparison across **16 organizations** operating in Prince Edward Island across an array of sectors.

Atlantic Canada:

Comparison across **50 organizations** across an array of sectors in Atlantic Canada.

Post Secondary Sector:

Comparison across **20 organizations** operating in the Post Secondary sector in Atlantic Canada.

Within Atlantic Canada and Prince Edward Island, the reputation and familiarity of all organizations were updated in the past 12 months.

POST SECONDARY EVALUATIONS

Within the Post Secondary 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; NSCC, StFX, Acadia, Dalhousie, SMU, MSVU, University of King's College, NSCAD, Université Sainte-Anne, and Cape Breton University were only evaluated in Nova Scotia; Mount Allison, UNB, NBCC, St. Thomas University, Université de Moncton, and Crandall University were only evaluated in New Brunswick; and Memorial and College of the North Atlantic were only evaluated in Newfoundland and Labrador.





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Key Findings



The following presents a summary of key findings for Holland College based on the 2020 Reputation Monitor:

REPUTATION

- The reputation of Holland College continues to be highly favourable in Prince Edward Island and the College's Reputation Rating remains very strong compared to Narrative Research's Atlantic Canadian Reputation Monitor database. Holland College's reputation score sits at 8.1 out of a possible 10 points, well above the averages for Atlantic Canada as a whole (score of 6.7) and Prince Edward Island (score of 6.5), as well as above the average recorded for the Post Secondary sector (score of 7.3). It should be noted that generally speaking, residents are more positive of higher education organizations compared with other sectors.
- Out of 50 companies within the Atlantic database, Holland College ranks 1st again this year based on reputation. It also holds the top ranking among 16 organizations in Prince Edward Island, as well as among 20 post secondary institutions across the region.
- Perceptions are strongly positive across regions within Prince Edward Island, although Holland College's reputation is stronger in Prince County (score of 8.6) than in Kings County (score of 8.0) or Queens County (score of 7.9).

FAMILIARITY

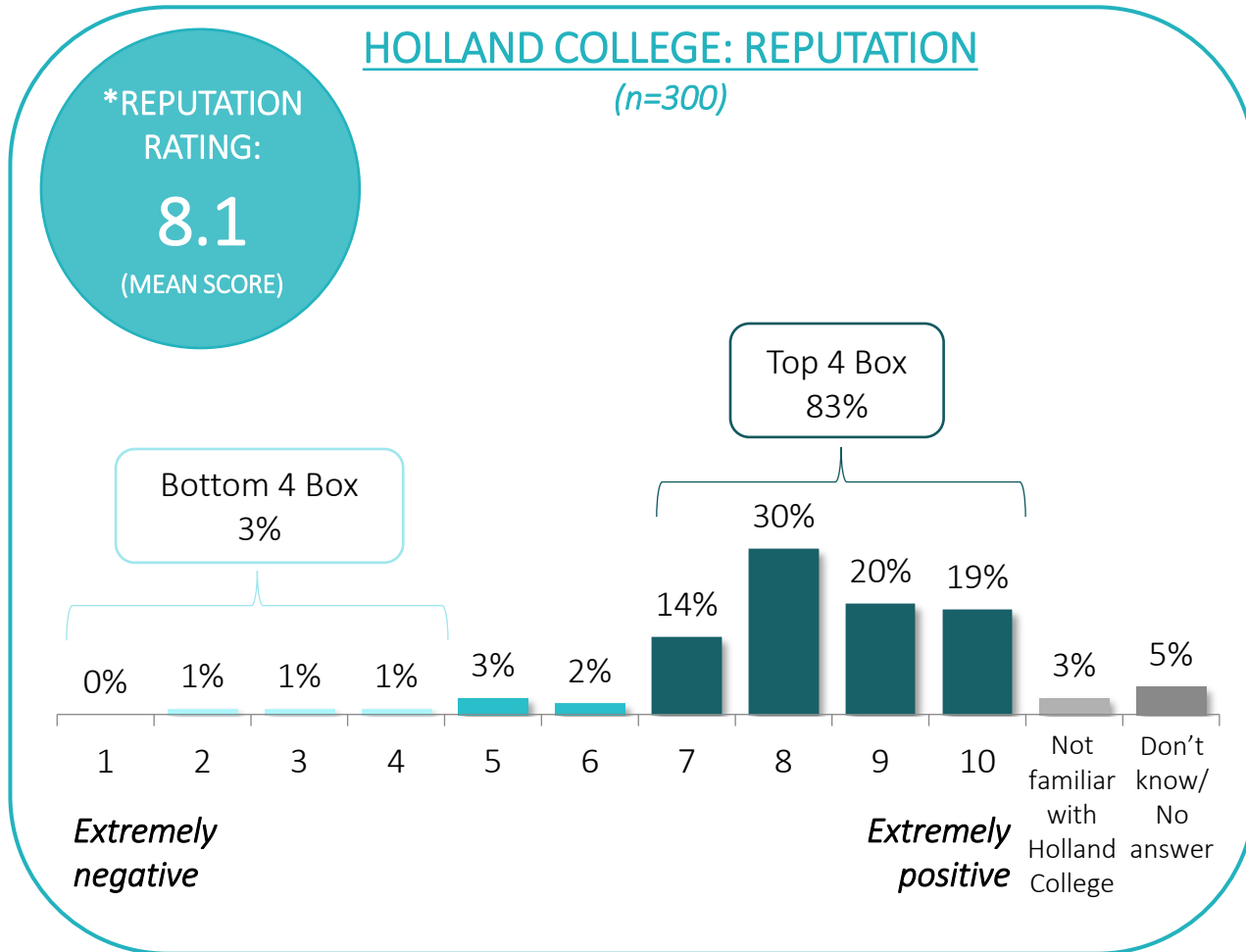
- Familiarity with Holland College remains strong among Prince Edward Island residents at 97%. The College is also among the most recognized organizations in Atlantic Canada, ranking 6th of 50 organizations (tied with UPEI and Memorial). Holland College is also well known within PEI, ranking 3rd of 16 organizations (tied with UPEI, Irving Oil and Petro-Canada). Moreover, Holland College ranks 1st out of 20 post secondary institutions (tied with UPEI and Memorial), sitting well above the Familiarity Norm for the Post Secondary sector (79%).
- While familiarity with Holland College is high across the Island, it is slightly lower in Prince County (95%) than in Kings County (97%) or Queens County (98%). Familiarity with Holland College sits well above the Atlantic Familiarity Norm (77%), the Familiarity Norm for Prince Edward Island (81%), as well as the Atlantic Canada Post Secondary Familiarity Norm (79%).



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Reputation Results

Findings from the 2020 Reputation Monitor survey reveal strong and consistent perceptions of Holland College. Overall, the College receives a reputation rating of 8.1.



- Eight in ten residents of Prince Edward Island offer **positive scores** (scores of 7 to 10) of Holland College. Very few indicate more **moderate** (offering scores of 5 or 6 out of 10) or **less positive** perceptions.
- Only three percent 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 **8.1** out of 10 among those familiar with the College, well above the Post Secondary Reputation Norm.

Reputation Rating	2016	2017	2018	2019	2020
Reputation Rating	8.2	8.0	8.1	8.0	8.1
Atlantic Reputation Norm	n/a	n/a	n/a	6.8	6.7
PEI Reputation Norm	n/a	n/a	n/a	6.7	6.5
Post Secondary Reputation Norm	7.8	7.5	7.6	7.4	7.3

- Holland College continues to be the most highly rated organization within Atlantic Canada, Prince Edward Island, and the Post Secondary sector.

Ranking by Reputation	2016	2017	2018	2019	2020
In Atlantic Canada	n/a	n/a	n/a	1/87	1/50
In Prince Edward Island	n/a	n/a	n/a	1/43	1/16
In Post Secondary Sector	4/20	1/20	1/20	1/20	1/20



Holland Collage's Reputation Ranking (Norms Comparison)

When comparing Holland College's reputation rating to organizations across the region, results suggest the College ranks highly, sitting in 1st position in Atlantic Canada overall, in Prince Edward Island, and among Post Secondary institutions.

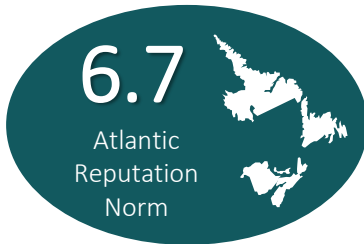


HOLLAND
COLLEGE

8.1
Reputation Rating


ATLANTIC CANADA

- Across all sectors in Atlantic Canada the reputation norm is 6.7.
- Holland College's reputation rating (8.1) is currently well above the reputation norm in Atlantic Canada.
- **Holland College ranks 1st** among a total of 50 organizations in Atlantic Canada.




Reputation Ranking in Atlantic Canada

1st



/ 50 organizations




PRINCE EDWARD ISLAND

- Across all sectors in Prince Edward Island the reputation norm is 6.5.
- Holland College's reputation rating (8.1) is currently well above the reputation norm in Prince Edward Island.
- **Holland College ranks 1st** among a total of 16 organizations in Prince Edward Island.




Reputation Ranking in PEI

1st

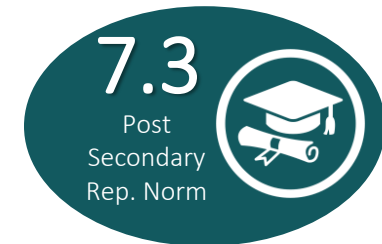


/ 16 organizations




POST SECONDARY SECTOR

- Across Post Secondary institutions the reputation norm is 7.3.
- Holland College's reputation rating (8.1) is currently above the reputation norm for Post Secondary institutions.
- **Holland College ranks 1st** among a total of 20 Post Secondary institutions across Atlantic Canada.




Reputation Ranking in Post Secondary Sector

1st



/ 20 organizations

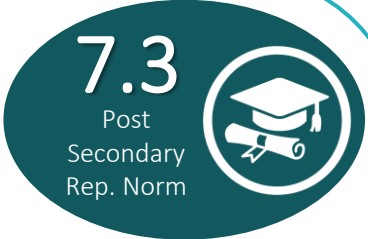


The reputation ratings for Post Secondary institutions operating within Atlantic Canada range from 6.3 to 8.1, with Holland College holding the top ranking.

REPUTATION

- The reputation ratings of 20 Post Secondary institutions evaluated across Atlantic Canada range from 6.3 to 8.1.
- Within their respective provinces, **Holland College** holds the highest reputation rating (8.1), while **Crandall University** receives the lowest reputation rating (6.3).

	REPUTATION RATING		REPUTATION RATING
1.  HOLLAND COLLEGE	8.1	8. UNB	7.4
2. NSCC	8.0	8. NBCC	7.4
2. UPEI	8.0	13. University of King's College	7.3
4. Dalhousie	7.8	14. MSVU	7.2
4. Memorial	7.8	15. St. Thomas University	7.1
6. College of the North Atlantic	7.5	16. Université Sainte-Anne	7.0
6. Mount Allison	7.5	17. NSCAD	6.9
8. St FX	7.4	17. Cape Breton University	6.9
8. Acadia	7.4	19. Université de Moncton	6.4
8. SMU	7.4	20. Crandall University	6.3



7.3
Post
Secondary
Rep. Norm

Holland College's Reputation Across Key Demographics




HOLLAND
COLLEGE

8.1
Reputation Rating

GENDER

- Holland College's reputation is **higher among women**.




8.3  7.9

Female Male

AGE

- Holland College's reputation is **higher among those aged 35-54**.

8.1 8.4 7.9




  

18-34 35-54 55+

HOUSEHOLD INCOME

- Holland College's reputation is **higher with mid-range household incomes**.

8.0 8.3 8.1



  

<\$50K \$50K - <\$100K \$100K+

EDUCATION LEVEL

- Holland College's reputation is **consistent** across education levels.

8.1 8.1

High school (or less) Post Secondary (Completed)

Reputation ratings represent an average score out of 10.



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Familiarity Results

Holland College's Familiarity Ranking (Norms Comparison)

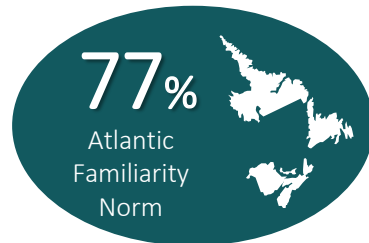
Looking at familiarity levels of organizations across the Region, Holland College sits at the higher end of the range of scores. Familiarity with Holland College is also well above the Post Secondary familiarity norm, sitting at 1st position (tied with UPEI and Memorial) out of 20 institutions.



97%
Familiarity


ATLANTIC CANADA

- Across all sectors in **Atlantic Canada the familiarity norm is 77%.**
- Familiarity with Holland College (97%) is currently well above the familiarity norm in Atlantic Canada.
- **Holland College ties for 6th position with UPEI and Memorial University** among a total of 50 organizations in Atlantic Canada.




Familiarity Ranking in Atlantic Canada

6th

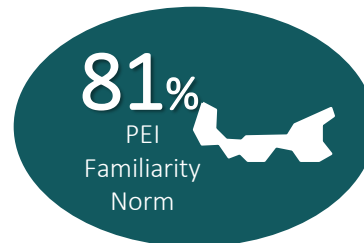


/ 50 organizations




PRINCE EDWARD ISLAND

- Across all sectors in **PEI the familiarity norm is 81%.**
- Familiarity with Holland College (97%) is currently well above the familiarity norm in Prince Edward Island.
- **Holland College ties for 3rd with UPEI, Irving Oil, and Petro-Canada** among a total of 16 organizations in PEI.




Familiarity Ranking in PEI

3rd

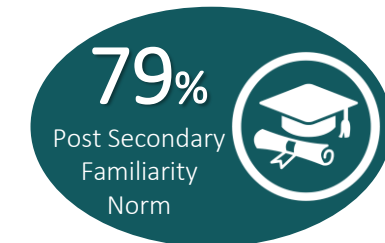


/ 16 organizations



POST SECONDARY SECTOR

- Across **Post Secondary institutions the familiarity norm is 79%.**
- Familiarity with Holland College (97%) is currently well above the familiarity norm for Post Secondary institutions.
- **Holland College ties for 1st with UPEI and Memorial University** among a total of 20 Post Secondary institutions across Atlantic Canada.



Familiarity Ranking in Post Secondary Sector

1st



/ 20 institutions

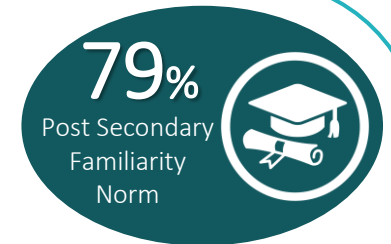


The familiarity ratings for Post Secondary institutions operating within Atlantic Canada range from 45% to 97%, with Holland College holding the top position tied with UPEI and Memorial.


FAMILIARITY

- The familiarity scores of 20 Post Secondary institutions evaluated across Atlantic Canada range from 45% to 97%.
- Holland College, UPEI, and Memorial hold the highest familiarity score within their respective provinces (97%), while Crandall University receives the lowest familiarity score (45%).

	FAMILIARITY RATING		FAMILIARITY RATING
1. HOLLAND COLLEGE	97%	11. MSVU	81%
1. UPEI	97%	12. St FX	80%
1. Memorial	97%	13. Université de Moncton	71%
4. College of the North Atlantic	95%	14. NSCAD	69%
5. NSCC	93%	14. Mount Allison	69%
6. Dalhousie	92%	16. University of King's College	68%
7. SMU	89%	17. Cape Breton University	67%
8. Acadia	86%	17. St. Thomas University	67%
9. UNB	83%	19. Université Sainte-Anne	57%
9. NBCC	83%	20. Crandall University	45%

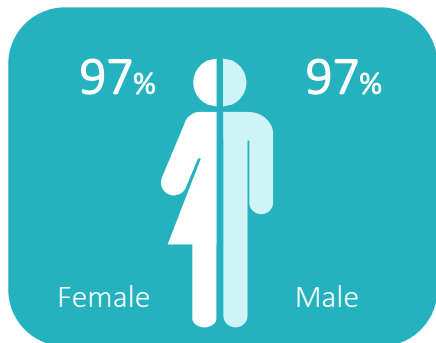


- Holland College's Familiarity Rating is 97%, reflecting a two point **increase** from 2019 levels. Holland College continues to remain nearly 20 points **above** the Post Secondary Familiarity Norm, as it has done since 2016.
- Holland College's Familiarity ranking in Atlantic Canada is 6/50, and 3/16 in PEI. Familiarity Ranking for Holland College in the Post Secondary Sector is 1/20, consistent with 2018 and 2019.

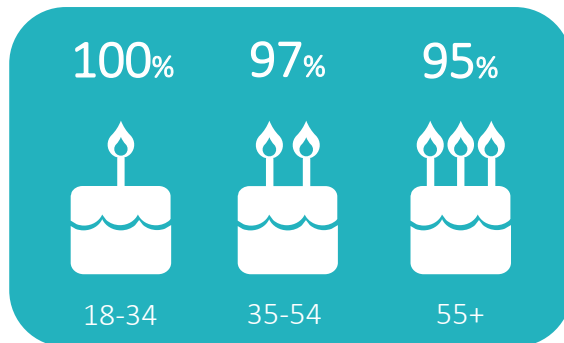
Familiarity Score	2016	2017	2018	2019	2020
 Familiarity Score	92%	91%	96%	95%	97%
Atlantic Familiarity Norm	n/a	n/a	n/a	78%	77%
PEI Familiarity Norm	n/a	n/a	n/a	83%	81%
Post Secondary Familiarity Norm	75%	75%	77%	76%	79%

Ranking by Familiarity	2016	2017	2018	2019	2020
Familiarity Ranking in Atlantic Canada	n/a	n/a	n/a	15/87	6/50
Familiarity Ranking in PEI	n/a	n/a	n/a	12/43	3/16
Familiarity Ranking in Post Secondary Sector	2/20	2/20	1/20	1/20	1/20

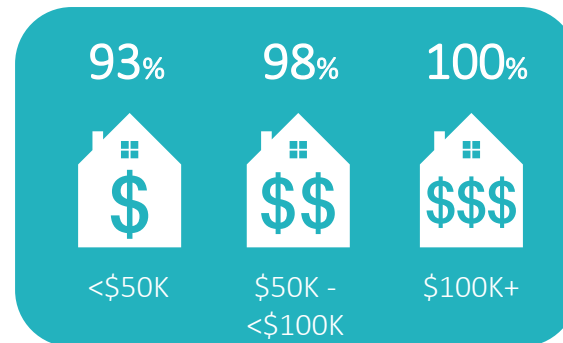
2020 DEMOGRAPHIC PROFILE



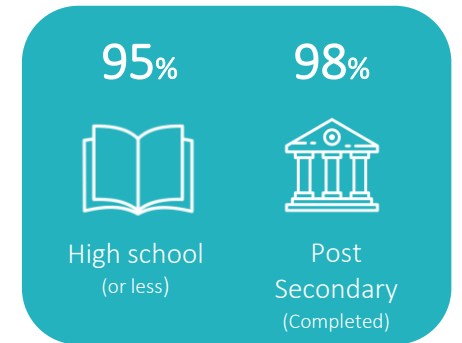
- Familiarity is **consistent** between women and men.



- Familiarity **decreases with age**.



- Familiarity **increases with household income**.

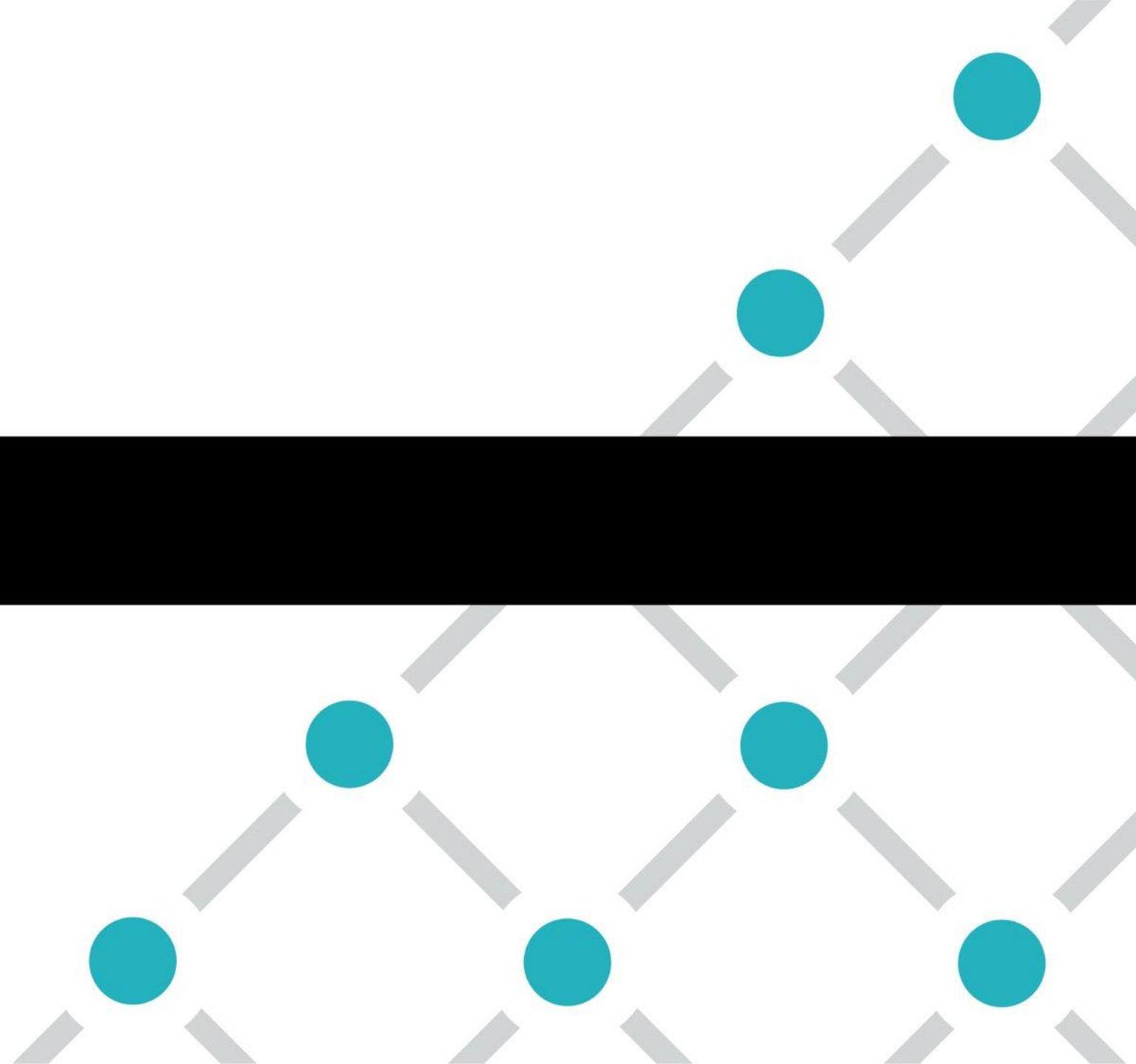


- Familiarity is **comparable** across education levels.

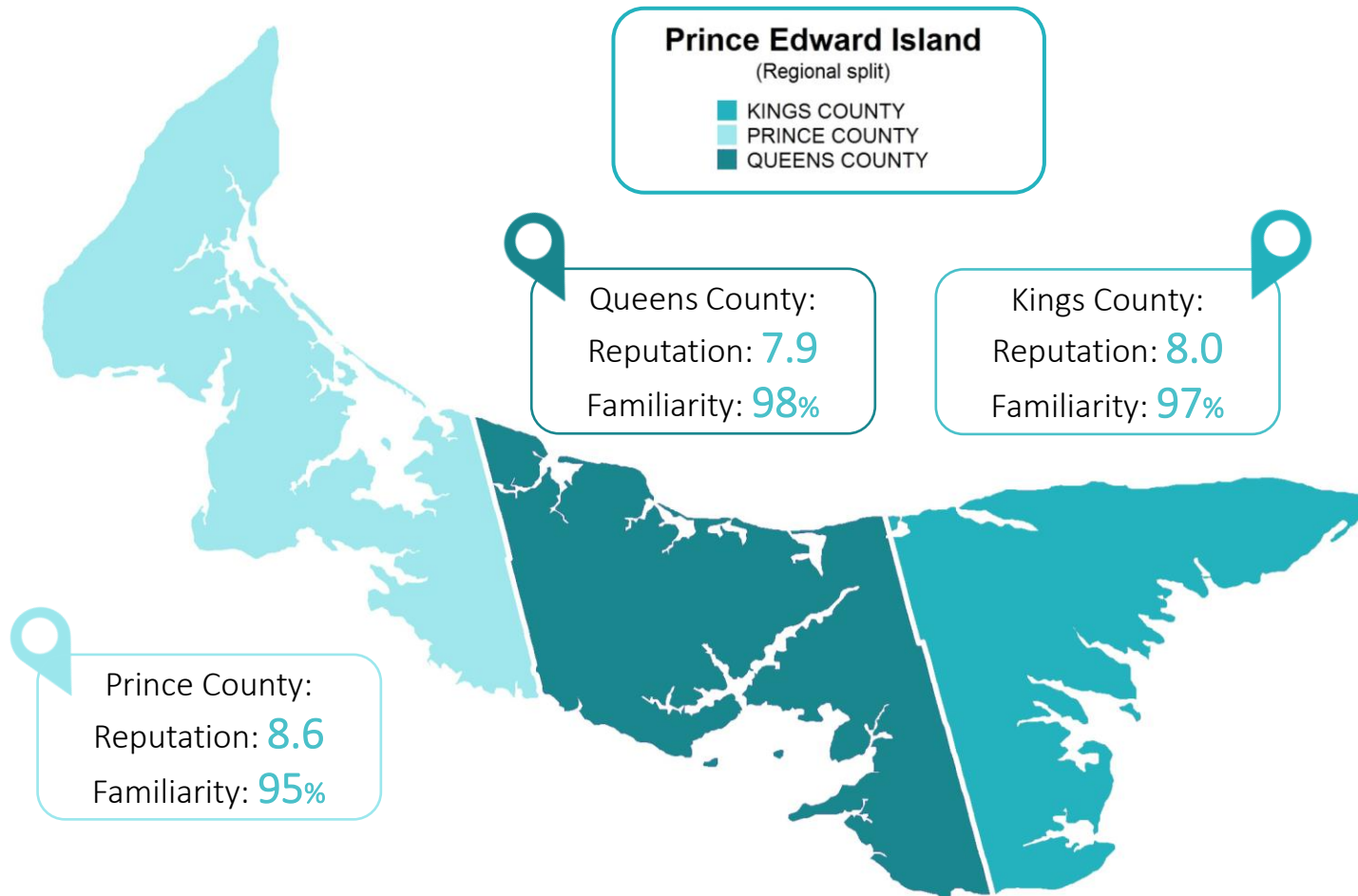


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Provincial Analysis



Holland College's Reputation and Familiarity Ratings are strong across the province. Reputation is strongest in Prince County, though this region shows a slightly lower Familiarity level.



- Overall, Holland College enjoys a strong reputation and high levels of familiarity across Prince Edward Island.
- While Holland College's reputation is strong across the province, it is stronger in Prince County (score averaging 8.6) than in Kings County (score of 8.0) or Queens County (score of 7.9).
- Familiarity with the institution sits well above the PEI Familiarity Norm of 81% and the Atlantic Canada Post Secondary Familiarity Norm of 79%. While Familiarity with Holland College is very high across the province, it is slightly lower in Prince County.

HOLLAND
COLLEGE

8.1
Overall Reputation Rating

97%
Overall Familiarity