



10,000 Steps Working Paper Series

Paper 6: Awareness of the 10,000 Steps Program across Queensland, 2008

Kelly Joyner
Research Officer

Professor W. Kerry Mummery
Project Leader

Institute for Health & Social Science Research
Central Queensland University

For information on physical activity and 10,000 Steps programs contact:

10,000 Steps Project Office
Building 18
Central Queensland University
Rockhampton QLD 4702

Phone: +61 7 4930 6751
Fax: +61 7 4930 6401
Email: 10000steps@cqu.edu.au
Visit our website: www.10000steps.org.au

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Table of Contents

EXECUTIVE SUMMARY	1
INTRODUCTION	2
Background	2
Purpose of Study.....	2
Survey Method	2
Data Quality	3
Response Rate.....	3
Estimated Sampling Error.....	3
Data Treatment	3
Leisure Time Physical Activity Levels	3
Statistical Analyses.....	4
RESULTS	4
The Sample.....	4
Awareness of the 10,000 Steps Program 2008	4
Gender.....	4
Age Group	5
Location	6
Years of Education	6
Household Income.....	6
Occupation	7
BMI Category and LTPA Levels	7
Overall Awareness of the 10,000 Steps Program 2005-2008	7
CONCLUSIONS AND RECOMMENDATIONS	8
Future Recommendations.....	9
APPENDIX: TABLES.....	10
Table 1. Demographic characteristics of the total sample of participants (n=1243).	10
Table 2. Crude and adjusted odds ratios for awareness by demographic variables.	11
Table 3. Awareness of the 10,000 Steps program 2005-2008.....	12
Table 4. Variables associated with awareness of the 10,000 Steps program, 2005-2008.	13
REFERENCES	14

EXECUTIVE SUMMARY

This report details the awareness of the 10,000 Steps program across Queensland. This study examined the 2008 awareness levels; determined if demographic variables were associated with awareness; and finally examined overall awareness of the 10,000 Steps program using combined data from 2005 to 2008.

- In 2008, it is estimated that 54% of the Queensland adult population (age 18 years and older) were aware of the 10,000 Steps program.
 - An estimated 48% of men and 59% of women were aware of the program.
 - An estimated 44% of 18-34 year olds, 57% of 35-44 year olds, 67% of 45-54 years olds and 49% of individuals aged 55 years and over were aware of the program.
 - An estimated 49% of residents from Brisbane and Moreton statistical subdivisions were aware of the program compared to 63% of residents from the rest of Queensland.

- In **2008**, awareness was found to be significantly associated with gender, location, age and annual household income.
 - **Women** were significantly more likely to be aware of the 10,000 Steps program than men.
 - **Residents from the rest of Queensland** were significantly more likely to be aware of the 10,000 Steps program than residents from the Brisbane and Moreton district.
 - Individuals aged **45-54 years** were significantly more likely to be aware of the 10,000 Steps program than individuals aged 18-34 years.
 - Individuals earning an **annual household income greater than \$100 000** were significantly more likely to be aware of the 10,000 Steps program than those earning \$26 000 or less.
 - Awareness was not associated with years of education, occupation, BMI category or leisure time physical activity (LTPA) levels.

- Analysis of the combined data from the **2005, 2006, 2007 and 2008** QSS revealed that overall, awareness was significantly associated with gender, age, location, years of education, annual household income and the year of the survey.
 - **Women** were significantly more likely to be aware of the 10,000 Steps program than men.
 - **Residents from the rest of Queensland** were significantly more likely to be aware of the 10,000 Steps program than residents from the Brisbane and Moreton district.
 - Individuals aged **35 years or older** were significantly more likely to be aware of the 10,000 Steps program than individuals aged 18-34 years.
 - Individuals with **13 years of education or more** were significantly more likely to be aware of the 10,000 Steps program than those with 10 years of education or less.
 - Individuals earning an **annual household income greater than \$52 000** were significantly more likely to be aware of the 10,000 Steps program than those earning \$26 000 or less.
 - Finally, respondents from the **2006, 2007 and 2008 QSS** were more likely to be aware of the 10,000 Steps program than respondents from the 2005 QSS.

INTRODUCTION

Background

10,000 Steps Rockhampton was Australia's first 'whole of community' health promotion physical activity project. Funded by Queensland Health, the Rockhampton region was chosen for a two year trial of the project in 2001. During this period, the 10,000 Steps Rockhampton Project was an exemplary model of an effective multi-strategy, multi-sector physical activity project. [1] The project was successful in motivating local communities, workplaces and individuals to increase their physical activity levels. As a result of the success in Rockhampton, Queensland Health provided funding for 10,000 Steps to be developed as a sustainable state-wide and beyond initiative.

10,000 Steps now disseminates physical activity information, materials, resources and support via the interactive 10,000 Steps website (www.10000steps.org.au). Since 2004, organisations and community groups have adopted and implemented the 10,000 Steps resources across Queensland and nation-wide to promote physical activity and raise awareness of the associated health benefits. Individuals are also involved in the program by using the interactive online Step Log to record and monitor their physical activity levels. As of March 2009, the 10,000 Steps program has over 85,000 individual members and almost 3,300 Providers (organisations and community groups) registered with the 10,000 Steps website.

To examine the effectiveness and the dissemination of the 10,000 Steps program, awareness levels of the 10,000 Steps program across Queensland have been monitored annually from 2005. This data has determined the overall awareness of the program in a representative sample of the Queensland population and also in selected demographic sub-samples. Previous awareness statistics have shown that awareness has significantly increased each year from 2005 to 2007. [2-4] It has also been found that certain demographic sub-samples are more likely to be aware of 10,000 Steps than others. [2-4] For example, it has been consistently shown that women are more aware of the program than men and that residents from the rest of Queensland are more aware than residents from Brisbane and Moreton Districts. [2-4] This current report details the follow-up study of 10,000 Steps awareness conducted in the 2008.

Purpose of Study

The purpose of this study was to examine the awareness of the 10,000 Steps program across Queensland in 2008. Secondly, the study determined if demographic variables (i.e. gender, age, location, years of education, annual household income, occupation, BMI category and LTPA levels) were associated with program awareness. Finally, this study examined overall awareness of the 10,000 Steps program in Queensland using combined data from 2005 to 2008.

Survey Method

A section of the 2008 Queensland Social Survey (QSS) was sponsored by the 10,000 Steps project to investigate awareness of the program across Queensland. Conducted by the Population Research Laboratory (PRL) within the Centre for Social Science Research (CSSR) at Central Queensland University, the 2008 QSS is the fourth in a series of annual cost-shared, omnibus surveys aimed at obtaining public opinion on a range of topics held by a representative sample of Queensland residents. The QSS is comprised of core questions (e.g. publicity and social capital), demographic questions and a series of sponsored questions. This survey allows researchers and community organisations to access a credible, reliable and relatively low-cost data-collection vehicle.

The QSS was administered through the ten station Computer-Assisted-Telephone-Interview (CATI) system housed in the PRL, from July 21st 2008 until August 25th 2008. The target population was all individuals who were 18 years or older, living in a dwelling unit in Queensland and could be contacted by a direct-dialled land-based telephone service. This population was divided into two sub-samples, 1: South-East Queensland (Brisbane and Moreton statistical sub-divisions) and 2: the rest of Queensland. A random sample approach was undertaken to ensure that each member of the target population had an equal chance of selection. The survey received ethical clearance from the Human Research Ethics Committee at Central Queensland University.

Data Quality

Response Rate

The response rate calculation follows the recommended standard definitions of response rates based on the American Association for Public Opinion Research, Standard Definitions. [5] The response rate is a calculated percentage representing the number of people participating in the survey either with a completed or partially completed interview divided by the people selected in the sample.

RR6 is the maximum response rate. The calculations for RR6 are shown below.

$$RR6 = \frac{\text{Complete Interviews} + \text{Partial Interviews}}{(\text{Complete} + \text{Partial}) + (\text{Refusal} + \text{Non Contact} + \text{Other})}$$
$$RR6 = \frac{1243 + 24}{(1243 + 24) + (1908 + 76 + 167)}$$

The RR6 Response Rate for the 2008 QSS was 37.07%.

Estimated Sampling Error

The sampling error is a measure of the validity of the descriptive statistics that are observed in a sample. The estimated sampling error, at the 95% confidence level, for the Rest of State area sample of 425 households and a 50/50 binomial percentage distribution is plus or minus 4.7 percentage points. The sampling error for Brisbane and Moreton statistical sub-divisions at the same level of confidence is plus or minus 3.4 percentage points. Survey estimates for the total sample of 1,243 are accurate within plus or minus 2.8 percentage points, 19 times out of 20. [6]

Data Treatment

10,000 Steps awareness in 2008 was analysed by geographical location, gender, age, years of education, household income, occupation, body mass index (BMI) and leisure time physical activity (LTPA) levels.

Leisure Time Physical Activity Levels

Leisure time physical activity data was collected using the Active Australia Survey instrument. [7] Following the Active Australia guidelines levels of physical activity were categorized as follows:

- 1) Sedentary (Reported no walking, moderate- or vigorous-intensity activity in the week prior to the survey);
- 2) Insufficient Activity (Reported less than 150 minutes of physical activity or reported more than 150 minutes of activity but in less than five sessions in the week prior);
- 3) Sufficient Activity (Reported a minimum of 150 minutes of activity conducted in five or more sessions in the week prior).

Statistical Analyses

Prevalence estimates are presented as a percentage of the population. Logistical regression was used to describe the associations between awareness and the selected demographic measures assessed in the study. The association is presented as an odds ratio in comparison to a reference group and indicates the increased or decreased likelihood of a sub-group in the population to perform a specific behaviour. For example, a significant positive odds ratio indicates that the sub-group is more likely to perform the specified behaviour when compared to the reference group. A significant negative odds ratio indicates that the sub-group is less likely to perform the specified behaviour than the reference group.

To examine the prevalence of awareness from 2005 to 2008 the data from all four QSS surveys were combined and a final logistic regression was performed. This logistic regression examined the association between awareness and demographic variables within the total sample and also investigated awareness across the four years.

RESULTS

The Sample

Two-thirds of the participants were from the Brisbane and Moreton area, which is reflective of the population distribution in the state of Queensland. Approximately 65% of the sample were 45 years or older and around 40% of the respondents earned an annual household income greater than \$52 000. Self report data showed that over 60% of the participants were overweight or obese while approximately 55% of the sample were sufficiently active for health benefits. Further demographics of the sample are presented in Table 1 (see Appendix).

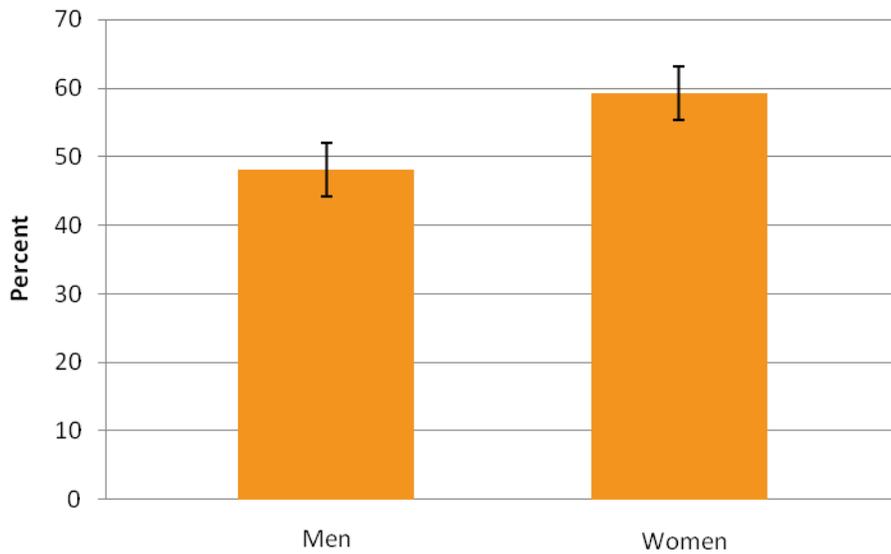
Awareness of the 10,000 Steps Program 2008

Awareness of the 10,000 Steps program was determined through the following research question; 'Have you heard of the 10,000 Steps program?' Across the total sample of Queenslanders, 53.7% of the respondents were aware of the 10,000 Steps program. The prevalence of awareness across gender, age, location, years of education, household income and occupation variables are shown in Table 2 (see Appendix). To determine if participant characteristics influenced awareness, crude and adjusted odds ratios were calculated. The results of the logistical regression analysis investigating the associations between demographic variables and awareness are also presented in Table 2. The crude odds ratios revealed significant associations between awareness and gender, age group, location, years of education, household income, and occupation. When adjusting for all demographic variables in the final model, significant associations remained for gender, age group, location and household income. Results are discussed in the following sections.

Gender

A higher percentage of women (59.2%) were aware of the 10,000 Steps program than men (48.1%; Figure 1). The logistic regression analysis revealed that women were significantly more likely to be aware of 10,000 Steps than men.

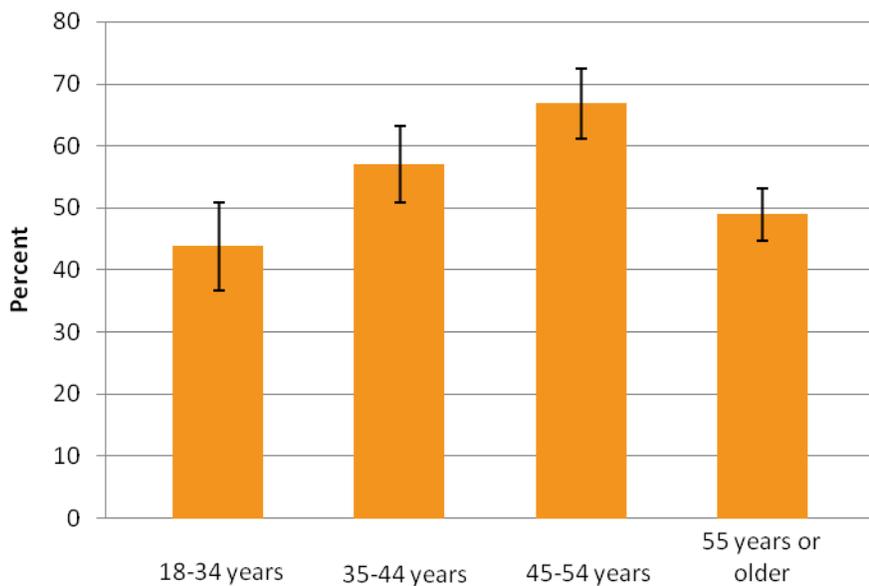
Figure 1. Percentage of respondents aware of 10,000 Steps by gender.



Age Group

Participants aged 45-54 years had the highest levels of awareness of the 10,000 Steps program (66.8%). This was followed by the 35-44 year age group (57.0%) and the 55 years and over age group (49.0%). Participants aged 18-34 years had the lowest levels of awareness at 43.8% (Figure 2). The odds ratios revealed that respondents aged 45-54 years were significantly more likely to be aware of 10,000 Steps than those aged 18-34 years when adjusting for all other demographic variables.

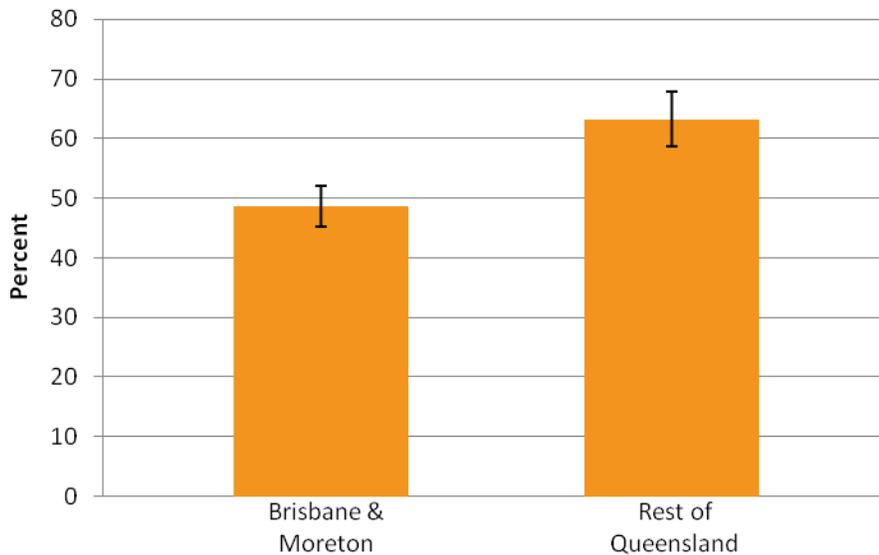
Figure 2. Percentage of respondents aware of 10,000 Steps by age.



Location

Residents from the Brisbane and Moreton districts (48.7%) were less aware of the 10,000 Steps program than residents living in the rest of Queensland (63.2%; Figure 3). Odds ratios, adjusted for all demographic variables, showed that residents from the rest of Queensland were significantly more likely to be aware of the 10,000 Steps program than Brisbane and Moreton residents.

Figure 3. Percentage of respondents aware of 10,000 Steps by location.



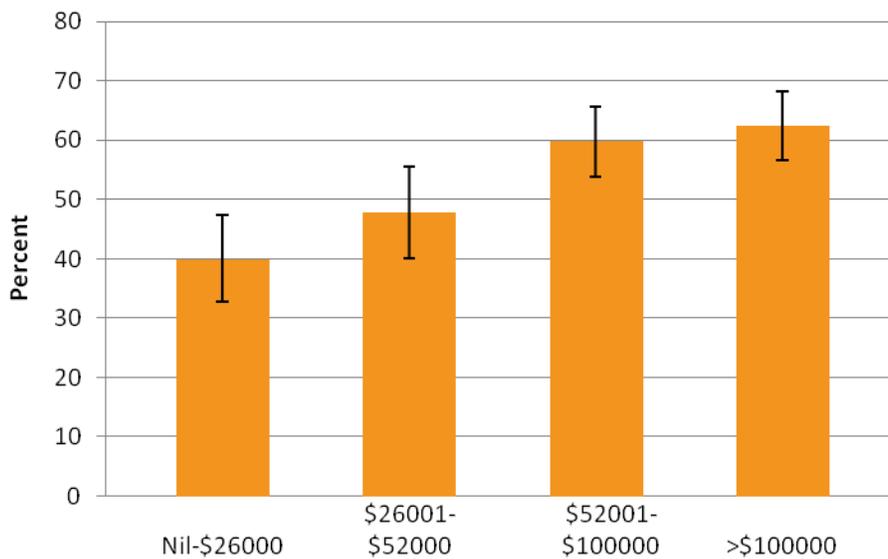
Years of Education

Participants with 15 years of education or more had the highest percentage awareness of the 10,000 Steps program (62.1%). This was followed by participants with 11-12 years of education (51.7%) and 13-14 years of education (49.1%). Participants with 10 years of education or less reported the lowest levels of awareness at 47.8%. Crude odds ratios revealed that participants with 15 years of education or more were significantly more likely to be aware of 10,000 Steps than those with 10 years of education or less. However, when adjusting for all demographic variables awareness was no longer associated with years of education.

Household Income

Participants with an annual household income of over \$100 000 had the highest percentage awareness of the 10,000 Steps program (62.8%). This was followed by participants earning \$52 001-\$100 000 (59.8%) and those earning \$26 000-\$52 000 (59.65%). Participants earning \$26 000 or less had the lowest levels of awareness at 40.0% (Figure 4). Adjusted odds ratios revealed that those earning a household income greater than \$100 000 were significantly more likely to be aware of 10,000 Steps than those earning \$26 000 or less.

Figure 4. Percentage of respondents aware of 10,000 Steps by household income.



Occupation

Professional workers reported the highest levels of awareness of the 10,000 Steps program (62.7%), followed by white collar workers (55.1%) and finally, blue collar workers (46.7%). Initial crude odds ratios revealed that occupation was associated with awareness of the 10,000 Steps program. Blue collar workers were less likely to be aware of 10,000 Steps than professional workers. However, when adjusting for all variables in the final logistic regression model, occupation was no longer associated with awareness.

BMI Category and LTPA Levels

Neither BMI Category or LTPA levels were found to be associated with awareness in the crude odds ratio analysis. Therefore, these variables were not included in the final logistic regression model.

Overall Awareness of the 10,000 Steps Program 2005-2008

The awareness data from 2005 to 2008 was combined and analysed to investigate trends in 10,000 Steps awareness over the past four years. The awareness levels over these four years can be seen in Table 3 (see Appendix). It can be seen that awareness levels have steadily increased from 2005 to 2007 and remained relatively stable in 2008.

Results of the final logistic regression conducted on the combined data can be seen in Table 4 (see Appendix). The results indicated that respondents from the 2006, 2007 and 2008 QSS were more likely to be aware of the 10,000 Steps program than respondents from the 2005 QSS. Furthermore it was found that all socio-demographic variables were significantly associated with awareness of the 10,000 Steps program. Women were significantly more likely to be aware of the program than men. Respondents aged 35 years or older were significantly more likely to be aware than those aged 18-34 years. Respondents with 13 years of education or more were more likely to be aware than those with 10 years of education or less and finally, respondents with an annual household income greater than \$52 000 were significantly more likely to be aware of 10,000 Steps than those with an annual household income of \$26 000 or less.

CONCLUSIONS AND RECOMMENDATIONS

With the continued dissemination of the 10,000 Steps program across Queensland and beyond, it is important to investigate and monitor the awareness of the program in the general population. Currently, almost 54% of Queensland residents are aware of the 10,000 Steps program. This is similar to the awareness statistics observed in 2007 indicating that awareness of the 10,000 Steps program has remained stable over the past 12 months.

In 2008, awareness of 10,000 Steps was found to be associated with resident's geographical location, with residents from the rest of Queensland more likely to be aware of 10,000 Steps than those from Brisbane and Moreton districts. This relationship was also seen in 2005, 2006 and 2007. [2-4] This finding can be explained by the 10,000 Steps promotion and dissemination activities across Queensland. As 10,000 Steps began in regional Queensland, individuals from the rest of Queensland sub-sample have been exposed to the program for a longer duration of time which would result in a higher proportion of residents reporting awareness. It has also been observed that there are a higher number of community 10,000 Steps programs (i.e. Mackay, Cairns, Townsville, Rockhampton) initiated in the rest of Queensland than in the Brisbane and Moreton Bay districts. However, with continued promotion and dissemination in the Brisbane and Moreton Bay districts awareness of the 10,000 Steps program should reach similar levels throughout Queensland. The development of further Brisbane projects will hopefully contribute to and increase the awareness of the 10,000 Steps program in this region.

Analysis of the 2008 data revealed that awareness was also associated with gender, age and annual household income. Similar results have been found in previous studies investigating 10,000 Steps awareness in Queensland. [2-4] Furthermore, when data from all four QSS were combined and analysed awareness was also found to be associated with gender, age and annual household income, as well as years of education. These findings indicate that certain demographic sub-groups of the population are more likely to be aware of 10,000 Steps than others. Women, older adults and individuals from higher socioeconomic backgrounds (greater years of education and/or higher annual household income) were more likely to be aware of the 10,000 Steps program than their respective reference groups.

It is unclear why certain sub-groups of the population are more likely to be aware of the 10,000 Steps program. However, the promotion of specific 10,000 Steps strategies, such as the 10,000 Steps Challenge for Workplaces may contribute to the increased awareness observed in higher socioeconomic sub-groups. Individuals from a higher socioeconomic background may also find the resources more easily accessible as 10,000 Steps is predominantly internet-based. The nature of the 10,000 Steps program may also be more appealing to mid-age women, as both this program and other pedometer based physical activity promotion programs have reported higher levels of awareness and participation in this sub-group. [8-10] These results highlight that specific 10,000 Steps strategies and promotional activities need to be developed to reach those individuals who are least likely to be aware of the program.

The higher levels of awareness observed in women, older adults and individuals from the rest of Queensland sub-sample also show that 10,000 Steps has been successful at reaching some of the least physically active sub-groups in the population. Both Queensland and national data show that women and older adults are more likely to be sedentary than the rest of the population and/or less likely to participate in physical activity. [11, 12] Similarly, it has been shown that individuals located outside of the state capital cities (i.e. within the rest of state) have lower participation rates in physical activity.

[13] Therefore, the 10,000 Steps program has been successfully promoted to these less physically active target groups.

Overall, this awareness data shows that 10,000 Steps has been successfully disseminated and promoted across Queensland. Awareness of the 10,000 Steps program across Queensland has increased since 2005 and has remained above 50% over the previous 12 months. This provides further evidence that the internet has been a successful tool for disseminating the physical activity program both to individuals and to organisations and community groups. [8] The sustained dissemination and promotion of the program across the state should continue to raise awareness of the 10,000 Steps program across Queensland.

Future Recommendations

To ensure that awareness of the 10,000 Steps program increases in the future further promotion and dissemination of the 10,000 Steps programs is needed. In particular the following sub-groups should be targeted: residents from Brisbane and Moreton Bay districts, men, individuals aged 18-34 years and individuals with a lower socio-economic status. These groups are less likely to be aware of the 10,000 Steps program when compared with other demographic groups. Lower socio-economic individuals should be particularly targeted as they are also less likely to participate in sufficient levels of physical activity. [14, 15]

Continued examination of the awareness of 10,000 Steps across Queensland should be conducted to monitor dissemination of the project and to enable researchers to identify areas and target groups in which further promotion is needed. In the future, it may also be valuable to assess the awareness of the program within the Australian population as this program continues to be disseminated and promoted at both a national and international level.

APPENDIX: TABLES

Table 1. Demographic characteristics of the total sample of participants (n=1243).

Characteristic	n	%	Valid %
Gender			
Male	623	50.1	50.1
Female	620	49.9	49.9
Age Group			
18-34 years	185	14.9	15.0
35-44 years	244	19.6	19.8
45-54 years	266	21.4	21.5
≥55 years	540	43.4	43.7
Missing	8	0.6	
Location			
Brisbane & Moreton	818	65.8	65.8
Rest of Queensland	425	34.2	34.2
Years of Education			
0-10	356	28.6	28.8
11-12	286	23.0	23.2
13-14	164	13.2	13.3
≥15	428	34.4	34.7
Missing	9	0.7	
Household Income (per annum)			
Nil-\$26 000	175	14.1	20.2
\$26 001-\$52 000	159	12.8	18.3
\$52 001-\$100 000	262	21.1	30.2
>\$100 000	247	21.8	31.3
Missing	376	30.2	
Occupation			
Professional	403	32.4	56.4
White Collar	147	11.8	20.6
Blue Collar	165	13.3	23.1
Missing	528	42.5	
BMI Category			
Healthy weight	476	38.3	38.4
Overweight or Obese	764	61.5	61.6
Missing	3	0.2	
LTPA Levels			
Sedentary	184	14.8	14.8
Insufficient Activity	368	29.6	29.6
Sufficient Activity	690	55.5	55.6
Missing	1	0.1	

Table 2. Crude and adjusted odds ratios for awareness by demographic variables.

Variable	n	% Aware	Crude OR	95% CI	Adjusted ^a OR ^b	95% CI
Gender						
Male	621	48.1	1.00	Reference	1.00	Reference
Female	620	59.2	1.56	1.25-1.96	1.58	1.07-2.33
Age Group						
18-34 years	185	43.8	1.00	Reference	1.00	Reference
35-44 years	244	57.0	1.70	1.16-2.50	1.62	0.96-2.75
45-54 years	265	66.8	2.58	1.75-3.80	2.60	1.53-4.41
≥55 years	539	49.0	1.23	0.88-1.73	1.60	0.90-2.87
Location						
Brisbane & Moreton	817	48.7	1.00	Reference	1.00	Reference
Rest of Queensland	424	63.2	1.81	1.42-2.30	1.68	1.13-2.49
Years of Education						
0-10	356	47.8	1.00	Reference	1.00	Reference
11-12	286	51.7	1.17	0.86-1.60	1.16	0.66-2.05
13-14	163	49.1	1.06	0.73-1.53	1.08	0.58-1.99
≥15	427	62.1	1.79	1.35-2.38	1.38	0.81-2.36
Household Income						
Nil-\$26 000	175	40.0	1.00	Reference	1.00	Reference
\$26 001-\$52 000	159	47.8	1.37	0.89-2.12	1.13	0.51-2.51
\$52 001-\$100 000	261	59.8	2.23	1.51-3.29	1.97	0.98-3.98
>\$100 000	271	62.4	2.49	1.68-3.67	2.36	1.16-4.82
Occupation						
Professional	402	62.7	1.00	Reference	1.00	Reference
White Collar	147	55.1	0.73	0.50-1.07	0.90	0.53-1.12
Blue Collar	165	46.7	0.36	0.36-0.75	0.86	0.53-1.37

^a Odds ratios adjusted for all variables in the table.

^b n=529

Table 3. Awareness of the 10,000 Steps program 2005-2008.

Variable	% Aware 2005	% Aware 2006	% Aware 2007	% Aware 2008
Total	33.5	42.5	56.6	53.7
Gender				
Male	29.0	36.5	53.1	48.1
Female	37.7	48.5	60.0	59.2
Age Group				
18-34 years	31.9	40.3	41.8	43.8
35-44 years	33.9	42.0	63.5	57.0
45-54 years	38.8	52.0	61.0	66.8
≥55 years	30.3	37.3	57.1	49.0
Location				
Brisbane & Moreton	26.0	37.0	52.6	48.7
Rest of Queensland	47.9	53.3	64.5	63.2
Years of Education				
0-10	25.6	35.4	49.9	47.8
11-12	32.3	38.0	58.1	51.7
13-14	42.3	43.4	51.1	49.1
≥15	37.0	49.5	62.5	62.1
Household Income				
Nil-\$26 000	30.2	36.4	47.7	40.0
\$26 001-\$52 000	29.4	40.2	60.1	47.8
\$52 001-\$100 000	35.8	48.5	59.6	59.8
>\$100 000	40.4	49.7	70.0	62.4
Occupation				
Professional	37.3	49.5	64.5	62.7
White Collar	38.1	43.8	52.4	55.1
Blue Collar	31.4	34.6	50.0	46.7
BMI Category				
Healthy weight	32.7	41.7	52.9	52.5
Overweight or Obese	34.4	42.8	60.4	54.5
LTPA Levels				
Sedentary	31.8	-	43.2	50.5
Insufficient Activity	34.4	-	60.4	51.8
Sufficient Activity	33.5	-	58.8	55.6

Table 4. Variables associated with awareness of the 10,000 Steps program, 2005-2008.

Variables	Adjusted^a OR^b	95% CI
Gender		
Male	1.00	Reference
Female	1.71	1.47-1.98
Age Group		
18-34 years	1.00	Reference
35-44 years	1.32	1.05-1.66
45-54 years	1.79	1.43-2.24
≥55 years	1.50	1.20-1.87
Location		
South East Qld	1.00	Reference
Rest of Qld	2.22	1.90-2.59
Years of Education		
0-10	1.00	Reference
11-12	1.17	0.95-1.46
13-14	1.39	1.08-1.79
≥ 15	1.60	1.32-1.95
Household Income		
Nil-\$26 000	1.00	Reference
\$26 001-\$52 000	1.21	0.97-1.52
\$52 001-\$100 000	1.72	1.38-2.14
>\$100 000	2.10	1.65-2.67
Year of Survey		
2005	1.00	Reference
2006	1.55	1.27-1.91
2007	2.95	2.39-3.64
2008	2.30	1.87-2.82

^a Odds ratios adjusted for all variables in the table.

^b n=3337

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For information on physical activity
and programs contact:
10,000 Steps
Ph: (07) 4930 6751 Fax: (07) 4930 6401
Email: 10000steps@cqu.edu.au
Website: www.10000steps.org.au