

Rate the Raters 2012 Polling the Experts

A GlobeScan/SustainAbility Survey



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Rate the Raters 2012

May 2010

**Phase 1
Look Back &
Current State**



Examine the evolution of the ratings agenda over the last decade

Sept 2010

**Phase 2
Taking
Inventory**



Inventory over 100 ratings and identify key themes and patterns

Feb 2011

**Phase 3
Uncovering
Best Practice**



Analyze 21 ratings to assess best practices and areas for improvement

July 2011

**Phase 4
The Future
of Ratings**



Articulate our vision for the future of ratings

Fall 2012

**Phase 5
Ratings
in 2012**



Explore how ratings are evolving and dig deeper on critical issues

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Polling the experts

Respondents

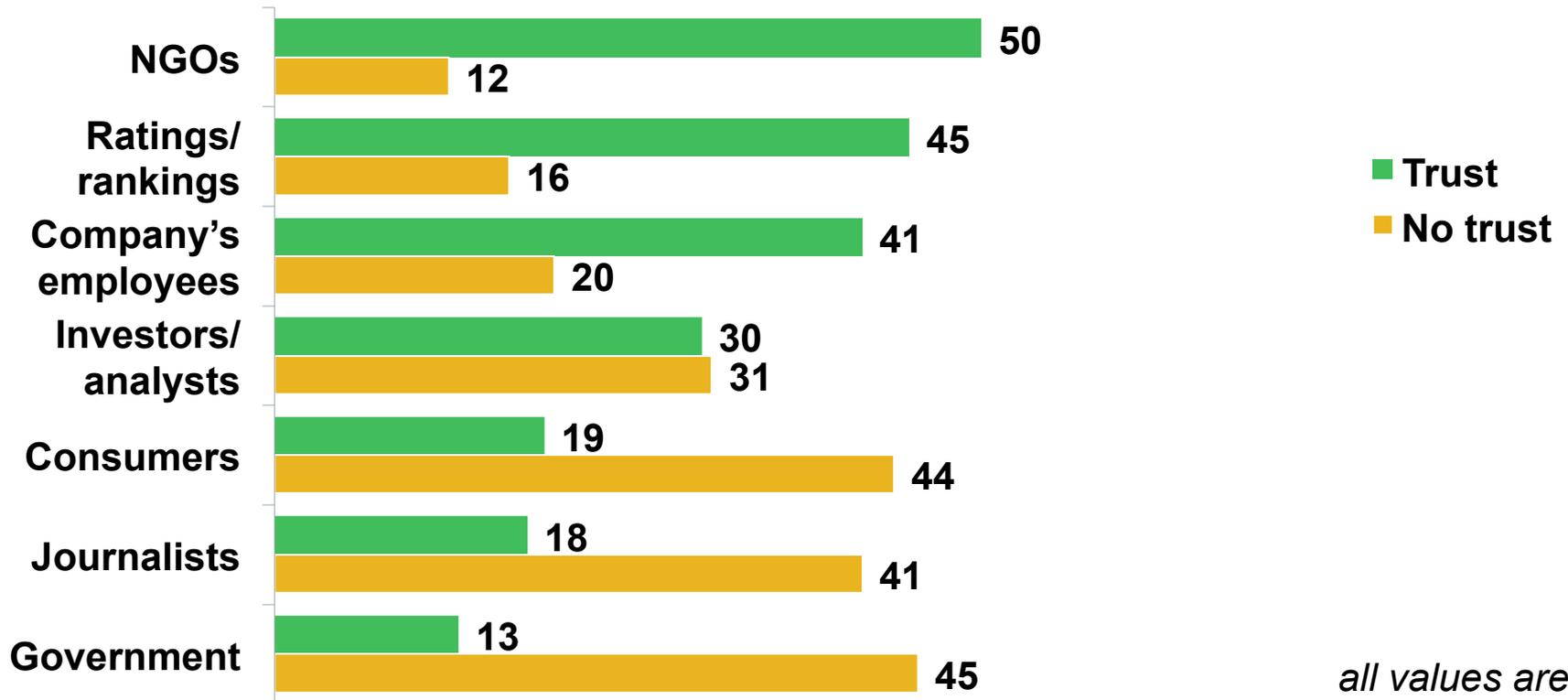
- Online survey in June 2012
- 850 sustainability professionals responded
- 60%+ respondents have >10 years experience
- 70 countries represented
- From business, government, NGOs, academia

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Who do experts trust most to judge a company's sustainability performance?



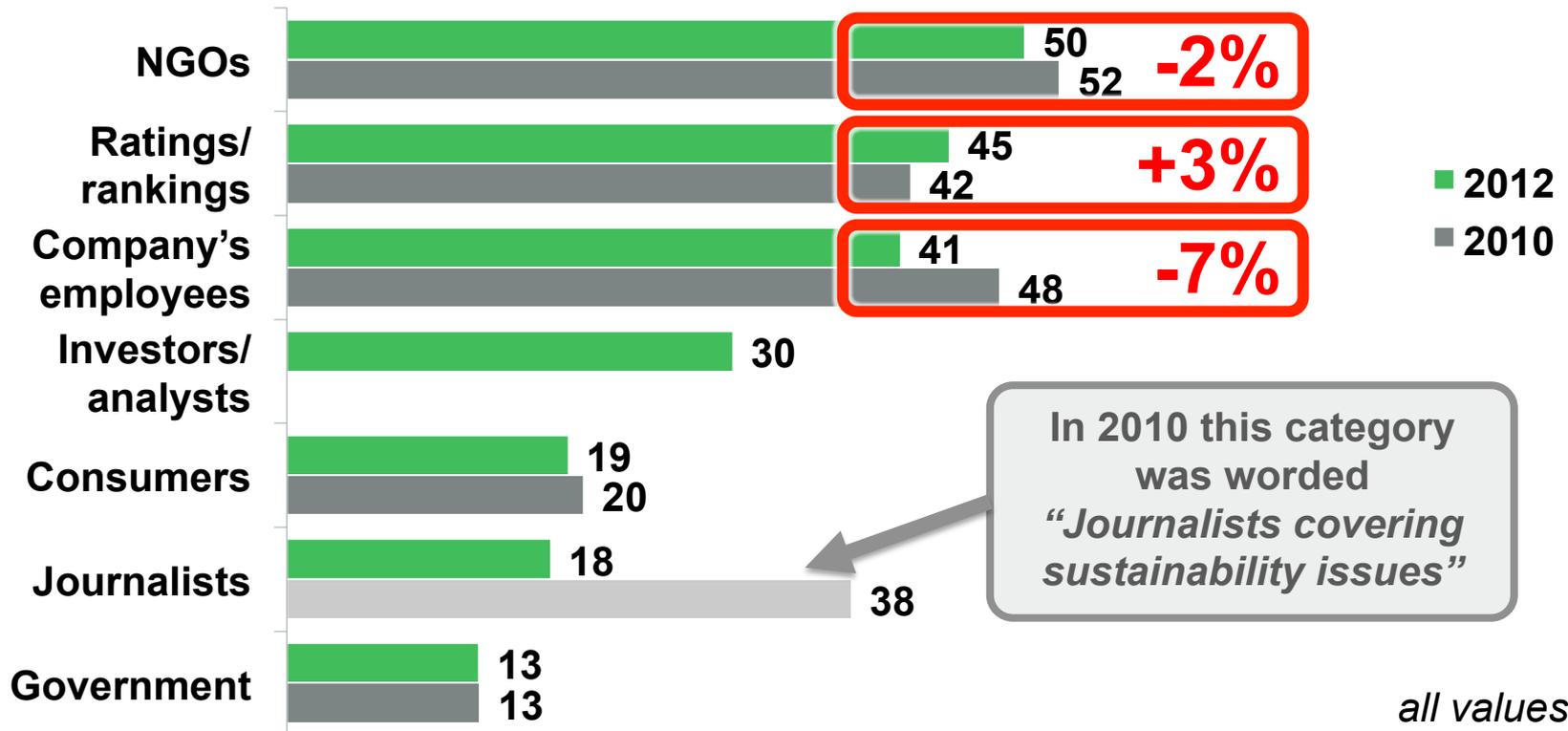
Q. How much trust do you have in each of the following to accurately judge a company's sustainability performance?
Please use the 5-point scale provided, where 1 is "no trust at all" and 5 is "a great deal of trust."

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Who do experts trust most to judge a company's sustainability performance? *Compared to 2010*



all values are percentages

Q. How much trust do you have in each of the following to accurately judge a company's sustainability performance?
Please use the 5-point scale provided, where 1 is "no trust at all" and 5 is "a great deal of trust."

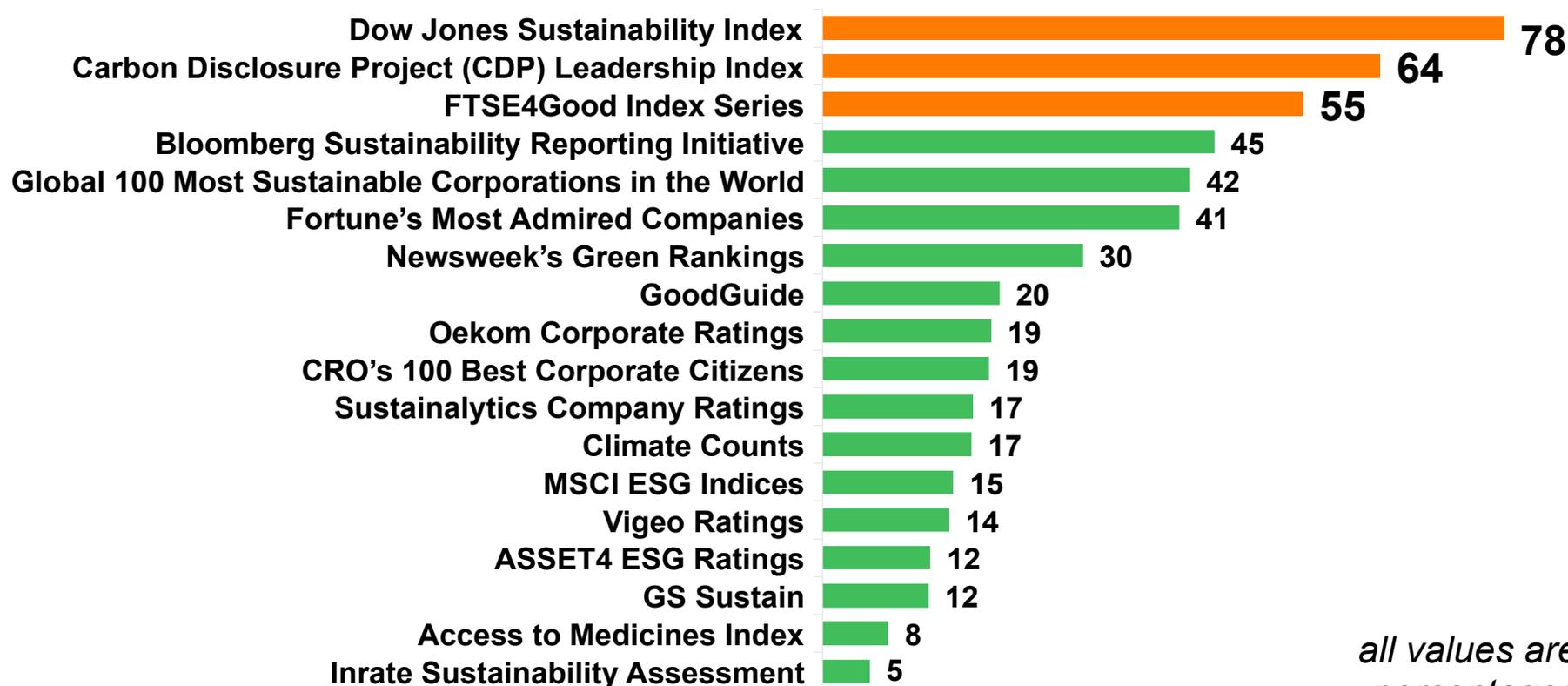
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Which ratings and rankings are experts at least somewhat familiar with?



all values are percentages

Q. Please indicate which of the following ratings and rankings you are at least somewhat familiar with.

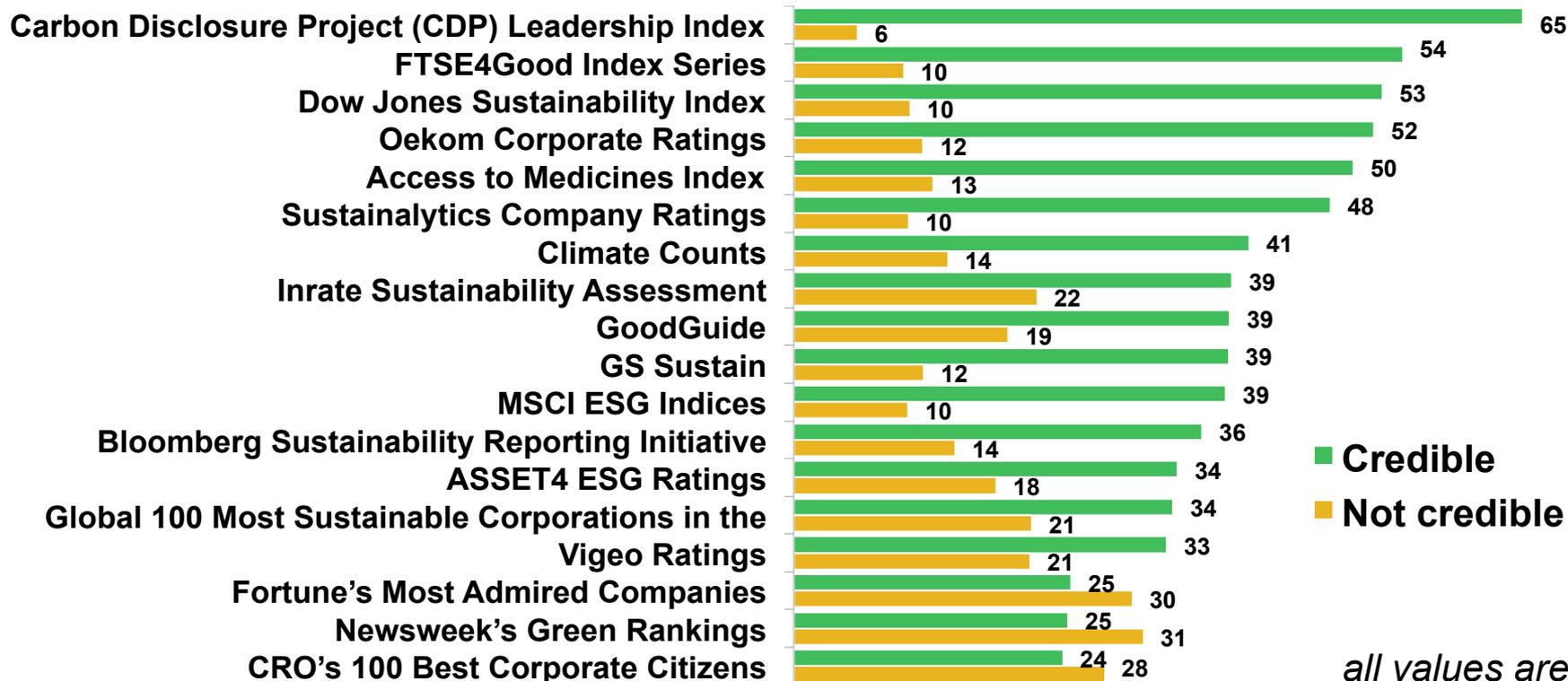
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How credible do experts find particular ratings and rankings to be?



all values are percentages

Q. How credible do you find the following ratings and rankings to be? Please use the 5-point scale provided, where 1 is "not at all credible" and 5 is "very credible." *Only respondents at least somewhat familiar with a rating were asked.*

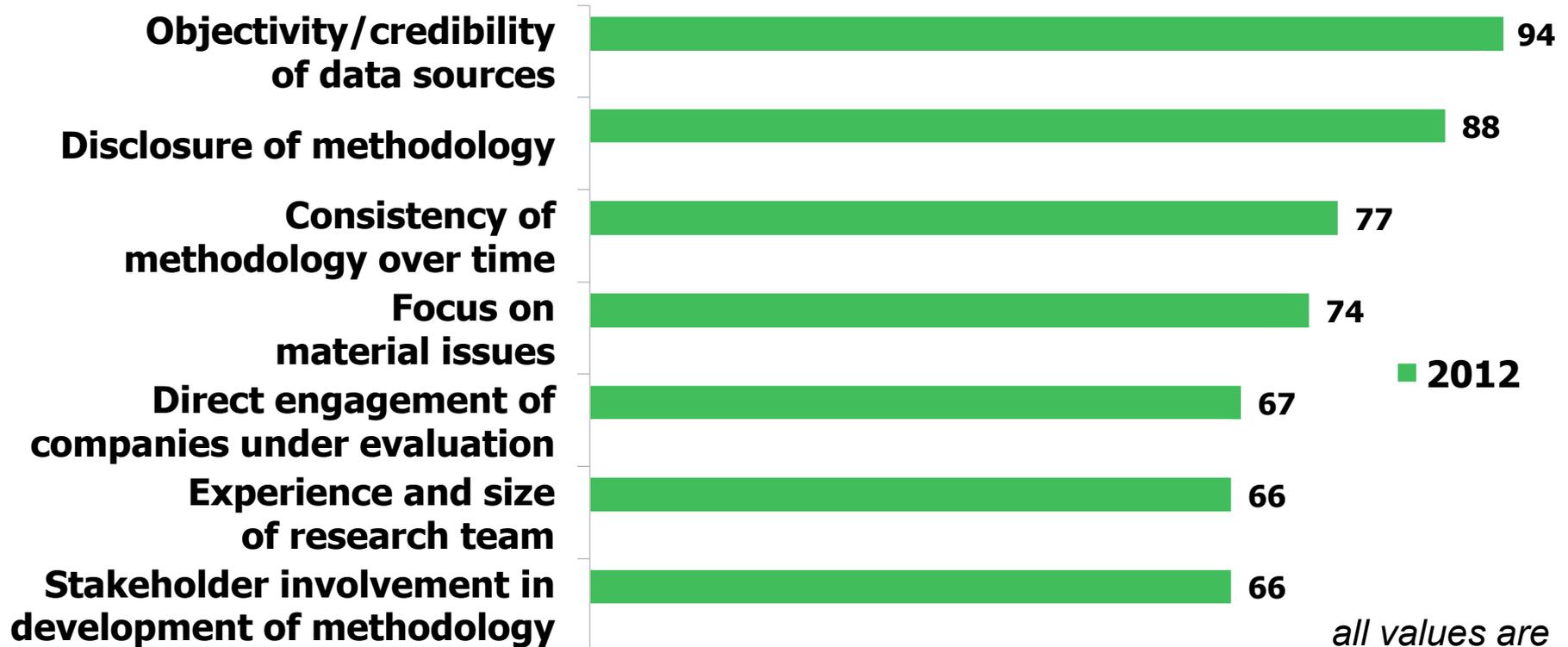
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What factors do experts believe contribute most to the credibility of a rating?



all values are percentages

Q. Please rate the importance of each of the following factors when determining the credibility of a rating or ranking. Please use the 5-point scale provided, where 1 is "no importance" and 5 is "very high importance."

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What factors do experts believe contribute most to the credibility of a rating? *Compared to 2010*



Q. Please rate the importance of each of the following factors when determining the credibility of a rating or ranking. Please use the 5-point scale provided, where 1 is "no importance" and 5 is "very high importance."

all values are percentages

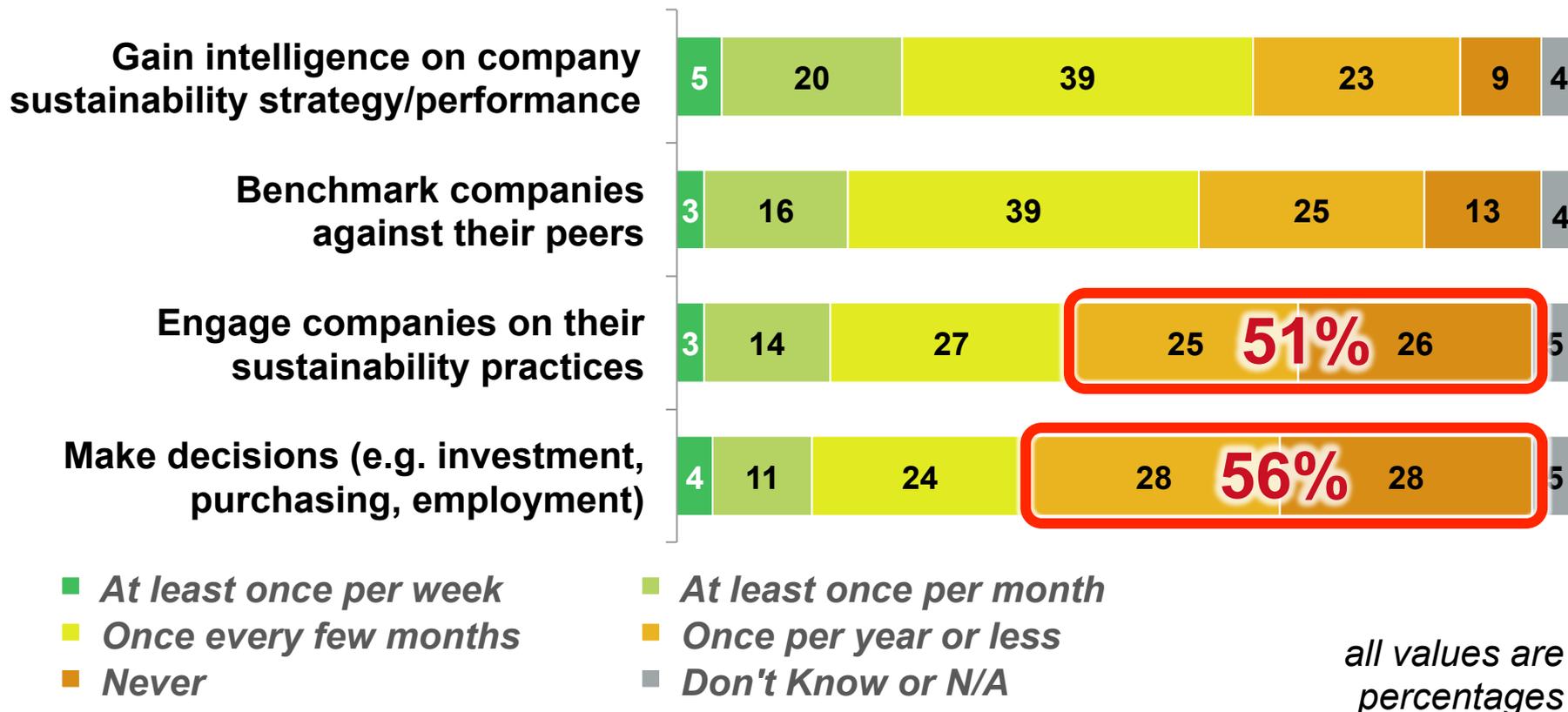
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How often do experts use ratings and rankings, and for what are they used?



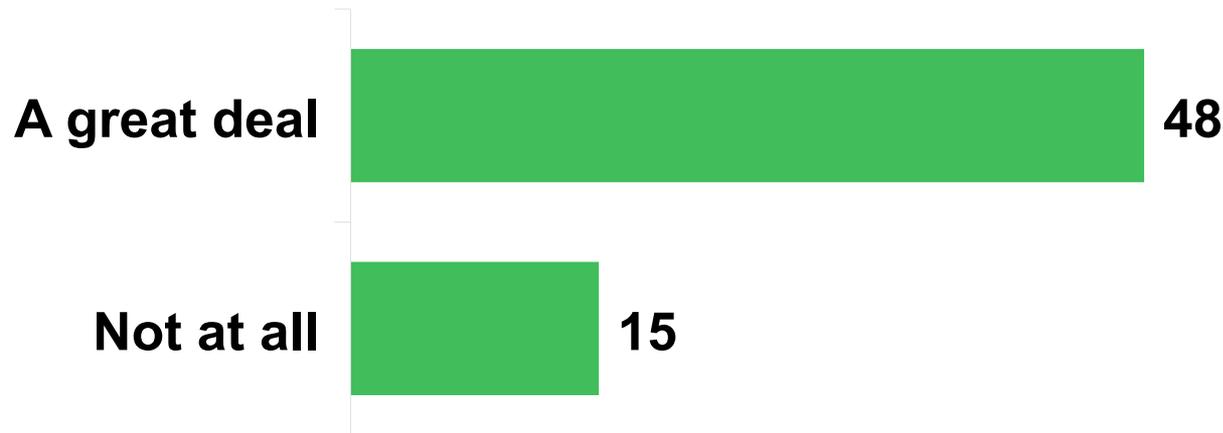
Q. How often do you use ratings and rankings for the following purposes?

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Do experts believe ratings and rankings improve overall corporate sustainability performance?



all values are percentages

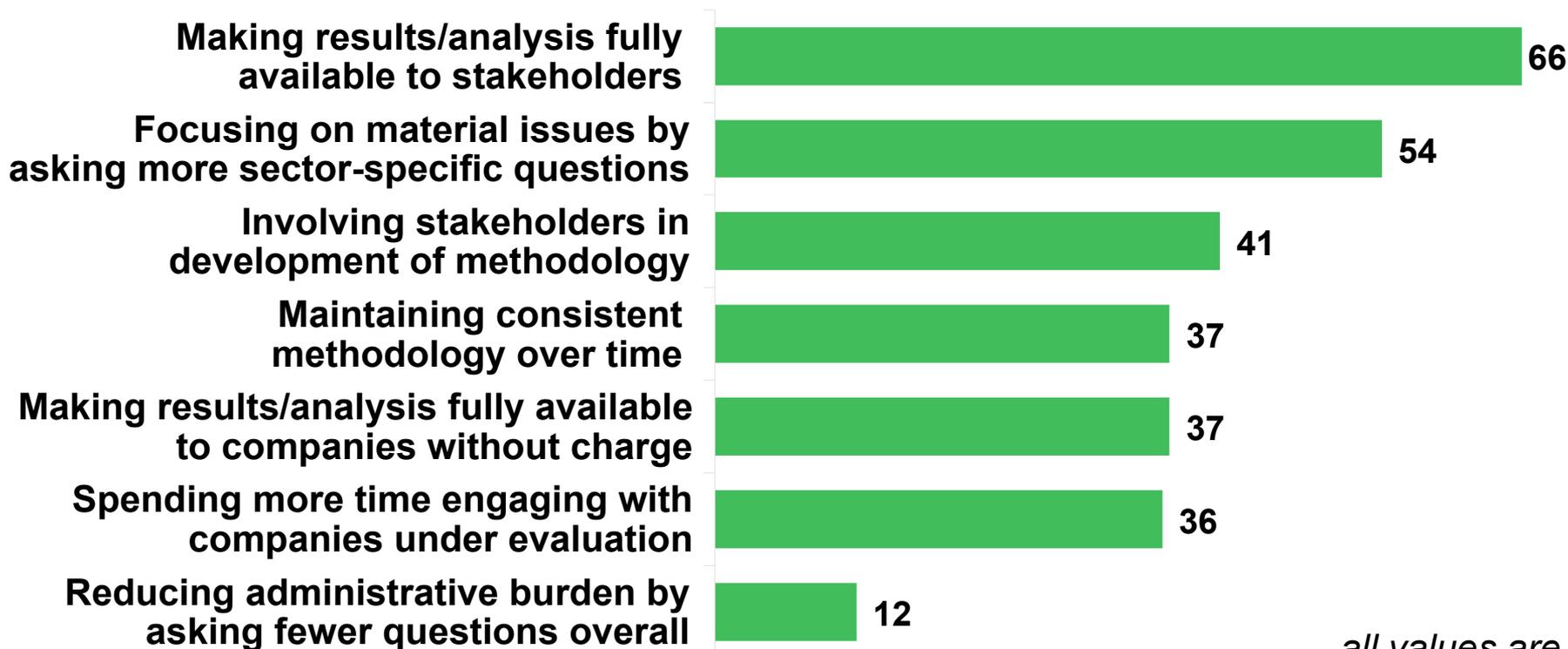
Q. To what extent, if at all, do you think sustainability ratings and rankings are improving overall corporate sustainability performance? Please use a scale of 1 to 5 where 1 means "not at all" and 5 means "a great deal."

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Which 3 rating characteristics could drive biggest change in corporate sustainability performance?



all values are percentages

Q. Which **three** of the following characteristics of rating systems have the greatest potential to drive improvement in overall corporate sustainability performance? Please select up to three answers.

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For further information...



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