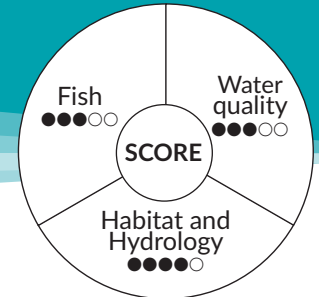


# FAQ

## Data confidence



HEALTHY RIVERS TO  
REEF PARTNERSHIP  
MACKAY-WHITSUNDAY



VERY HIGH  
●●●●●

HIGH  
●●●●○

MODERATE  
●●●○○

LOW  
●●○○○

VERY LOW  
●○○○○

NO DATA  
○○○○○

## What is data confidence?

Confidence in our report card is measured on a five-point scale.

**This tells us how confident we are, from very low to very high, that the grades in the report card reflect the *true condition* of the indicator.**

Confidence is affected by many components, including the quantity (how much data we have) and quality (how good is the data) of the data used in grade calculations.

We provide a confidence score for all our indicators in each of our reporting zones. As indicator scores are rolled-up into final scores, so are the scores for confidence.

## What do we look for to determine confidence in report card data?

When reporting at a regional scale, one of the most important factors in determining how confident we are of a grade in a reporting zone is by considering how 'representative' the data is of the rest of the reporting zone. For example, when calculating a grade for water quality, we have higher confidence in a grade if data comes from multiple sites within a reporting zone, compared to a grade if data comes from only one site. See Figure 1 below for a map of the location of sampling sites for the 2017 report card. Can you see where there are more sites in some reporting areas compared to others? Where there are more sites, we have higher confidence in grades.

We also have higher confidence in a grade if data has been collected multiple times throughout the year compared to only once or twice throughout the year.

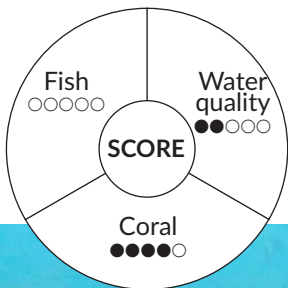
The way the data was collected (the method) also influences how confident we are in the data. For example, we have higher confidence in remote sensed data (from satellites) that includes regular on-ground sampling (ground truthing) compared to remote sensed data with no ground truthing.

## How can we improve data confidence?

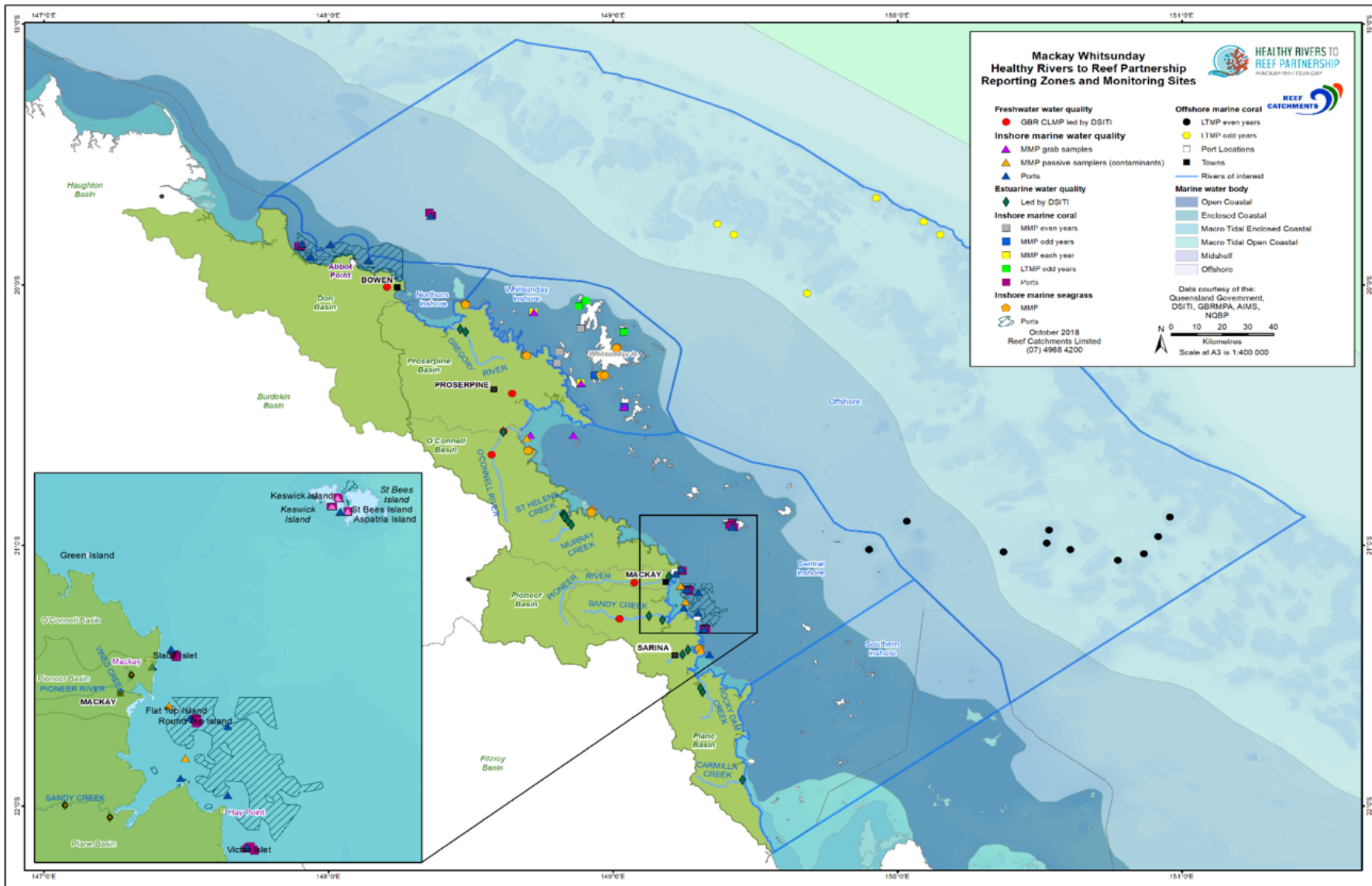
Confidence scores can be increased in a number of ways including:

- Increasing the number of locations that are monitored within existing programs;
- Increasing the number of times throughout the year that monitoring occurs within an existing program;
- Better aligning methods for monitoring the same indicator between existing programs;
- Creating new monitoring programs to expand on the pool of data for indicators; and
- Increasing ground truthing for indicators that use remotely sensed data.

The method for calculating scores is based on the [Great Barrier Reef report card](#) method. For more information on what makes up the confidence scores for our report cards see our [technical reports](#).



# FAQ - Data confidence



**Figure 1.** Location of sampling sites that contribute to data for water quality, seagrass and coral scores for the Mackay-Whitsunday 2017 report card.