



Australian Government



Inspector-
General of
Water
Compliance

Murray–Darling Basin community perceptions research 2022

Project overview and research
methodology

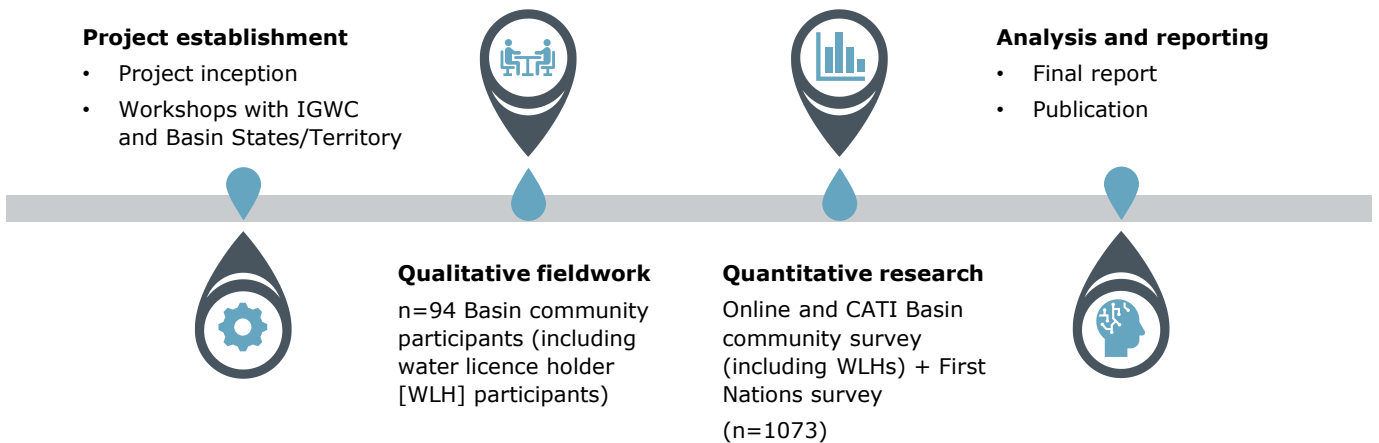


Research overview and qualitative methodology

There were 94 participants in the qualitative research across 10 focus groups, in addition to 8 one-on-one in-depth interviews and 3 paired in-depth interviews. To ensure it was representative of the views of Basin residents, the same groups were taken from a large area of the Murray–Darling Basin.

Project overview

The primary objective for the research was to understand broader community perceptions across the Basin to inform ongoing tracking of trust and confidence in water compliance and management.



Qualitative research was conducted to **provide in-depth foundational understanding of participants' perceptions, expectations and attitudes** towards water compliance and management in the Basin. **Robust quantitative research** was then conducted to **measure levels** of awareness, understanding, perceptions, attitudes and behaviors.

Qualitative research methodology

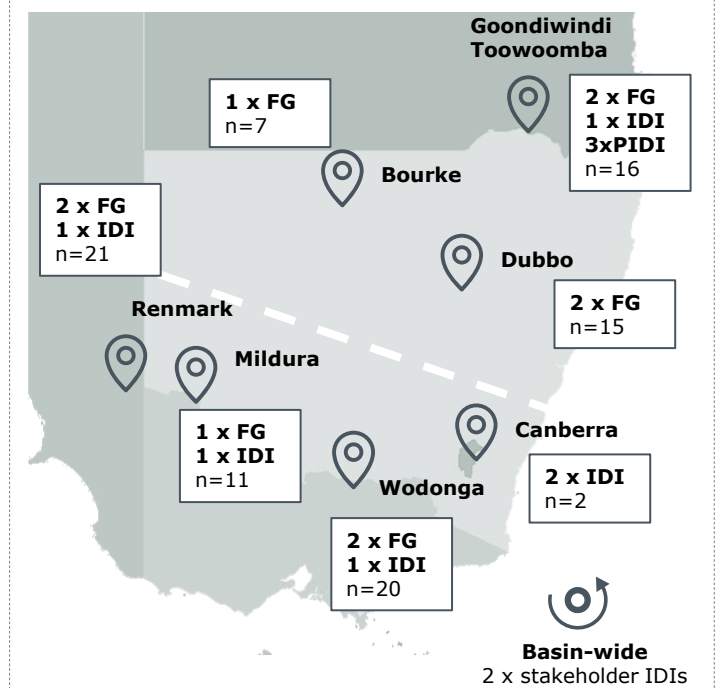
A total of n=94 participants participated in the qualitative research from 7 June—1 August 2022, across:

- 10 x focus groups (FG)**
n=80 participants
- 8 x one-on-one in-depth interviews (IDI)**
n=8 participants
- 3 x paired in-depth interviews (PIDI)**
n=6 participants

Target audiences

- Commercial users of waterways**
(including water licence holders and business owners)
n=21 participants
- Community members**
(including those more and less engaged with waterways)
n=71 participants
- Stakeholders***
(from local councils, organisations etc.)
n=2

Locations



*While stakeholder research was not a primary focus for this project, a range of individuals identified by IGWC were contacted and invited to participate. Many of these, however, were unavailable.

Quantitative research methodology

The quantitative research comprised a combination of telephone and online surveys with water licence holders and residents of the Murray–Darling Basin. **There were 1073 people surveyed**, with questionnaires differing across audiences to account for differences in experiences (i.e. water licence holders compared to community members) and survey methods – for example, fewer questions could be asked via computer-assisted telephone surveys.

Quantitative research methodology



The quantitative research was conducted between 5 August – 24 September, 2022. It comprised **a combination of telephone and online surveys with water licence holders and residents of the Murray–Darling Basin area (community)**. In addition, a combination of face-to-face, telephone and online surveys were conducted with First Nations people living in the Murray–Darling Basin area.

The Basin was divided into 12 areas (shown in the figure opposite), with minimum quotas set for each area. The number of completed community surveys ranged from n=34 to 141 per area.



Water licence holders (n=200)

Quantitative research was conducted via **n=145 Computer Assisted Telephone Interviews (CATI)** and **n=55 online surveys**. Fieldwork was conducted from 26 August to 14 September 2022.

The survey was conducted **with water licence holders who operated in the Murray–Darling Basin.**



Basin community (n=817)

Quantitative research was conducted via **n=802 online surveys** and **n=15 CATI**. Fieldwork was conducted from 5 August to 14 September 2022.

The survey was conducted with **residents of the Murray–Darling Basin area aged 18 and over.**



First Nations peoples living in the Basin (n=56)

Quantitative research was conducted via **n=16 online surveys, n=20 telephone interviews** and **n=20 face-to face interviews**. Fieldwork was conducted from 14 August to 24 September 2022.



Presentation of findings throughout the report

When reporting the research results, the following references have been used to differentiate between the quantitative and qualitative research findings:

- The term '**participant(s)**' refers to participant(s) in the qualitative research whilst '**respondent(s)**' refers to respondent(s) from the quantitative survey; and
- **Numbers** and **percentages** used only refer to the quantitative research findings.

Understanding the qualitative research findings

In some cases, qualitative data has been presented without quantitative data. In these cases, it should be noted that the exact number of participants holding a particular view on individual issues cannot be measured*.

The following terms used in the report provide a qualitative indication and approximation of the size of the target audience who held particular views:



Most—refers to findings that relate to **more than three quarters** of the research participants;



Many—refers to findings that relate to **more than half** of the research participants;



Some—refers to findings that relate to **around a third** of the research participants; and



A few—refers to findings that relate to **less than a quarter** of research participants.

The most common qualitative findings are reported except in certain situations where only a minority has raised particular issues, but these are nevertheless considered to be important and to have potentially wide-ranging implications or applications.

*Nor is measurement the intent of qualitative research.

Understanding the quantitative research findings

Percentages from the quantitative survey presented in the report are based on the total number of valid responses made to the question being reported on. In most cases, results reflect those respondents who had a view and for whom the questions were applicable.

For demonstration purposes, some percentages are rounded to the nearest whole number, this may result in totals less than or greater than 100%

This project was conducted in accordance with the international quality standard ISO 20252, the international information security standard ISO 27001, as well as the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). ORIMA Research also adheres to the Privacy (Market and Social Research) Code 2021 administered by the Australian Data and Insights Association (ADIA).