



10,000 Steps Working Paper Series

Paper 17: Awareness of the 10,000 Steps Program across Queensland, 2013

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EXECUTIVE SUMMARY

This report details Queensland adults' awareness levels of the 10,000 Steps program in 2013. The report also examines associations between demographic variables and the level of awareness, and trends in awareness of the 10,000 Steps program in the period 2005 to 2013.

A Computer-Assisted-Telephone-Interview (CATI) survey was conducted by the Population Research Laboratory, CQUniversity in July and August 2013. The survey, the Queensland Social Survey (QSS), randomly selected adults (n = 1293) aged 18 years and over living in Queensland, Australia that were able to be contacted by direct dialled landline telephone.

- In 2013, 69.8% of the Queensland adult population were aware of the 10,000 Steps program.
 - Awareness was higher among women (77.8%) compared to men (62.6%).
 - Approximately 63% 18-34 year olds, 76% of 35-44 year olds, 71% of 45-54 year olds and 68% of individuals aged 55 years and over were aware of the program.
 - Approximately 66% of residents from Brisbane and Moreton were aware of the program compared to 76% of residents from the rest of Queensland.
- In 2013, awareness was found to be significantly associated with only a limited number of demographic characteristics.
 - 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 those residents living in the Brisbane and Moreton area.
 - Individuals with more than 13 years of education were significantly more likely to be aware of the 10,000 Steps program than those with up to 12 years of education.
- Analysis of the pooled data from the 2005-2013 QSS revealed that awareness has significantly increased each year compared to 2005.

INTRODUCTION

Background

10,000 Steps Rockhampton was Australia's first 'whole of community' health promotion physical activity project, funded by Queensland Health. The program was originally a demonstration project of a whole of community approach to physical activity that was conducted in the Rockhampton Region. The initial demonstration project successfully increased physical activity levels in Rockhampton. Since 2003, Queensland Health has provided funding for 10,000 Steps to be developed as a sustainable state-wide and beyond initiative [1].

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, workplaces 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 associated with physical activity. 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 2014, the 10,000 Steps program has over 260,000 individual members and 9,500 Providers (organisations and community groups) registered with the 10,000 Steps website.

Awareness levels of the 10,000 Steps program across Queensland have been monitored annually from 2005. Each year a randomly selected sample of the Queensland population has been used to examine the overall awareness of the program and also in selected demographic sub-samples. Previous awareness statistics have shown that awareness has generally increased over the period from 2005 (33.5%) to 2012 (60.6%) with a high of 64.4% in 2009. [2-7]. It has also been found that certain demographic sub-samples are more likely to be aware of 10,000 Steps than others [2-9]. For example, it has been consistently shown that higher proportions of women report being aware of the program than men and that the higher proportions of residents from the rest of Queensland are aware compared with residents from Brisbane and Moreton Districts [2-9]. The current report examines the awareness of the 10,000 Steps program in 2013.

Purpose of Study

The purpose of this study was to examine the awareness of the 10,000 Steps program across Queensland in 2013. In addition, the study examined if demographic variables (i.e. gender, age, location, years of education, annual household income, occupation, body mass index, (BMI) category and physical activity (LTPA) were associated with program awareness. Finally, this study examined trends in awareness of the 10,000 Steps program in Queensland using combined data from the year 2005 to 2013.

Survey Method

Conducted by the Population Research Laboratory (PRL) within the Institute for Health and Social Science Research (IHSSR) at CQUniversity, the 2013 Queensland Social Survey (QSS) is the ninth 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. 10,000 Steps sponsored a series of questions on the 2013 QSS.

The QSS was administered through the Computer-Assisted-Telephone-Interview (CATI) system housed in the PRL, from July 2nd 2013 until August 4th 2013. The target

population was all individuals who were 18 years or older, lived 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 CQUniversity Australia.

Data Quality

Response Rate

A total of 1,293 people completed the survey. The response rate calculation follows the recommended standard definitions of response rates based on the American Association for Public Opinion Research, Standard Definitions. [6] 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.

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

$$RR = \frac{\text{Complete Interviews} + \text{Partial Interviews}}{(\text{Complete} + \text{Partial}) + (\text{Refusal} + \text{Non-Contact} + \text{Other})}$$
$$RR = \frac{1293 + 19}{(1293 + 19) + (1461 + 181 + 231)}$$

The RR Response Rate for the 2013 QSS was 41.2%.

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 438 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 3.3 percentage points. Survey estimates for the total sample of 1,293 are accurate within plus or minus 2.7 percentage points, 19 times out of 20.

Data Collection and Analysis.

Awareness of 10,000 Steps in 2013 was examined by geographical location (Brisbane and Moreton statistical sub-divisions, Rest of Queensland), gender, age, years of education, household income, occupation, BMI and physical activity levels. Awareness of the 10,000 Steps program was determined through the following research question using a yes no response format; 'Have you heard of the Ten Thousand (10,000) Steps program?'

Physical Activity Levels

Physical activity data was collected using the Active Australia Survey [8]. Following standard scoring protocols for the Active Australia Survey physical activity was categorized as follows:

- 1) No activity (Reported no walking, moderate- or vigorous-intensity activity in the prior week);
- 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 prior week);
- 3) Sufficient Activity (Reported a minimum of 150 minutes of activity conducted in five or more sessions in the prior week).

Statistical Analyses

Prevalence estimates are presented as a percentage of the population who report being aware of 10,000 Steps. Binary logistic regression was used to examine the associations between awareness and 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 report being aware of 10,000 Steps. In the current analysis compared to the reference group, an odds ratio greater than 1.00 indicates that a particular group or subgroup is more likely to report being aware of 10,000 Steps, and an odds ratio less than 1.00 indicates that a group or subgroup is less likely to report being aware of 10,000 Steps.

To examine the prevalence of awareness from 2005 to 2013 the data from all nine QSS surveys were combined and logistic regression was used to examine changes in awareness over this time period. The variable 'year of survey' was entered as categorical variable in the analysis. All tests were performed at an alpha level of 0.05.

RESULTS

The Sample

Of the overall sample (n = 1,293), 66.1% were located in the Brisbane and Moreton areas (South East Queensland - SEQ), with the remaining 33.9% located in areas of Queensland outside of SEQ. Approximately 55.9% of the sample were aged 55 years and older and approximately 62.6% of the respondents earned an annual household income greater than \$52,000. Self-report data showed that over 64% of the participants were overweight or obese while 44.3% of the sample was sufficiently active for health benefits. Further demographics of the sample are presented in Table 1 (See Appendix – Table 1).

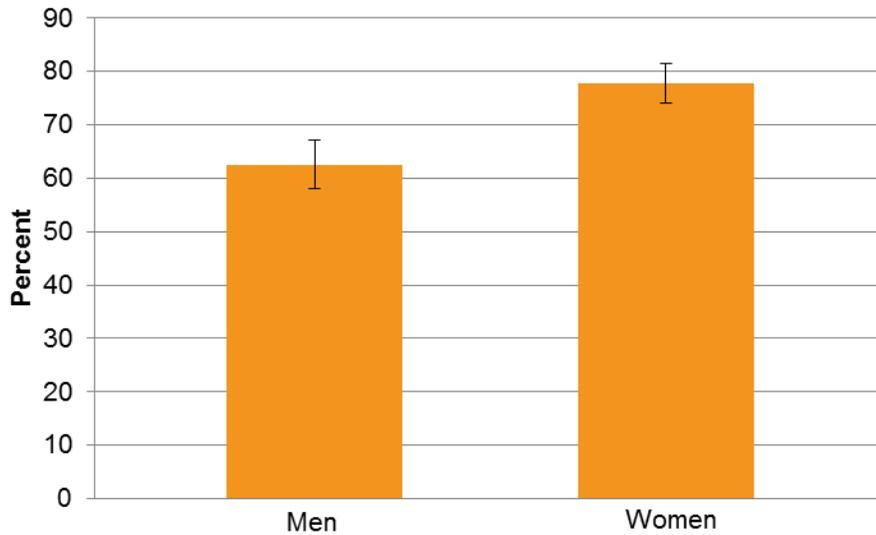
Awareness of the 10,000 Steps Program 2013

Across the total sample, 69.8% 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 is shown in Table 2 (See Appendix – Table 2). Significant associations were found between awareness and gender, location and years of education when adjusting for other demographic variables. The following sections discuss these results in detail.

Gender

A higher percentage of women (77.8%) were aware of the 10,000 Steps program than men (62.6%; Figure 1). The logistic regression analysis revealed that women were significantly more likely to be aware of 10,000 Steps than men.

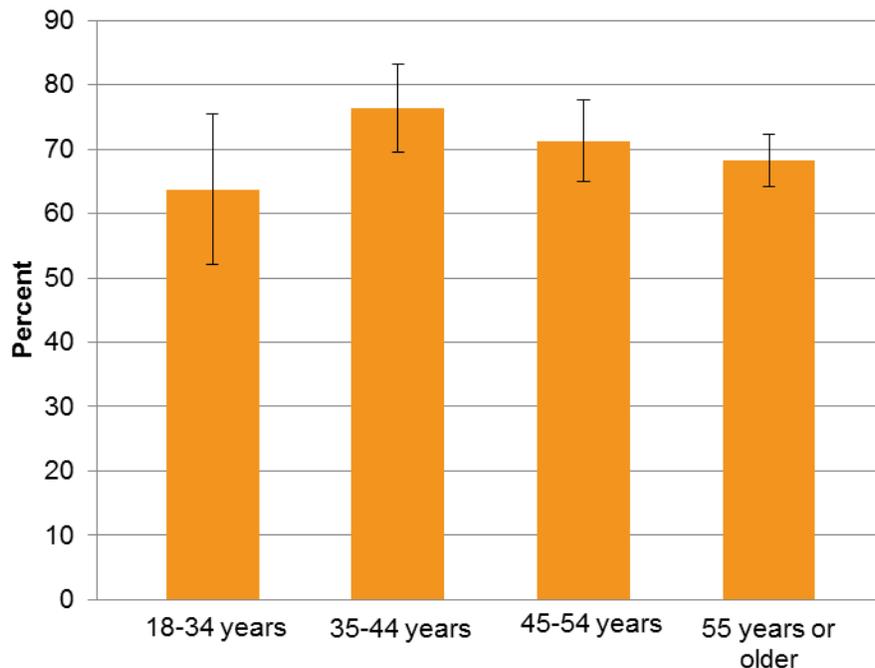
Figure 1. Percentage of respondents aware of 10,000 Steps by gender.



Age Group

Participants aged 35-44 years had the highest levels of awareness of the 10,000 Steps program (76.4%). This was followed by the 45-54 years age group (71.3%) and the 55 years and older age group (68.2%). Participants aged 18-34 years had the lowest levels of awareness at 63.7% (Figure 2). When adjusting for other socio-demographic factors there was no statistically significant association between age and awareness of 10,000 Steps.

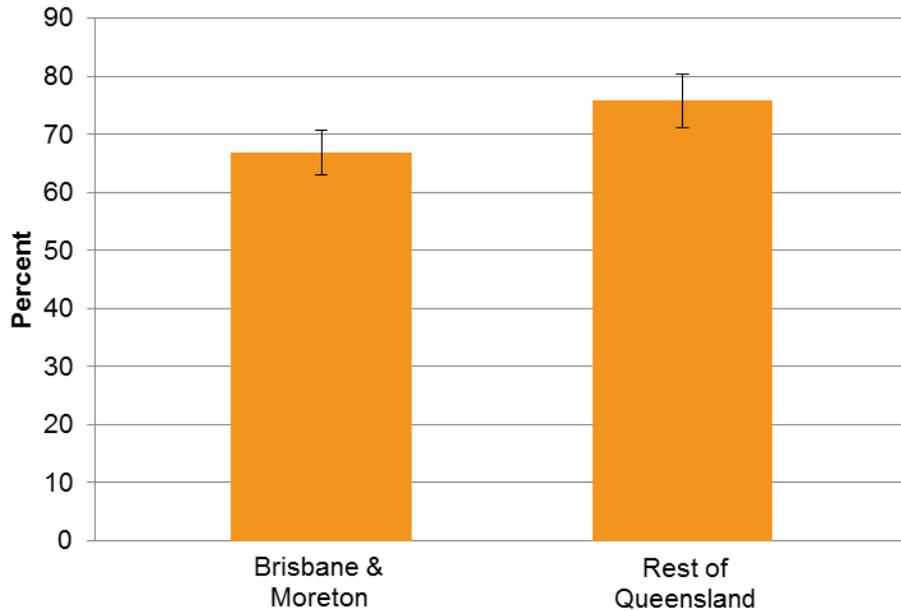
Figure 2. Percentage of respondents aware of 10,000 Steps by age.



Location

A higher proportion of residents from the rest of Queensland (75.8%) were aware of the 10,000 Steps program than residents living in the Brisbane and Moreton area (66.9%; Figure 3). The residents from the rest of Queensland were also significantly more likely to be aware of the 10,000 Steps program than those living in the Brisbane and Moreton area when adjusting for other socio-demographic factors.

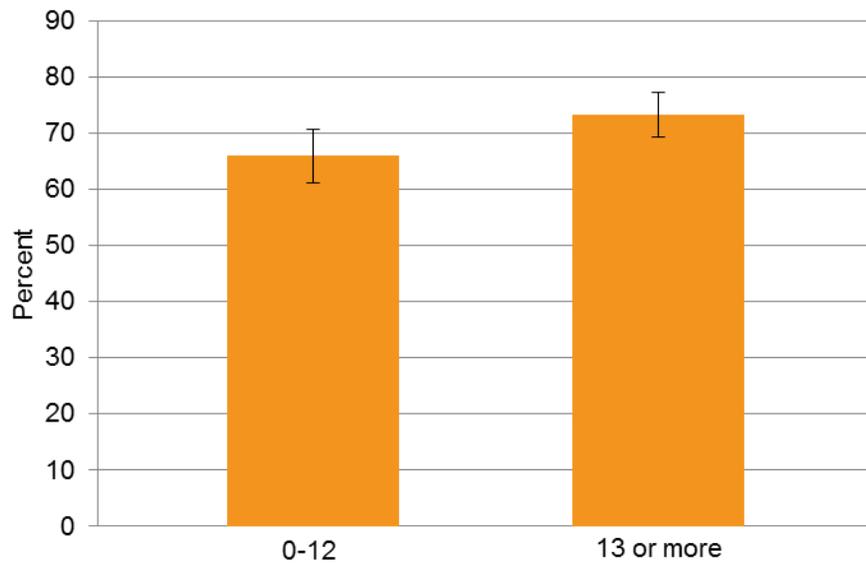
Figure 3. Percentage of respondents aware of 10,000 Steps by location.



Years of Education

A higher proportion of participants with 13 years or more of education (73.3%) were aware of the 10,000 Steps program than participants with up to 12 years of education. In adjusted analysis the participants with more than 13 years of education were also significantly more likely to be aware of the 10,000 Steps program than those with 12 years of education or less.

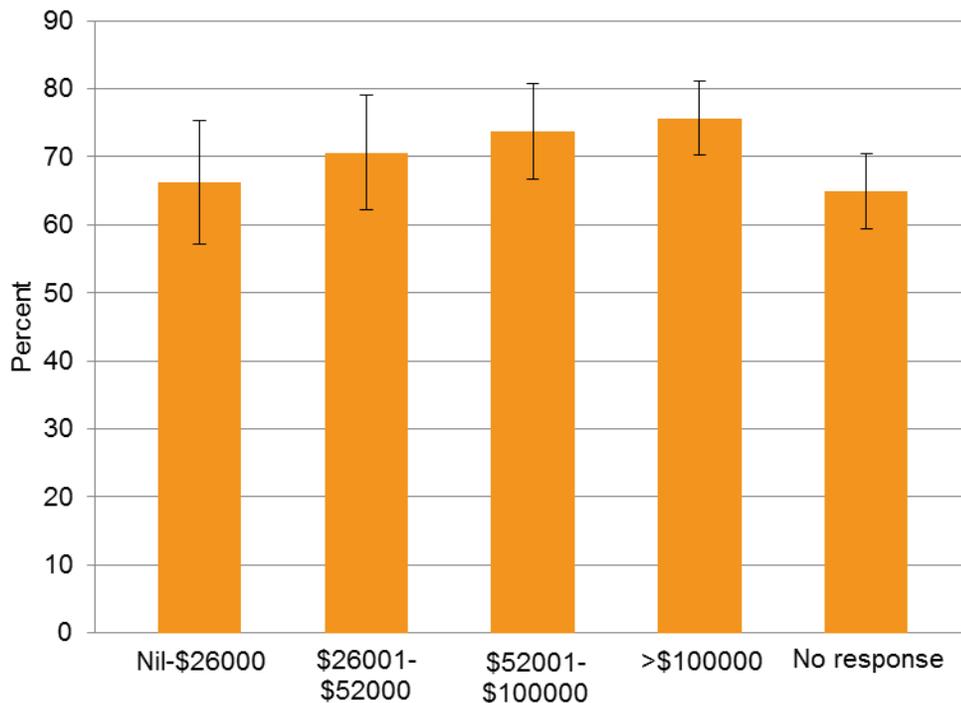
Figure 4. Percentage of respondents aware of 10,000 Steps by years of education.



Household Income

Participants with an annual household income of over \$100,000 had the highest levels of awareness of the 10,000 Steps program (75.7%). This was followed by participants earning \$52,001-\$100,000 (73.7%), participants earning \$26,001-\$52,000 (70.6%) and those earning \$26,000 or less (66.2%). Participants who did not wish to report on their household income reported the lowest awareness of the 10,000 Steps program at 64.9% (Figure 5). When adjusting for other socio-demographic factors, there was no significant association between household income levels and levels of awareness.

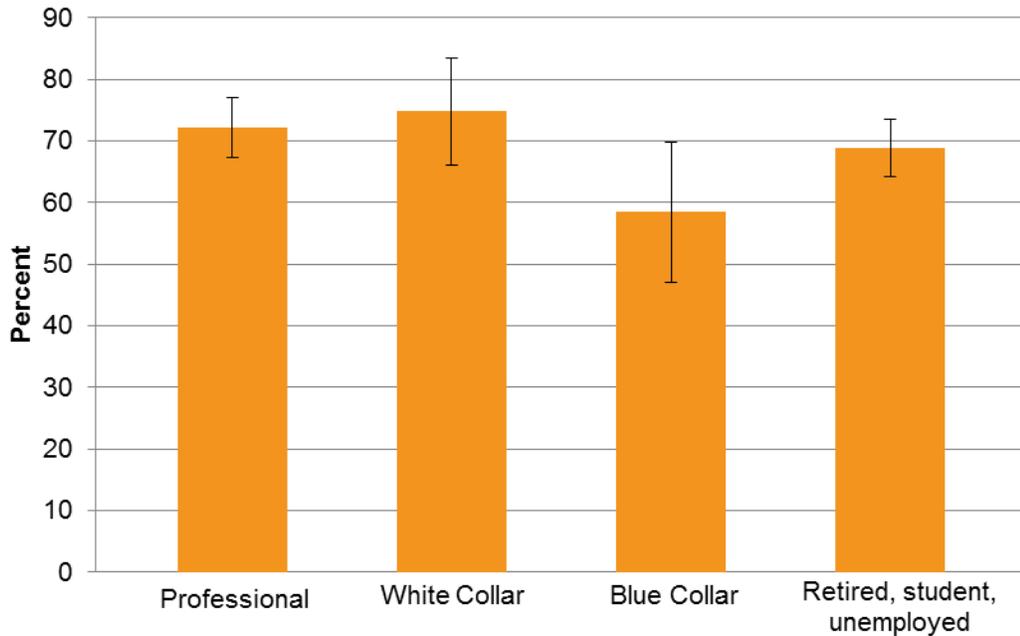
Figure 5. Percentage of respondents aware of 10,000 Steps by household income.



Occupation

White collar workers reported the highest levels of awareness of the 10,000 Steps program (74.8%), followed by professional workers (72.2%), followed by those who were retired, students or unemployed (68.9%) and finally, blue collar workers (58.5%; Figure 6). When adjusting for other demographic factors there was no significant association between occupational level and awareness of 10,000 Steps. .

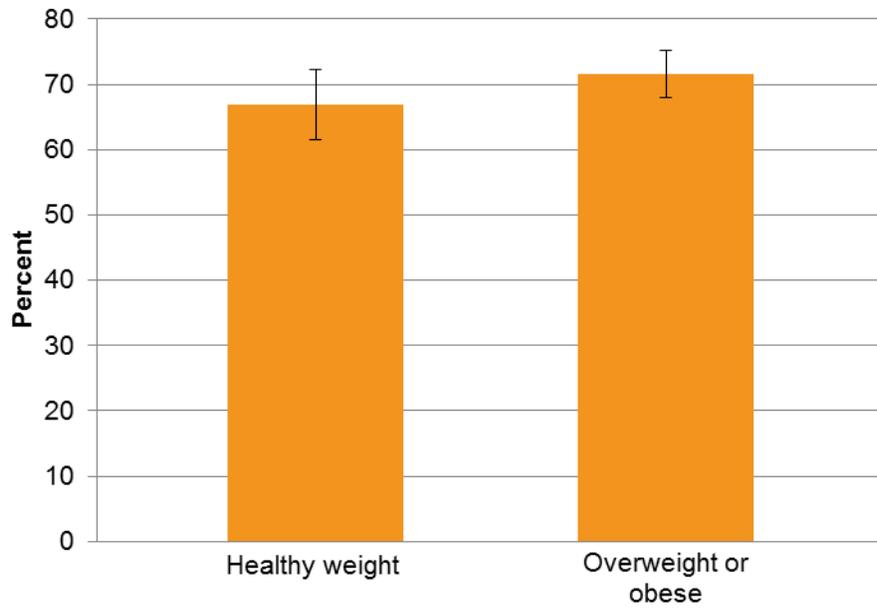
Figure 6. Percentage of respondents aware of 10,000 Steps by occupational level.



BMI Category

Participants who were overweight or obese (71.6%) reported a higher level of awareness than healthy weight participants (66.9%; Figure 7). There was no association between BMI and awareness of 10,000 Steps when adjusting for other socio-demographic factors.

Figure 7. Percentage of respondents aware of 10,000 Steps by BMI category.



10,000 Steps Awareness compared to other health related initiatives

During the 2013 Queensland Social Survey respondents were also asked about their awareness of other similar physical activity and health and wellbeing programs. Awareness of 10,000 Steps was higher compared to the other programs assessed. Approximately, one third of participants were aware of the Australian “Go for 2&5” campaign (33.6%), the Queensland “Smart Choices” campaign (32.1%), while fewer participants were aware of the Australian “Swap It, Don’t Stop It” campaign (26.4%), Shape Up (14.0%) and Smart Moves (9.4%).

Overall Awareness of the 10,000 Steps Program 2005-2013

The awareness data from 2005 to 2013 was combined and analysed to investigate trends in 10,000 Steps awareness over the past nine years. The awareness levels over these nine years can be seen in Table 3 (See Appendix – Table 3). It can be seen that awareness levels have increased across all years. There was a slight decline in awareness between 2009 and 2010, however across all years awareness is higher than that reported in 2005.

Results of the logistic regression conducted on the combined data can be seen in Table 4 (See Appendix – Table 4). The results indicate that respondents from the 2006 to 2013 QSS were more likely to be aware of the 10,000 Steps program than respondents from the 2005 QSS.

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, 69.8% of Queensland residents are aware of the 10,000 Steps program. This represents an approximate 10% increase in awareness over the previous 12 months. Awareness levels of 10,000 Steps across Queensland compares favourably with awareness levels reported in evaluations of other community based health promotion interventions or media interventions such as the Australian “Go for 2&5” nutrition campaign (63%) [10] and the Australian “Swap It, Don’t Stop It” campaign (65%) [11]. The previous evaluations of these interventions report higher levels of awareness compared to that reported in the current study which may be due to differences in the methods used in the studies or the time lag between these initiatives and the current evaluation.

In 2013, 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 each previous year [2-9]. This finding may be attributable to the promotion and dissemination of 10,000 Steps 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 may result in a higher proportion of residents reporting awareness. It has also been observed that there are a higher number of community-based 10,000 Steps programs (i.e. Mackay, Cairns, Townsville, and Rockhampton) initiated in the rest of Queensland than in the Brisbane and Moreton Bay districts. Although a significant difference still exists between awareness of individuals located in Brisbane and Moreton districts and the rest of Queensland, awareness levels in Brisbane and Moreton districts were higher than observed in any other survey. Although the gap in awareness between the Brisbane and Moreton area and the rest of Queensland (14% in 2012 and almost 9% in 2013) is closing, given the population distribution in the Brisbane and Moreton area it is still important to work on increasing the awareness of the 10,000 Steps program in this region in the future. With the increased and continued promotion and dissemination in the Brisbane and Moreton Bay districts, awareness of the 10,000 Steps program should reach similar levels throughout Queensland.

Analysis of the 2013 data revealed that awareness was also associated with gender and age. Similar results have been found in the previous studies investigating 10,000 Steps awareness in Queensland [2-9]. It is unclear why certain sub-groups of the population are more likely to be aware of the 10,000 Steps program. The nature of the 10,000 Steps program may be more appealing to 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 [14]. Statistics from 2012 show that 30.4% of Australian women chose walking as a sporting and/ or recreational activity, whereas only 16.5% of Australian men made this choice [15]. This suggests that walking is a more favourable sporting and/ or recreational choice for women and may reflect their greater likelihood to be aware of programs such as 10,000 Steps that have a focus on walking. Alternatively, the marketing and promotion of the program may resonate more with women, who are then more likely to report being aware of 10,000 Steps. Despite this, over 60% of men reported being aware of the program which can still be considered a high level of recognition in the community, although more targeted promotion may be needed to address the awareness gap between genders.

In 2012 and 2013 the QSS was conducted in two rounds due to the increased length of the survey due to increased sponsorship. Previous years of the QSS were conducted between July and August, while in the last two years the 10,000 Steps questions were

included in the QSS conducted between June and July. This date change is a potential limitation, when comparing 2012 and 2013 data to the previous years.

Due to the longevity of the 10,000 Steps program the awareness levels continued to grow over time reflecting the ongoing dissemination and success of the program in dissemination. This increased awareness may also be due to the continued growth of workplaces participating in the program and adopting the 10,000 Steps Workplace Challenge resulting in exposing more people to the program and its messages. This is evidenced by the increase from 65 Queensland workplaces undertaking a challenge in 2006 to 122 Queensland workplaces undertaking a challenge in 2013.

The increasing trend observed in 10,000 Steps awareness could be associated with the significant increase in household access the internet within Australia over time [17]. Statistics show that household access to the internet has increased from 44% in 1998 to 83% in 2012-13 [17]. As the internet grows and it becomes more integrated into everyday life, more people may be exposed to messages and marketing about 10,000 Steps as the program has a strong online presence and marketing strategy.

The higher levels of awareness observed in women, older adults and individuals from the rest of Queensland sub-sample 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 exercise at low levels than the rest of the population and/or less likely to participate in physical activity [20, 21]. 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 [22]. Therefore, the 10,000 Steps program has been successfully promoted to these less physically active target groups. For the future development of 10,000 Steps and to therefore increase physical activity participation, it is important that specific 10,000 Steps strategies and promotional activities are developed to reach those individuals who are least likely to be aware of the program.

Overall, that the current data indicate that 10,000 Steps has been well disseminated and promoted across Queensland. Awareness of the 10,000 Steps program across Queensland had increased since 2005 and has remained above 50% over the past seven years. This provides further evidence that the dissemination strategies adopted have been a valuable tool for disseminating the physical activity program to individuals, organisations and community groups [12]. 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

The increased awareness observed in 2013 shows the continued promotion and dissemination of the 10,000 Steps program is effective. From the data, the following sub-groups have been identified as those which should be prioritised in future marketing strategies: residents from Brisbane and Moreton Bay districts, men, and individuals with fewer than 12 years of education. These groups are less likely to be aware of the 10,000 Steps program compared with other demographic groups. With the continued expansion of the 10,000 Steps project to further encompass workplaces, it is hoped that this will contribute to increasing awareness levels overall and also in many of the groups that currently report lower levels of awareness.

Continued examination of the awareness of 10,000 Steps across Queensland should be conducted to monitor the dissemination of the project and to enable sociodemographic groups that should be prioritised in future promotional efforts. As the promotion of the 10,000 Steps program continues, it may also be valuable to investigate 10,000 Steps

awareness on a national level as an increasing number of organisations and communities outside of Queensland are adopting the program.



APPENDIX: TABLES

Table 1. Demographic characteristics of the total sample of participants, 2013 (n = 1293).^a

Characteristic	n	%
Gender		
Male	671	51.9
Female	622	48.1
Age Group		
18-34 years	102	7.9
35-44 years	199	15.5
45-54 years	265	20.6
55+ years	718	55.9
Location		
Brisbane & Moreton	855	66.1
Rest of Queensland	438	33.9
Years of Education		
0-12 years	575	45.5
≥13 years	689	54.5
Household Income (per annum)		
Nil-\$26 000	157	12.1
\$26 001-\$52 000	160	12.4
\$52 001-\$100 000	205	15.9
>\$100 000	325	25.1
No response	446	34.5
Occupational Level		
Professional	454	35.5
White Collar	127	9.9
Blue Collar	123	9.6
Retired, student, unemployed	576	45.0
BMI Category		
Healthy weight	453	35.1
Overweight or Obese	839	64.2
LTPA Levels		
No Activity	214	16.6
Insufficient Activity	504	39.1
Sufficient Activity	571	44.3

^a Note. The number of participants reported in each socio-demographic category may not add up to 1293 due to the presence of missing data for a particular category.

Table 2. Adjusted odds ratios for awareness by demographic variables, 2013.

Variable	n	% Aware	Adjusted OR ^{a,b}	95% CI
Gender				
Male	420	62.6	1.00	Reference
Female	483	77.8	2.38	1.82-3.12
Age Group				
18-34 years	65	63.7	1.00	Reference
35-44 years	152	76.4	1.56	0.89-2.71
45-54 years	189	71.3	1.28	0.76-2.16
≥55 years	489	68.2	1.29	0.80-2.10
Location				
Brisbane & Moreton	571	66.9	1.00	Reference
Rest of Queensland	332	75.8	1.60	1.21-2.12
Years of Education				
0-12	379	66.0	1.00	Reference
≥13	505	73.3	1.50	1.14-1.98
Household Income (per annum)				
Nil-\$26 000	104	66.2	1.00	Reference
\$26 001-\$52 000	113	70.6	1.22	0.74-2.00
\$52 001-\$100 000	151	73.7	1.34	0.82-2.19
>\$100 000	246	75.7	1.44	0.89-2.32
No response	289	64.9	0.87	0.58-1.31
Occupational Level				
Professional	328	72.2	1.00	Reference
White Collar	95	74.8	1.07	0.66-1.74
Blue Collar	72	58.5	0.78	0.50-1.23
Retired, student, unemployed	396	68.9	0.96	0.68-1.35
BMI Category				
Healthy weight	303	66.9	1.00	Reference
Overweight or Obese	600	71.6	1.25	0.96-1.62

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

^b n= 903

Table 3. Awareness of the 10,000 Steps program 2005-2013.

Variable	% Aware 2005	% Aware 2006	% Aware 2007	% Aware 2008	% Aware 2009	% Aware 2010	% Aware 2011	% Aware 2012	% Aware 2013
Total	33.5	42.5	56.6	53.7	64.4	51.7	60.4	60.6	69.8
Gender									
Male	29.0	36.5	53.1	48.1	58.2	52.4	53.4	52.6	62.6
Female	37.7	48.5	60.0	59.2	70.8	64.3	67.2	68.6	77.8
Age Group									
18-34 years	31.9	40.3	41.8	43.8	56.5	47.9	52.4	50.0	63.7
35-44 years	33.9	42.0	63.5	57.0	70.5	57.8	66.5	70.8	76.4
45-54 years	38.8	52.0	61.0	66.8	68.3	65.3	68.2	71.9	71.3
≥55 years	30.3	37.3	57.1	49.0	62.8	58.4	59.6	55.8	68.2
Location									
Brisbane & Moreton	26.0	37.0	52.6	48.7	59.9	54.1	55.0	55.8	66.9
Rest of Queensland	47.9	53.3	64.5	63.2	73.5	66.4	71.0	70.1	75.8
Years of Education									
0-12	50.6	46.8	52.1	52.0	52.3	49.0	47.3	46.7	45.5
≥13	49.4	53.2	47.9	48.0	47.7	51.0	52.7	53.3	54.5
Household Income									
Nil-\$26 000	14.2	15.5	12.9	14.1	17.3	13.0	11.5	14.1	12.1
\$26 001-\$52 000	18.9	16.4	14.3	12.8	14.1	11.7	12.7	14.1	12.4
\$52 001-\$100 000	21.4	24.4	22.4	21.1	20.1	18.8	16.4	17.0	15.9
>\$100 000	14.2	15.2	17.1	21.8	20.3	21.6	22.7	22.2	25.1
No response	31.3	28.4	33.3	30.2	28.2	34.9	36.8	32.6	34.5
Occupational Level									
Professional	34.1	35.6	35.7	32.7	33.4	33.7	36.9	38.3	35.5
White Collar	9.4	8.0	7.8	11.9	9.5	12.9	9.2	7.4	9.9
Blue Collar	12.5	13.8	10.6	13.4	11.1	11.8	11.6	9.6	9.6
Retired, student, unemployed	44.0	42.6	45.9	42.1	46.0	41.5	42.4	44.7	45.0
BMI Category									
Healthy weight	32.7	41.7	52.9	52.5	62.7	54.3	55.9	61.2	66.9
Overweight/ Obese	34.4	42.8	60.4	54.5	65.6	60.3	63.3	60.7	71.6
Physical Activity Levels									
No Activity	31.8	-	43.2	50.5	59.1	47.9	57.4	48.9	60.1
Insufficient Activity	34.4	-	60.4	51.8	64.3	53.8	59.5	61.2	73.0
Sufficient Activity	33.5	-	58.8	55.6	66.4	55.4	62.2	65.2	70.9

^a Note. The percent may differ to previous year's reports due to the inclusion of additional categories for household income and occupational level and changes to the categories for years of education.

Table 4. Variables associated with awareness of the 10,000 Steps program, 2005-2013.

Variables	Adjusted^a OR	95% CI
Year of Survey		
2005	1.00	Reference
2006	1.63	1.23-2.15
2007	3.05	2.28-4.08
2008	2.55	1.94-3.43
2009	4.04	3.04-5.36
2010	2.91	2.20-3.85
2011	3.42	2.57-4.55
2012	3.47	2.60-4.63
2013	4.50	3.36-6.03

^a Odds ratios adjusted for all gender, age, location, years of education, household income, occupation and BMI.

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