



NARRATIVE
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Holland College 2021 Reputation Monitor

January 2022

Prepared for:



All benchmark and competitive data included in this report are proprietary to Narrative Research and have been prepared for the exclusive use of Holland College.

The Atlantic Reputation Monitor measures organizations' reputation and familiarity across the region. The reputation database includes evaluations of 73 organizations from various sectors across Atlantic Canada. The results for **Holland College** are from Q4 2021, and the database was last updated on December 13, 2021.

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 2021 and included 301 telephone interviews among PEI residents aged 18 years+. The most recent online survey was conducted in December 2021 and included 1,890 completed surveys with Atlantic Canadians aged 18 years+. 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	1,501	±2.5%
NS, NB or NL	400	±4.9%
PE	301	±5.6%

301
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 **39 organizations** operating in Prince Edward Island across an array of sectors.

Atlantic Canada:

Comparison across **73 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, 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 2021 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 7.9 out of a possible 10 points, well above the averages for Atlantic Canada as a whole (score of 6.6) and Prince Edward Island (score of 6.4), as well as above the average recorded for the Post Secondary sector (score of 7.4). It should be noted that generally speaking, residents are more positive of higher education organizations compared with other sectors.
- Out of 73 companies within the Atlantic database, Holland College ranks 2nd this year based on reputation. It also ranks 3rd among 39 organizations in Prince Edward Island, as well as 2nd among 20 post secondary institutions across the region. Despite the rankings remaining exceptionally good, they represent a decline from results reported for the past two years.
- Perceptions are strongly positive across regions within Prince Edward Island, although Holland College's reputation is stronger in Kings County (score of 8.3) than in Queens County (score of 8.0) or Prince County (score of 7.7).

FAMILIARITY

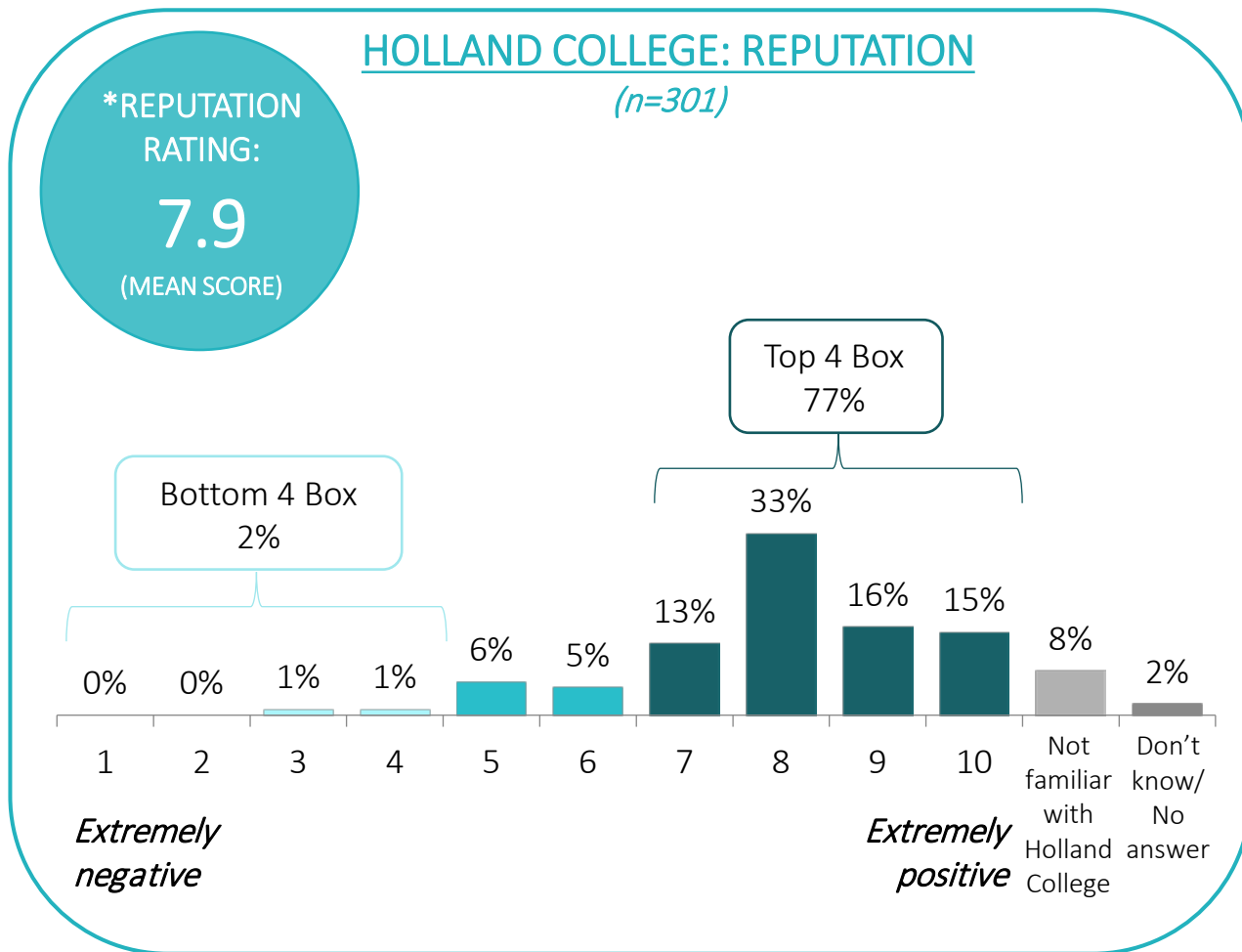
- Familiarity with Holland College remains strong among Prince Edward Island residents at 92%, despite a small decline compared to the last three years.
- The College ranks 24th of 73 organizations in the Narrative Research database, and 21st of 39 organizations in Prince Edward Island. Most importantly, Holland College ranks 1st out of 20 post secondary institutions.
- Familiarity with Holland College is consistently high across the Island. The Organization's familiarity sits well above the Atlantic Familiarity Norm (81%), the Familiarity Norm for Prince Edward Island (86%), as well as the Atlantic Canada Post Secondary Familiarity Norm (78%).



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Reputation Results

Findings from the 2021 Reputation Monitor survey reveal strong and consistent perceptions of Holland College. Overall, the College receives a reputation rating of 7.9.



- More than three quarters of Prince Edward Island residents 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 eight 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 **7.9** out of 10 among those familiar with the College.

Reputation Rating	2017	2018	2019	2020	2021
Reputation Rating	8.0	8.1	8.0	8.1	7.9
Atlantic Reputation Norm	n/a	n/a	6.8	6.7	6.6
PEI Reputation Norm	n/a	n/a	6.7	6.5	6.4
Post Secondary Reputation Norm	7.5	7.6	7.4	7.3	7.4

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

Ranking by Reputation	2017	2018	2019	2020	2021
In Atlantic Canada	n/a	n/a	1/87	1/50	2/73
In Prince Edward Island	n/a	n/a	1/43	1/16	3/39
In Post Secondary Sector	1/20	1/20	1/20	1/20	2/20

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 2nd position in Atlantic Canada overall and among Post Secondary institutions, and 3rd in Prince Edward Island.



HOLLAND
COLLEGE

7.9
Reputation Rating

ATLANTIC CANADA

- Across all sectors in Atlantic Canada the reputation norm is 6.6.
- Holland College's reputation rating (7.9) is currently well above the reputation norm in Atlantic Canada.
- Holland College ties for 2nd position with NSCC, Dalhousie University, and Mount Allison University among a total of 73 organizations in Atlantic Canada.



Reputation Ranking
in Atlantic Canada

2nd




/ 73 organizations



PRINCE EDWARD ISLAND

- Across all sectors in Prince Edward Island the reputation norm is 6.4.
- Holland College's reputation rating (7.9) is currently well above the reputation norm in Prince Edward Island.
- Holland College ranks 3rd among a total of 39 organizations in Prince Edward Island.



Reputation Ranking
in PEI

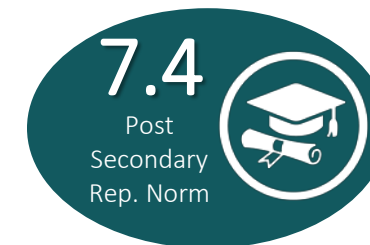
3rd

/ 39 organizations



POST SECONDARY SECTOR

- Across Post Secondary institutions the reputation norm is 7.4.
- Holland College's reputation rating (7.9) is currently above the reputation norm for Post Secondary institutions.
- Holland College ties for 2nd position with NSCC, Dalhousie, and Mount Allison among a total of 20 Post Secondary institutions across Atlantic Canada.



Reputation Ranking
in Post Secondary Sector

2nd





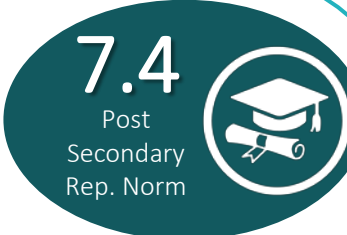
/ 20 organizations

The reputation ratings for Post Secondary institutions operating within Atlantic Canada range from 6.5 to 8.0.

REPUTATION

- The reputation ratings of 20 Post Secondary institutions evaluated across Atlantic Canada range from 6.5 to 8.0.
- UPEI holds the highest reputation rating (8.0), while Crandall University receives the lowest reputation rating (6.5).
- Holland College's reputation rating of 7.9 puts the College in the 2nd position (tied with NSCC, Dalhousie University, and Mount Allison) out of a total of 20 Post Secondary institutions.

	REPUTATION RATING		REPUTATION RATING
1. UPEI	8.0	11. NBCC	7.5
2.  HOLLAND COLLEGE	7.9	12. SMU	7.4
2. NSCC	7.9	12. St. Thomas University	7.4
2. Dalhousie University	7.9	14. MSVU	7.3
2. Mount Allison	7.9	15. University of Kings College	6.9
6. UNB	7.8	15. Université Sainte-Anne	6.9
7. Memorial University	7.7	17. Cape Breton University	6.8
7. Acadia University	7.7	18. NSCAD	6.7
9. College of the North Atlantic	7.6	19. Université de Moncton	6.6
9. StFX	7.6	20. Crandall University	6.5



7.4
Post
Secondary
Rep. Norm




Holland College's Reputation Across Key Demographics

 **HOLLAND**
COLLEGE **7.9**
Reputation Rating

GENDER




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

8.1  7.7

Female Male

AGE




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

7.4  8.0  8.1 

18-34 35-54 55+

HOUSEHOLD INCOME



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

7.8  7.7  8.2 

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

EDUCATION LEVEL

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

7.9  7.9 

High school (or less) Post Secondary (Completed)

Reputation ratings represent an average score out of 10.



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Familiarity Results

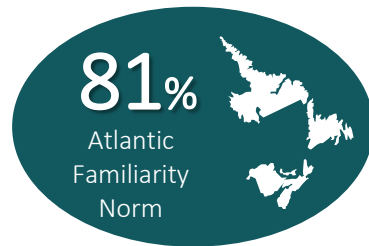
Holland College's Familiarity Ranking (Norms Comparison)

Looking at familiarity levels of organizations across the Region, Holland College has very positive scores. Familiarity with Holland College is also well above the Post Secondary familiarity norm, sitting at 1st position out of 20 institutions.

92%
Familiarity

ATLANTIC CANADA

- Across all sectors in **Atlantic Canada the familiarity norm is 81%.**
- Familiarity with Holland College (92%) is currently well above the familiarity norm in Atlantic Canada.
- **Holland College ties for 24th position with NSCC, Home Depot, and North Atlantic** among a total of 73 organizations in Atlantic Canada.

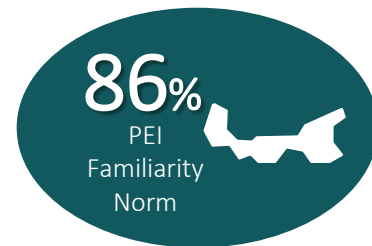


Familiarity Ranking in Atlantic Canada

24th / 73 organizations

PRINCE EDWARD ISLAND

- Across all sectors in **PEI the familiarity norm is 86%.**
- Familiarity with Holland College (92%) is currently above the familiarity norm in Prince Edward Island.
- **Holland College ranks in 21st position** among a total of 39 organizations in PEI.

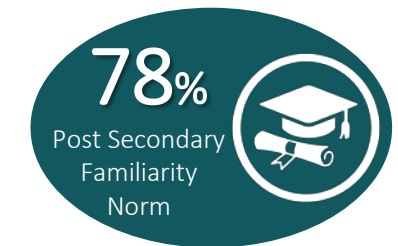


Familiarity Ranking in PEI

21st / 39 organizations

POST SECONDARY SECTOR

- Across **Post Secondary institutions the familiarity norm is 78%.**
- Familiarity with Holland College (92%) is currently well above the familiarity norm for Post Secondary institutions.
- **Holland College ties for 1st position with NSCC** among a total of 20 Post Secondary institutions across Atlantic Canada.



Familiarity Ranking in Post Secondary Sector

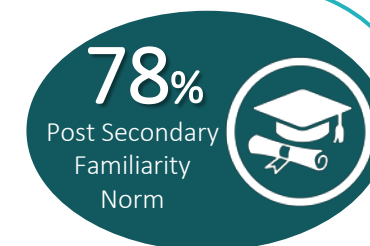
1st / 20 institutions

The familiarity ratings for Post Secondary institutions operating within Atlantic Canada range from 44% to 92%, with Holland College holding the top position tied with NSCC.

FAMILIARITY

- The familiarity scores of 20 Post Secondary institutions evaluated across Atlantic Canada range from 44% to 92%.
- Holland College and NSCC hold the highest familiarity score (92%), while Crandall University receives the lowest familiarity score (44%).

	FAMILIARITY RATING		FAMILIARITY RATING
1. HOLLAND COLLEGE	92%	11. MSVU	79%
1. NSCC	92%	11. UNB	79%
3. UPEI	90%	13. University of Kings College	77%
4. Memorial University	89%	13. StFX	77%
5. Dalhousie University	87%	15. Cape Breton University	76%
6. College of the North Atlantic	86%	16. NSCAD	75%
7. SMU	83%	17. Université Sainte-Anne	68%
8. Acadia University	82%	18. Mount Allison	63%
9. Université de Moncton	81%	19. St. Thomas University	61%
10. NBCC	80%	20. Crandall	44%

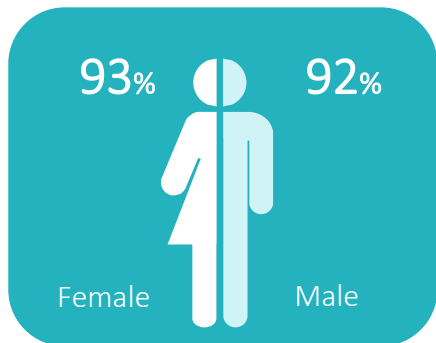


- Holland College's Familiarity Rating is 92%, reflecting a five point decrease from 2020 levels. Holland College continues to remain well above the Post Secondary Familiarity Norm, although the difference is declining.
- Holland College's Familiarity ranking in Atlantic Canada is 24/73 and 21/39 in PEI. Familiarity Ranking for Holland College in the Post Secondary Sector is 1/20, consistent with the past three years.

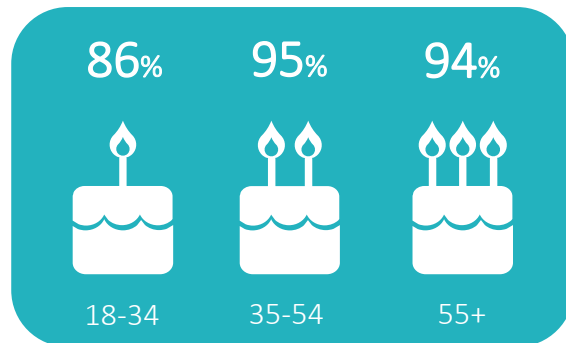
Familiarity Score	2017	2018	2019	2020	2021
Familiarity Score	91%	96%	95%	97%	92%
Atlantic Familiarity Norm	n/a	n/a	78%	77%	81%
PEI Familiarity Norm	n/a	n/a	83%	81%	86%
Post Secondary Familiarity Norm	75%	77%	76%	79%	78%

Ranking by Familiarity	2017	2018	2019	2020	2021
Familiarity Ranking in Atlantic Canada	n/a	n/a	15/87	6/50	24/73
Familiarity Ranking in PEI	n/a	n/a	12/43	3/16	21/39
Familiarity Ranking in Post Secondary Sector	2/20	1/20	1/20	1/20	1/20

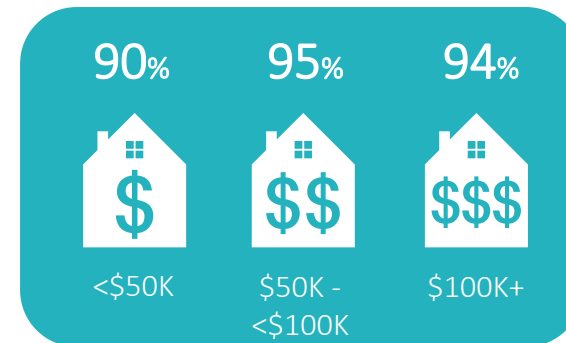
2021 DEMOGRAPHIC PROFILE



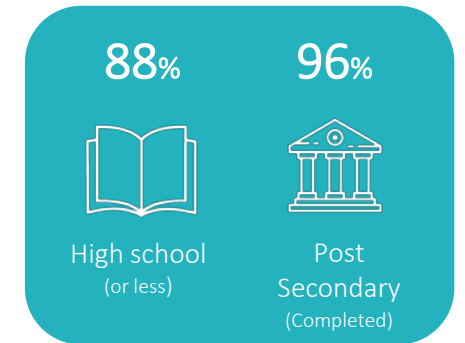
- Familiarity is **consistent** between women and men.



- Familiarity is **lower among those aged 18-34.**



- Familiarity is **higher with those with at least \$50K household income.**



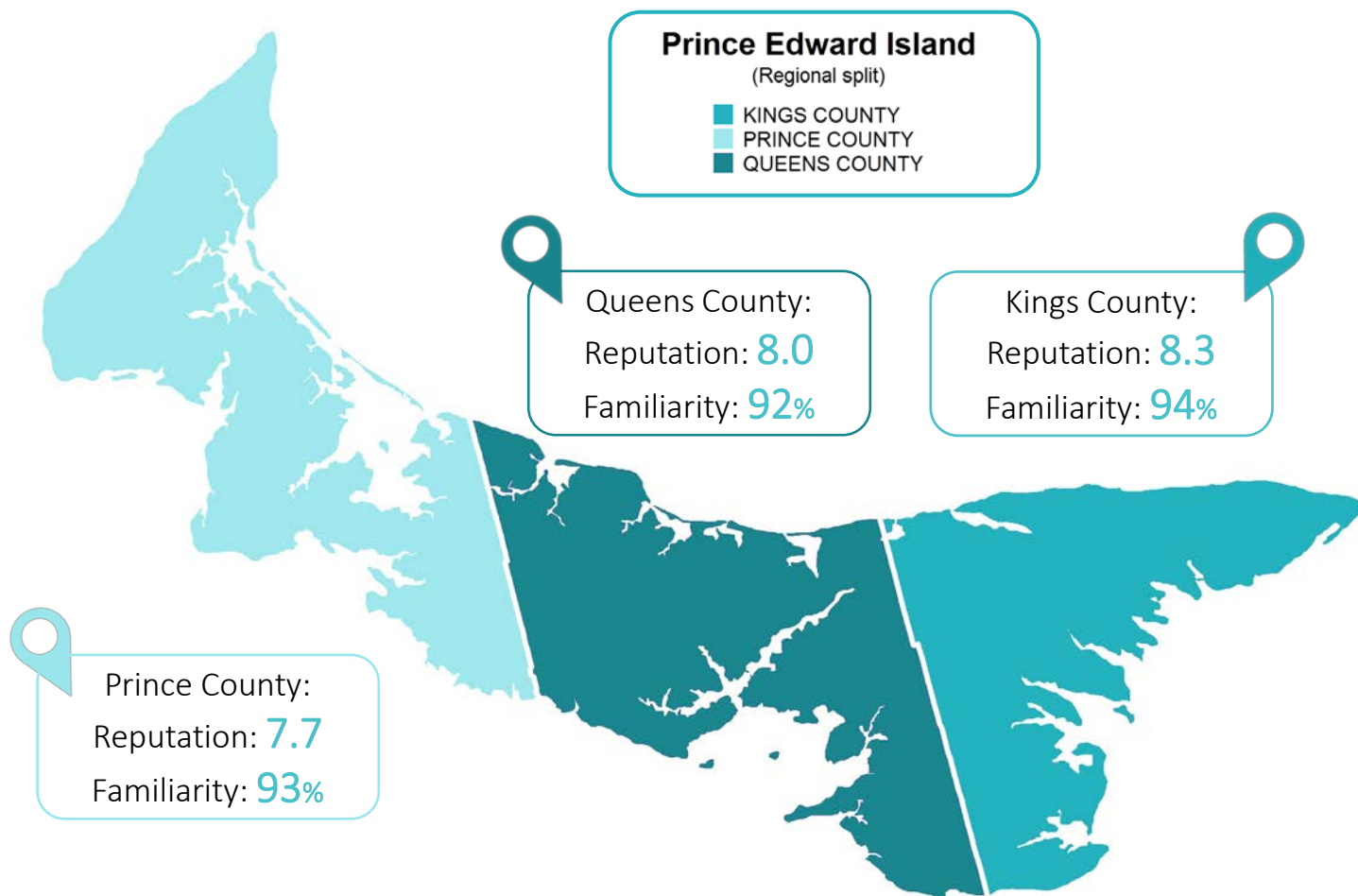
- Familiarity is **higher among those who have completed post-secondary education.**



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Provincial Results

Holland College's Reputation and Familiarity Ratings are strong across the province. Reputation is strongest in Kings County.



- 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 Kings County (score averaging 8.3) than in Queens County (score of 8.0) or Prince County (score of 7.7).
- Familiarity with the institution sits above the PEI Familiarity Norm of 86% and well above the Atlantic Canada Post Secondary Familiarity Norm of 78%. Familiarity is consistent across the province, ranging from 92% to 94%.

HOLLAND COLLEGE

7.9	92%
Overall Reputation Rating	Overall Familiarity