



NARRATIVE
RESEARCH

Holland College 2022 Reputation Monitor

January 2023

Prepared for:



The Atlantic Reputation Monitor measures organizations' reputation and familiarity across the region. The reputation database includes evaluations of 90 organizations from various sectors across Atlantic Canada. The results for **Holland College** are from Q4 2022, and the database was last updated on December 15, 2022.

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 assessing Holland College's reputation was conducted November - December 2022 and included 300 telephone interviews with PEI residents aged 18 years+. The most recent online survey was conducted November – December 2022 and included 1,626 completed surveys with Atlantic Canadians aged 18 years+.

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	1,450	±2.5%
NS or NB	400	±4.9%
NL	350	±5.2%
PE	300	±5.6%

300
Telephone
interviews in Prince
Edward Island



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

Prince Edward Island

Comparison across **46 organizations** operating in Prince Edward Island across an array of sectors.

Atlantic Canada:

Comparison across **90 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 15 months.



POST SECONDARY EVALUATIONS

Within the Post Secondary sector specifically, Narrative Research has measured reputation ratings for 20 organizations in November/December 2022, 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 2022 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 7.7 out of a possible 10 points, continually well above the averages for Atlantic Canada as a whole (score of 6.6) and Prince Edward Island (score of 6.5), as well as above the average recorded for the Post Secondary sector (score of 7.1). It should be noted that generally speaking, residents are more positive of higher education organizations compared with other sectors.
- Out of 90 companies within the Atlantic database, Holland College ranks 1st this year based on reputation. It also ranks 2nd among 46 organizations in Prince Edward Island, as well as 1st among 20 post secondary institutions across the region, tied with NSCC. Results are generally on par compared to rankings reported for the previous year.
- Perceptions continue to be strongly positive across regions within Prince Edward Island, ranging from an average score of 7.6 in Queens County, 7.8 in Kings County, and 7.9 in Prince County.

FAMILIARITY

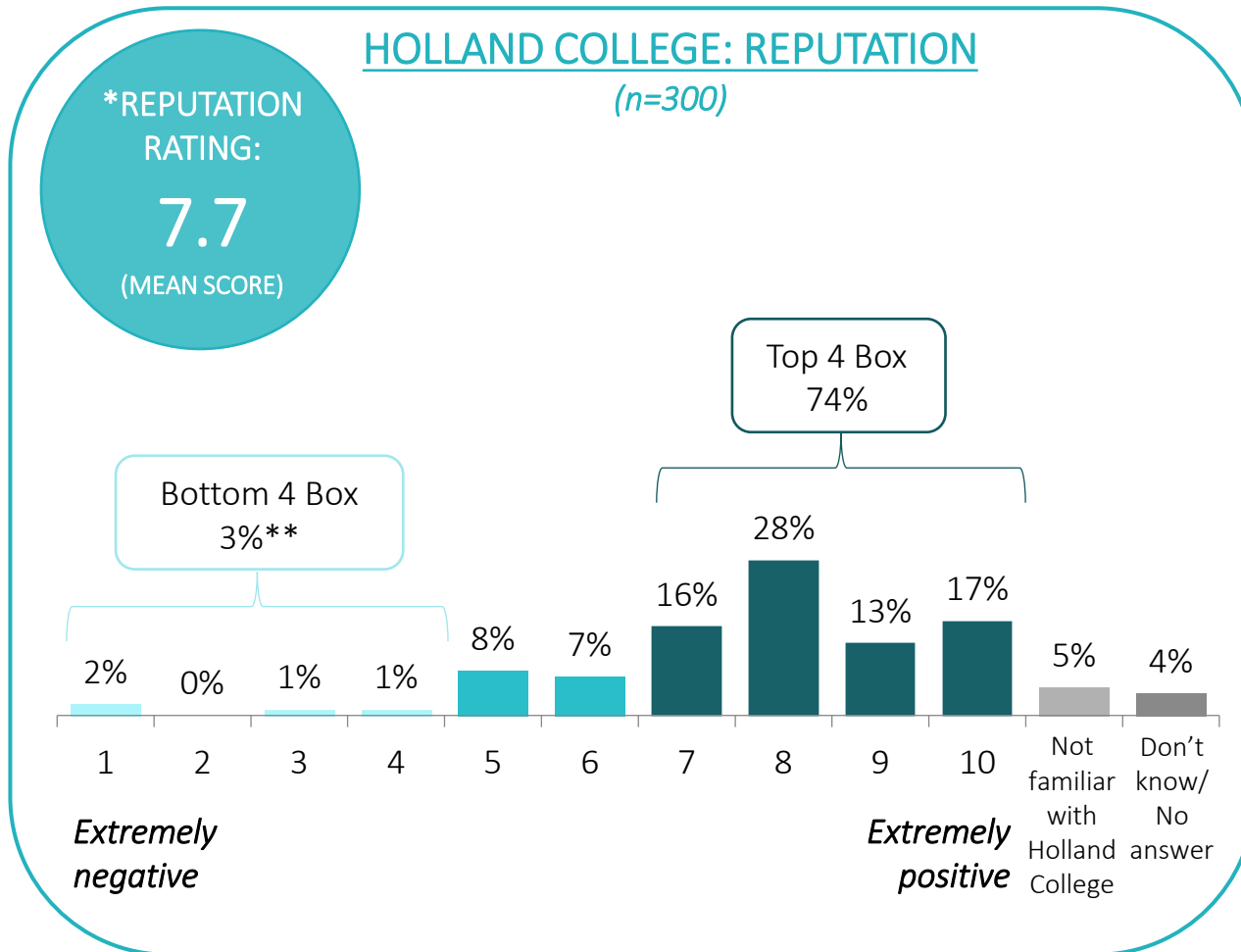
- Familiarity with Holland College continues to remain strong among Prince Edward Island residents at 95%, relatively consistent with results from the last four years.
- The College ranks 18th of 90 organizations in the Narrative Research database, and 15th of 46 organizations in Prince Edward Island. Moreover, mirroring results from the previous four years, Holland College ranks 1st out of 20 post secondary institutions.
- Familiarity with Holland College is consistently high across the Island. The Organization's familiarity continues to sit well above the Atlantic Familiarity Norm (80%), the Familiarity Norm for Prince Edward Island (86%), as well as the Atlantic Canada Post Secondary Familiarity Norm (81%).



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Reputation Results

Findings from the 2022 Reputation Monitor survey reveal strong perceptions of Holland College. Overall, the College receives a reputation rating of 7.7, above the regional, provincial and sector norms.



- Three quarters of Prince Edward Island residents offer **positive scores** (scores of 7 to 10) of Holland College. One in seven indicate more **moderate** (offering scores of 5 or 6 out of 10) and only a handful offer **less positive** perceptions.
- Overall, Holland College's reputation rating is **7.7** out of 10 among those familiar with the College, relatively stable compared to last year.

Reputation Rating	2018	2019	2020	2021	2022
HOLLAND COLLEGE Reputation Rating	8.1	8.0	8.1	7.9	7.7
Atlantic Reputation Norm	n/a	6.8	6.7	6.6	6.6
PEI Reputation Norm	n/a	6.7	6.5	6.4	6.5
Post Secondary Reputation Norm	7.6	7.4	7.3	7.4	7.1

- Holland College continues to be a highly rated organization within Atlantic Canada, PEI, and the Post Secondary sector.

Holland College's Ranking by Reputation	2018	2019	2020	2021	2022
In Atlantic Canada	n/a	1/87	1/50	2/73	1/90
In Prince Edward Island	n/a	1/43	1/16	3/39	2/46
In Post Secondary Sector	1/20	1/20	1/20	2/20	1/20

Holland College'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 and among Post Secondary institutions, and 2nd in Prince Edward Island.

HOLLAND
COLLEGE

7.7
Reputation Rating

ATLANTIC CANADA

- Across all sectors in Atlantic Canada the reputation norm is 6.6.
- Holland College's reputation rating (7.7) is currently well above the reputation norm in Atlantic Canada.
- Holland College ties for 1st position with NSCC, Home Hardware, and Charlottetown Airport among a total of 90 organizations in Atlantic Canada.



Reputation Ranking
in Atlantic Canada

1st

/ 90 organizations

PRINCE EDWARD ISLAND

- Across all sectors in Prince Edward Island the reputation norm is 6.5.
- Holland College's reputation rating (7.7) is currently well above the reputation norm in Prince Edward Island.
- Holland College ties for 2nd position with Sobeys, Northumberland Ferries, and Charlottetown Airport among a total of 46 organizations in PEI.



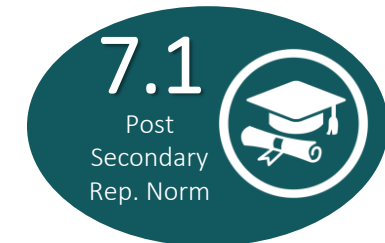
Reputation Ranking
in PEI

2nd

/ 46 organizations

POST SECONDARY SECTOR

- Across Post Secondary institutions the reputation norm is 7.1.
- Holland College's reputation rating (7.7) is currently above the reputation norm for Post Secondary institutions.
- Holland College ties for 1st position with NSCC among a total of 20 Post Secondary institutions across Atlantic Canada.



Reputation Ranking
in Post Secondary Sector

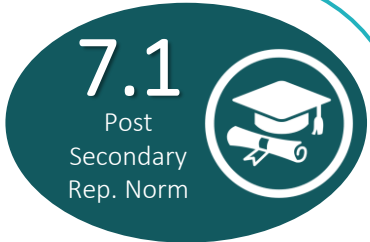
1st

/ 20 organizations

Competitive Reputation Scores: Post Secondary

The reputation ratings for Post Secondary institutions operating within Atlantic Canada range from 5.9 to 7.7, with Holland College in first position, tied with NSCC.

REPUTATION



- The reputation ratings of 20 Post Secondary institutions evaluated across Atlantic Canada range from 5.9 to 7.7.
- Holland College and NSCC hold the highest reputation rating (7.7), while Crandall University receives the lowest reputation rating (5.9).

	REPUTATION RATING		REPUTATION RATING
1. HOLLAND COLLEGE	7.7	11. Dalhousie University	7.1
1. NSCC	7.7	11. SMU	7.1
3. College of the North Atlantic	7.6	11. St. Thomas	7.1
4. UPEI	7.4	14. Université Sainte-Anne	7.0
5. Mount Allison	7.3	15. StFX	6.9
5. UNB	7.3	15. NSCAD	6.9
5. NBCC	7.3	15. MSVU	6.9
8. University of King's College	7.2	15. Université de Moncton	6.9
8. Acadia	7.2	19. Cape Breton University	6.8
8. Memorial	7.2	20. Crandall	5.9

Holland College's Reputation Across Key Demographics

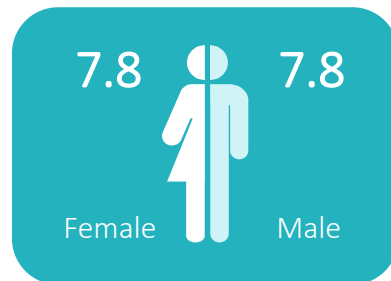


HOLLAND
COLLEGE

7.7
Reputation Rating

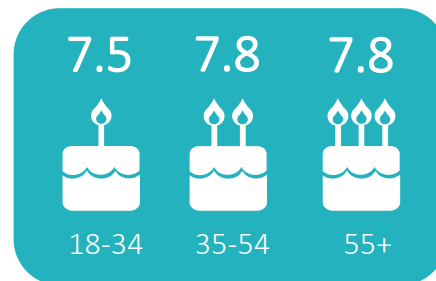
GENDER

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



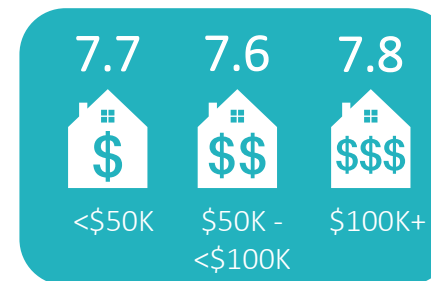
AGE

- Holland College's reputation is **slightly lower** among those aged 18-34.



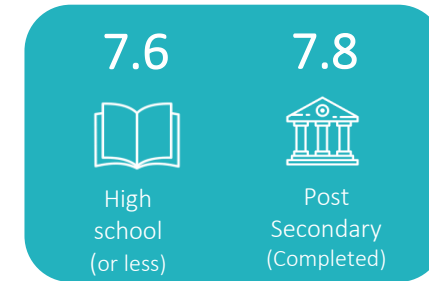
HOUSEHOLD INCOME

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



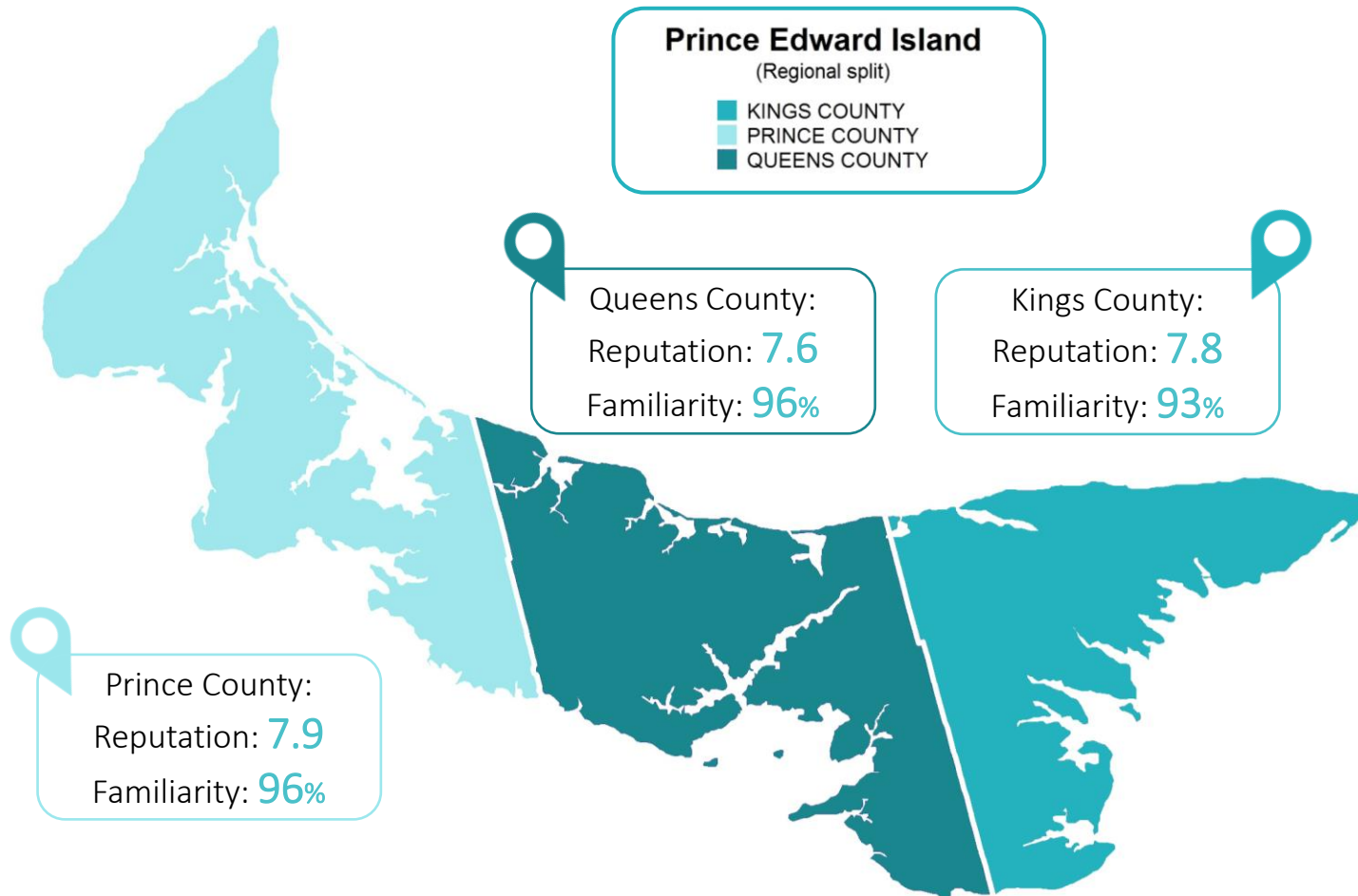
EDUCATION LEVEL

- Holland College's reputation is **slightly higher among** those who have completed post secondary education.

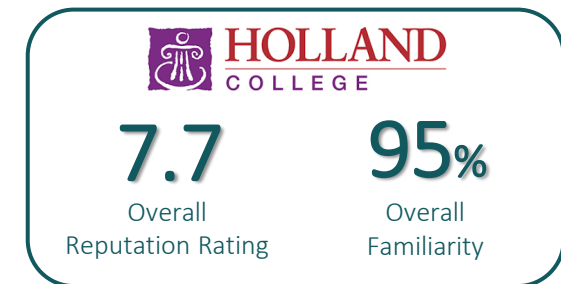


Reputation ratings represent an average score out of 10.

Holland College's Reputation and Familiarity Ratings are strong across the province.



- 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 slightly stronger in Prince County (score averaging 7.9) and Kings County (score of 7.8) than in Queens County (score of 7.6).
- Familiarity is consistent across the province, ranging from 93% to 96%. Familiarity with the institution sits above the PEI Familiarity Norm of 86% and well above the Atlantic Canada Post Secondary Familiarity Norm of 81%.





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Familiarity Results

Holland College's Familiarity Ranking (Norms Comparison)

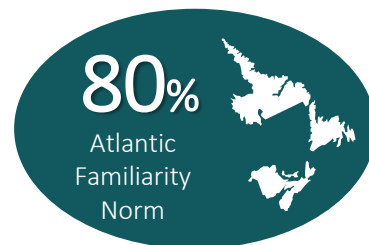
Looking at familiarity levels of organizations across the Region, Holland College has very positive scores. Familiarity with Holland College is well above the Atlantic Canada and Post Secondary familiarity norms, and the College sits in 1st position out of 20 institutions in the sector.

HOLLAND
COLLEGE

95%
Familiarity

ATLANTIC CANADA

- Across all sectors in Atlantic Canada the familiarity norm is 80%.
- Familiarity with Holland College (95%) is currently well above the familiarity norm in Atlantic Canada.
- Holland College ties for 18th position with UPEI, Cavendish Farms, and Halifax Stanfield International Airport among a total of 90 organizations in Atlantic Canada.

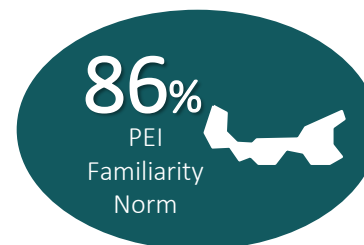


Familiarity Ranking
in Atlantic Canada

18th
/ 90 organizations

PRINCE EDWARD ISLAND

- Across all sectors in PEI the familiarity norm is 86%.
- Familiarity with Holland College (95%) is currently above the familiarity norm in Prince Edward Island.
- Holland College ties for 15th position with UPEI and three other organizations among a total of 46 organizations in PEI.

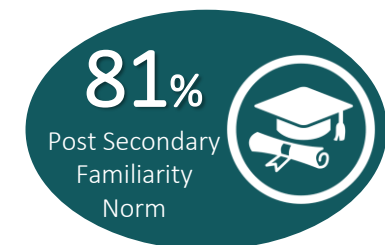


Familiarity Ranking
in PEI

15th
/ 46 organizations

POST SECONDARY SECTOR

- Across Post Secondary institutions the familiarity norm is 81%.
- Familiarity with Holland College (95%) is currently well above the familiarity norm for Post Secondary institutions.
- Holland College ties for 1st position with UPEI among a total of 20 Post Secondary institutions across Atlantic Canada.



Familiarity Ranking
in Post Secondary Sector

1st
/ 20 institutions

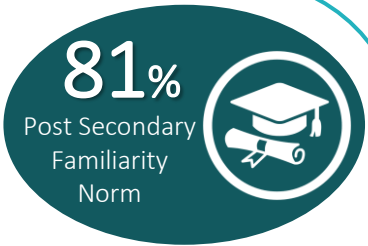
Competitive Familiarity Scores: Post Secondary

The familiarity ratings for Post Secondary institutions operating within Atlantic Canada range from 45% to 95%, with Holland College in top position, alongside UPEI.

FAMILIARITY

- The familiarity scores of 20 Post Secondary institutions evaluated across Atlantic Canada range from 45% to 95%.
- Holland College and UPEI hold the highest familiarity scores (95%), while Crandall University receives the lowest familiarity score (45%) within their respective provinces.

	FAMILIARITY RATING		FAMILIARITY RATING
1. HOLLAND COLLEGE	95%	10. NBCC	85%
1. UPEI	95%	12. UNB	83%
3. NSCC	92%	13. NSCAD	78%
4. Dalhousie University	91%	13. Cape Breton University	78%
5. Memorial	90%	15. Université de Moncton	77%
6. Acadia	87%	16. University of King's College	74%
6. College of the North Atlantic	87%	17. Mount Allison	68%
8. StFX	86%	18. St. Thomas	67%
8. SMU	86%	19. Université Sainte-Anne	66%
10. MSVU	85%	20. Crandall	45%

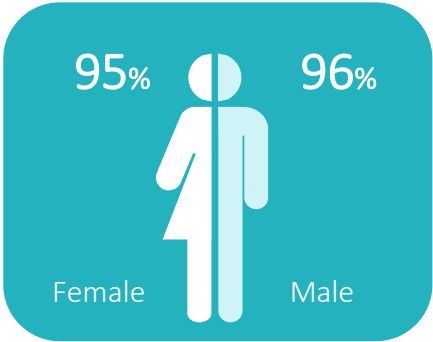


- Holland College’s Familiarity Rating is 95%, staying relatively consistent year-over-year. Familiarity with Holland College continues to remain well above the Atlantic Canada and Post Secondary norms and above the PEI norm.
- Holland College’s familiarity ranking in Atlantic Canada is 18/90 and 15/46 in PEI. Familiarity ranking for Holland College in the Post Secondary sector is 1/20, consistent with the past four years.

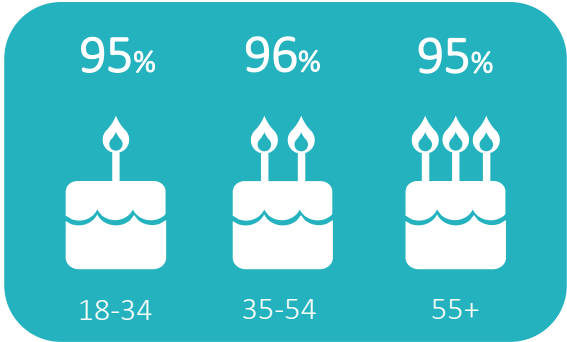
Familiarity Score	2018	2019	2020	2021	2022
Familiarity Score	96%	95%	97%	92%	95%
Atlantic Familiarity Norm	n/a	78%	77%	81%	80%
PEI Familiarity Norm	n/a	83%	81%	86%	86%
Post Secondary Familiarity Norm	77%	76%	79%	78%	81%

Holland College Ranking by Familiarity	2018	2019	2020	2021	2022
Familiarity Ranking in Atlantic Canada	n/a	15/87	6/50	24/73	18/90
Familiarity Ranking in PEI	n/a	12/43	3/16	21/39	15/46
Familiarity Ranking in Post Secondary Sector	1/20	1/20	1/20	1/20	1/20

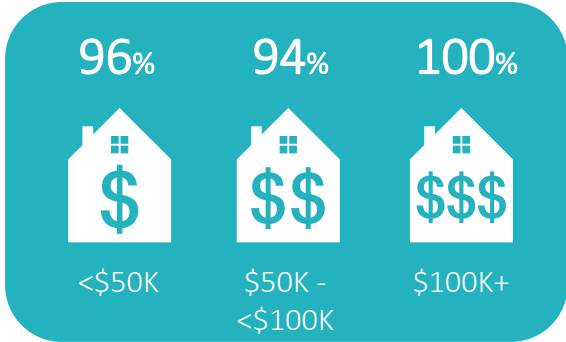
2022 DEMOGRAPHIC PROFILE



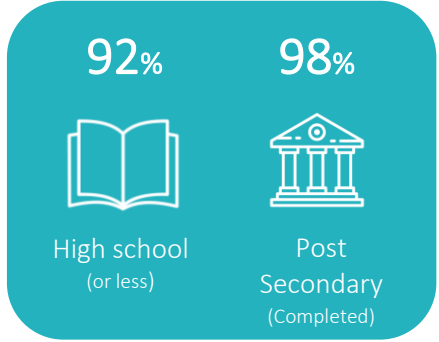
- Familiarity is **consistent** between women and men.



- Familiarity is **consistent** across age groups.



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



- Familiarity is **higher among those who have completed post-secondary education**.