



10,000 Steps Working Paper Series

Paper 16: Awareness of the 10,000 Steps Program across Queensland, 2012

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EXECUTIVE SUMMARY

This report details Queensland adults' awareness levels of the 10,000 Steps program in 2012. 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 2012.

A Computer-Assisted-Telephone-Interview (CATI) survey was conducted by the Population Research Laboratory, CQUniversity in June and July 2012. The survey was a random selection of 1263 adults (aged 18 years and over) living in Queensland, Australia that were able to be contacted by direct dialled landline telephone.

- In 2012, 60.6% of the Queensland adult population were aware of the 10,000 Steps program.
 - Awareness was higher in women (68%) compared to men (52%).
 - Fifty percent of 18-34 year olds, 70% of 35-44 year olds, 71% of 45-54 year olds and 55% of individuals aged 55 years and over were aware of the program.
 - Fifty-five percent of residents from Brisbane and Moreton statistical subdivisions were aware of the program compared to 70% of residents from the rest of Queensland.
- In 2012, awareness was found to be significantly associated with several socio-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 residents from the Brisbane and Moreton district.
 - Individuals aged 45 years or older were significantly more likely to be aware of the 10,000 Steps program than individuals aged 18-34 years.
 - Individuals with more than 15 years of education were significantly more likely to be aware of the 10,000 Steps program than individuals with 0-10 years of education.
 - Individuals with a household income over \$52,000 were significantly more likely to be aware of the 10,000 Steps program than those individual with a household income up to \$26,000.
 - Awareness was not associated with occupation or BMI category.
- Analysis of the pooled data from the 2005-2012 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 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 the local community, 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 December 2012, the 10,000 Steps program has over 219,000 individual members and 8,000 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 to examine the awareness of the 10,000 Steps program. This data has examined the overall awareness of the program in a sample of the Queensland population 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 2009 (64.4%). However a decrease in awareness was observed in 2010 with awareness dropping to 51.7%. [2-7] The decrease in 2010 was followed by an increase in awareness in 2011 (60.4%) [8]. It has also been found that certain demographic sub-samples are more likely to be aware of 10,000 Steps than others. [2-8] For example, it has been consistently shown that women are more aware of the program than men and that the residents from the rest of Queensland are more aware than residents from Brisbane and Moreton Districts. [2-8] The current report examines the awareness of 10,000 Steps in 2012.

Purpose of Study

The purpose of this study was to examine the awareness of the 10,000 Steps program across Queensland in 2012. 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 leisure time physical activity (LTPA) levels 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 2012.

Survey Method

A section of the 2012 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 Institute for Health and Social Science Research (IHSSR) at CQUniversity, the 2012 QSS is the eighth 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 Computer-Assisted-Telephone-Interview (CATI) system housed in the PRL, from June 25th 2012 until July 27th 2012. 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

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.

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

$$RR6 = \frac{\text{Complete Interviews} + \text{Partial Interviews}}{(\text{Complete} + \text{Partial}) + (\text{Refusal} + \text{Non Contact} + \text{Other})}$$
$$RR6 = \frac{1263 + 14}{(1263 + 14) + (1927 + 227 + 182)}$$

The RR6 Response Rate for the 2012 QSS was 35.34%.

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 424 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 1,263 are accurate within plus or minus 2.7 percentage points, 19 times out of 20.

Data Treatment

10,000 Steps awareness in 2012 was analysed by geographical location (Brisbane and Moreton, Rest of Queensland), gender, age, years of education, household income, occupation, BMI and LTPA 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?'

Leisure Time Physical Activity Levels

Leisure time physical activity data was collected using the Active Australia Survey. [8] Following the Active Australia guidelines levels of physical activity were categorized as follows:

- 1) No activity (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. Logistic 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. In the current analysis a positive odds ratio indicates that a particular group or subgroup is more likely to report being aware of 10,000 Steps, and a negative odds ratio 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 2012 the data from all eight QSS surveys were combined and a final logistic regression was performed, in this analysis a variable representing the year of survey was entered as a continuous variable. This logistic regression examined the association between awareness and demographic variables within the total sample and also investigated awareness across the eight years. All tests were performed at an alpha level of 0.05.

RESULTS

The Sample

Of the overall sample, 66.4% were located in the Brisbane and Moreton areas (South East Queensland - SEQ), with the remaining 33.6% located in areas of Queensland outside of SEQ. Approximately 53.4% of the sample were aged 55 years and older and approximately 58% of the respondents earned an annual household income greater than \$52 000. Self report data showed that over 61% of the participants were overweight or obese while 41.4% of the sample was sufficiently active for health benefits. Further demographics of the sample are presented in Table 1 (See Appendix).

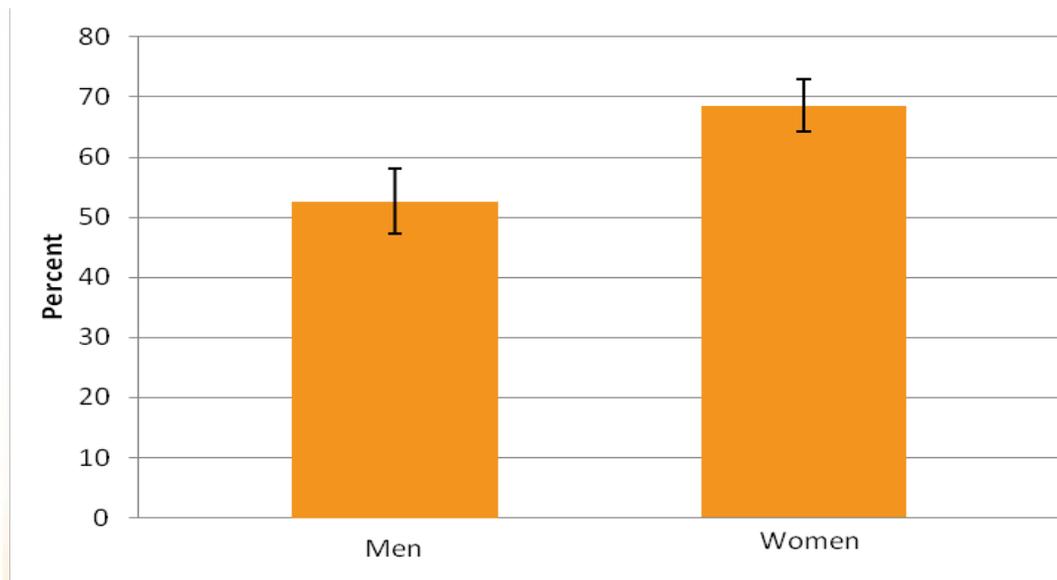
Awareness of the 10,000 Steps Program 2012

Across the total sample of Queenslanders, 60.4% 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 examine if participant characteristics were associated with awareness, logistic regression analysis was used to demonstrate the associations between demographic variables and awareness (Table 2). The crude odds ratios revealed significant associations between awareness and gender, age group, location, years of education, household income, occupational level and BMI category. Significant associations were also found between awareness and gender, age group, location, years of education and household income when adjusting for all demographic variables in the final model. The following sections discuss these results in detail.

Gender

A higher percentage of women (68.6%) were aware of the 10,000 Steps program than men (52.6%; Figure 1). The logistic regression analysis, both crude and adjusted, revealed that women were significantly more likely to be aware of 10,000 Steps than men.

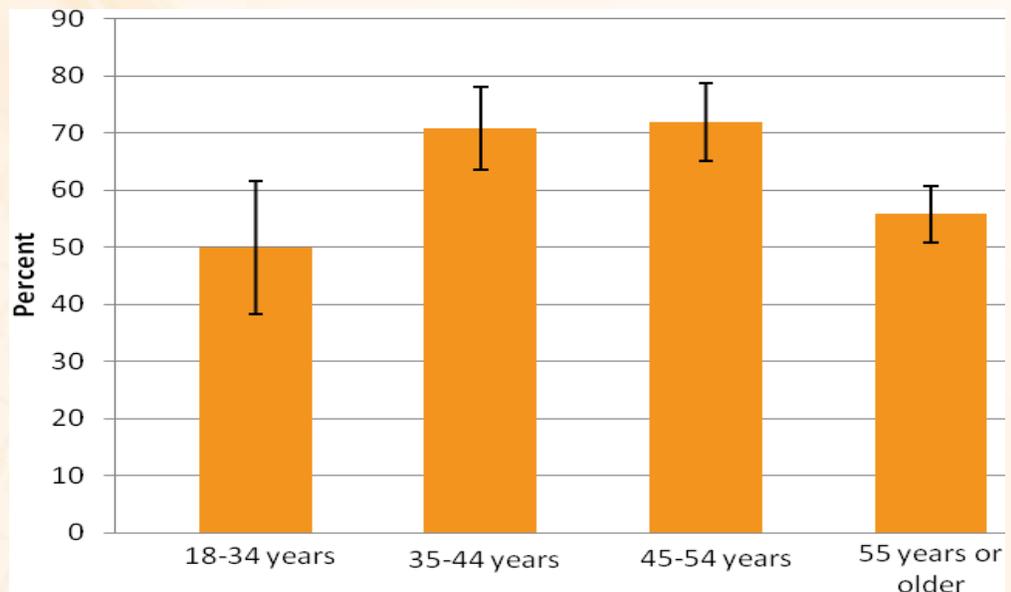
Figure 1. Percentage of respondents aware of 10,000 Steps by gender.



Age Group

Participants aged 45-54 years had the highest levels of awareness of the 10,000 Steps program (71.9%). This was followed by the 35-44 years age group (70.8%) and the 55 years and older age group (55.8%). Participants aged 18-34 years had the lowest levels of awareness at 50.0% (Figure 2). The crude odds ratios revealed that respondents aged 35-44 years and 45-54 years were significantly more likely to be aware of 10,000 Steps than those aged 18-34 years. Individuals aged between 45-54 years and aged 55 years and older were significantly more likely to be aware of the 10,000 Steps program when adjusting for all other demographic variables.

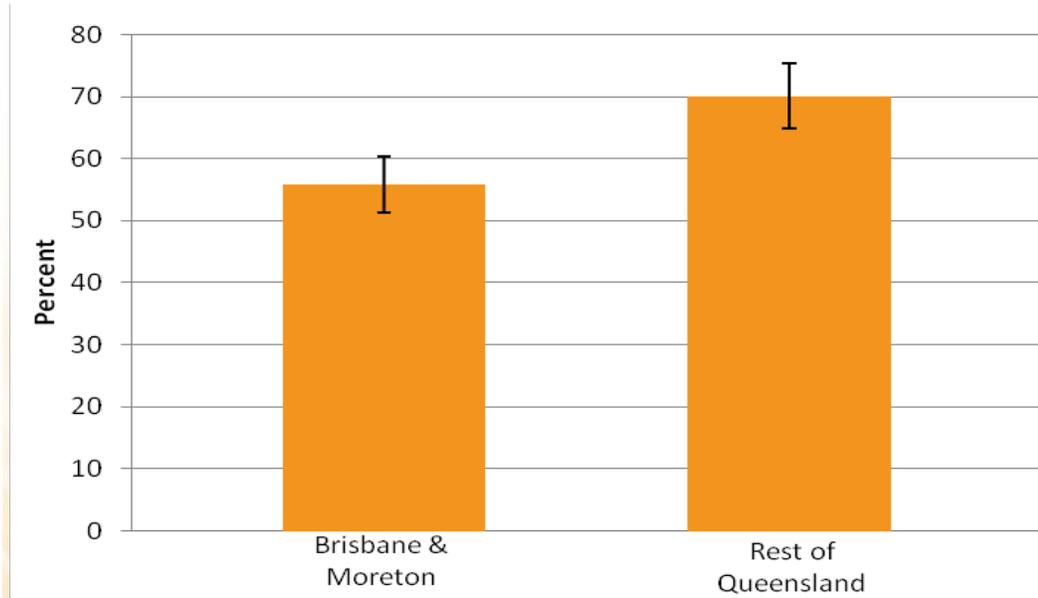
Figure 2. Percentage of respondents aware of 10,000 Steps by age.



Location

Residents from the rest of Queensland (71.0%) were more aware of the 10,000 Steps program than residents living in the Brisbane and Moreton area (55.8%; 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 compared to Brisbane and Moreton residents.

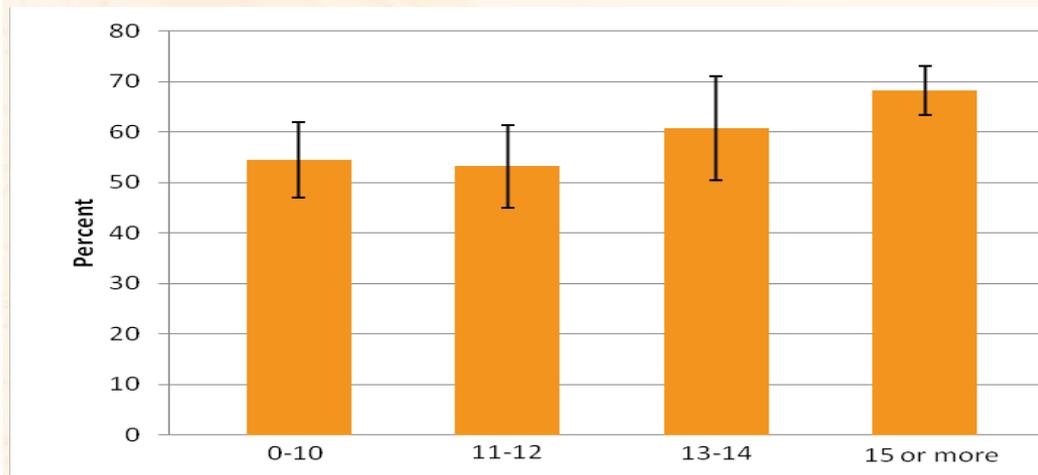
Figure 3. Percentage of respondents aware of 10,000 Steps by location.



Years of Education

Participants with 15 years or more of education had the highest percentage awareness of the 10,000 Steps program (68.2%). This was followed by participants with 13-14 years of education (60.8%) and 0-10 years of education (54.5%). Participants with 11-12 years of education reported the lowest levels of awareness at 53.2% (Figure 4). Odds ratios, adjusted for all demographic variables, showed that those participants with 15 or more years of education were significantly more likely to be aware of the 10,000 Steps program compared to those participants with 0-10 years of education.

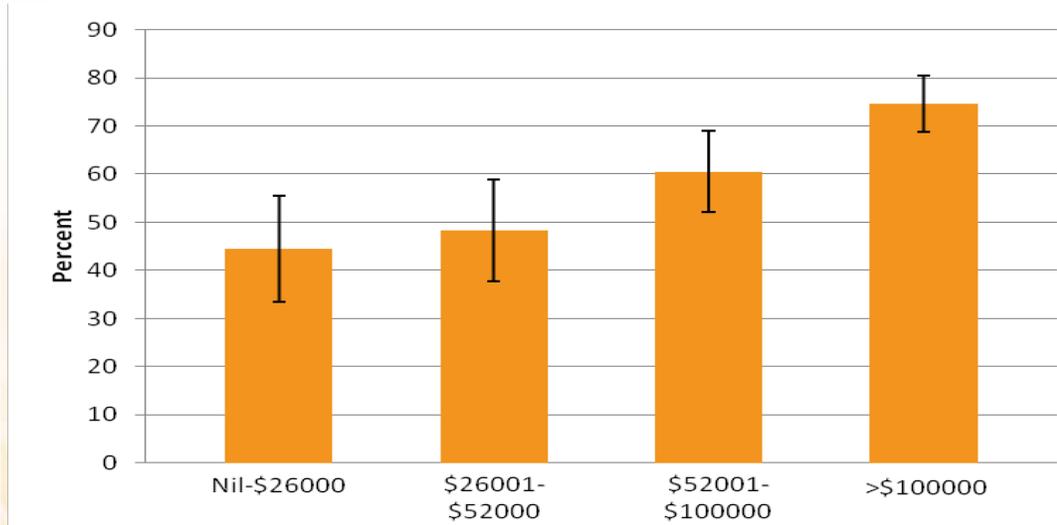
Figure 4. Percentage of respondents aware of 10,000 Steps by years of education.



Household Income

Participants with an annual household income of over \$100,000 had the highest levels of awareness of the 10,000 Steps program (74.6%). This was followed by participants earning \$52,001-\$100,000 (60.5%) and those earning \$26,001-\$52,000 (48.3%). Participants earning \$26,000 or less had the lowest levels of awareness at 44.4% (Figure 5). Odds ratios, adjusted for all demographic variables, showed that those earning a household income of \$52,001-\$100,000 and greater than \$100,000 were significantly more likely to be aware of 10,000 Steps than those earning \$26,000 or less.

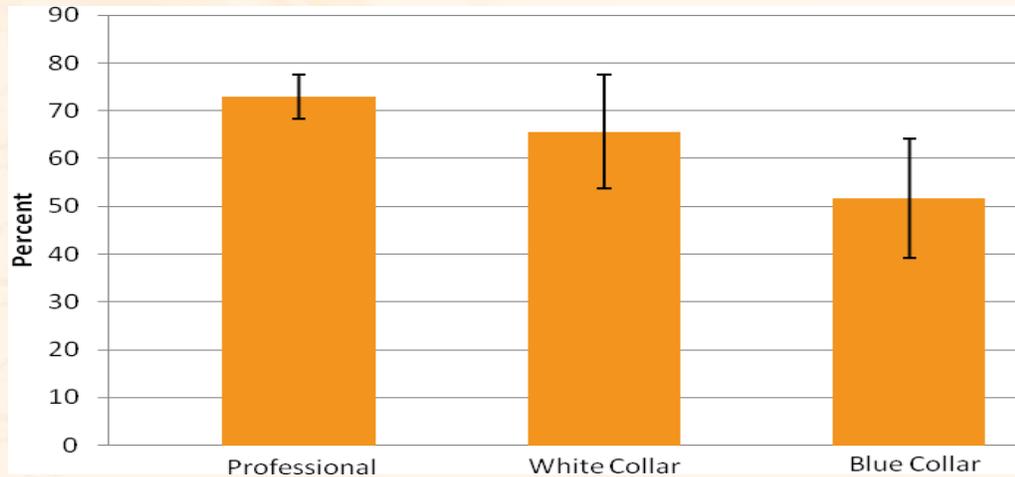
Figure 5. Percentage of respondents aware of 10,000 Steps by household income.



Occupation

Professional workers reported the highest levels of awareness of the 10,000 Steps program (73.0%), followed by white collar workers (65.6%) and finally, blue collar workers (51.7%; Figure 6). Crude odds ratios revealed that blue collar workers were significantly more likely to be aware of 10,000 Steps professionals. However, occupation was no longer found to be associated with awareness when adjusting for all demographic variables in the final logistic regression model.

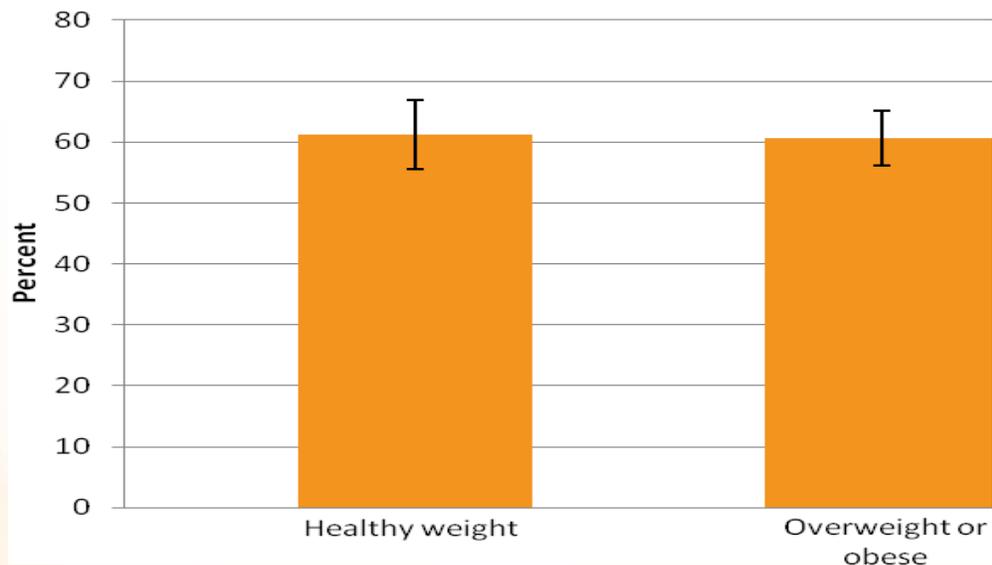
Figure 6. Percentage of respondents aware of 10,000 Steps by occupation.



BMI Category

Participants who were a healthy weight (61.2%) reported a slightly higher level of awareness than overweight or obese participants (60.7%; Figure 7). BMI categories were found not to be associated with awareness in the logistic regression analysis.

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



LTPA Levels

LTPA levels were found not to be associated with awareness in the crude odds ratio analysis. Therefore, this variable was not included in the final logistic regression model.

Overall Awareness of the 10,000 Steps Program 2005-2012

The awareness data from 2005 to 2012 was combined and analysed to investigate trends in 10,000 Steps awareness over the past eight years. The awareness levels over these eight years can be seen in Table 3 (See Appendix). It can be seen that awareness levels were generally found to increase from 2005 to 2009. However, awareness decreased in 2010 before increasing to 60.4% in 2011 and remained constant in 2012 at 60.6%.

Results of the final logistic regression conducted on the combined data can be seen in Table 4 (See Appendix). The results indicate that respondents from the 2006 to 2012 QSS were more likely to be aware of the 10,000 Steps program than respondents from the 2005 QSS.

Additionally, a separate analysis was conducted using the pooled sample and the same demographic variables included in Table 4 with year as an ordinal variable. This analysis showed that awareness of the 10,000 Steps program has increased overall in the period 2005 to 2012 (OR = 1.20, 95% CI 1.16-1.25).

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, 60.6% of Queensland residents are aware of the 10,000 Steps program. This is slightly more than the awareness statistics observed in 2011 indicating that awareness of the 10,000 Steps program has been maintained over the past 12 months. Awareness levels of 10,000 Steps across Queensland compare favourably with other awareness reported in evaluations of other community based health promotion interventions or media interventions such as the Western Australian Find Your 30 campaign (31%-48.4%) [9], the Australian "Go for 2&5" nutrition campaign (63%) [10] and the Australian "Swap It, Don't Stop It" campaign (65%) [11].

In 2012, 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 [2-8]. This finding can be explained by 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 would 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 continues to remain steady. Given the 15% gap in awareness between the Brisbane and Moreton area and the rest of Queensland and the population distribution in the Brisbane and Moreton area it is important to work on increasing the awareness of the 10,000 Steps program in this region in the future. 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.

Analysis of the 2012 data revealed that awareness was also associated with gender, age, years of education and household income. Similar results have been found in the previous studies investigating 10,000 Steps awareness in Queensland. [2-8] Furthermore, when data from all seven years of the QSS were combined and analysed, awareness was found to be associated with location, gender, age, years of education, household income, occupation and BMI category. 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, individuals from the rest of Queensland, individuals with more than 15 years of education, those individuals who come from a household which earns over \$52,000 and individuals who were overweight or obese 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. As in previous years, middle age individuals and women appear to report the greatest awareness. The nature of the 10,000 Steps program may be more appealing to middle-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. [12-14] Statistics from 2011 show that 30% of Australian women chose walking as a sporting and/ or recreational activity, whereas only 16% of Australian men made this choice. [15] This suggests that walking is a more favourable sporting and/ or recreational choice for women.

Higher socioeconomic status has consistently been associated with higher awareness of the 10,000 Steps program. The promotion and expansion of specific 10,000 Steps strategies, specifically the 10,000 Steps project for further encompass workplaces this may contribute to the increased awareness in lower socioeconomic sub-groups.

In the current study, the data reflected a significant difference in awareness of the 10,000 Steps program between those aged over 35 years and those aged 18-34 years. It is unknown why younger Australians are not as aware of the 10,000 Steps program as middle age Australians. However it may be due to differences in activity patterns of these groups as activity levels decline from younger adulthood to middle age [16]. Thus the younger (18-34 year olds) are more likely to be more active, [15] they may not be seeking programs such as 10,000 Steps for health benefits. It is hoped that the diversification of the marketing strategies adopted by the program in the last year will translate to increased awareness levels in certain population sub-groups who currently report low levels of awareness. The most prevalent changes to our marketing strategy have been the use of Facebook and Twitter, given the demographic breadth of users of these platforms it will be important to continue to monitor the changes in awareness over time as these strategies evolve.

Awareness of the 10,000 Steps program throughout Queensland has increased over time despite a drop in awareness in 2009. As awareness was seen to be above 60% this year similar to 2011, it is possible that the reported decrease in 2010 may not have been a true representation of the public's awareness but related to the sample of participants who completed the survey in 2010. In 2012 the QSS was split into two rounds due to the increased interest in the survey. Previous years of the QSS were run between July and August, while this year the 10,000 Steps questions were included in the QSS Round 1 which was run between June and July. This date change is a potential limitation, when comparing 2012 data to the previous years.

Due to the longevity of the 10,000 Steps program the awareness levels have been able to build over time and demonstrates the continued dissemination and success of the program. 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, evident from the increase of 117 workplaces in 2006 undertaking a challenge and 531 workplaces in 2012.

The increasing trend observed in 10,000 Steps awareness could be associated with the significant increase in household access to computers and the internet within Australia over time. [17] Statistics show that household access to computers has amplified from 44% in 1998 to 78% in 2008-09. [17] As the internet becomes more functional in everyday life, its abundance within the home and workplace environments' is expected to increase. The Australian population are utilising computer technologies and the internet more in current times, and as 10,000 Steps is distributed via the internet the likelihood of them becoming aware of this program increases.

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 steady awareness observed in 2012 highlights the need for continued promotion and dissemination of the 10,000 Steps program to ensure that awareness of the 10,000 Steps program does not decrease but instead increases in the future. From the data, the following sub-groups have been identified as those which should be targeted: residents from Brisbane and Moreton Bay districts, men, individuals aged 18-34 years, individuals with fewer years of education, individuals with a low-socio economic status and blue collar workers. These groups are less likely to be aware of the 10,000 Steps program when compared with other demographic groups. Individuals of lower socio-economic status should be targeted in particular as they are less likely to participate in sufficient levels of physical activity, as supported by alternate research. [22, 23] With the planned expansion of the 10,000 Steps project to further encompass workplaces, it is hoped that this will cause a further increase in awareness levels in 2013 and beyond as more people are exposed to the 10,000 Steps project.

Continued examination of the awareness of 10,000 Steps across Queensland should be conducted to monitor the dissemination of the project and to enable researchers to identify areas and target groups toward which further promotion is required. 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, 2012 (n=1263).

Characteristic	n	%	Valid %
Gender			
Male	628	49.7	49.7
Female	635	50.3	50.3
Age Group			
18-34 years	143	11.3	11.3
35-44 years	209	16.5	16.6
45-54 years	235	18.6	18.7
55+ years	673	53.3	53.4
Missing	3	0.2	
Location			
Brisbane & Moreton	839	66.4	66.4
Rest of Queensland	424	33.6	33.6
Years of Education			
0-10 years	315	24.9	25.1
11-12 years	271	21.5	21.6
13-14 years	143	11.3	11.4
≥15 years	526	41.6	41.9
Missing	8	0.6	
Household Income (per annum)			
Nil-\$26 000	178	14.1	20.9
\$26 001-\$52 000	178	14.1	20.9
\$52 001-\$100 000	215	17.0	25.3
>\$100 000	280	22.2	32.9
Missing	412	32.6	
Occupation			
Professional	482	38.2	69.3
White Collar	93	7.4	13.4
Blue Collar	121	9.6	17.4
Missing	567	44.9	
BMI Category			
Healthy weight	470	37.2	38.6
Overweight or Obese	747	59.1	61.4
Missing	46	3.6	
LTPA Levels			
No Activity	236	18.7	18.7
Insufficient Activity	504	39.9	39.9
Sufficient Activity	523	41.4	41.4

Table 2. Crude and adjusted odds ratios for awareness by demographic variables, 2012.

Variable	n	% Aware	Crude OR	95% CI	Adjusted OR ^{a,b}	95% CI
Gender						
Male	329	52.6	1.00	Reference	1.00	Reference
Female	434	68.6	1.97	1.57-2.48	3.27	1.99-5.36
Age Group						
18-34 years	71	50.0	1.00	Reference	1.00	Reference
35-44 years	148	70.8	2.43	1.56-3.78	1.11	0.53-2.31
45-54 years	169	71.9	2.56	1.66-3.96	2.14	1.02-4.50
≥55 years	374	55.8	1.26	0.88-1.82	2.12	1.01-4.46
Location						
Brisbane & Moreton	468	55.8	1.00	Reference	1.00	Reference
Rest of Queensland	295	70.1	1.85	1.44-2.38	2.38	1.49-3.82
Years of Education						
0-10	171	54.5	1.00	Reference	1.00	Reference
11-12	143	53.2	0.95	0.69-1.32	0.94	0.47-1.86
13-14	87	60.8	1.30	0.87-1.94	1.28	0.58-2.85
≥15	358	68.2	1.79	1.34-2.39	2.25	1.16-4.34
Household Income (per annum)						
Nil-\$26 000	79	44.4	1.00	Reference	1.00	Reference
\$26 001-\$52 000	86	48.3	1.17	0.77-1.78	1.31	0.53-3.23
\$52 001-\$100 000	130	60.5	1.92	1.28-2.87	2.58	1.67-5.71
>\$100 000	208	74.6	3.67	2.46-5.48	4.06	1.84-8.99
Occupation						
Professional	352	73.0	1.00	Reference	1.00	Reference
White Collar	61	65.6	0.70	0.44-1.13	0.95	0.47-1.90
^a Blue Collar	62	51.7	0.40	0.26-0.60	0.98	0.54-1.78
BMI Category						
Healthy weight	287	61.2	1.00	Reference	1.00	Reference
^c Overweight or	452	60.7	0.98	0.77-1.24	1.12	0.71-1.75
^d Obese						

^s ratios adjusted for all variables in the table.

^b n= 500

Table 3. Awareness of the 10,000 Steps program 2005-2012.

Variable	% Aware 2005	% Aware 2006	% Aware 2007	% Aware 2008	% Aware 2009	% Aware 2010	% Aware 2011	% Aware 2012
Total	33.5	42.5	56.6	53.7	64.4	51.7	60.4	60.6
Gender								
Male	29.0	36.5	53.1	48.1	58.2	52.4	53.4	52.6
Female	37.7	48.5	60.0	59.2	70.8	64.3	67.2	68.6
Age Group								
18-34 years	31.9	40.3	41.8	43.8	56.5	47.9	52.4	50.0
35-44 years	33.9	42.0	63.5	57.0	70.5	57.8	66.5	70.8
45-54 years	38.8	52.0	61.0	66.8	68.3	65.3	68.2	71.9
≥55 years	30.3	37.3	57.1	49.0	62.8	58.4	59.6	55.8
Location								
Brisbane & Moreton	26.0	37.0	52.6	48.7	59.9	54.1	55.0	55.8
Rest of Queensland	47.9	53.3	64.5	63.2	73.5	66.4	71.0	70.1
Years of Education								
0-10	25.6	35.4	49.9	47.8	61.1	55.3	50.4	54.5
11-12	32.3	38.0	58.1	51.7	62.2	55.6	61.7	53.2
13-14	42.3	43.4	51.1	49.1	57.6	61.6	57.3	60.8
≥15	37.0	49.5	62.5	62.1	71.0	61.0	65.3	68.2
Household Income								
Nil-\$26 000	30.2	36.4	47.7	40.0	53.6	48.8	46.5	44.4
\$26 001-\$52 000	29.4	40.2	60.1	47.8	54.9	58.5	53.8	48.3
\$52 001-\$100 000	35.8	48.5	59.6	59.8	66.5	60.8	59.7	60.5
>\$100 000	40.4	49.7	70.0	62.4	78.6	66.7	68.3	74.6
Occupation								
Professional	37.3	49.5	64.5	62.7	76.7	65.7	69.0	73.0
White Collar	38.1	43.8	52.4	55.1	66.4	62.1	70.5	65.6
Blue Collar	31.4	34.6	50.0	46.7	47.1	46.9	44.1	51.7
BMI Category								
Healthy weight	32.7	41.7	52.9	52.5	62.7	54.3	55.9	61.2
Overweight/ Obese	34.4	42.8	60.4	54.5	65.6	60.3	63.3	60.7
LTPA Levels								
Sedentary	31.8	-	43.2	50.5	59.1	47.9	57.4	48.9
Insufficient Activity	34.4	-	60.4	51.8	64.3	53.8	59.5	61.2
Sufficient Activity	33.5	-	58.8	55.6	66.4	55.4	62.2	65.2

Table 4. Variables associated with awareness of the 10,000 Steps program, 2005-2012.

Variables	Adjusted^a OR	95% CI
Year of Survey		
2005	1.00	Reference
2006	1.62	1.22-2.14
2007	3.04	2.27-4.07
2008	2.54	1.93-3.34
2009	4.04	3.04-5.37
2010	2.90	2.19-3.83
2011	3.40	2.55-4.52
2012	3.45	2.58-4.61

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

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