Method and sensor observation system (200) for reporting observations to data users (204) based on sensor data collected (2:1) from a network of sensors (202). A first observation report that originates from a sensor in the network is provided (2:4) to a first data user and a rating with respect to quality of the first observation report is received (2:5) from the first data user. Rating information is then created (2:8) based on the received rating and a second observation report originating from the same sensor and comprising said rating information is provided (2:10) to a second data user. The comprised rating information thus indicates reliability of the second observation report. Thereby the second data user is enabled to estimate and use the second observation report depending on its reliability as indicated by the rating information.