

# 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

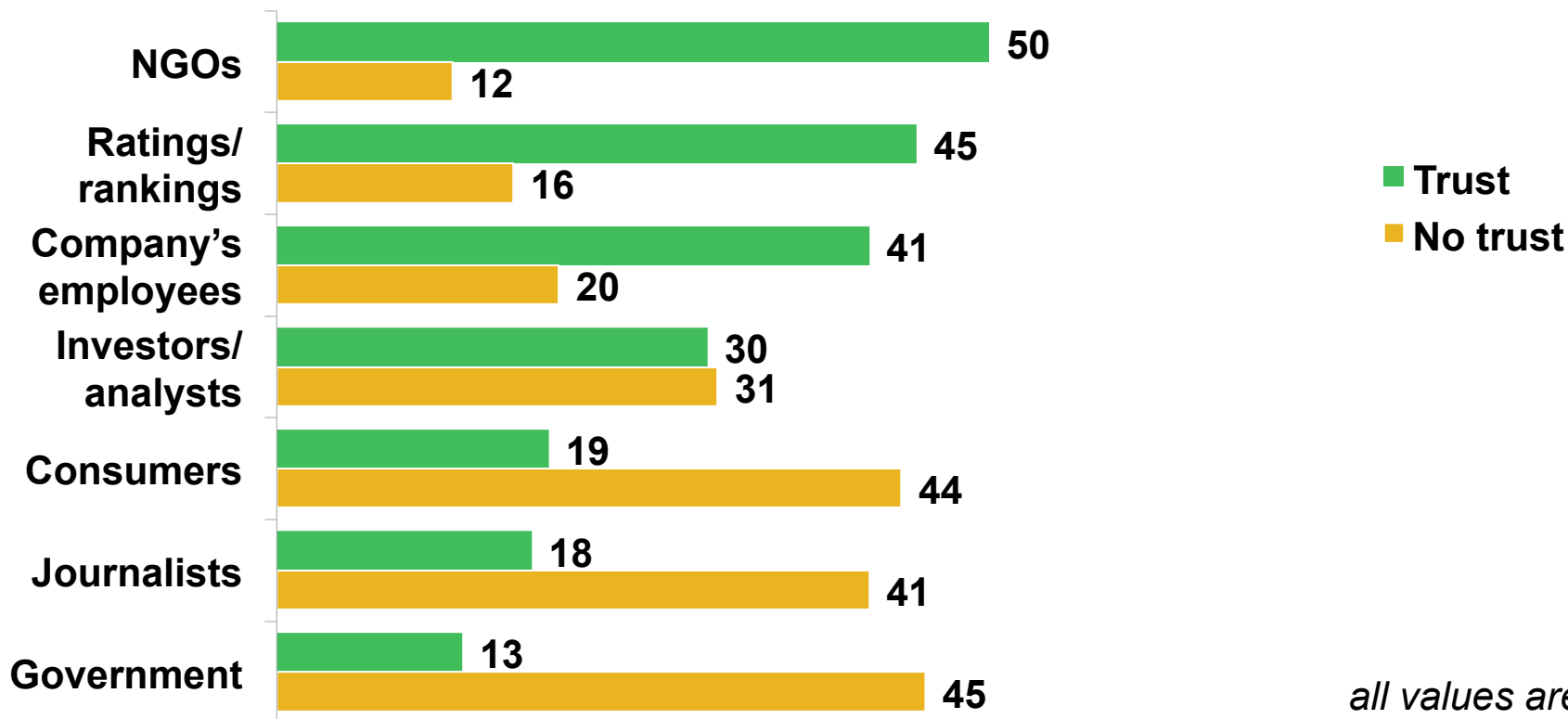
- Online survey in June 2012
- 850 sustainability professionals responded
- 60%+ respondents have >10 years experience
- 70 countries represented
- From business, government, NGOs, academia

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



*all values are percentages*

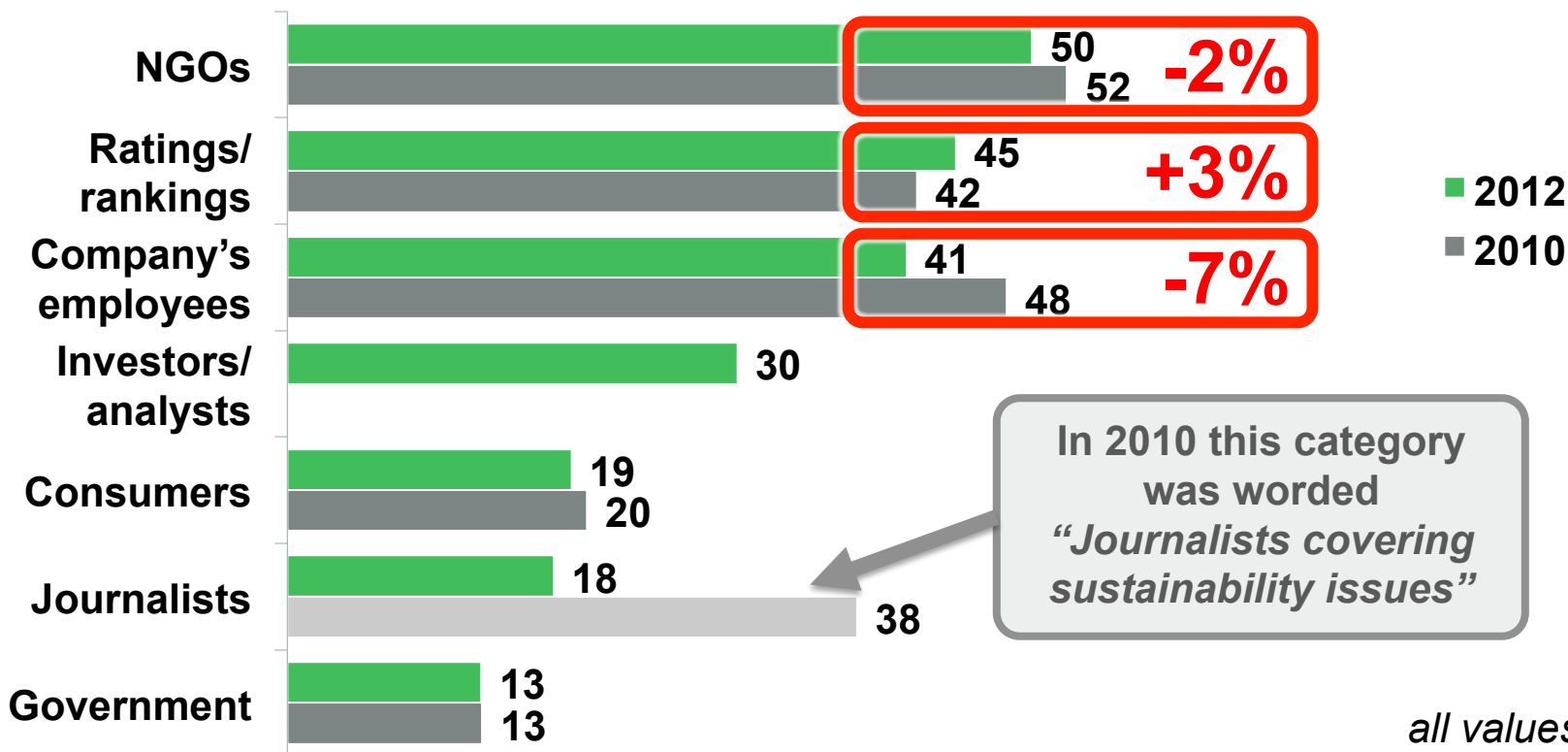
Q. How much trust do you have in each of the following to accurately judge a company's sustainability performance? Please use the 5-point scale provided, where 1 is "no trust at all" and 5 is "a great deal of trust."

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## 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."

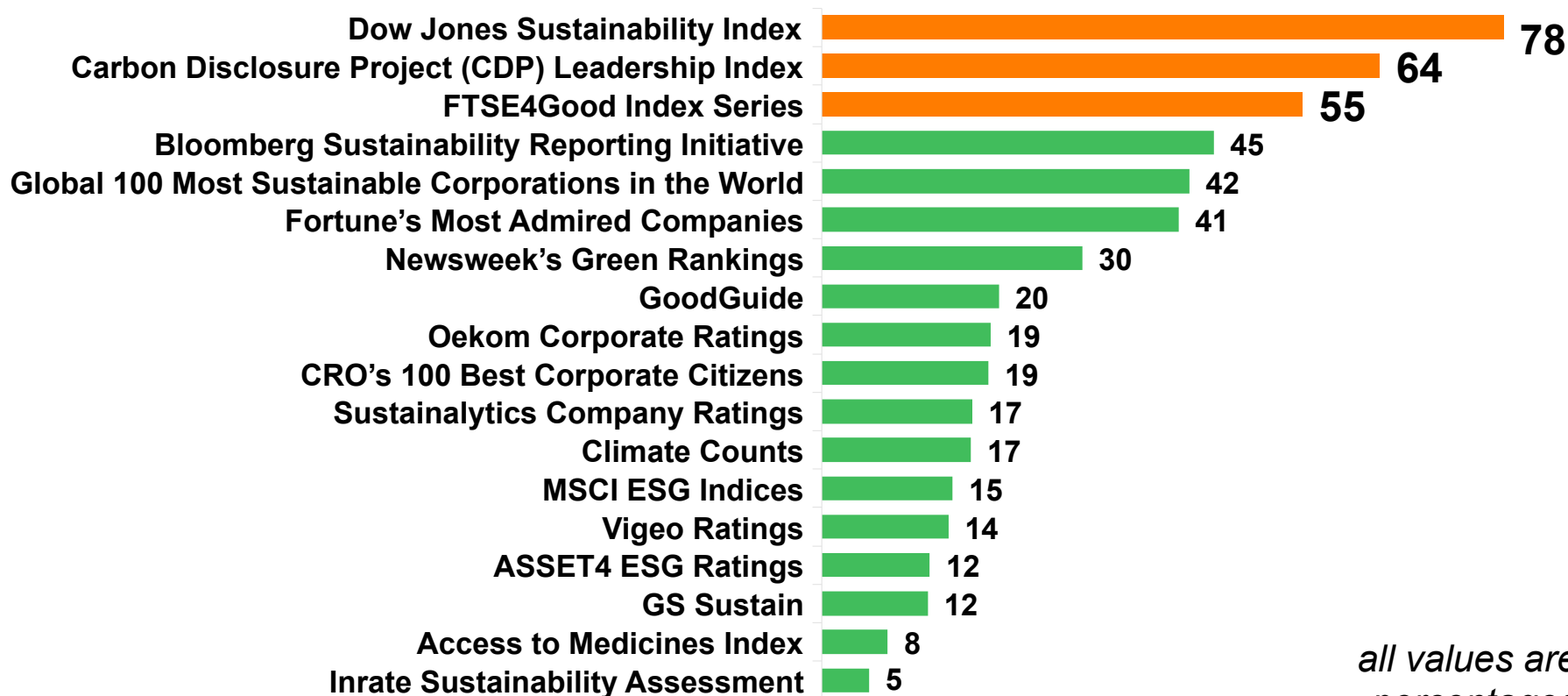
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### Which ratings and rankings are experts at least somewhat familiar with?



*all values are percentages*

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

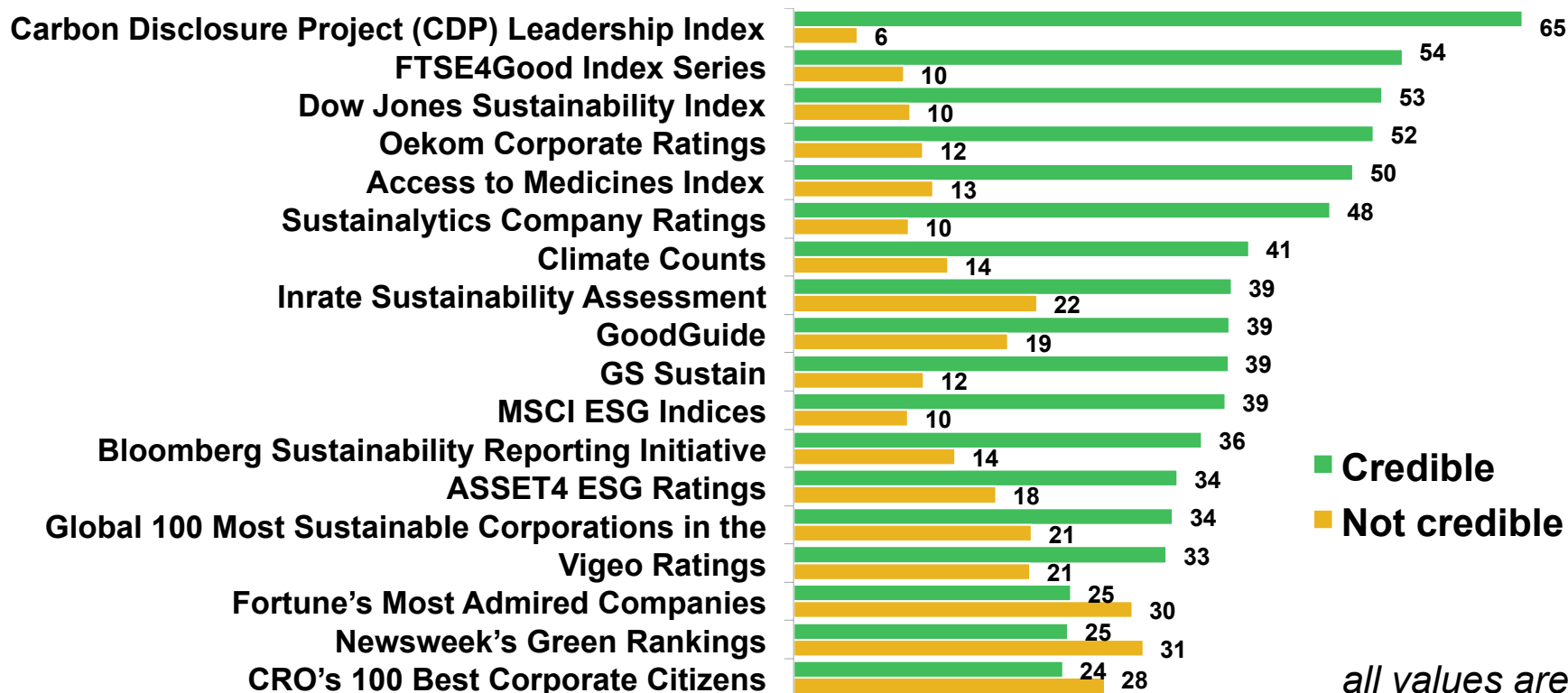
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### How credible do experts find particular ratings and rankings to be?



*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.*

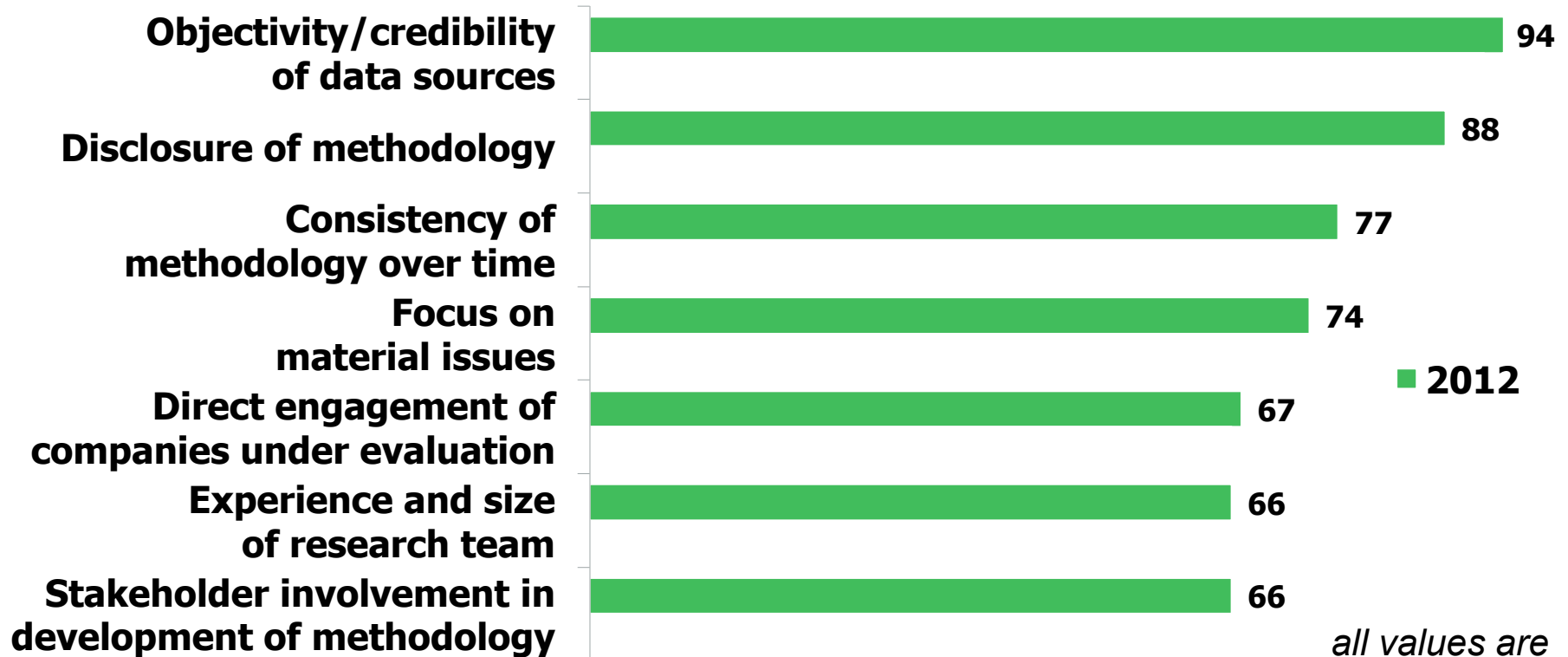
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### What factors do experts believe contribute most to the credibility of a rating?



*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."

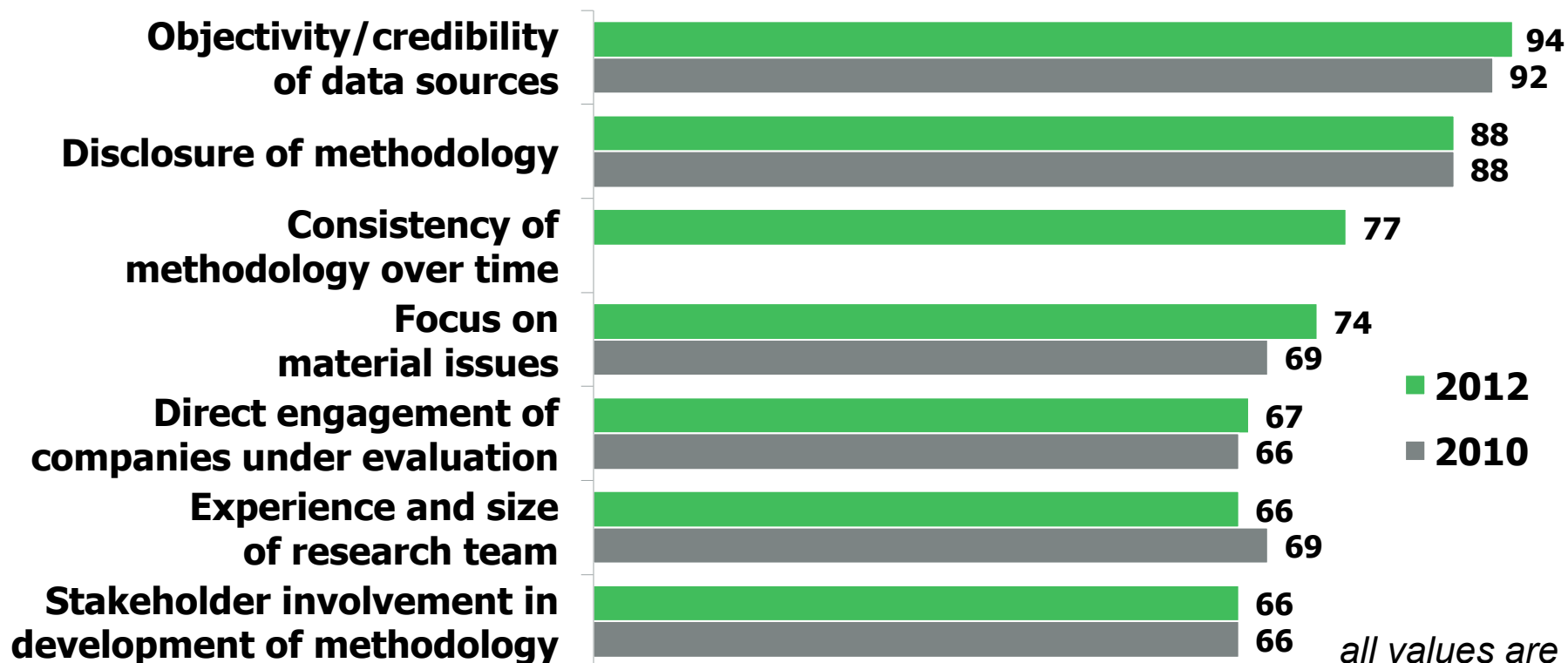


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## What factors do experts believe contribute most to the credibility of a rating? *Compared to 2010*



*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."

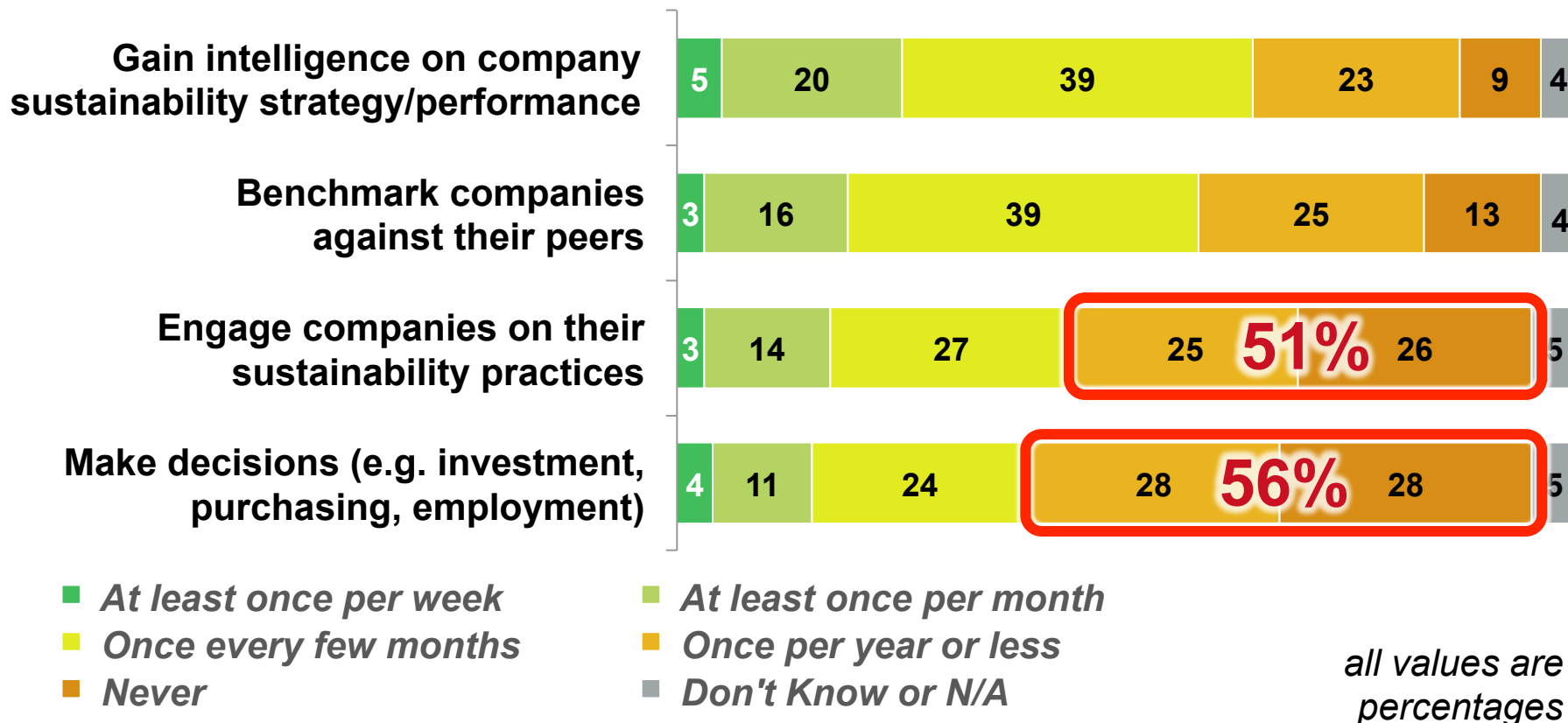
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### How often do experts use ratings and rankings, and for what are they used?



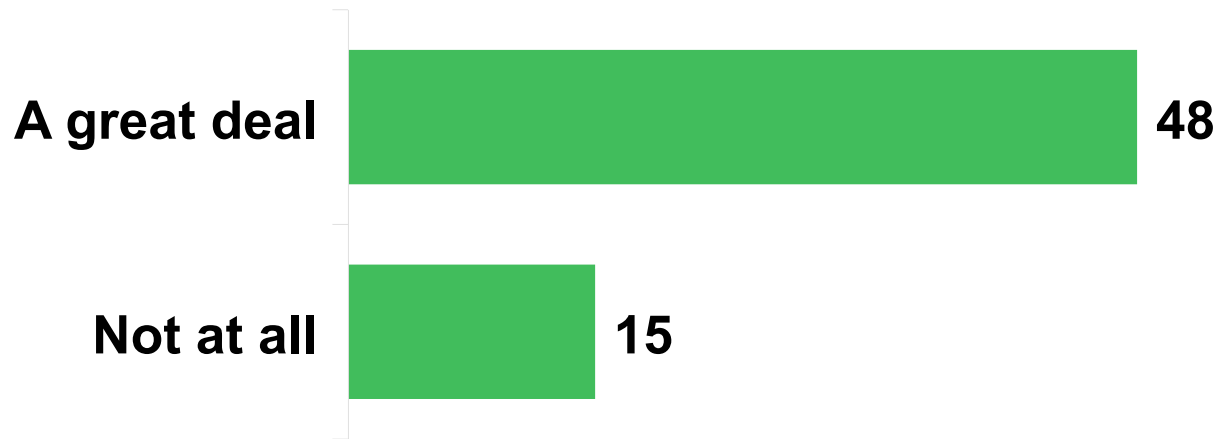
Q. How often do you use ratings and rankings for the following purposes?

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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."

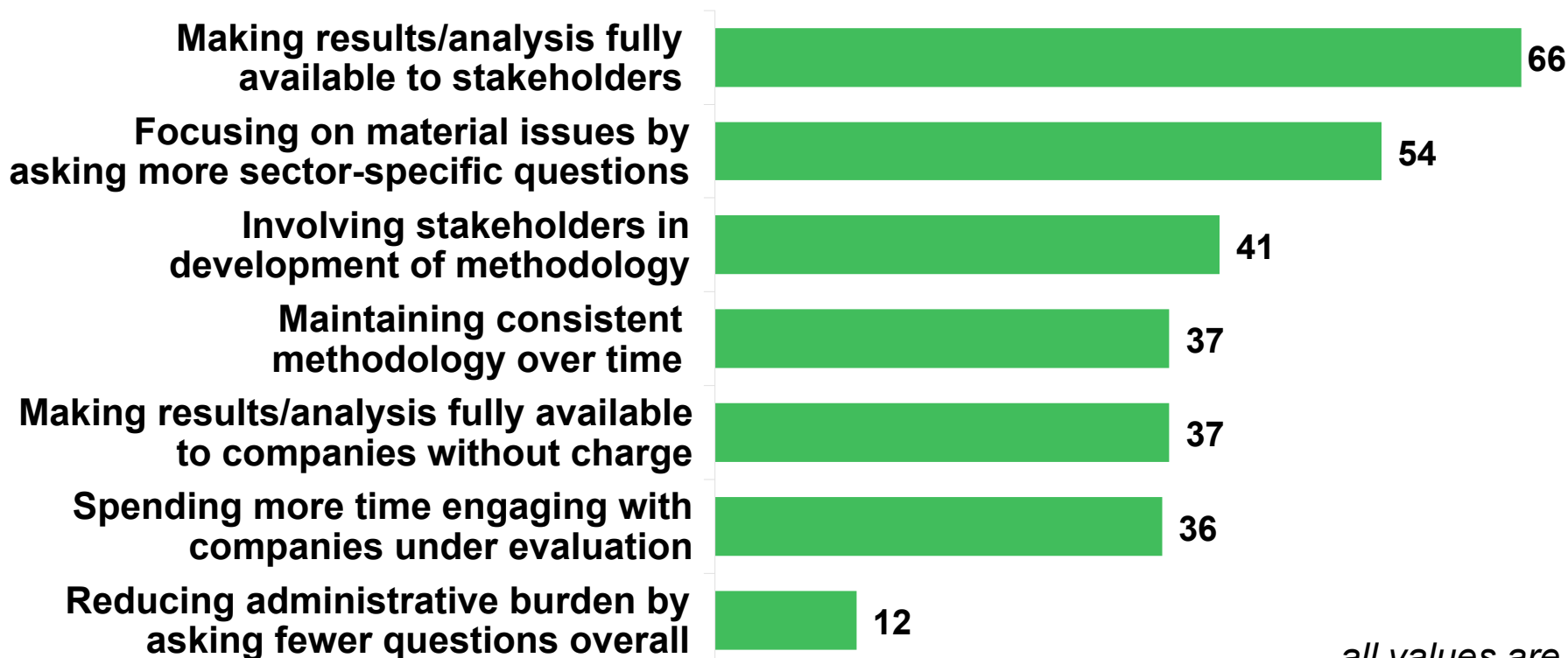
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### Which 3 rating characteristics could drive biggest change in corporate sustainability performance?



*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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