



The following presents key findings from the **2017 Atlantic Higher Education Reputation Monitor Report** for Holland College. Results are based on 304 interviews with Prince Edward Island residents in May 2017.

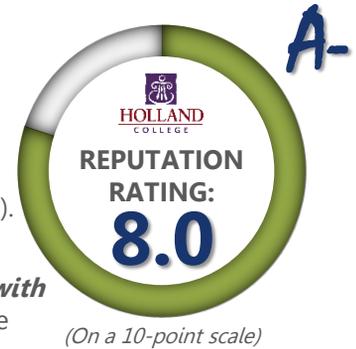
Page 1: Reputation Results | **Page 2:** Familiarity Results | **Page 3:** Historical Results | **Page 4:** Demographic Results

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 enjoys a strong reputation on PEI.** In fact, Holland College **ties for the top reputation score** on PEI with the other institution evaluated in the province (8.0 out of 10, on a 10-point scale; down from 8.3 in 2015). Further, 66 percent (66%) 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).
- Holland College's positive reputation is further highlighted when compared to other higher education institutions across Atlantic Canada. Indeed, **Holland College ties with one other institution for the top ranking of 20 institutions**, with an average score above the Atlantic mean of 7.5 (ranging from 6.8 – 8.0).
- 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 8.0
UPEI

ATLANTIC CANADA

(listed alphabetically)

AVERAGE ATLANTIC CANADA RATING
(20 INSTITUTIONS)

7.5

RANGE: 6.8 – 8.0

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 3 RATINGS IN ATL. CANADA



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 (91%)** and only nine percent (9%) reportedly are unfamiliar with the College.
- **Across Prince Edward Island, there are variations in familiarity** between the two higher education institutions. Indeed, Holland College holds the highest familiarity score of the two institutions assessed on Prince Edward Island.
- **Holland College performs well on familiarity when compared to higher education institutions across Atlantic Canada.** In fact, Holland College has the second highest familiarity score of 20 institutions, with its average score (91%) being well above the Atlantic institution average (75%; scores range from 42%-92%).

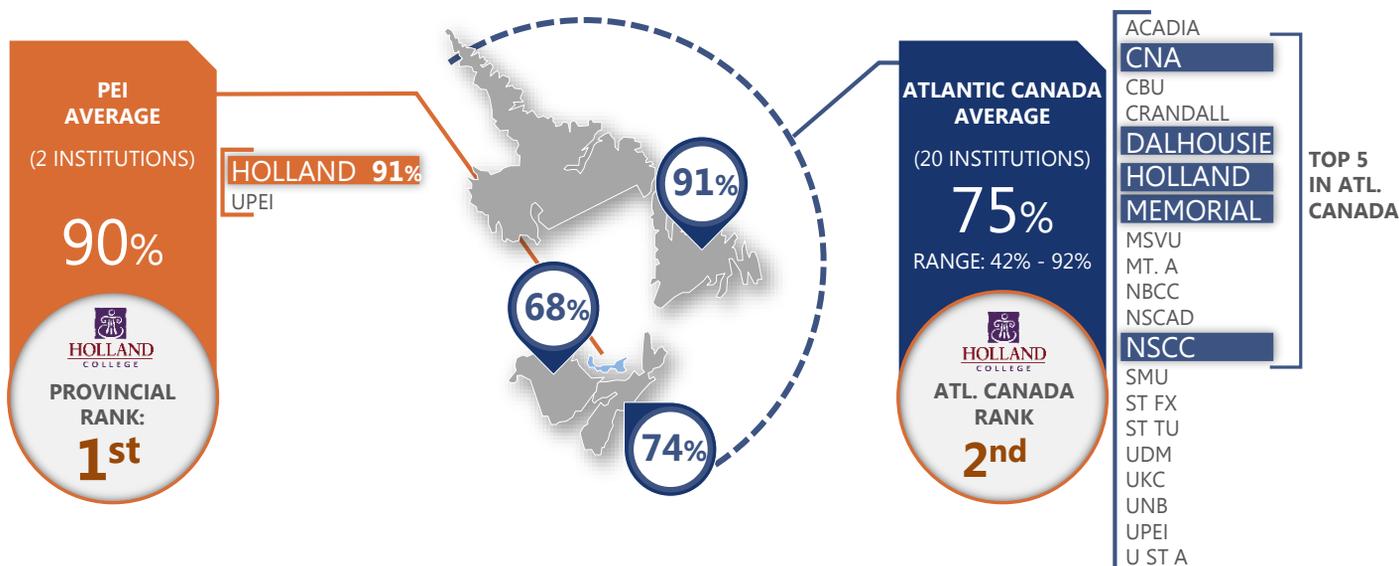


PRINCE EDWARD ISLAND

(listed alphabetically)

ATLANTIC CANADA

(listed alphabetically)



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

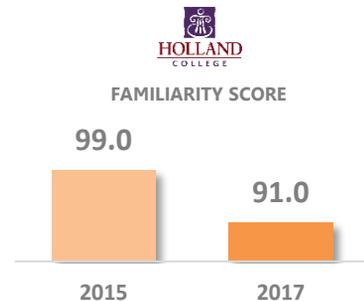
REPUTATION – HISTORICAL RESULTS

- **Holland College’s reputation rating has held steady over the past two years** (8.0; down from 8.3 in 2015).
- Although the College’s reputation rating is relatively unchanged since 2015, **Holland College’s provincial standing now ties** with the other institution evaluated on Prince Edward Island (a change from holding the sole top ranking in 2015), reflecting a numeric decline in the College’s rating as well as a slight increase in the other institution’s rating.
- Similarly, Holland College’s reputation holds strong when compared to other institutions evaluated in Atlantic Canada. **The College’s reputation rating ties for first with one other institution in Atlantic Canada**, out of 20 across the region (maintaining top rank from 2015).



FAMILIARITY – HISTORICAL RESULTS

- **Familiarity with Holland College is down slightly this year** (91%; down from 99% in 2015). Despite this decline, 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 second** out of a total of twenty higher institutions (down from 1st in 2015).



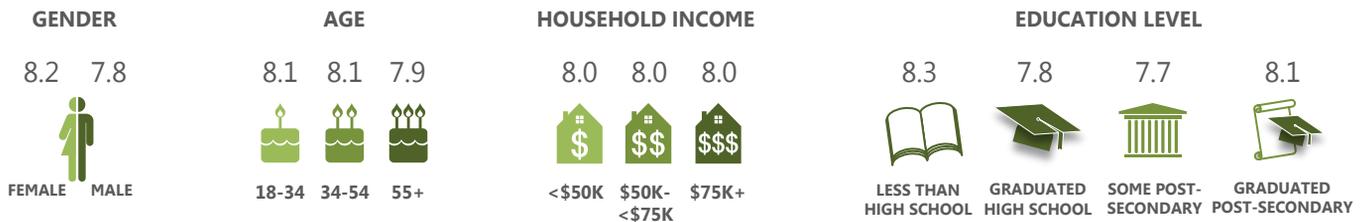
The following presents a breakdown of reputation and familiarity results for Holland College across key respondent demographics.

DEMOGRAPHICS

HIGHLIGHTS

- When considering how residents' opinions might differ across the province, further analysis shows that **women, residents under 55 years of age and residents with less than high school education offer slightly higher reputation ratings for Holland College by comparison.**
- In terms of familiarity, PEI residents' are highly familiar with Holland College. Additionally, **post-secondary graduates and those whose household incomes are at least \$50,000 annually have the highest familiarity with the College.**

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 1,511 telephone interviews with Atlantic Canadians aged 18 years or older (n=401 in NL; n=403 in each of NS and NB; and n=304 in PE). The survey was conducted in May of 2017. The margin of error for 401-403 (NS, NB, and NL) is +/- 4.9 percentage points, and 304 (PE) is +/- 5.6 percentage points, in 95 out of 100 samples.