



10,000 Steps Working Paper Series

Paper 18: Awareness of the 10,000 Steps Program across Queensland, 2014

Stephanie Hall
Project Officer

Michelle Broad
Project Officer

Kelly Corry
Research Officer

Dr. Mitch Duncan
Project Leader

Institute for Health and Social Science Research
CQUniversity

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

10,000 Steps Project Office
Building 18
CQUniversity
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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EXECUTIVE SUMMARY

This report details the awareness levels of the 10,000 Steps program among Queensland adults in 2014. 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 2014.

A Computer-Assisted-Telephone-Interview (CATI) survey was conducted by the Population Research Laboratory, CQUniversity in July and August 2014. The survey, the Queensland Social Survey (QSS), randomly selected adults (n = 1223) aged 18 years and over living in Queensland, Australia who were able to be contacted by direct dialled landline telephone.

- In 2014, 73.3% of the Queensland adult population were aware of the 10,000 Steps program.
 - Awareness was higher among women (78.1%) compared with men (68.5%).
 - Approximately 63% 18-34 year olds, 79% of 35-44 year olds, 81% of 45-54 year olds and 70% of individuals aged 55 years and over were aware of the program.
 - Approximately 70% of Brisbane and Moreton residents were aware of the program compared to 79% of residents from the rest of Queensland.
- In 2014, 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.
- Analysis of the pooled data from the 2005-2014 QSS revealed that awareness has significantly increased each year compared with 2005.

INTRODUCTION

Background

Funded by Queensland Health, 10,000 Steps Rockhampton was Australia's first 'whole of community' physical activity health promotion project. In 2001, the Rockhampton region was chosen for a two year trial of the project. The trial successfully increased physical activity levels in Rockhampton [1]. Since 2003, Queensland Health has continued to provide funding for 10,000 Steps to be developed as a sustainable state-wide initiative [1].

10,000 Steps provides information regarding physical activity, promotional materials, resources and support via the interactive 10,000 Steps website (www.10000steps.org.au). Workplaces and community groups have since adopted and implemented 10,000 Steps 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 November 2014, the 10,000 Steps program has over 287,000 individual members and over 10,000 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 2013 (69.8%) [2-10]. It has also been found that certain demographic sub-samples are more likely to be aware of 10,000 Steps than others [2-10]. For example, it has been consistently shown that women are significantly more likely to be aware of the 10,000 Steps program than men and residents from the rest of Queensland are significantly more likely to be aware of the 10,000 Steps program than those residents living in the Brisbane and Moreton area [2-10]. The current report examines the awareness of the 10,000 Steps program in 2014.

Purpose of Study

The purpose of this study was to examine the awareness of the 10,000 Steps program across Queensland in 2014. 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 (PA) 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 2014.

Survey Method

Conducted by the Population Research Laboratory (PRL) at CQUniversity, the 2014 Queensland Social Survey (QSS) is the tenth 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 2014 QSS.

The QSS was administered through the Computer-Assisted-Telephone-Interview (CATI) system housed in the PRL, from July 29th 2014 until August 31st 2014. 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 1,223 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.

$$RR = \frac{\text{Complete Interviews} + \text{Partial Interviews}}{(\text{Complete} + \text{Partial}) + (\text{Refusal} + \text{Non-Contact} + \text{Other})}$$
$$RR = \frac{1223 + 11}{(1223 + 11) + (1886 + 165 + 153)}$$

The RR Response Rate for the 2014 QSS was 35.9%.

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 409 households and a 50/50 binomial percentage distribution is plus or minus 4.8 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 1,223 are accurate within plus or minus 2.8 percentage points, 19 times out of 20.

Data Collection and Analysis.

Awareness of 10,000 Steps in 2014 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 or 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 2014 the data from all ten 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 = 1,223), 66.6% were located in the Brisbane and Moreton areas (South East Queensland - SEQ), with the remaining 33.4% located in areas of Queensland outside of SEQ (Rest of Queensland). Approximately 58.8% of the sample were aged 55 years and older and approximately 40.3% of the respondents earned an annual household income greater than \$52,000. Self-report data showed that 65% of the participants were overweight or obese while 43.3% 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 2014

Across the total sample, 73.3% 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, age group, years of education, occupational level and BMI category when adjusting for other demographic variables. The following sections discuss these results in detail.

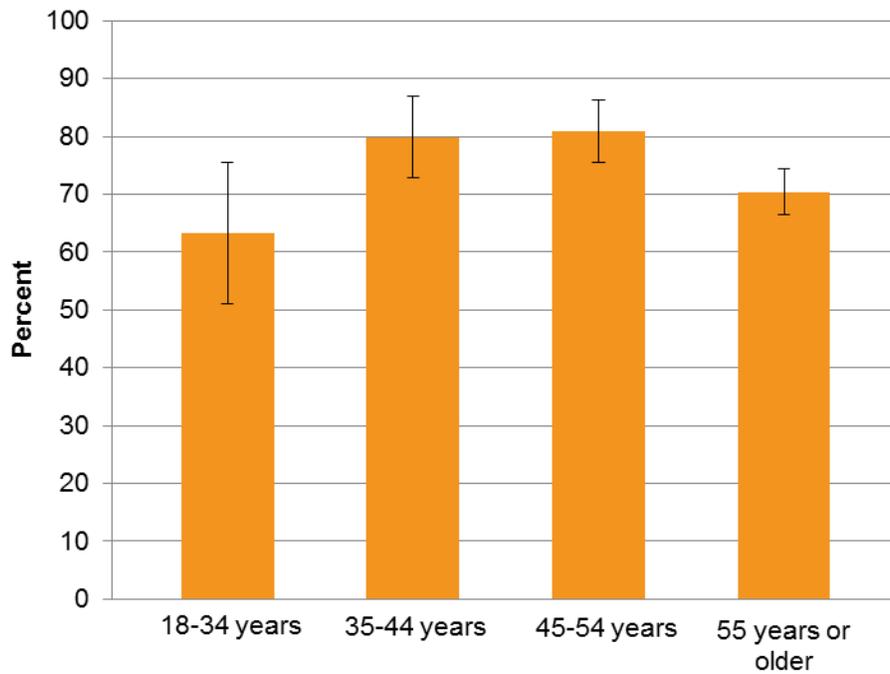
Gender

A higher percentage of women (78.1%) were aware of the 10,000 Steps program than men (68.5%). The logistic regression analysis revealed that women were significantly more likely to be aware of 10,000 Steps than men.

Age Group

Participants aged 45-54 years had the highest levels of awareness of the 10,000 Steps program (81.0%). This was followed by the 35-44 age group (79.9%) and the 55 years and older age group (70.4%). Participants aged 18-34 years had the lowest levels of awareness at 63.2% (Figure 1). When adjusting for other socio-demographic factors those aged 45-54 years were significantly more likely to be aware of the 10,000 Steps program those aged 18-44 or 55 years and older.

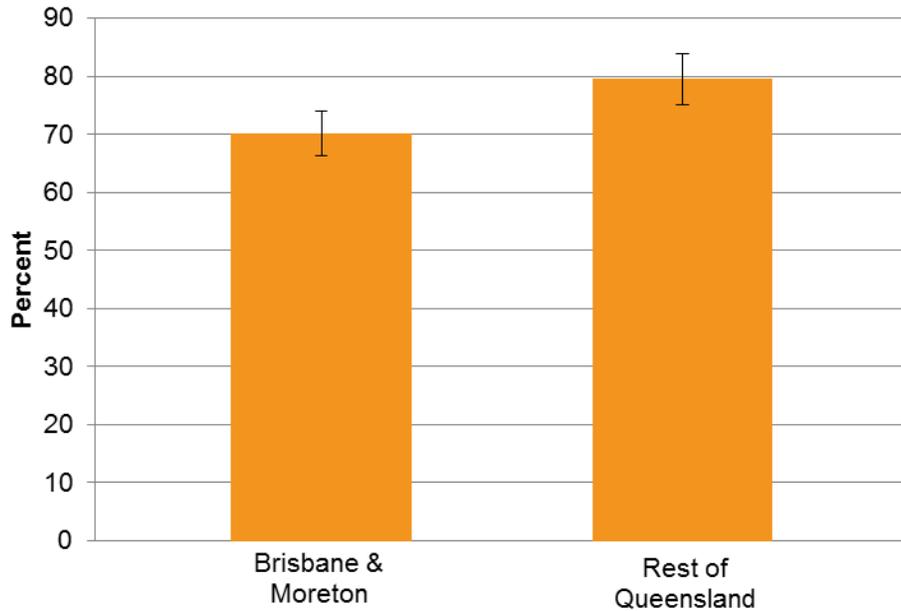
Figure 1. Percentage of respondents aware of 10,000 Steps by age.



Location

A higher proportion of residents from the Rest of Queensland (79.5%) were aware of the 10,000 Steps program than residents living in the Brisbane and Moreton area (70.2%; Figure 2). 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.

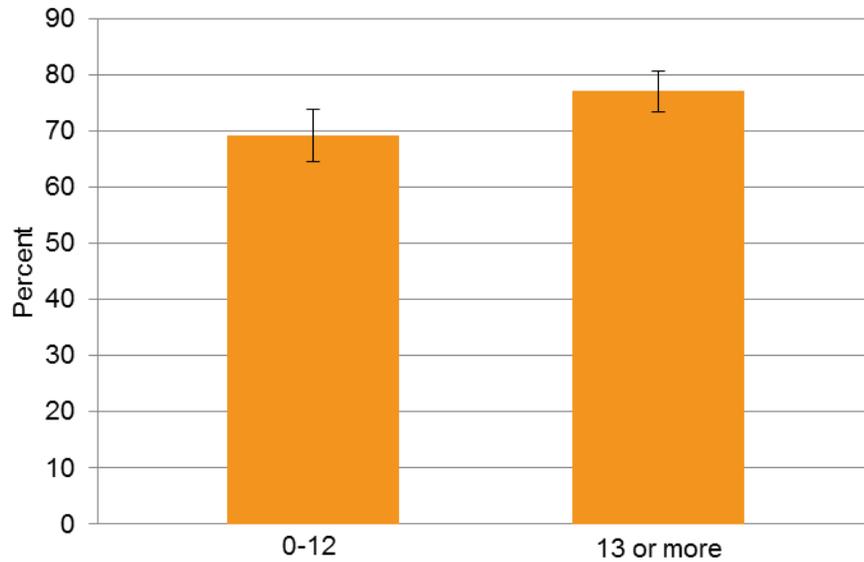
Figure 2. Percentage of respondents aware of 10,000 Steps by location.



Years of Education

Participants with 13 years or more of education (77.1%) reported a higher level of awareness of the 10,000 Steps program than participants with up to 12 years of education (69.2%; Figure 3). Participants with 13 years or more of education were also significantly more likely to be aware of the 10,000 Steps program than those with up to 12 years of education.

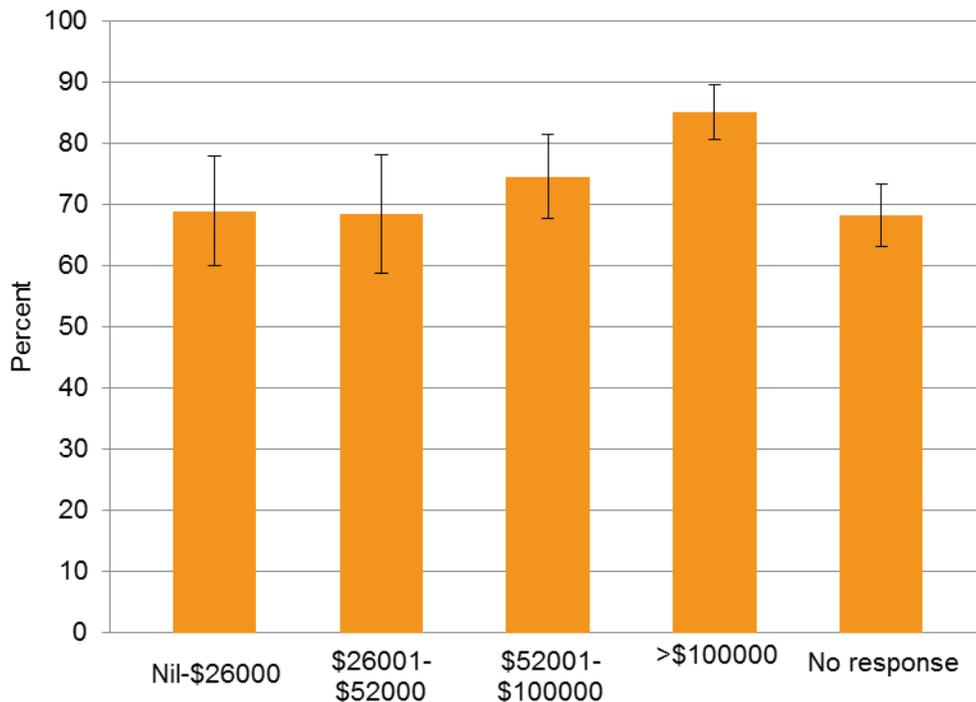
Figure 3. Percentage of respondents aware of 10,000 Steps by years of education.



Household Income

Participants with an annual household income of over \$100,000 had the highest levels of awareness of the 10,000 Steps program (85.0%). This was followed by participants earning \$52,001-\$100,000 (74.5%), participants earning \$26,000 or less (68.9%) and those earning \$26,001-\$52,000 (68.4%). Participants who did not wish to report on their household income reported the lowest awareness of the 10,000 Steps program at 68.2% (Figure 4). When adjusting for other socio-demographic factors, there was no significant association between household income levels and levels of awareness.

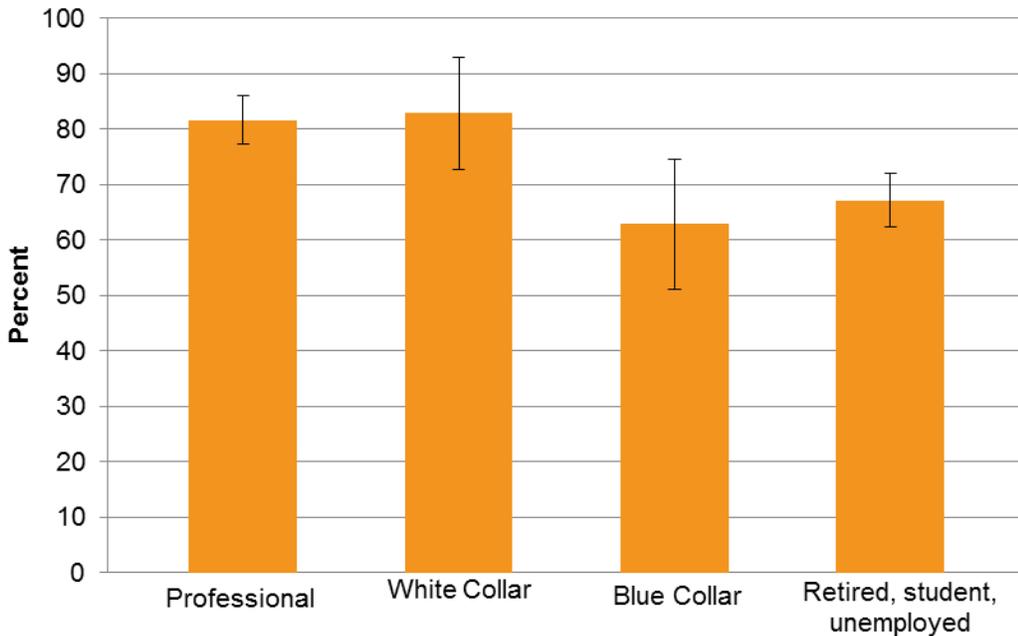
Figure 4. Percentage of respondents aware of 10,000 Steps by household income.



Occupation

White collar workers reported the highest levels of awareness of the 10,000 Steps program (82.9%), followed by professional workers (81.7%), followed by those who were retired, students or unemployed (67.2%) and finally, blue collar workers (62.9%; Figure 5). When adjusting for other demographic factors blue collar workers were significantly less likely to be aware of the 10,000 Steps program than other workers or those that are retired, students or unemployed.

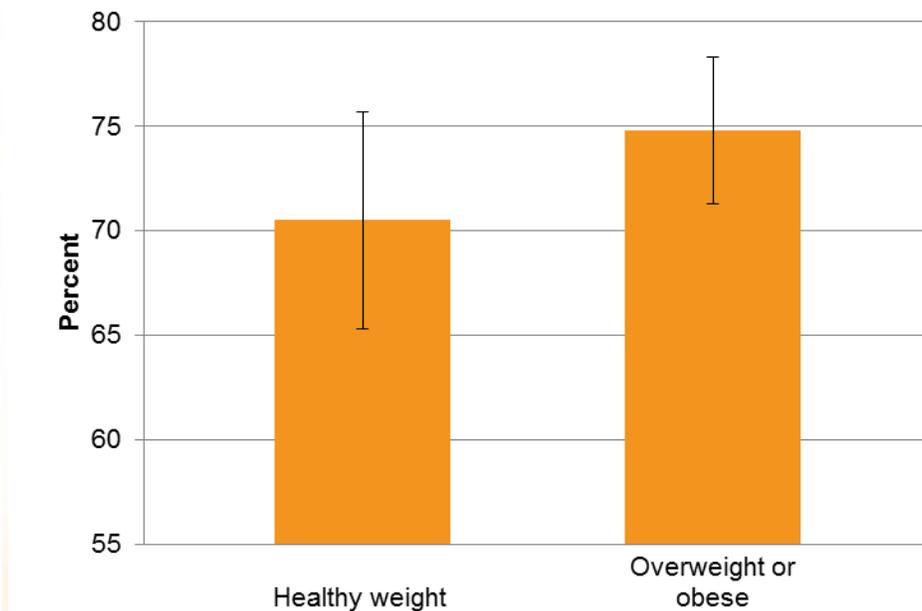
Figure 5. Percentage of respondents aware of 10,000 Steps by occupational level.



BMI Category

Participants who were overweight or obese (74.8%) reported a higher level of awareness than healthy weight participants (70.5%; Figure 6). Participants who were overweight or obese were also significantly more likely to be aware of the 10,000 Steps program than those participants with a Healthy weight.

Figure 6. Percentage of respondents aware of 10,000 Steps by BMI category.



10,000 Steps Awareness compared to other health related initiatives

During the 2014 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. Participants were most aware of the Australian “Swap It, Don’t Stop It” campaign (17.9%), Shape Up (11.5%) and the Queensland “Workplaces for Wellness” campaign (11.3%), while fewer participants were aware of the Queensland “Healthier Happier” campaign (8.7%), the Happy Body at Work (2.9%), the Get Healthy Coaching Service (2.7%) and the Travel ‘n’ Well program (2.5%). More than half the respondents (65.0%) reported that they were not aware of any of the other similar physical activity and health and wellbeing programs.

Overall Awareness of the 10,000 Steps Program 2005-2014

The awareness data from 2005 to 2014 was combined and analysed to investigate trends in awareness of the 10,000 Steps project over the past ten years. The awareness levels over these ten 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 each of the 2006 to 2014 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 promotion of the 10,000 Steps program across Queensland, it is important to investigate and monitor awareness of the program in the general population. Currently, 73.3% of Queensland residents are aware of the 10,000 Steps program. This represents an approximate 4% 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%) [11] and the Australian “Swap It, Don’t Stop It” campaign (65%) [12]. The previous evaluations of these interventions report higher levels of awareness compared to those 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 2014, awareness of 10,000 Steps was found to be associated with the geographical location of residents, 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 [2-10]. This finding may be attributable to the promotion and uptake 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. 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 year of the survey. The gap in awareness between the Brisbane and Moreton area and the Rest of Queensland (8.9% in 2013 and 9.3% in 2014) 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 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. Similar results have been found in the previous studies investigating 10,000 Steps awareness in Queensland [2-10]. It is worthwhile noting that the awareness gap between genders is slowly closing as both groups are increasing their level of awareness over time. The disparity between awareness reported from men and women is also reflected in 10,000 Steps membership levels, with women making up nearly 68% of membership. 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 [15]. 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 [16]. 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 68% 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.

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 [21, 22]. 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 [23]. Therefore, the 10,000 Steps program has been successfully promoted to these less physically active target groups. It is important that specific strategies and promotional activities are developed to reach individuals who are least likely to be aware of the program.

In 2012 and 2013 the QSS was conducted in two rounds, June-July and October-November. In these years the 10,000 Steps awareness items were assessed in the June-July round, this differs to the time of year, July-August, when the QSS was run in 2005-2011 and 2014. This is a limitation and should be considered when examining results.

As the 10,000 Steps program continues levels of awareness have increased reflecting ongoing efforts to promote the program. This increased awareness may also be due to the continued growth in the number of workplaces participating in the program and 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 130 Queensland workplaces undertaking a challenge in 2014. The increase seen in 2014 could also be attributed to the addition of the 10,000 Steps Pedometer Grants which were promoted from March 2014.

The upward trend observed in 10,000 Steps awareness could be associated with the significant increase in household access to the internet within Australia over time [18]. Statistics show that household access to the internet has increased from 44% in 1998 to 83% in 2012-13 [18]. As the internet becomes more accessible and the use of social media becomes more common, more people may be exposed to 10,000 Steps as the program has a strong online presence and marketing strategy.

Overall, the current data indicates that 10,000 Steps has been well promoted across Queensland. Awareness of the 10,000 Steps program across Queensland has increased since 2005 and has remained above 50% for the past eight years. This provides further evidence that the promotion strategies adopted have been valuable for promoting the program to individuals, workplaces, organisations and community groups [13]. As the promotion of the 10,000 Steps program across the state continues it is predicted that levels of awareness will continue to rise across Queensland.

Future Recommendations

The increased awareness observed in 2014 shows the promotion strategy 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 increased efforts of 10,000 Steps to promote uptake in workplaces, including through the 10,000 Steps Pedometer Grants, it is anticipated that awareness among groups such as residents from Brisbane and Moreton Bay districts, men, and individuals with fewer than 12 years of education will continue to grow.

Continued examination of the awareness of 10,000 Steps across Queensland should be conducted to monitor the promotion strategy of the project and to identify socio-demographic groups that should be prioritised in future promotional efforts. 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, 2014

Characteristic ^a	n ^b	%
Gender		
Men	611	50.0
Women	612	50.0
Age Group		
18-34 years	95	7.8
35-44 years	154	12.6
45-54 years	253	20.8
55+ years	716	58.8
Location		
Brisbane & Moreton	814	66.6
Rest of Queensland	409	33.4
Years of Education		
0-12 years	550	45.4
≥13 years	661	54.6
Household Income (per annum)		
Nil-\$26,000	151	12.3
\$26,001-\$52,000	133	10.9
\$52,001-\$100,000	205	16.8
>\$100 000	287	23.5
No response	447	36.5
Occupational Level		
Professional	388	35.0
White Collar	70	6.3
Blue Collar	105	9.5
Retired, student, unemployed	547	49.3
BMI Category		
Healthy weight	427	35.0
Overweight or Obese	792	65.0
PA Levels		
No Activity	266	21.8
Insufficient Activity	427	34.9
Sufficient Activity	529	43.3

^a Note. The number of participants reported in each socio-demographic category may not add up to 1223 due to the presence of missing data for a particular category.

^b n = 1223

Table 2. Adjusted odds ratios for awareness by demographic variables, 2014

Variable	n Aware	% Aware	Adjusted OR ^{a,b}	95% CI
Gender				
Men	418	68.5	1.00	Reference
Women	477	78.1	1.57	1.16-2.12
Age Group				
18-34 years	60	63.2	1.00	Reference
35-44 years	123	79.9	1.86	0.94-3.70
45-54 years	205	81.0	2.22	1.20-4.11
≥55 years	503	70.4	1.60	0.93-2.75
Location				
Brisbane & Moreton	570	70.2	1.00	Reference
Rest of Queensland	325	79.5	1.87	1.37-2.57
Years of Education				
0-12	380	69.2	1.00	Reference
≥13	509	77.1	1.43	1.06-1.92
Household Income (per annum)				
Nil-\$26 000	104	68.9	1.00	Reference
\$26 001-\$52 000	91	68.4	0.77	0.44-1.34
\$52 001-\$100 000	152	74.5	0.93	0.54-1.58
>\$100 000	244	85.0	1.62	0.92-2.87
No response	304	68.2	0.77	0.49-1.21
Occupational Level				
Professional	317	81.7	1.00	Reference
White Collar	58	82.9	1.45	0.72-2.95
Blue Collar	66	62.9	0.54	0.32-0.90
Retired, student, unemployed	366	67.2	0.71	0.48-1.04
BMI Category				
Healthy weight	301	70.5	1.00	Reference
Overweight or Obese	591	74.8	1.40	1.04-1.88

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

^b n= 1074

Note. Bolded text indicates statistically significant association.

Table 3. Awareness of the 10,000 Steps program 2005-2014

Variable	% Aware 2005	% Aware 2006	% Aware 2007	% Aware 2008	% Aware 2009	% Aware 2010	% Aware 2011	% Aware 2012	% Aware 2013	% Aware 2014
Total	33.5	42.5	56.6	53.7	64.4	51.7	60.4	60.6	69.8	73.3
Gender										
Men	29.0	36.5	53.1	48.1	58.2	52.4	53.4	52.6	62.6	68.5
Women	37.7	48.5	60.0	59.2	70.8	64.3	67.2	68.6	77.8	78.1
Age Group										
18-34 years	31.9	40.3	41.8	43.8	56.5	47.9	52.4	50.0	63.7	63.2
35-44 years	33.9	42.0	63.5	57.0	70.5	57.8	66.5	70.8	76.4	79.9
45-54 years	38.8	52.0	61.0	66.8	68.3	65.3	68.2	71.9	71.3	81.0
≥55 years	30.3	37.3	57.1	49.0	62.8	58.4	59.6	55.8	68.2	70.4
Location										
Brisbane & Moreton	26.0	37.0	52.6	48.7	59.9	54.1	55.0	55.8	66.9	70.2
Rest of Queensland	47.9	53.3	64.5	63.2	73.5	66.4	71.0	70.1	75.8	79.5
Years of Education										
0-12	50.6	46.8	52.1	52.0	52.3	49.0	47.3	46.7	45.5	69.2
≥13	49.4	53.2	47.9	48.0	47.7	51.0	52.7	53.3	54.5	77.1
Household Income										
Nil-\$26 000	14.2	15.5	12.9	14.1	17.3	13.0	11.5	14.1	12.1	68.9
\$26 001-\$52 000	18.9	16.4	14.3	12.8	14.1	11.7	12.7	14.1	12.4	68.4
\$52 001-\$100 000	21.4	24.4	22.4	21.1	20.1	18.8	16.4	17.0	15.9	74.5
>\$100 000	14.2	15.2	17.1	21.8	20.3	21.6	22.7	22.2	25.1	85.0
No response	31.3	28.4	33.3	30.2	28.2	34.9	36.8	32.6	34.5	68.2
Occupational Level										
Professional	34.1	35.6	35.7	32.7	33.4	33.7	36.9	38.3	35.5	81.7
White Collar	9.4	8.0	7.8	11.9	9.5	12.9	9.2	7.4	9.9	82.9
Blue Collar	12.5	13.8	10.6	13.4	11.1	11.8	11.6	9.6	9.6	62.9
Retired, student, unemployed	44.0	42.6	45.9	42.1	46.0	41.5	42.4	44.7	45.0	67.2
BMI Category										
Healthy weight	32.7	41.7	52.9	52.5	62.7	54.3	55.9	61.2	66.9	70.5
Overweight/Obese	34.4	42.8	60.4	54.5	65.6	60.3	63.3	60.7	71.6	74.8
Physical Activity Levels										
No Activity	31.8	-	43.2	50.5	59.1	47.9	57.4	48.9	60.1	64.8
Insufficient Activity	34.4	-	60.4	51.8	64.3	53.8	59.5	61.2	73.0	73.3
Sufficient Activity	33.5	-	58.8	55.6	66.4	55.4	62.2	65.2	70.9	77.5

^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, 2005-2014

Variables	Adjusted ^a OR	95% CI
Year of Survey		
2005	1.00	Reference
2006	1.50	1.25-1.81
2007	2.73	2.26-3.29
2008	2.34	1.96-2.80
2009	3.90	3.25-4.67
2010	2.78	2.32-3.33
2011	3.22	2.69-3.86
2012	3.10	2.59-3.72
2013	4.52	3.76-5.44
2014	5.41	4.45-6.57

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

Note. Bolded text indicates statistically significant association.

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For information on physical activity
and programs contact:

10,000 Steps
Ph: (07) 4930 6751 | Fax: (07) 4930 6402
Email: 10000steps@cqu.edu.au
Website: www.10000steps.org.au