



Centre for Social Science Research e-news

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From the Director

Professor Kerry Mummery (Director, CSSR)

Hi everyone and welcome again to our newsletter. I hope it gives you some insight into the work being conducted within the Centre. I would like to highlight the ongoing work of our Key Researchers, Assoc Professor Stewart Lockie with his recent success in obtaining an ARC Discovery Grant in the area of farmland diversity and Dr Matt Rockloff with his ongoing line of research into problem gambling. Congratulations to the 10,000 Steps team of Anetta Hinchliffe, Kelly Joyner and Cally Davies. The project has just been funded through to the end of 2008 and is about to 'GO BIG' with the soon-to-be-launched 10,000 Steps Brisbane project. Literally millions more Queenslanders will soon be on the road to better health. Congratulations to Heather Nancarrow and her team in Mackay at the Queensland Centre for Domestic and Family Violence Research who have also been successful in securing ongoing funding to support their valuable work. Our post-doctoral fellows have been busy. Dr Cristina Caperchione recently returned from a series of nation-wide trips to evaluate the uptake and adoption of the WALK program and Mr Mitch Duncan is only weeks away from becoming Dr Duncan with the soon-to-be-successful defence of his PhD thesis. And special congratulations to Rebeka Freckleton, who recently travelled to exotic mountainous areas of Pakistan and India, returning with a rock on her finger (engagement ring); everyone wishes her and Cameron the best in their future together.

The Population Research Laboratory remains a hub of research activity with the 3rd Annual Queensland Social Survey being conducted in early July. I encourage everyone to consider involvement in the 9th Annual Central Queensland Social Survey happening later this year. The PRL has solidified its position with the fulltime appointment of Christine Hanley as the PRL manager. Christine is doing an excellent job and is many people's first and last point of contact with the CSSR.

Central Queensland University has recently announced the funding of a number of research flagships and work is underway to clearly position the work of the Centre within the new Healthy Communities Flagship. We all hope this investment in research by CQU will provide tangible outcomes for all involved in the Centre's research.

10,000 Steps Update

By Anetta Hinchliffe, Cally Davies and Kelly Joyner

10,000 Steps is currently focused on ongoing research; development and maintenance of our 10,000 Steps website (www.10000steps.org.au) and providing support for more than 36,000 online Step Log members and 1400 Providers. Since July 2006, the number of Step Log members and the number of steps logged on our website (currently up to 19.5 billion steps) has almost doubled, and the amount of health professionals, workplaces and communities that have registered as 10,000 Steps Providers has tripled. This is a fantastic achievement over the last 9 months. We have also seen the general awareness of the 10,000 Steps project across Queensland rise 9% (up to 43%) from 2005 to 2006.

>36,000 Step Log Members!

>19,600,000,000 steps logged!

>1,400 Providers!

Over the past year, 10,000 Steps has conducted various research projects to examine the efficiency and effectiveness of the 10,000 Steps resources provided on the 10,000 Steps website. Two separate online surveys were undertaken to determine the views of both the 10,000 Steps Providers and the online Step Log members. The online surveys were developed using SSiWeb Software housed within the Population Research Laboratory at Central Queensland University, Rockhampton. This research gave us valuable insight into the uptake, implementation, and usability of both the Step Log and Provider resources located on the 10,000 Steps website. Full reports of this research are published on the 10,000 Steps website at the following link: <http://10000steps.org.au/?page=lifestyles/reports>

Further research has been carried out by project officer Anetta Hinchliffe, who conducted usability testing to examine and guide modifications to improve the 10,000 Steps website. The research involved gaining feedback from end-users and experts while they conducted tasks on the website. The modifications made to the website resulted in positive findings including a reduced number of problems, reduced time to complete tasks and improved subjective reports.

“Since July 2006, the number of Step Log members and the number of steps logged on our website (currently up to 19.5 billion steps) has almost doubled, and the amount of health professionals, workplaces and communities that have registered as 10,000 Steps Providers has tripled”



10,000 Steps Update, *continued*

Along with making improvements to the website, we are also committed to encouraging participants to maintain their motivation. To do so, we are continually adding new interactive features. Some of our latest new features include:

Step Log Tutorials: The virtual tutorials guide members through using the different features of the online Step Log.

The Million Milestones Challenge: The Million Milestones challenge has been developed to assist and reward members when accumulating steps. Members are rewarded for each million steps they achieve.

The Annual Achievement Board: The Annual Achievement Board is an exciting new feature that allows members to view their progress throughout the year. They can compare their progress with others of the same age, state or country.

For more information on 10,000 Steps, please visit our website - www.10000steps.org.au or contact us on email - 10000steps@cqu.edu.au.



Examining Community Well-being

Background

In 2006, the Population Research Laboratory was commissioned by the Emerald Shire Council to conduct its regular community satisfaction survey. Seeing the potential to add greater value to this process, the PRL liaised with CQU's Institute for Sustainable Regional Development (ISRD) to evolve the traditional community satisfaction survey of the Emerald Shire into a pilot project examining wider issues of community wellbeing. The project is outlined below in the Executive Summary of the report, Central Queensland Indicators of Community Wellbeing: Sub project: Small Area Data Collection, Pilot Case Study (Emerald Shire, Qld) (Greer L., Miles R., Kraatz, D., Hanley, C., 2007).

Overview

It has been acknowledged by governments and regional development organisations that there is a recognised need and global trend to develop, measure, analyse and disseminate evidence of community and regional wellbeing. Evidence based information of community and regional wellbeing can act as a sophisticated mechanism to inform and benefit decision makers and communities. Measuring wellbeing in a community is vital to knowing how the community is faring. Using a set of indicators that are statistically robust and reliable, and capable of indicating community wellness accurately, (as well as being relatively easy to use and interpret), would make an ideal tool for communities, planners and policy makers. This project was designed to look for sustainable indicators of community wellbeing. The model developed reflects the broad idea of community wellbeing, which comprises economic, environmental as well as social wellbeing. The primary focus of the pilot study was the development of a sustainable model for the collection, analysis and dissemination of a suite of community wellbeing indicators.

The focus on community wellbeing was made after reviewing various examples of interstate and overseas models. These models of community wellbeing have a deliberately broad focus to give a better indication of sustainability. Sustainability, it is argued, can only be accurately measured with the inclusion of economic, environmental and social indicators. If any one of these aspects is overlooked, then there is a higher likelihood that key aspects of community wellbeing will not be measured and the final analysis will be deficient as a result.

“Evidence based information of community and regional wellbeing can act as a sophisticated mechanism to inform and benefit decision makers and communities”



Landscape of the Emerald area

Examining Community Well-being, *continued*

To account for progress the measurement of indicators of community wellbeing must report to a triple-bottom-line (TBL) in the same way as governments and industrial development. Accordingly, this project sought to identify practical indicators of community wellbeing for the Central Queensland region which span the TBL. The approach was to incrementally develop a model that would meet the needs of local communities. The final version of the model referred to as the “Six-by-Six” Community Wellbeing model, features 36 indicator headings organised into six domains (or dimensions) of wellbeing, with each domain comprising six indicator headings.

The model’s six domains are constructed to cover economic, environmental, and social wellbeing sections in a balanced manner. Within each domain, the objective is to have a balance of the different types of data that can be used as indicators. In this way, some of the indicators have been generated by interview and represent the subjective perceptions of the community from a bottom-up view. The other half are from official agencies and census style statistics to present an objective top-down view. Each type of data has different qualities that together provide a superior indication of wellbeing in their domain.

This project benefited from the collaboration between the Department of Local Government, Planning, Sport and Recreation (DLGPSR), Emerald Shire Council (ESC) and the Institute of Sustainable Regional Development (ISRD). By combining resources and skills, the three organisations were able to bring a wide range of perspectives to the project. This collaboration took the form of DLGPSR providing funds to enhance a survey that ESC had already planned to carry out. By value adding to the exercise ESC was able to use a survey instrument with a superior response rate (i.e., a telephone survey instead of a mail out survey) and DLGPSR was able to conduct a pilot study into community wellbeing using the Emerald Shire as the focal point.

This gave rise to consideration of a business model to conduct similar studies in the future. At the very least, this model augments and improves the way that local government satisfaction surveys are carried out, resulting in better information that is more statistically reliable. Consideration has also been given to a procedural and business model to achieve greater development and application of a similar set of indicators suitable for regular use across the whole Central Queensland region.

If employed as a rolling survey across all the Central Queensland local government areas, such a model would benefit all participating councils in terms of overall cost savings, as well as improving the quality and interpretation of the data collected.

Finally, in a scenario where two or more State agencies combine resources, a “standard” model of community wellbeing indicators could be developed and used across the whole of the State for comparison between local government areas and make it possible to identify “wellbeing benchmarks”.



News from CSSR, Bundaberg

Gambling research continues to develop

It's been a busy year for Dr Matthew Rockloff and his colleagues who have been undergoing four separate gambling studies as funded by the Queensland Treasury in a \$64,000 grant. These studies are focusing on two theoretical factors, physiological arousal and self-awareness, which may play an important role in the maintenance and intensification of gambling behaviour.

The first of the physiological arousal studies compared the gambling behaviour and physiological responses (heart rate and galvanic skin response) of individuals who were either exposed to a loud burst of 'white-noise' while gambling or no noise. It was theorised that heighten arousal due to exposure to the white-noise event would intensify gambling behaviour, especially amongst individuals who had many gambling problems versus those with few or no gambling problems. In fact, the findings found an opposite trend. Those with many gambling problems decreased their intensity of gambling (lower average bet sizes) while those with few or no gambling problems had an increase in gambling intensity (higher average bet sizes). After review of the literature, it was proposed that individuals with many gambling problems may interpret heightened physiological arousal in association with gambling differently than those with few or no gambling problems. Problem gamblers may interpret this increase in arousal as an indicator that they are about to lose while those without gambling problems may interpret increased arousal as a sign they are about to win.

The second study examining the effects of heightened physiological arousal on gambling behaviour has recently been completed at the Koorana Saltwater Crocodile Farm. This study has been comparing the gambling behaviour of individuals who have been exposed to 'jumping crocodiles' - and the holding of a smaller crocodile - and those who have yet to be exposed to these fearsome creatures.

"it was proposed that individuals with many gambling problems may interpret heightened physiological arousal in association with gambling differently than those with few or no gambling problems"



Gambling research continues to develop, continued

It is expected that the crocodile exposed post-tour condition will show a heightened physiological arousal which will lead to greater monetary losses and increased gambling intensity when compared to those in the pre-tour condition. Results for this study will be available by the end of June, 2007.

The self-awareness studies center around the theory that individuals may develop gambling problems because the gambling allows them to escape thoughts about themselves or aspects in their lives which may be unpleasant. They therefore are thought to have a decrease in self-awareness while increasing their self-esteem. The first self-awareness study carried out in 2006 aimed to compare individuals who had a mirror placed in front of them while they gambled, to those with no mirror. The theory was that a mirror would increase self-awareness in the experimental group and that this would then decrease the intensity of their gambling behaviour compared to the control group. In fact, the opposite was found again. Individuals with mirrors actually increased the intensity of their gambling behaviour compared to those who did not have a mirror placed strategically in front of them, markedly so if they had many gambling problems compared to few or no gambling problems. It was thought that perhaps it was so unpleasant to be self-aware during gambling that their gambling behaviour was intensified as to make the duration of their gambling experience shorter (and hence yet again avoid self-awareness). The second study is currently being carried out on the Bundaberg campus and involves comparing individuals who provide negative, positive, or no descriptions of themselves prior to gambling. It is expected that those providing descriptions (negative and positive), and hence increasing their self-awareness, will decrease the intensity of their gambling behaviour more so than the group giving no self descriptions. Furthermore, those with a heightened negative self-awareness compared to a positive self-awareness are theorised to show an even higher marked decrease in their gambling behaviour.

Dr Rockloff is also currently collaborating with research-partners in Sydney and the Capricornia region to carry out research involving Terror Management Theory and gambling in a clinical setting with individuals seeking gambling treatment. The earlier stages of this project involve the theory that thoughts of death are constantly in our lives but that we each engage in strategies to increase our self-esteem to stamp out such thoughts. It is theorised that in some groups of gamblers the idea that they are 'lucky' individuals who exert some sense of skill while gambling is a maladaptive strategy to increase self-esteem and suppress unpleasant thoughts of our own mortality. Another project on the horizon will investigate how the presence of groups (such as there is in gambling venues) may influence gambling behaviour compared to when individuals gamble by themselves.



GPS to track walking and cycling

By Mitch Duncan

I am happy to share that I have recently had accepted for publication, an article examining the use of Global Positioning Systems (GPS) to determine the distance people travel and environmental barriers encountered when walking and cycling for transport.

The article is based on research undertaken during the completion of my doctoral studies at CQU. The project asked children to wear a GPS during their journey to and from school. The information collected allowed me, along with Professor Mummy to accurately measure the distance children travelled between home and school, in addition to the number of times they encountered environmental barriers to walking and cycling such as busy streets. The successful application of GPS to measure these barriers demonstrates GPS can be integrated into future research to examine other barriers to walking and cycling.



Population Research Lab update

By Christine Hanley

It has been an eventful year to date here at the Lab. We have been kept busy with a variety of projects, comprising of mostly CATI and online surveys.

We kicked off the year by finalising the reports for both the Calliope and Emerald Shire Community surveys, conducted in late 2006. We then moved on to a CATI survey of Capricorn Coast residents. The aim of this project was to investigate the responsiveness of recreation demand to changes in conditions along the Capricorn Coast. In conjunction with this project we have also had research assistants out in the field collecting data from tourists and visitors to the Capricorn Coast.

Our most recent CATI project was a survey of residents from the Fitzroy and Mount Morgan Shires. This project is being undertaken on behalf of the Mount Morgan Shire Council and seeks to evaluate community views on proposed changes stemming from the Size, Shape and Sustainability review of Queensland Local Government.

Along with these CATI surveys we have also undertaken a number of online surveys, collaborating with organisations such as Rio Tinto Australia, the Darling Downs Housing Council and the Australian Sports Commission. We look forward to the year ahead which brings the 2007 Queensland Social Survey in July and Central Queensland Social Survey in October.



The production and regulation of agricultural biodiversity

By Associate Professor Stewart Lockie

I would like to take this opportunity to share some of the details of a current project which I am leading which aims to investigate the influence of public and private regulation and incentives on the development of biodiversity production and consumption networks.

This project is being funded by the Australian Research Council (ARC) and provides opportunities to critically assess the potential of market-based solutions and identify, where relevant, additional factors necessary to ensure positive biodiversity outcomes. The project also seeks to evaluate the capacity of institutions and policy settings in relevant states and countries to protect, capture and transfer biodiversity values in food. It is our goal that, through the above, the project will contribute, in a practical way, to the development of policy and other strategies that support more sustainable food production-consumption networks.

BACKGROUND

Biodiversity is defined as “the variability among living organisms from all sources ... and the ecological complexes of which they are part, this includes diversity within species, between species and of ecosystems” (Convention on Biological Diversity). Agriculture depends on biodiversity for the provision of genetic resources and for the array of organisms and interactions that contribute to ecosystem function, stability and resilience. Nevertheless, conservation strategies are often at odds with farmers’ perceived interests due to their negative short-term impacts on production. This does not mean farmers have negative environmental attitudes, but that with declining terms of trade they have become increasingly dependent on mechanical and synthetic inputs to boost productivity and control pests.

Despite contemporary political enthusiasm for ‘market solutions’ to environmental and social problems, there has been little sociological investigation of how effective these strategies are compared with other incentives and/or disincentives for conservation, or on the most appropriate mix of strategies. This study will examine how values related to biodiversity are transferred through food chains and the full range of strategies that are used to mobilize people around the concept of biodiversity.

“there has been little sociological investigation of how effective these strategies are compared with other incentives and/or disincentives for conservation, or on the most appropriate mix of strategies”



One of the other study sites, the village of Canlusong. The photo shows a typically diverse production environment in which you can see rice, coffee and coconuts.

The production and regulation of agricultural biodiversity, continued.

METHODS AND CASE STUDIES

A comparative case study approach will be used drawing on study sites in Queensland, Australia and the Philippines. Queensland and the Philippines are both mega-biodiverse and faced with significant biodiversity threats related to agricultural land use. Both are vulnerable to changes in international commodity markets but present very different institutional and social environments. Before fieldwork commences, a scoping exercise will be used to finalize case study site selection. In identifying sites, attention will be paid to the exposure of local farmers to different types of regulatory and market regimes. In relation to regulatory regimes, these differences might revolve around the use of legislative versus market instruments, and the enactment of these instruments through public versus private agencies. In relation to market regimes, these differences might revolve around the relative degrees of commoditisation and individualisation of production and consumption. In other words, does the conservation strategy result in the realisation of a market value for biodiversity and is the strategy enacted by individuals or a community?

BENEFIT

While the preservation of biodiversity is of substantial intrinsic value, its long-term decline within agriculture will promote diminishing terms of trade and the degradation of rural communities. In the shorter term, products with demonstrable ecological attributes such as organic foods enjoy distinct market advantages while continued access to export markets in the US, EC and Japan is increasingly dependent on satisfying minimum environmental and food safety standards. By evaluating strategies to promote biodiversity values throughout the entire food chain, this research will make a significant contribution to policy and other strategies oriented towards enhancing the social and economic welfare of rural people.

“While the preservation of biodiversity is of substantial intrinsic value, its long-term decline within agriculture will promote diminishing terms of trade and the degradation of rural communities”



Green coffee, black rice and aromatic rice - all examples of the use of agricultural biodiversity - for sale in the weekly farmers' market in Bacolod City, capital of Negros Occidental.



My Research Associate, Dr David Carpenter, enjoying a native coffee in the village of Patad, along with our driver Mao and the village captain.



News from CSSR, Mackay

CDFVR Stakeholder Survey provides valuable feedback

The Queensland Centre for Domestic and Family Violence Research (CDFVR) is a valuable resource for the Queensland community. CDFVR is committed to encouraging continuing community participation in, and ownership of, the Centre's activities.

Recently, for the second time in 4 years, CDFVR surveyed stakeholders on the 'usefulness' of resources produced or delivered by the Centre.

The results of the survey provided valuable feedback to CDFVR and the survey findings are summarised below.

Specified Factsheets: Of the 37 respondents who rated this particular resource, 89% found it to be useful, very useful or extremely useful. Those finding it very useful or extremely useful comprised nearly three quarters (73%) of the total respondents who rated this resource.

Quarterly Newsletter: 95.5% of those rating this resource found it to be useful to extremely useful, and 71% rated it as very useful or extremely useful.

Website: 88% of those rating the website found it to be useful, very useful or extremely useful, with 42% rating it as very useful or extremely useful.

Video-conferencing seminars: 78% of respondents found these seminars to be useful, very useful or extremely useful, with just under half (46%) rating this resource as very useful or extremely useful.

Indigenous Family Violence Prevention Forum: The Indigenous Family Violence Prevention Forum was rated by 87.5% of respondents as useful, very useful, or extremely useful, with 67% of respondents rating it as very useful or extremely useful.

For more CDFVR news please go to the online [CDFVR newsletter](#). This quarter's edition contains a range of interesting articles covering such topics as community attitudes to violence, the Annual Indigenous Family Violence Prevention Forum and details of new research reports, workshops and conferences.



CSSR Working Paper Series

The CSSR has initiated a Working Paper series to highlight some of the findings from the Population Research Laboratory's Queensland and Central Queensland Social Surveys. Working papers currently available on the CSSR website include:

[Lauder, W., Mummery, W.K., & Jones, M. \(2005\). Social Capital: Perceptions of Neighborhood & Community in Central Queensland. Working Paper No 1/05.](#)

[Mummery, W.K. & Joyner, K \(2006\). The Prevalence of Overweight and Obesity in Queensland. Working Paper No 1/06.](#)

[Mummery, W.K. & Joyner, K \(2006\). The Prevalence of Sufficient Physical Activity in Queensland. Working Paper No 2/06.](#)

[Mummery, W.K. & Joyner, K \(2007\). The Prevalence of Sedentary Behaviour in Queensland. Working Paper No 1/07.](#)

[Mummery, W.K. & Joyner, K \(2007\). The Prevalence of Sufficient Physical Activity that includes vigorous-intensity activity in Queensland. Working Paper No 2/07.](#)

[Mummery, W.K. & Joyner, K \(2007\). The Prevalence of Overweight & Obesity in Queensland, 2006. Working Paper No 3/07.](#)

The Centre encourages members to view the papers and consider submission of suitable works for inclusion in the ongoing series.

Recent Working Papers

Centre for Social Science Research Working Paper Series
Paper 2007_1: The Prevalence of Sedentary Behaviour in Queensland
Professor W. Kerry Mummery & Ms. Kelly Joyner

Executive Summary

This working paper from the Centre for Social Science Research at Central Queensland University presents data from the 2005 Queensland Social Survey relating to the prevalence estimates of sedentary behaviour in the Queensland population.

Prevalence of sedentary behaviour

- An estimated 16.9% of the adult Queensland population is considered sedentary (i.e. reported no time participating in physical activity).
- An estimated 17.7% of Queensland men and 16.8% of Queensland women are considered sedentary.
- The prevalence of sedentary behaviour across age groups is as follows:
 - An estimated 15.7% of 18-34 year olds are sedentary.
 - An estimated 18.8% of 35-44 year olds are sedentary.
 - An estimated 18.3% of 45-54 year olds are sedentary.
 - An estimated 15.4% of individuals aged 55 years or older are sedentary.
- Residents from the rest of Queensland are 1.9 times more likely to be sedentary than residents from the Brisbane and Moreton districts.
 - 25.5% of residents from the rest of Queensland are sedentary.
 - 12.6% of residents from Brisbane and Moreton are sedentary.
- The odds of being sedentary tend to decrease with educational attainment.
 - Individuals with 11-12 years of education are 57% less likely to be sedentary than individuals with 10 years of education or less.
 - Individuals with 15 years of education or more are 67% less likely to be sedentary than individuals with 10 years of education or less.
- Sedentary behaviour was not found to be associated with gender, age group, household income, occupational category or BMI.

Recent Working Papers

Centre for Social Science Research Working Paper Series

Paper 2007_2: The Prevalence of Physical Activity which includes vigorous-intensity activity in Queensland

Professor W. Kerry Mummery & Ms. Kelly Joyner

Executive Summary

This report from the Centre for Social Science Research at Central Queensland University presents data from the 2005 Queensland Social Survey relating to the prevalence of sufficient physical activity that includes vigorous-intensity activity in the Queensland population.

Prevalence of sufficient physical activity that includes vigorous-intensity activity

- An estimated 24% of the adult Queensland population participate in sufficient physical activity that include some vigorous-intensity activity.
- Women are 44% less likely to participate in sufficient physical activity that includes vigorous-intensity activity than men.
 - An estimated 28.1% of men participate in sufficient physical activity that includes vigorous-intensity activity.
 - An estimated 20.7% of women participate in sufficient physical activity that includes vigorous-intensity activity.
- The prevalence of sufficient physical activity that includes vigorous-intensity activity decreases with age.
 - Individuals aged 55 years or over are 57% less likely to participate in sufficient physical activity that includes vigorous-intensity activity than individuals aged 18-34 years.
- Residents living in the rest of Queensland are 45% less likely to participate in sufficient physical activity that includes vigorous-intensity activity than residents from the Brisbane and Moreton districts.
 - An estimated 28.2% of residents from the Brisbane and Moreton districts participate in sufficient physical activity that includes vigorous-intensity activity.
 - An estimated 16.5% of residents from the rest of Queensland participate in sufficient physical activity that includes vigorous-intensity activity.
- Individuals classified as overweight or obese are almost 40% less likely to participate in sufficient physical activity that includes vigorous-intensity activity than individuals classified within the healthy weight range.
 - An estimated 29.4% of healthy weight individuals participate in sufficient physical activity that includes vigorous-intensity activity
 - An estimated 20.6% of overweight or obese individuals participate in sufficient physical activity that includes vigorous-intensity activity.

Recent Working Papers

Centre for Social Science Research Working Paper Series
Paper 2007_3: The Prevalence of Overweight & Obesity in Queensland, 2006
Professor W. Kerry Mummery & Ms. Kelly Joyner

Executive Summary

This working paper from the Centre for Social Science Research at Central Queensland University, presents data from the 2006 Queensland Social Survey relating to the prevalence of overweight and obesity in the Queensland population.

Prevalence of overweight and obesity

- An estimated 60% of the adult Queensland population (aged 18 years or older) is considered overweight or obese (BMI \geq 25).
- Men are considered 43% more likely to be overweight or obese than women.
 - An estimated 65.8% of Queensland men are overweight or obese.
 - An estimated 53.0% of Queensland women are overweight or obese.
- The odds of being overweight or obese tend to increase with age until 55 years.
 - Individuals aged 35-44 years are 1.89 times more likely to be overweight or obese than those aged 18-34 years.
 - Individuals aged 55-54 years are 1.98 times more likely to be overweight or obese than those aged 18-34 years.
 - Individuals aged 55 years or older years are 1.69 times more likely to be overweight or obese than those aged 18-34 years.
- The prevalence of overweight and obesity across age groups is as follows:
 - An estimated 47.0% of Queenslanders aged 18-34 years are considered overweight or obese.
 - An estimated 52.3% of Queenslanders aged 35-44 years are considered overweight or obese.
 - An estimated 64.6% of Queenslanders aged 45-54 years are considered overweight or obese.
 - An estimated 62.5% of Queenslanders aged 55 years or older are considered overweight or obese.
- Finally, this study examined the trends in overweight and obesity from 2005 to 2006. The prevalence of overweight and obesity significantly increased in the following demographic groups:
 - Total sample of Queensland residents (53.1% in 2005 to 59.6% in 2006),
 - women (45.0% in 2005 to 53.0% 2006),
 - 18-34 year olds (36.5% in 2005 to 47.0% in 2006),
 - residents from Brisbane and Moreton districts (50.7% in 2005 to 59.9% in 2006),
 - individuals with 15 years or more education (46.0% in 2005 to 57.6% in 2006),
 - individuals earning an annual household income of \$26000 or less (51.2% in 2005 to 67.6% in 2006), and
 - individuals earning an annual household income between \$52 001-\$100 000 (54.6% in 2005 to 63.7% in 2006).

Queensland Social Survey 2007

The 2007 Queensland Social Survey (QSS-2007) is the third in a series of annual cost-shared, omnibus surveys aimed at obtaining public opinion held by a representative sample of Queensland residents on a range of topics using the Computer-Assisted-Telephone-Interview (CATI) technology housed within the Population Research Laboratory (PRL).

The cost-sharing participation feature of the survey allows individuals and agencies the opportunity to collect high quality data from a sizable state sample at a far lower cost than an independent survey.

The cost for a submission to participate on the Queensland Social Survey is determined by evaluating the submitted questions in terms of standardized question units.

PRL staff provides assistance to clients in question design and advise them on appropriate methods of analysis and presentation of the data. The client data set consists of the sponsored questions and a range of socio-demographic variables. In addition to the data set, the PRL provides frequency distributions, selected cross-tabulations, and a technical sampling report.

The Queensland Social Survey will be conducted in July/August of this year. The ninth annual Central Queensland Social Survey will be conducted in October/November this year.

For more information: Email: prl@cqu.edu.au

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That's all folks!

If you have any suggestions for future editions of the newsletter please feel free to contact CSSR on:

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Thank you