



The following presents key findings from the 2015 Atlantic Higher Education Reputation Monitor Report for Holland College. Results are based on 300 interviews with Prince Edward Island residents in May 2015. Page one of the report provides a summary of reputation findings, while page two highlights familiarity scores. The final page provides more detail on respondent demographics.

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 enjoys a strong reputation in PEI. In fact, of the two institutions evaluated in the province, Holland College holds the top reputation score in PEI (8.3 out of 10, on a 10-point scale). Further, 74 percent of PEI residents rated Holland College a score between eight and ten, and only one percent (1%) provided bottom box ratings (scores of 1-3).
The College's positive reputation is further highlighted when comparing its 8.3 mean reputation score to the other institution in PEI. Of the two institutions evaluated in PEI, the average provincial reputation rating is 8.0. Holland College's reputation rating falls slightly above the provincial average.
Holland College also performs well when compared to other higher education institutions across Atlantic Canada. Indeed, Holland College ties for the 1st ranking of 16 institutions, with an average score above the Atlantic mean of 7.8 (ranging from 6.4 - 8.3).
Overall, Holland College boasts an A- reputation grade.

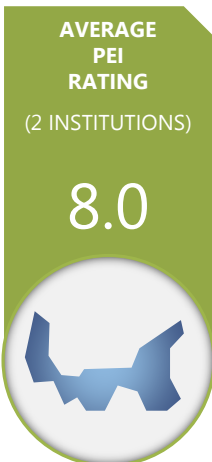


Table with 3 columns: A+, A, A-, B+, B, B-. Corresponding reputation score ranges: A+ (9.0-10.0), A (8.5-8.9), A- (8.0-8.4), B+ (7.7-7.9), B (7.3-7.6), B- (7.0-7.2).

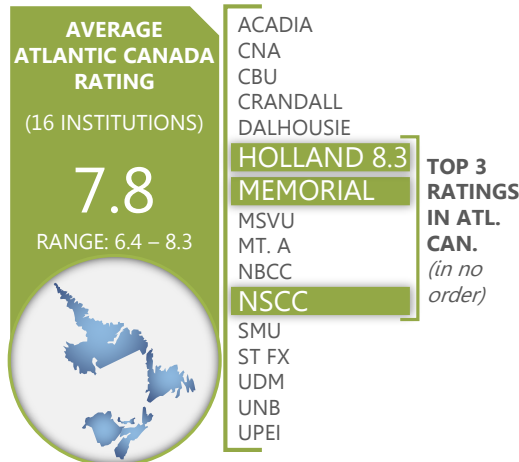
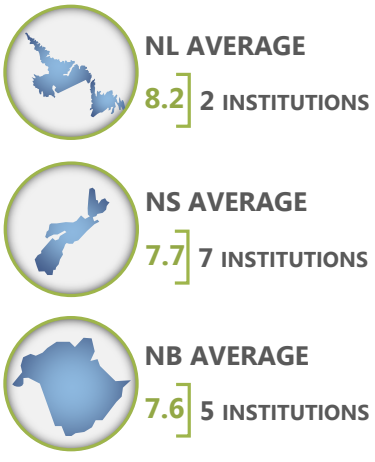
PRINCE EDWARD ISLAND (listed alphabetically)

AVERAGE RATINGS IN OTHER ATLANTIC PROVINCES

ATLANTIC CANADA (listed alphabetically)



HOLLAND 8.3 TOP RATING IN PEI UPEI





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

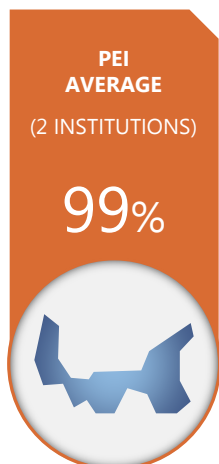
- **The vast majority of Prince Edward Island residents are familiar with Holland College (99%)** and only one percent (1%) reportedly are unfamiliar with the College.
- **Within Prince Edward Island, there are no variations in familiarity** across the two higher education institutions. Indeed, Holland 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.** Indeed, Holland College ties for the highest familiarity score of 16 institutions, with its average score (99%) being well above the Atlantic institution average (92%).



PRINCE EDWARD ISLAND *(listed alphabetically)*

FAMILIARITY LEVELS IN OTHER ATLANTIC PROVINCES

ATLANTIC CANADA *(listed alphabetically)*



HOLLAND 99%
UPEI



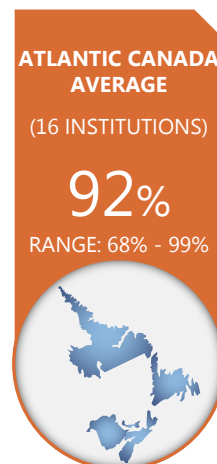
NL AVERAGE
97%] 2 INSTITUTIONS



NS AVERAGE
92%] 7 INSTITUTIONS



NB AVERAGE
87%] 5 INSTITUTIONS



- ACADIA
- CNA**
- CBU
- CRANDALL
- DALHOUSIE
- HOLLAND**
- MEMORIAL
- MSVU
- MT. A
- NBCC
- NSCC
- SMU
- ST FX
- UDM
- UNB
- UPEI**

TOP 3 LEVELS IN ATL. CAN.
(in no order)



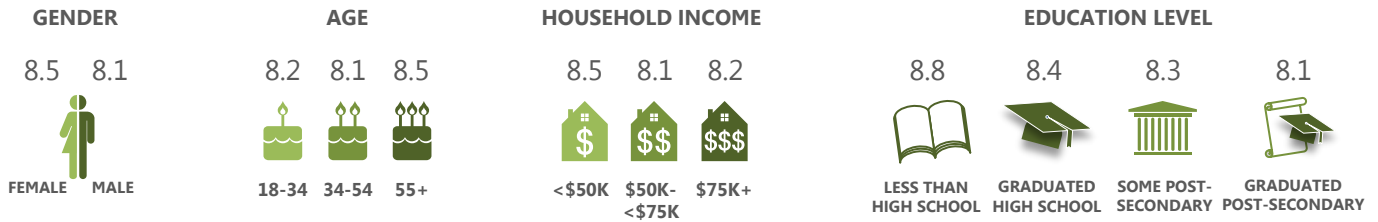
The following presents a breakdown of reputation and familiarity results for Holland College across key respondent demographics.

DEMOGRAPHICS

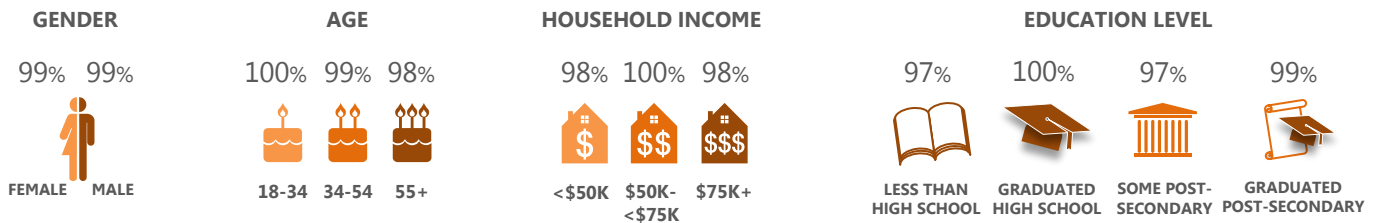
HIGHLIGHTS

- When considering how residents' opinions might differ across the province, further analysis shows that residents **with lower education levels offer slightly higher reputation ratings for Holland College by comparison.**
- In terms of familiarity, PEI residents' are highly familiar with Holland College, with **comparable levels of familiarity found across the population.**

HOLLAND COLLEGE'S REPUTATION RATING BY KEY DEMOGRAPHICS



HOLLAND COLLEGE'S FAMILIARITY LEVELS BY KEY DEMOGRAPHICS



ATLANTIC REPUTATION MONITOR SURVEY METHODOLOGY

The **Atlantic Higher Education Reputation Monitor** is based on 1,502 telephone interviews with Atlantic Canadians aged 18 years or older (n=401 in each of NS and NB, n=400 in NL, and n=300 in PE). The survey was conducted in May of 2015. The margin of error for 400-401 (NS, NB, and NL) is +/- 4.9 percentage points, and 300 (PE) is +/- 5.6 percentage points, in 95 out of 100 samples.



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