# 10,000 Steps Working Paper Series

## Paper 19:
## Awareness of the 10,000 Steps Program 2014 to 2016

**Deborah Power**
Research Officer

**Kelly Corry**
Research Officer

**Anetta Van Itallie**
Research Officer

**Associate Professor Mitch Duncan**
Project Co-Leader

**Professor Corneel Vandelanotte**
Project Co-Leader

**Physical Activity Research Group**
**CQUniversity**

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

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

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

Suggested citation: Power, D., Corry, K., Van Itallie, A., Duncan, M. & Vandelanotte, C. (2018). *10,000 Steps Working Paper Series, Paper 19: Awareness of the 10,000 Steps Program 2014 to 2016*.Rockhampton: CQUniversity



ISSN 1835-3789



Acknowledgements

Funded by the Queensland Government.

**Table of Contents**

## EXECUTIVE SUMMARY

This report details the awareness levels of the 10,000 Steps program within Australian adults between 2014 and 2016. The report also examines associations between demographic variables and the level of awareness.

A Computer-Assisted-Telephone-Interview (CATI) survey of approximately 1200 adults was conducted annually by the Population Research Laboratory, CQUniversity in 2014 (November to December), 2015 (July to August) and 2016 (June to August).

The survey, the National Social Survey (NSS), randomly selected adults aged 18 years and over living in a dwelling unit in Australia who were able to be contacted by direct-dialled landline or mobile telephone service.

- In 2014, 2015 and 2016, 58.4%, 58.3% and 63.8% of the Australian adult population were aware of the 10,000 Steps program respectively.
- Across all survey years:
    - Awareness was higher among women compared with men;
    - Adults aged 55 years and older reported higher levels of awareness in comparison to 18-34 year olds;
    - Adults with 13 years or more of education reported higher levels of awareness in comparison to those with less than 13 years of education;
    - People who were retired, students, unemployed, home duties or on a pension reported lower levels of awareness in comparison to adults working in professional and white collar occupations.

## 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 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 August 2017, the 10,000 Steps program has over 351,000 individual members and over 12,000 Providers (organisations and community groups) registered with the 10,000 Steps website.

Awareness levels of the 10,000 Steps program have been monitored specifically in Queensland (2005-2014) and have now extended to Australia wide (2014-2016). The results have shown a significant increase in awareness of the 10,000 Steps program from 33.5% across Queensland in 2005 to 66.3% in 2016. The awareness Australia-wide has increased from 56.0% in 2009 to 63.8% in 2016 [2-10]. As the program continues to expand to Queensland and beyond, it is appropriate to assess the awareness of 10,000 Steps at a national level.

### Purpose of Study

The purpose of this study was to examine the awareness of the 10,000 Steps program across Australia in 2014, 2015 and 2016. In addition, the study examined if demographic variables (i.e. gender, age, location, years of education, annual household income and occupation, body mass index (BMI) category and physical activity) were associated with program awareness.

### Survey Method

Conducted by the Population Research Laboratory (PRL) at CQUniversity, the National Social Survey (NSS) is an annual series of cost-shared surveys aimed at obtaining public opinion on a range of topics held by a random sample of Australian residents. The NSS 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 NSS in 2014, 2015, and 2016.

The NSS was administered through the Computer-Assisted-Telephone-Interview (CATI) system housed in the PRL. In 2014 the NSS was conducted in November to December, 2015 between July to August and 2016 between June and August. The target population was all individuals who were 18 years or older, lived in a dwelling unit in Australia and could be contacted by a direct-dialled land-based or mobile telephone service. This population was divided into eight sub-samples across the states and territories that make up Australia. 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 (HREC H14/09-203).

**Data Quality**

In 2014, 2015 and 2016 the total number of responses was 1349, 1318 and 1217.The Response Rate for the 2014, 2015 and 2016 NSS was 29%, 33% and 26% respectively.

*Estimated Sampling Error*

The sampling error (ESR) 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 sample of respondents and a 50/50 binomial percentage distribution are as follows:

- 2014: 1349 respondents – ESR = plus or minus 2.7 percentage points;
- 2015: 1318 respondents – ESR = plus or minus 2.7 percentage points;
- 2016: 1217 respondents – ESR = plus or minus 2.8 percentage points.

**Data Treatment**

Awareness of 10,000 Steps in each survey year was examined by geographical location (Australian states and territories), gender, age, years of education, household income, occupation, BMI and physical activity levels. Participant self-reported height and weight was used to calculate BMI. Awareness of the 10,000 Steps program was determined through the following 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 [11]. 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. Each odds ratio has a 95% confidence interval and if the lower and upper confidence intervals include 1.00 (e.g., 0.80 – 1.28) the association is not statistically significant. If the odds ratio does not include 1.00 (e.g., 0.40 – 0.97, or 1.34 – 1.92) the association is statistically significant.

## RESULTS

### National Awareness of the 10,000 Steps Program

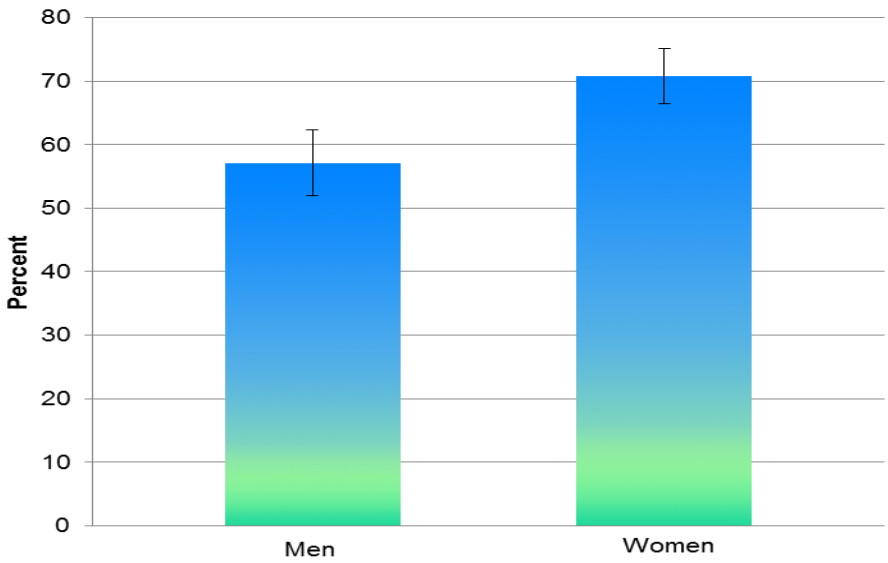
In 2014, 2015, and 2016 the overall level of awareness was 58.4%, 58.3% and 63.8% respectively. The prevalence of awareness across gender, age, location, years of education, household income, physical activity level, BMI and occupation variables is shown in Table 2 (See Appendix – Table 2). In all survey years, significant associations were found between awareness and gender, age group, years of education, occupational level and physical activity category when adjusting for other demographic variables. The following sections discuss these results in detail.

Table 1 shows that approximately half of the participants in each survey year were women and aged 55 years and over, and that approximately 35.0% of the respondents earned an annual household income of $52,000 or over. Self-report data showed that the majority of participants reported being overweight or obese, and that approximately half reported being sufficiently active for health benefits. Further demographics of the sample are presented in Table 1 (See Appendix – Table 1). Due to the availability of complete responses in each NSS a total of 788, 769 and 777 were included in the adjusted logistic regression analysis in 2014, 2015, and 2016 respectively (Table 3).

*Gender*

In all years a higher percentage of women (66.2%-70.8%) were aware of the 10,000 Steps program than men (50.6%-57.1%) Figure 1 shows the proportion of men and women aware of 10,000 Steps in 2016. The logistic regression analysis revealed that women were significantly more likely to be aware of 10,000 Steps than men (Table 3).

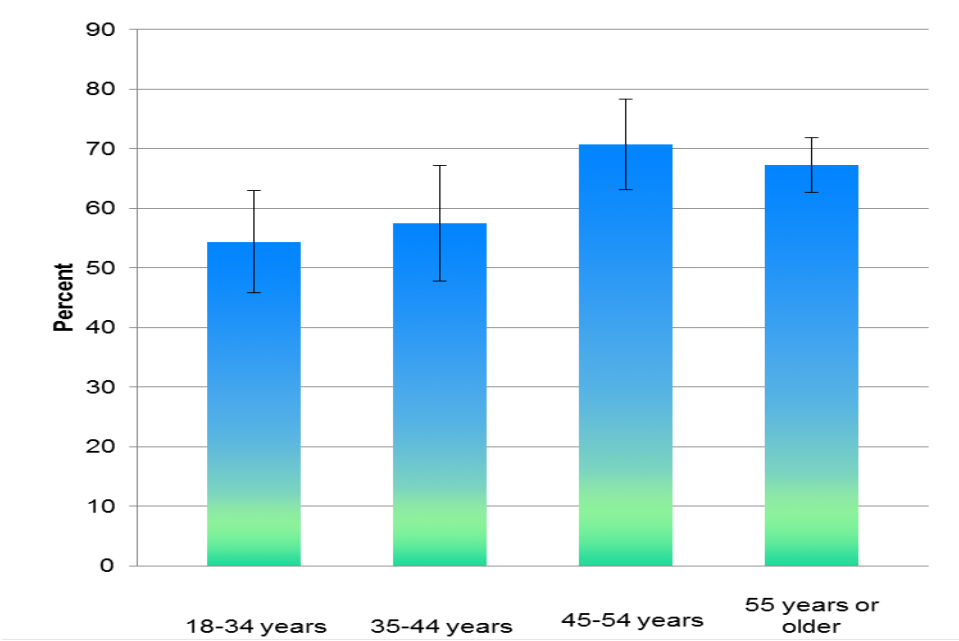
*Figure 1. Percentage of respondents aware of 10,000 Steps by gender in 2016.*



*Age Group*

In all survey years, participants aged 18-34 years had the lowest levels of reported awareness, and the highest levels were reported by adults aged 45-54 years (2016). Figure 2 shows the levels of awareness by age categories in 2016. In 2014 and 2016, when adjusting for other socio-demographic factors those aged 45 years and older were significantly more likely to be aware of the 10,000 Steps program (Table 3).

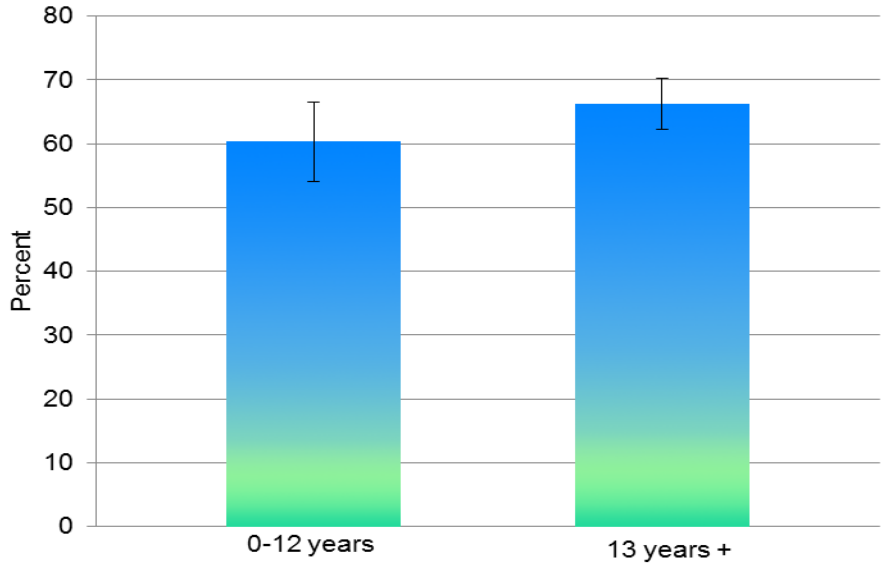
*Figure 2. Percentage of respondents aware of 10,000 Steps by age in 2016.*




*Years of Education*

Participants with 13 years or more of education (62.6%-66.3%) reported a higher level of awareness of the 10,000 Steps program than participants with up to 12 years of education (47.7%-60.3%). In all survey years when adjusting for socio-demographics participants reporting 13 years or more education were more likely to be aware of 10,000 Steps in comparison to participants with less than 13 years of education (Table 3). Figure 3 shows the levels of awareness by years of education in 2016.

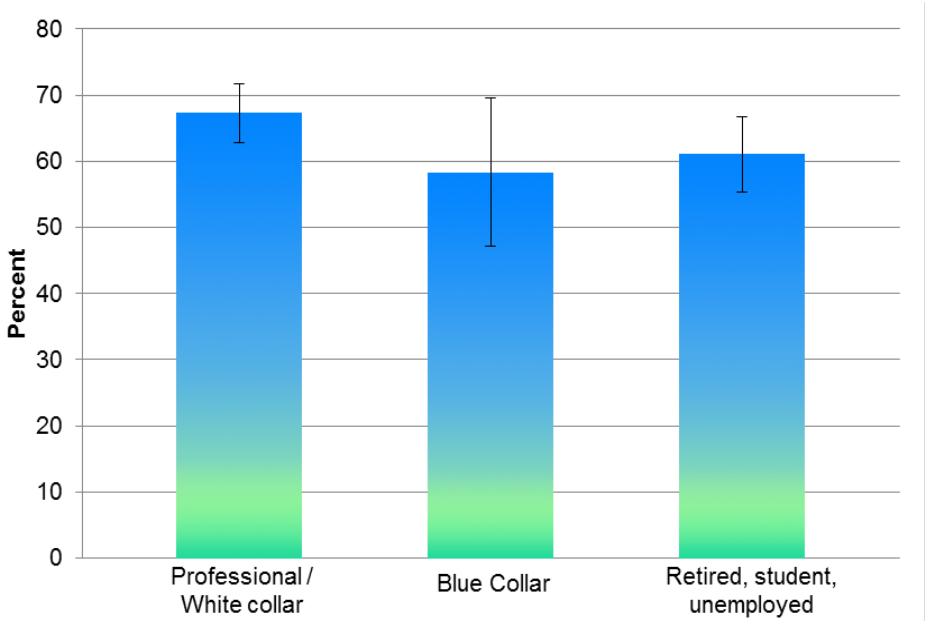
*Figure 3. Percentage of respondents aware of 10,000 Steps by years of education in 2016.*




*Occupation*

Professional and white collar workers reported the highest levels of awareness of the 10,000 Steps program (64.4%-67.3%), followed by those who were retired, student, unemployed, home duties or receiving the pension (52.0%-61.1%) and finally, blue collar workers (46.6%-58.3%). Figure 4 shows the levels of awareness by occupational category in 2016. Logistic regression analysis revealed that in all years those who were retired, student, unemployed, home duties or receiving the pension had significantly lower levels of awareness relative to professional and white collar workers (Table 3).

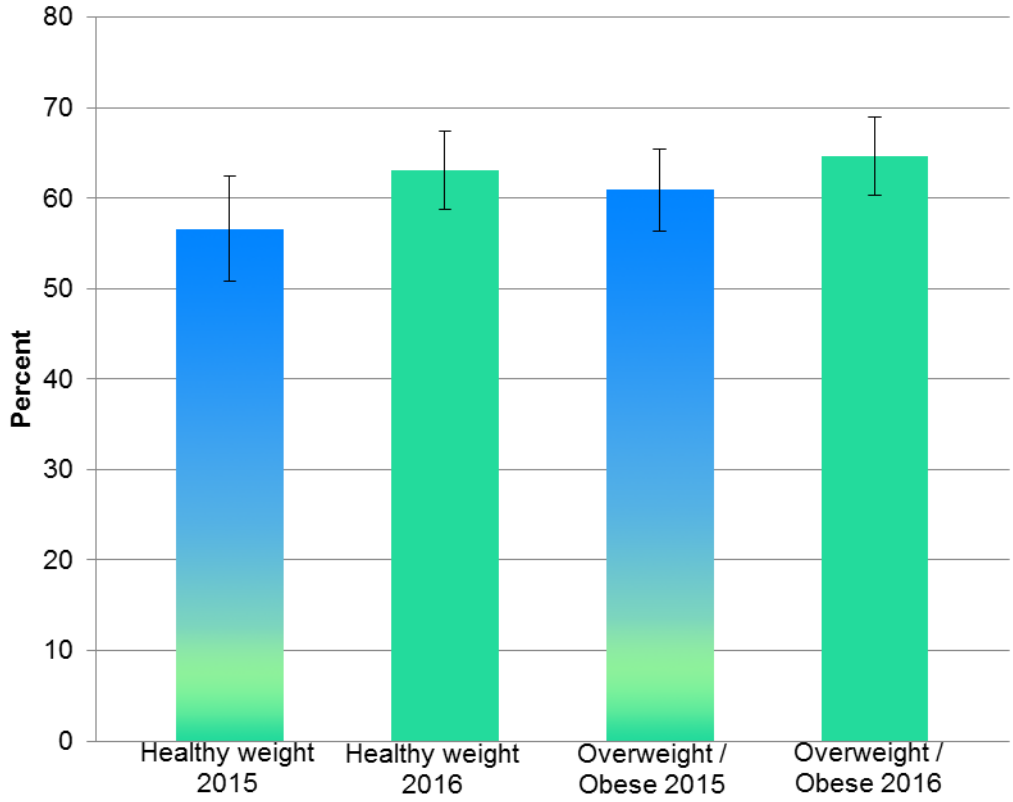
*Figure 4. Percentage of respondents aware of 10,000 Steps by occupational level in 2016.*



*BMI Category*

In 2014 and 2015 participants who were overweight or obese reported a higher level of awareness (60.7%-60.9%) in comparison to participants who were classified as healthy weight (56.0%-56.6%). There was no association between BMI and awareness in 2016 (Table 3). Figure 5 shows the awareness level by BMI category in 2015 and 2016.

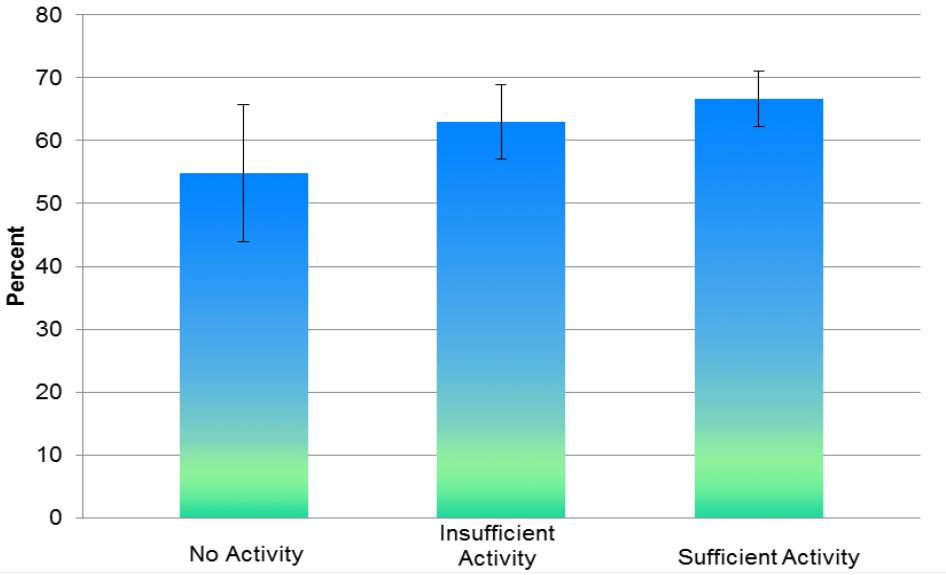
*Figure 5. Percentage of respondents aware of 10,000 Steps by BMI category in 2015/2016.*




*Physical Activity Levels*

Levels of awareness were lowest (50.7%-54.8%) in those reporting no physical activity, and increased in those reporting insufficient physical activity (55.1%-63.0%) and sufficient physical activity (62.3%-66.7%). Logistic regression analysis revealed that in 2015, relative to those people reporting no activity, those reporting sufficient physical activity had significantly higher levels of awareness (Table 3). Figure 6 shows the awareness by physical activity levels in 2016.

*Figure 6. Percentage of respondents aware of 10,000 Steps by physical activity level in 2016.*



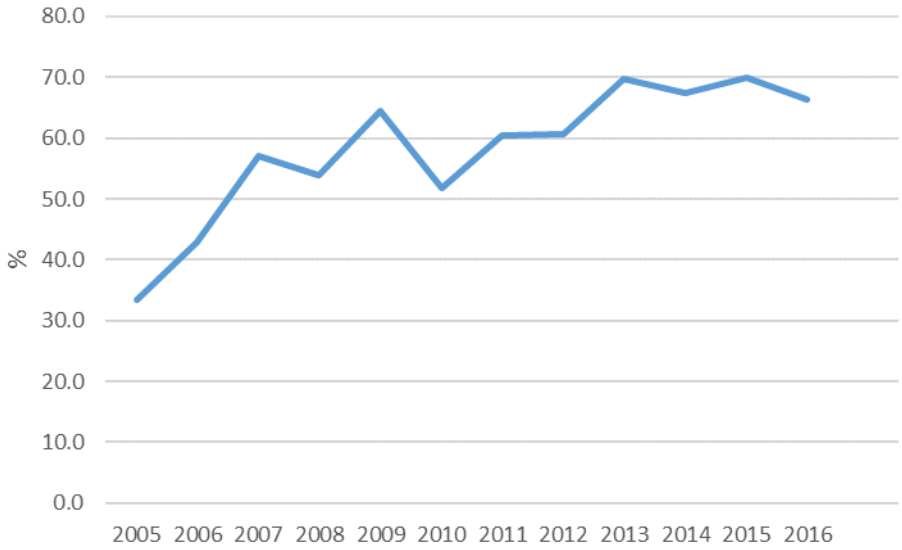

**10,000 Steps Awareness compared to other health related initiatives**

During the 2016 National 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 Queensland "Healthier Happier" campaign (2014: 6.2%, 2015: 13.1%, 2016: 10.7%), Queensland "Workplaces for Wellness" campaign (2014: 10.5%, 2015: 12.4%, 2016: 8.5%) , Australian Shape Up (2014: 13.3%, 2015: 11.7%, 2016: 9.6%) , "Swap It, Don't Stop It" campaign (2014: 12.8%, 2015: 11.1%, 2016: 8.5%) , while fewer participants were aware of the Get Healthy Coaching Service (2014: 3.6%, 2015: 4.9%, 2016: 3.0%), Happy Body at Work (2014: 2.6%, 2015: 3.5%, 2016: 3.5%) and the Travel 'n' Well program (2014: 1.6%, 2015: 2.8%, 2016: 2.0%) . A high proportion of respondents (2014: 67.5%, 2015: 64.5%, 2016:71.7%) reported that they were not aware of any of the other similar physical activity and health and wellbeing programs.

**10,000 Steps Awareness in Queensland**

Awareness of 10,000 Steps has been determined using the Queensland Social Survey from 2005 to 2014 and the National Social Survey from 2014 to 2016. Awareness of Queensland respondents from 2005 to 2016 has increased from 33.5% to 66.3% (Figure 7).

*Figure 7. Percentage of Queensland respondents aware of 10,000 Steps – 2005 to 2016*




**CONCLUSIONS AND RECOMMENDATIONS**

With the continued promotion of the 10,000 Steps program across Queensland and beyond, it is important to investigate and monitor awareness of the program in the general population. Based on the 2014, 2015 and 2016 NSS, between 58.3% and 63.8% of Australian residents are aware of the 10,000 Steps program. Awareness levels of 10,000 Steps compares favourably with awareness levels reported in evaluations of other community based health promotion interventions or media interventions.

In all survey years, awareness was associated with gender. The disparity between awareness reported from men and women is also reflected in 10,000 Steps membership levels, with women making up nearly 70% 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 women compared to men [12]. 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 [12]. 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 50% 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.

As the 10,000 Steps program continues, levels of awareness have increased reflecting the ongoing efforts to promote the program. The continued growth in the number of individuals and workplaces participating in the program continues to expose more people to the program and its messages.

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 [13]. Statistics show that household access to the internet has increased from 44% in 1998 to 86% in 2015 [13]. 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 with flow on effects to other states. This is largely as a result of workplaces with multi-state locations and the online dissemination of resources allowing delivery beyond Queensland. Awareness of the 10,000 Steps program across Queensland and Australia has increased since 2005. This provides further evidence that the promotion strategies adopted have been valuable for reaching individuals, workplaces, organisations and community groups. 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 and beyond.

**Future Recommendations**

The increased awareness observed in 2016 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: men, individuals with fewer than 13 years of education and those individuals aged 18-34 years. 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 it is anticipated that awareness in these groups will continue to grow.

Continued examination of the awareness of 10,000 Steps across Queensland and nationwide 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.

**REFERENCES**


1. Brown WJ, Mummery K, Eakin E, Schofield G. 10,000 Steps Rockhampton: evaluation of a whole of community approach to improving population levels of physical activity. J Physical Activity Health 2006; 3(1):1-14.
2. Joyner K. Paper 1: Awareness of the 10,000 Steps program across Queensland. Rockhampton: Centre for Social Science Research, Central Queensland University; 2006.
3. Joyner K, Mummery WK. Paper 4: Awareness of the 10,000 Steps Program across Queensland, 2006. Rockhampton: Centre for Social Science Research, Central Queensland University; 2006.
4. Joyner K, Mummery WK. Paper 5: Awareness of the 10,000 Steps Program across Queensland, 2007. Rockhampton: Centre for Social Science Research, Central Queensland University; 2007.
5. Joyner K, Mummery WK. Paper 6: Awareness of the 10,000 Steps Program across Queensland, 2008. Rockhampton: Centre for Social Science Research, Central Queensland University; 2008.
6. Corry K, Behan R & Mummery WK. Paper 8: Awareness of the 10,000 Steps Program across Queensland, 2009. Rockhampton: Institute for Health & Social Science Research, Central Queensland University, 2009.
7. Hooker C, Hall S, Connolly K & Duncan D. Paper 13: Awareness of the 10,000 Steps Program across Queensland, 2010. Rockhampton: Institute for Health & Social Science Research, Central Queensland University, 2010.
8. Hall S, Corry K, Hooker C, Connolly K & Duncan M. Paper 14: Awareness of the 10,000 Steps Program across Queensland, 2011. Rockhampton: Institute for Health & Social Science Research, Central Queensland University, 2011.
9. Hall S, Hooker C & Duncan M. Paper 16: Awareness of the 10,000 Steps Program across Queensland, 2012. Rockhampton: Institute for Health & Social Science Research, Central Queensland University, 2012.
10. Hall S, Corry K, Broad M & Duncan M. Paper 17: Awareness of the 10,000 Steps Program across Queensland, 2013. Rockhampton: Institute for Health & Social Science Research, Central Queensland University, 2013.
11. Australian Institute of Health and Welfare. The Active Australia Survey: a guide and manual for implementation, analysis and reporting. Canberra: AIHW;2003.
12. Australian Bureau of Statistics. *Australian Social Trends June 2011 Sport and physical recreation.* [Online]. Available from: *http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/17B89B4FC6D20F55CA25791100160B45?opendocumen*t [Accessed 19th September 2012].
13. Australian Bureau of Statistics. *Household use of information technology, Australia, 2014-15.* [Online]. Available from: *http://www.abs.gov.au/ausstats/abs@.nsf/mf/8146.0* [Accessed 26th July 2017].

**APPENDIX: TABLES**

*Table 1. Demographic characteristics of the total sample of participants 2014-2016.*

| Characteristic | 2014 n [a] | 2014 % | 2015 n [b] | 2015 % | 2016 n [c] | 2016 % |
|---|---|---|---|---|---|---|
| **Gender** | | | | | | |
| Men | 660 | 48.9 | 602 | 45.7 | 603 | 49.5 |
| Women | 689 | 51.1 | 716 | 54.3 | 614 | 50.5 |
| **Age Group** | | | | | | |
| 18-34 years | 219 | 16.2 | 255 | 19.3 | 239 | 19.6 |
| 35-44 years | 184 | 13.6 | 186 | 14.1 | 174 | 14.3 |
| 45-54 years | 252 | 18.7 | 219 | 16.6 | 194 | 15.9 |
| 55+ years | 679 | 50.3 | 645 | 48.9 | 600 | 49.3 |
| **Years of Education** | | | | | | |
| 0-12 years | 532 | 39.4 | 492 | 37.3 | 401 | 32.9 |
| ≥13 years | 809 | 60.0 | 806 | 61.2 | 804 | 66.1 |
| **Household Income (per annum)** | | | | | | |
| Nil-$51,999 | 369 | 27.4 | 342 | 25.9 | 276 | 22.7 |
| $52,000-$104,000 | 229 | 17.0 | 207 | 15.7 | 177 | 14.5 |
| >$104,000 | 289 | 21.4 | 262 | 19.9 | 262 | 21.5 |
| No response | 462 | 34.2 | 507 | 38.5 | 502 | 41.3 |
| **Occupational Level** | | | | | | |
| Professional / White Collar | 634 | 47.0 | 636 | 48.3 | 617 | 50.7 |
| Blue Collar | 116 | 8.6 | 123 | 9.3 | 128 | 10.5 |
| Retired, student, unemployed, home duties, pension | 583 | 43.2 | 537 | 40.7 | 459 | 37.7 |
| **BMI Category** | | | | | | |
| Healthy weight | 497 | 36.8 | 504 | 38.2 | 491 | 40.3 |
| Overweight or Obese | 776 | 57.5 | 743 | 56.4 | 726 | 59.7 |
| **PA Levels** | | | | | | |
| No Activity | 208 | 15.4 | 152 | 11.5 | 147 | 12.1 |
| Insufficient Activity | 441 | 32.7 | 502 | 38.1 | 407 | 33.4 |
| Sufficient Activity | 700 | 51.9 | 664 | 50.4 | 663 | 54.5 |

[a] n = 1349
[b] n = 1318
[c] n = 1217

*Table 2. National awareness and crude odds ratios for awareness by demographic variables 2014-2016.*

| Variable | 2014 | | | | 2015 | | | | 2016 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **n Aware** | **% Aware** | **Crude OR** | **95% CI** | **n Aware** | **% Aware** | **Crude OR** | **95% CI** | **n Aware** | **% Aware** | **Crude OR** | **95% CI** |
| **Gender** | | | | | | | | | | | | |
| Men | 332 | 50.6 | 1 | Reference | 305 | 50.8 | 1 | Reference | 344 | 57.1 | 1 | Reference |
| Women | 456 | 66.2 | 1.91 | 1.53-2.38 | 464 | 65.3 | 1.81 | 1.45-2.27 | 433 | 70.8 | 1.81 | 1.43-2.30 |
| **Age Group** | | | | | | | | | | | | |
| 18-34 years | 112 | 51.4 | 1 | Reference | 129 | 50.8 | 1 | Reference | 130 | 54.4 | 1 | Reference |
| 35-44 years | 123 | 66.8 | 1.91 | 1.27-2.86 | 110 | 59.5 | 1.42 | 0.97-2.08 | 100 | 57.5 | 1.13 | 0.76-1.68 |
| 45-54 years | 162 | 64.8 | 1.74 | 1.20-2.53 | 137 | 62.6 | 1.62 | 1.12-2.34 | 136 | 70.8 | 2.04 | 1.36-3.04 |
| ≥55 years | 381 | 56.2 | 1.21 | 0.89-1.65 | 389 | 60.8 | 1.5 | 1.12-2.01 | 403 | 67.3 | 1.72 | 1.27-2.34 |
| **Years of Education** | | | | | | | | | | | | |
| 0-12 | 253 | 47.7 | 1 | Reference | 257 | 52.7 | 1 | Reference | 240 | 60.3 | 1 | Reference |
| ≥13 | 531 | 65.8 | 2.10 | 1.68-2.63 | 503 | 62.6 | 1.51 | 1.20-1.89 | 533 | 66.3 | 1.29 | 1.01-1.66 |
| **Household Income (per annum)** | | | | | | | | | | | | |
| Nil-$51,999 | 204 | 55.4 | 1 | Reference | 183 | 54.1 | 1 | Reference | 172 | 62.5 | 1 | Reference |
| $52,000-$103,999 | 136 | 59.6 | 1.19 | 0.85-1.66 | 125 | 60.7 | 1.31 | 0.92-1.86 | 111 | 62.7 | 1.01 | 0.68-1.49 |
| >$104,000 | 200 | 69.4 | 1.83 | 1.32-2.53 | 182 | 69.7 | 1.95 | 1.39-2.74 | 183 | 69.8 | 1.39 | 0.97-1.99 |
| No response | 248 | 53.8 | 0.94 | 0.71-1.23 | 279 | 55.1 | 1.04 | 0.79-1.37 | 144 | 61.0 | 0.94 | 0.66-1.34 |
| **Occupational Level** | | | | | | | | | | | | |
| Professional / White collar | 422 | 66.8 | 1 | Reference | 409 | 64.4 | 1 | Reference | 415 | 67.3 | 1 | Reference |
| Blue Collar | 54 | 46.6 | 0.43 | 0.29-0.65 | 58 | 47.2 | 0.49 | 0.33-0.73 | 74 | 58.3 | 0.68 | 0.46-1.00 |
| Retired, student, unemployed, home duties, pension | 302 | 52.0 | 0.54 | 0.43-0.68 | 290 | 54.6 | 0.67 | 0.53-0.84 | 279 | 61.1 | 0.76 | 0.59-0.98 |
| **BMI Category** | | | | | | | | | | | | |
| Healthy weight | 278 | 56.0 | 1 | Reference | 284 | 56.6 | 1 | Reference | 310 | 63.1 | 1 | Reference |
| Overweight or Obese | 469 | 60.7 | 1.21 | 0.96-1.52 | 450 | 60.9 | 1.2 | 0.95-1.51 | 467 | 64.6 | 1.06 | 0.84-1.35 |
| **PA Levels** | | | | | | | | | | | | |
| No Activity | 105 | 50.7 | 1 | Reference | 81 | 54.4 | 1 | Reference | 80 | 54.8 | 1 | Reference |
| Insufficient Activity | 245 | 55.8 | 1.23 | 0.88-1.71 | 275 | 55.1 | 1.03 | 0.74-1.49 | 255 | 63.0 | 1.4 | 0.96-2.06 |
| Sufficient Activity | 438 | 62.7 | 1.63 | 1.19-2.30 | 413 | 62.3 | 1.39 | 0.97-1.99 | 442 | 66.7 | 1.65 | 1.15-2.37 |

*Table 3. Adjusted odds ratios for national awareness by demographic variables 2014-2016.*

| Variable | 2014 Adjusted OR | 2014 95% CI | 2015 Adjusted OR | 2015 95% CI | 2016 Adjusted OR | 2016 95% CI |
|---|---|---|---|---|---|---|
| **Gender** | | | | | | |
| Men | 1 | Reference | 1 | Reference | 1 | Reference |
| Women | 2.3 | 1.79-2.97 | 2.15 | 1.67-2.77 | 1.92 | 1.44-2.55 |
| **Age Group** | | | | | | |
| 18-34 years | 1 | Reference | 1 | Reference | 1 | Reference |
| 35-44 years | 1.91 | 1.21-3.00 | 1.02 | 0.67-1.56 | 0.81 | 0.51-1.28 |
| 45-54 years | 1.94 | 1.28-2.93 | 1.3 | 0.87-1.96 | 1.66 | 1.03-2.69 |
| ≥55 years | 1.86 | 1.28-2.69 | 1.71 | 1.20-2.44 | 2.43 | 1.59-3.69 |
| **Years of Education** | | | | | | |
| 0-12 | 1 | Reference | 1 | Reference | 1 | Reference |
| ≥13 | 1.85 | 1.43-2.40 | 1.47 | 1.13-1.91 | 1.38 | 1.01-1.89 |
| **Household Income (per annum)** | | | | | | |
| Nil-$51,999 | 1 | Reference | 1 | Reference | 1 | Reference |
| $52,000-$104,000 | 1.09 | 0.75-1.58 | 1.38 | 0.89-1.91 | 0.99 | 0.66-1.51 |
| >$104,000 | 1.24 | 0.84-1.82 | 1.78 | 1.21-2.63 | 1.38 | 0.92-2.09 |
| No response | 0.81 | 0.59-1.11 | 1.13 | 0.83-1.53 | 1.02 | 0.69-1.50 |
| **Occupational Level** | | | | | | |
| Professional / White Collar | 1 | Reference | 1 | Reference | 1 | Reference |
| Blue Collar | 0.63 | 0.41-0.99 | 0.78 | 0.50-1.20 | 0.83 | 0.52-1.32 |
| Retired, student, unemployed, home duties, pension | 0.61 | 0.45-0.83 | 0.69 | 0.51-0.92 | 0.61 | 0.43-0.87 |
| **BMI Category** | | | | | | |
| Healthy weight | 1 | Reference | 1 | Reference | 1 | Reference |
| Overweight or Obese | 1.43 | 1.11-1.84 | 1.4 | 1.09-1.81 | 1.04 | 0.77-1.39 |
| **PA Levels** | | | | | | |
| No Activity | 1 | Reference | 1 | Reference | 1 | Reference |
| Insufficient Activity | 1.05 | 0.73-1.51 | 1.1 | 0.73-1.66 | 1.3 | 0.83-2.06 |
| Sufficient Activity | 1.42 | 0.99-2.01 | 1.57 | 1.05-2.35 | 1.58 | 1.02-2.44 |

**FOR MORE INFORMATION ON THE**

**10,000 STEPS PROGRAM CONTACT:**

**Phone: +61 7 4930 6751**
**Email: 10000steps@cqu.edu.au**
**Website: www.10000steps.org.au**