

# **COSMOS update**

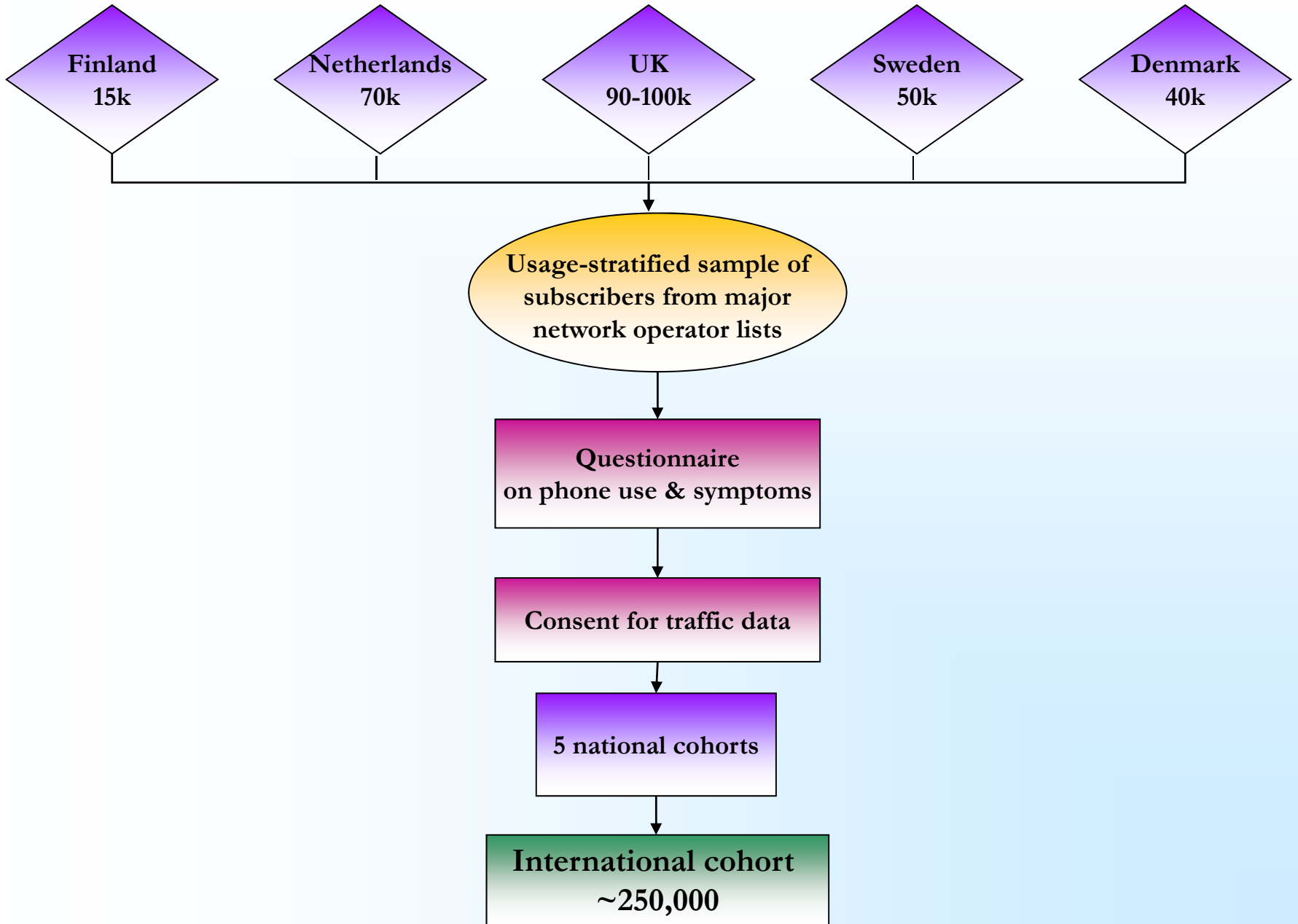


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**29<sup>th</sup> October 2009**



# International progress update

# COSMOS





# Progress by country: Denmark

- 1<sup>st</sup> phase of invitations:
  - ~20,000 cohort established in 2008
  - Currently obtaining traffic data for these individuals
- 2<sup>nd</sup> phase of invitations:
  - Autumn 2009 – (aiming for ~40,000 cohort)

# Progress by country: Sweden



- 1<sup>st</sup> phase of invitations:
  - ~31,000 cohort established in 2008/9
  - Traffic data obtained for 85-90% of individuals
- 2<sup>nd</sup> phase of invitations:
  - Autumn 2009 (aiming for ~50,000 cohort)

# Progress by country: Finland



- Matched research and industry funds
- Contracts with 2 operators for subscriber sample stratified by age/sex/use and to obtain traffic data for cohort participants
- 1<sup>st</sup> phase of invitations to 35,000:
  - December 2009
- Annual invitations for 3 years to 35,000



# Progress by country: Netherlands

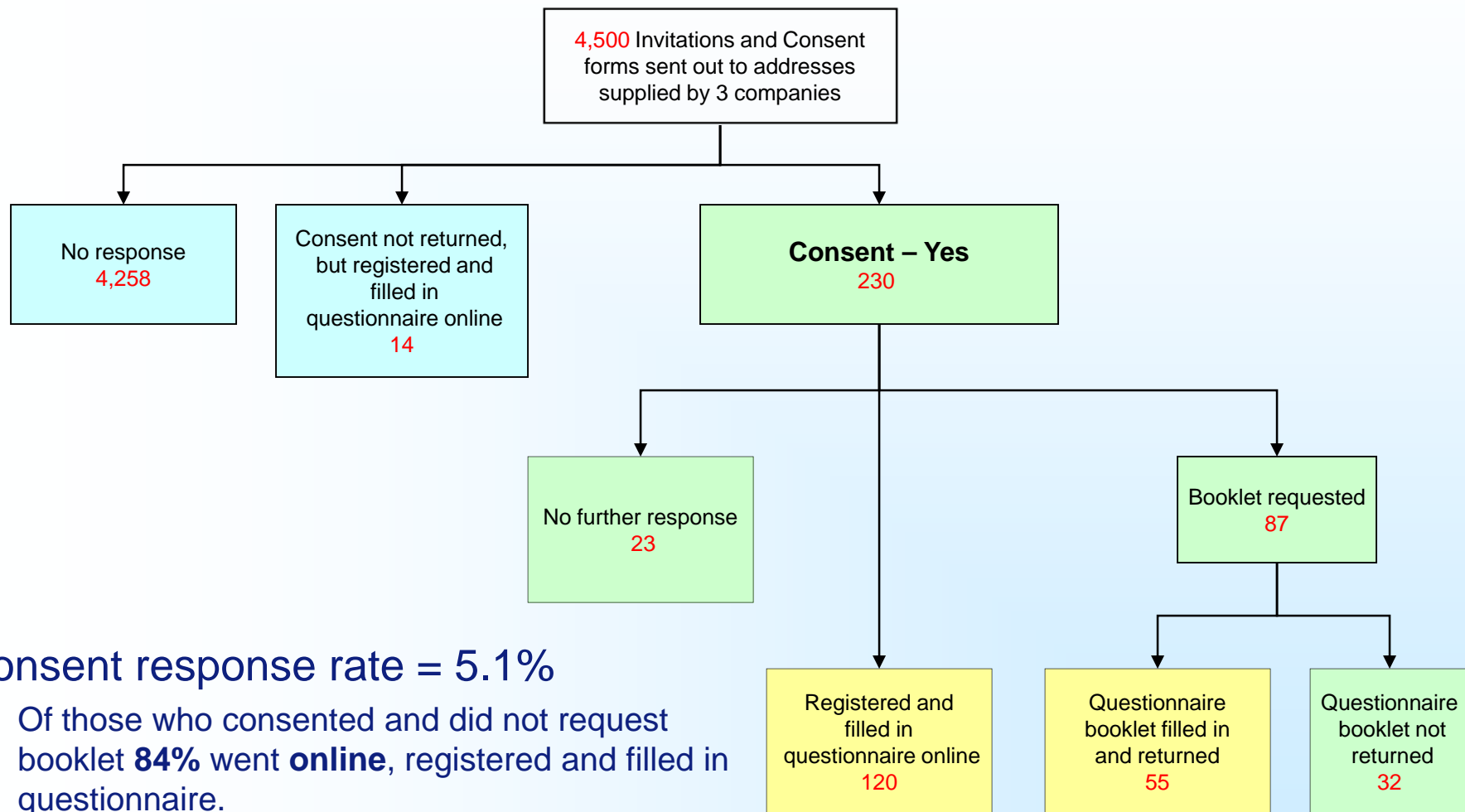
- Funded by the Dutch national EMF research programme
- Use of existing Dutch cohorts (~100,000)
- COSMOS Questionnaire mailings:
  - Spring 2010
- Currently in discussion with consortium of operators re obtaining traffic data



# UK COSMOS Update



# Response to pre-test invitation



Consent response rate = 5.1%

- Of those who consented and did not request booklet **84%** went **online**, registered and filled in questionnaire.
- Of those who consented and requested a booklet **63%** filled in and returned questionnaire booklet.

# Online reminders

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Reminder number	n	Successful	% successful
1st	107	44	41.1
2nd	63	11	17.5
3rd	49	8	16.3
4th	29	5	17.2
5th	17	6	35.3
All	265	74	27.9

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# Online reminders – by type

Have consent form, need to register online

Reminder number	n	Successful	% successful
1st	47	8	17.0
2nd	39	6	15.4
3rd	31	5	16.1
4th	21	2	9.5
5th	14	6	42.9
All	152	27	17.8

Completed online questionnaire, need consent form

Reminder number	n	Successful	% successful
1st	55	36	65.5
2nd	19	5	26.3
3rd	14	2	14.3
4th	8	2	25.0
5th	3	1	33.3
All	99	46	46.5

Started online questionnaire - please complete and need consent form

Reminder number	n	Successful	% successful
1st	4	0	0.0
2nd	4	0	0.0
3rd	3	0	0.0
4th	0	0	
5th	0	0	
All	11	0	0.0

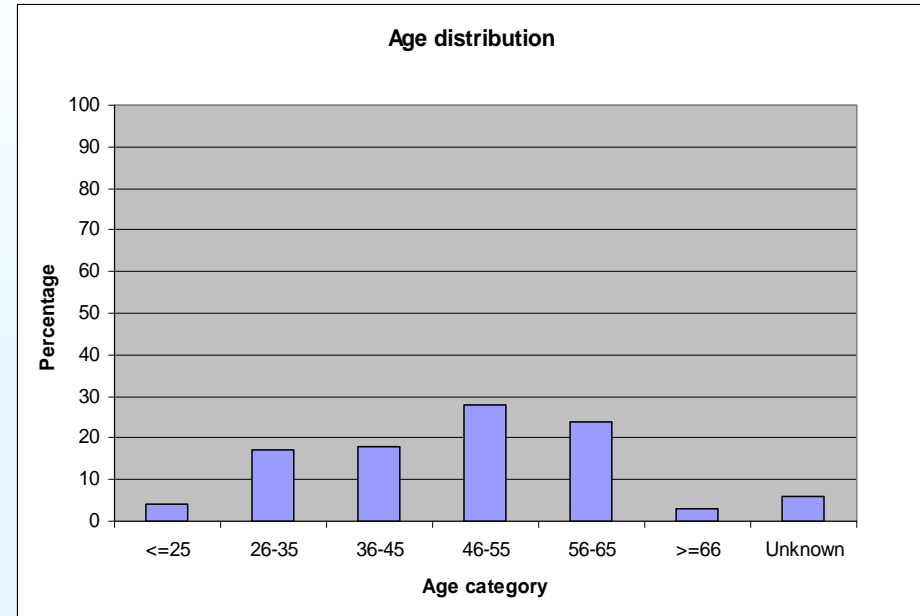
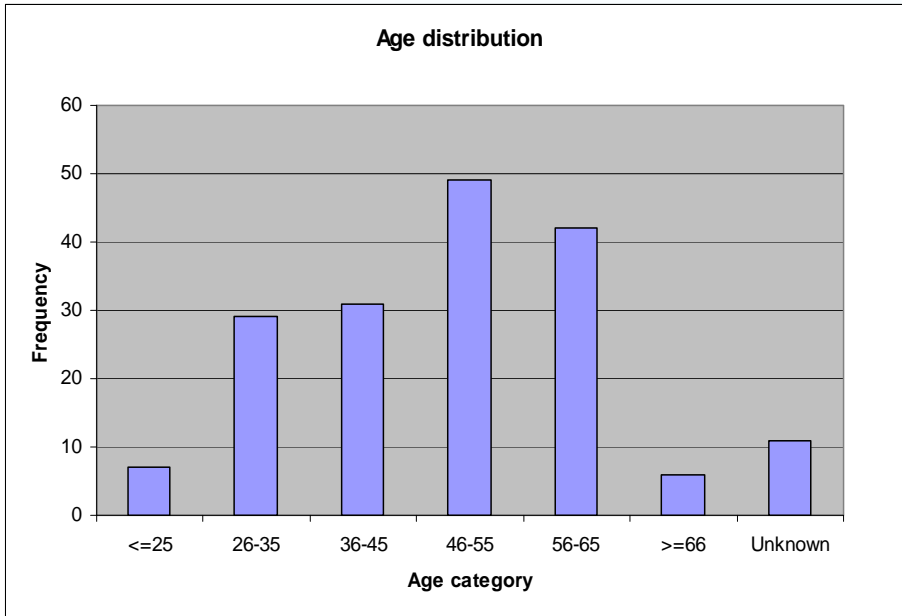
Started online questionnaire need to complete (have consent form)

Reminder number	n	Successful	% successful
1st	1	0	0.0
2nd	1	0	0.0
3rd	1	1	100.0
4th	0	0	
5th	0	0	
All	3	1	33.3

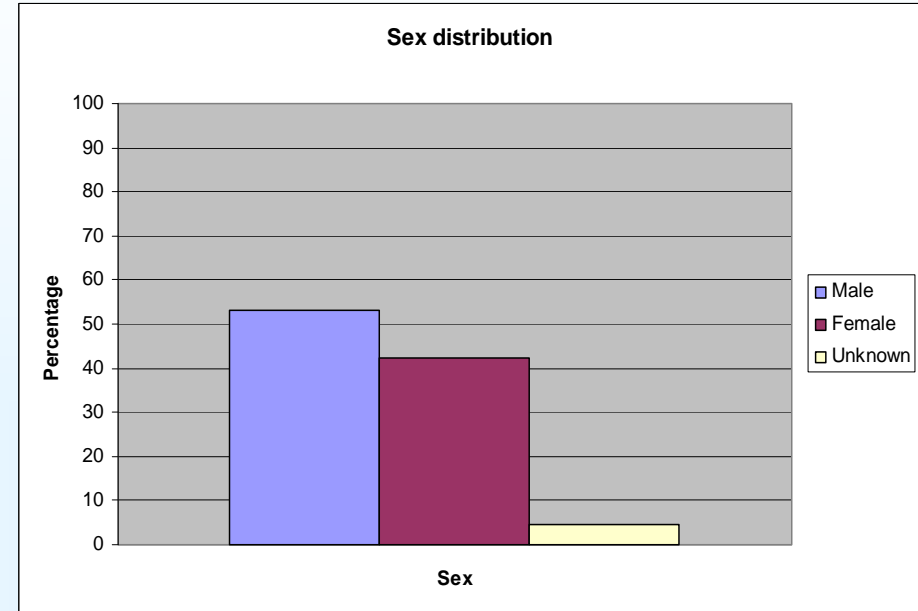
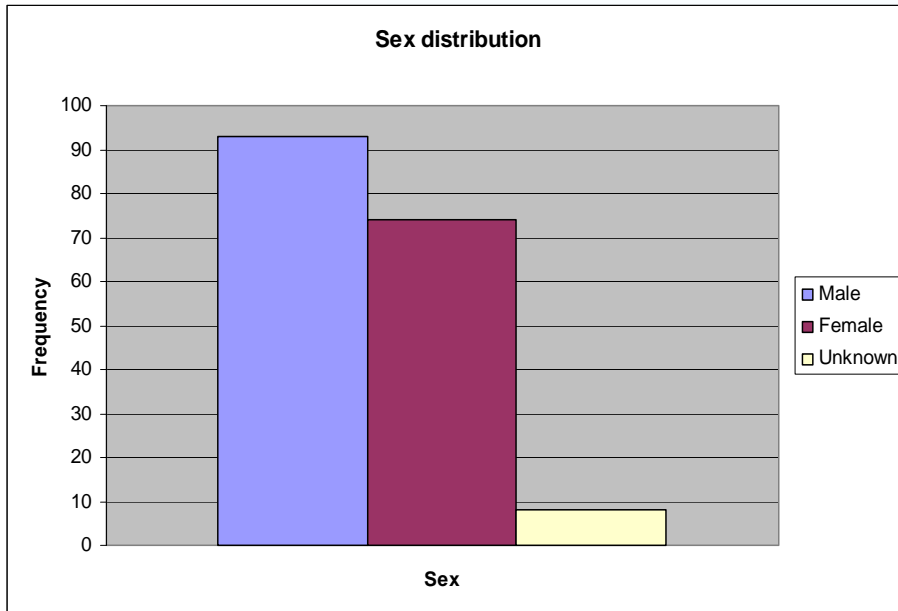
# Booklet reminders

Reminder number	n	Successfully completed booklet		Successfully completed online	
		n	%	n	%
1st	37	2	5.4	3	8.1
2nd	27	2	7.4	1	3.7
All	64	4	6.3	4	6.3

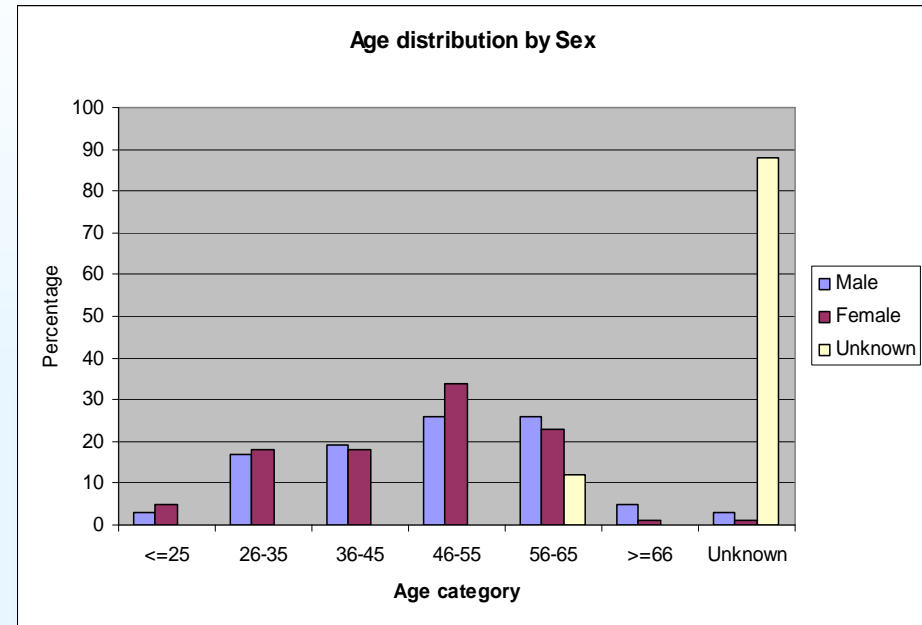
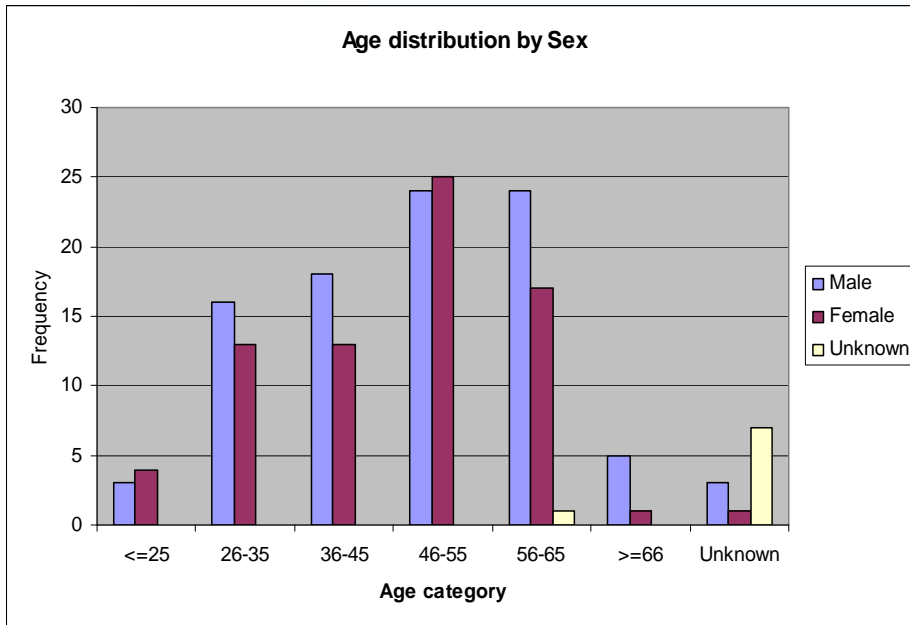
# Age profile



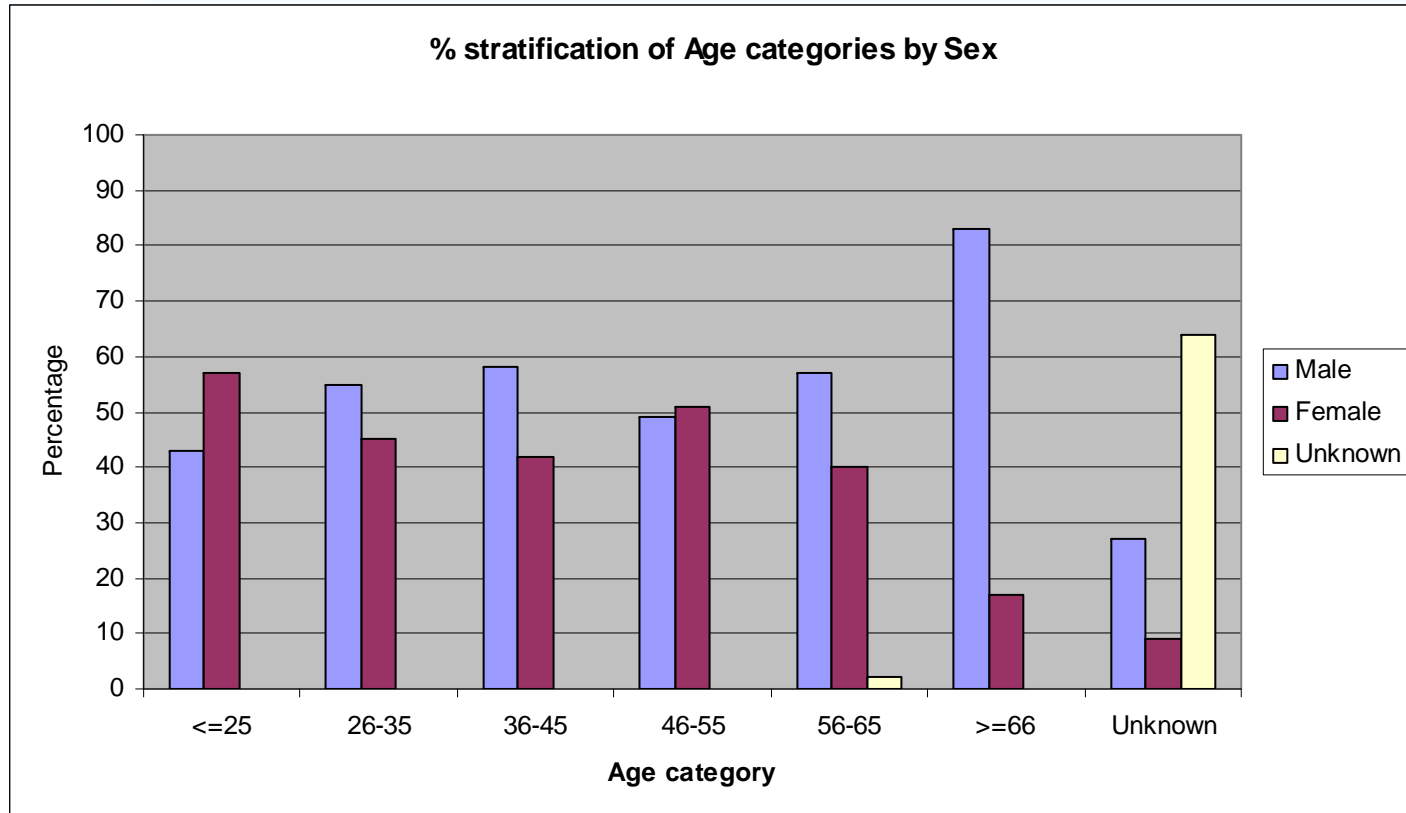
# Sex profile



# Age-sex profile

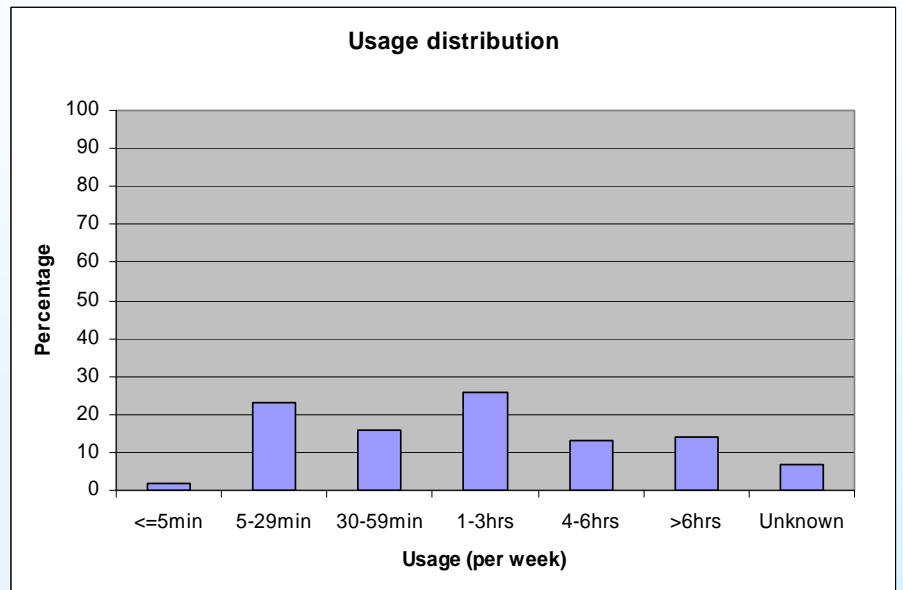
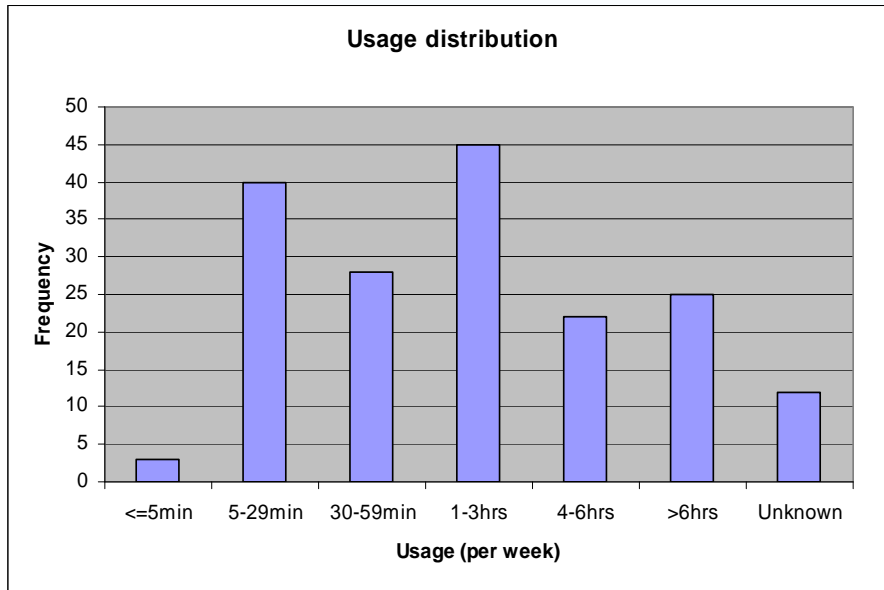


# Stratification of age categories by sex

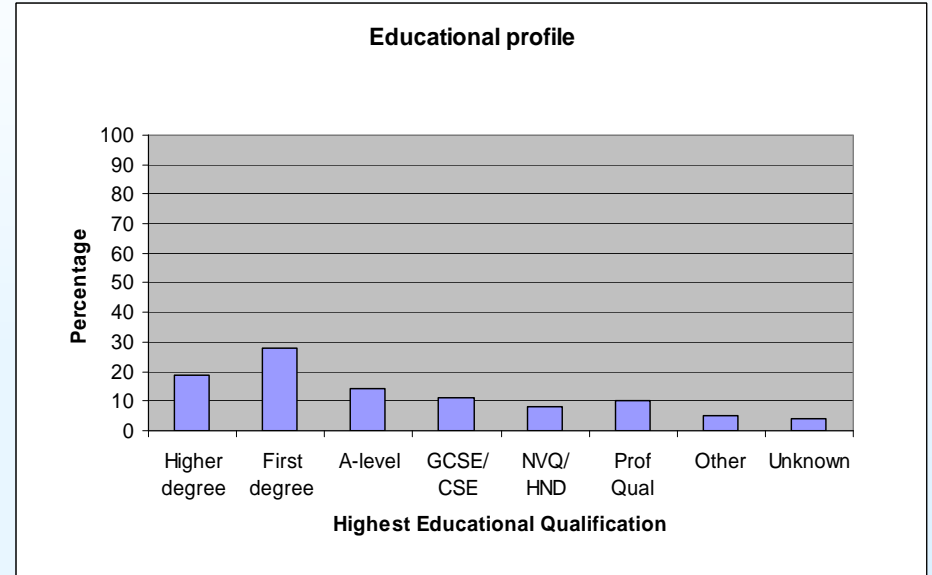
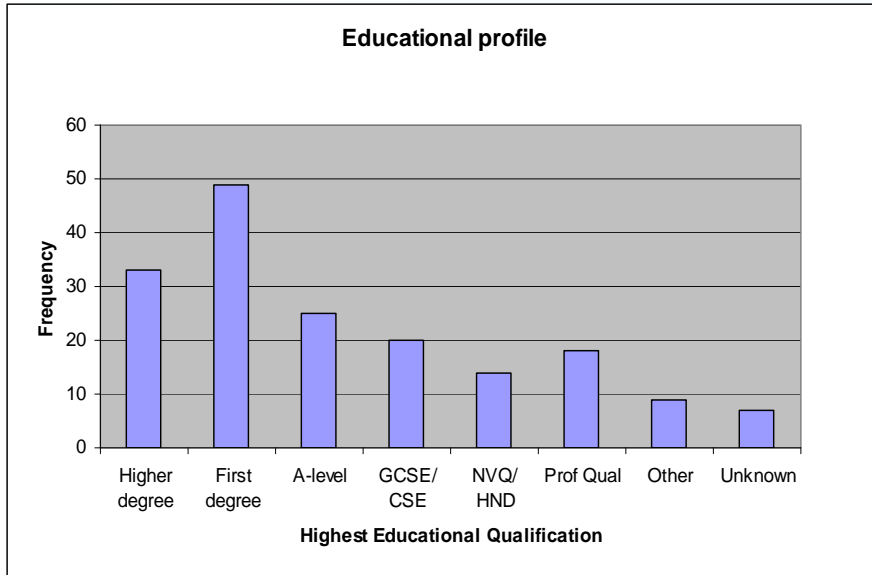




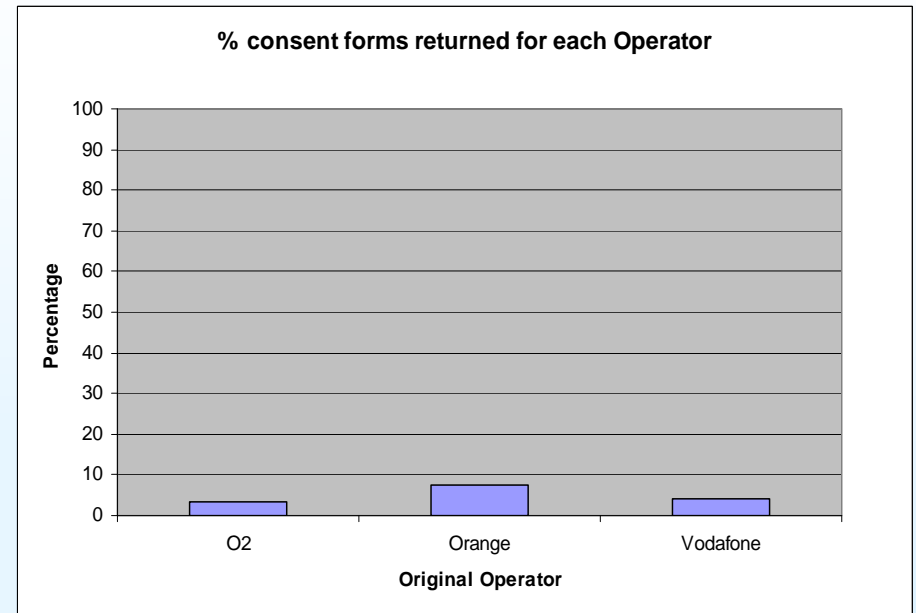
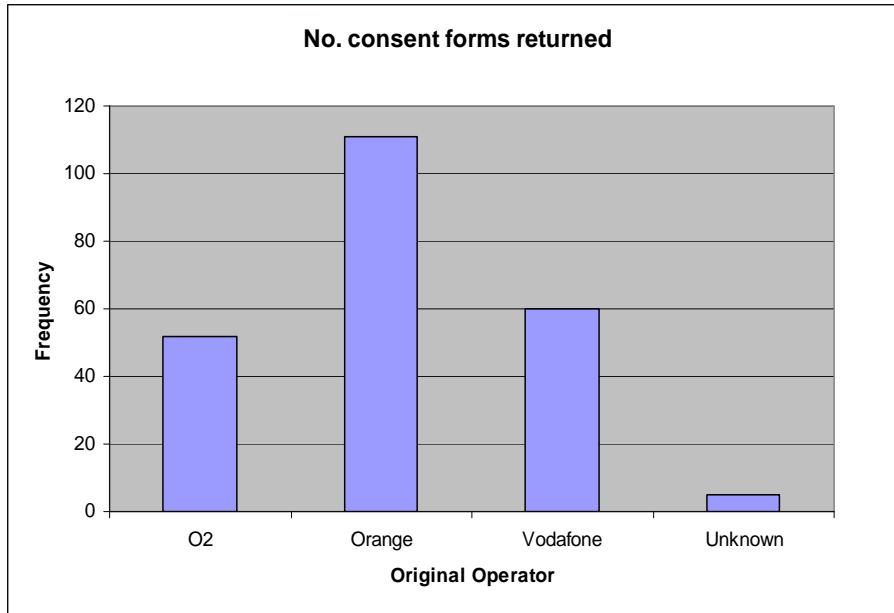
# Mobile usage profile



# Educational profile



# Operator profile

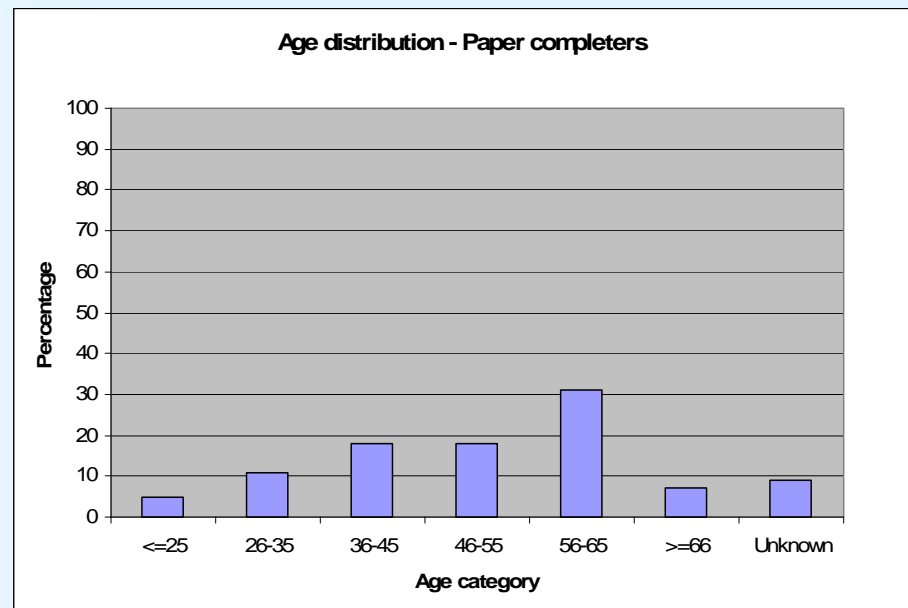
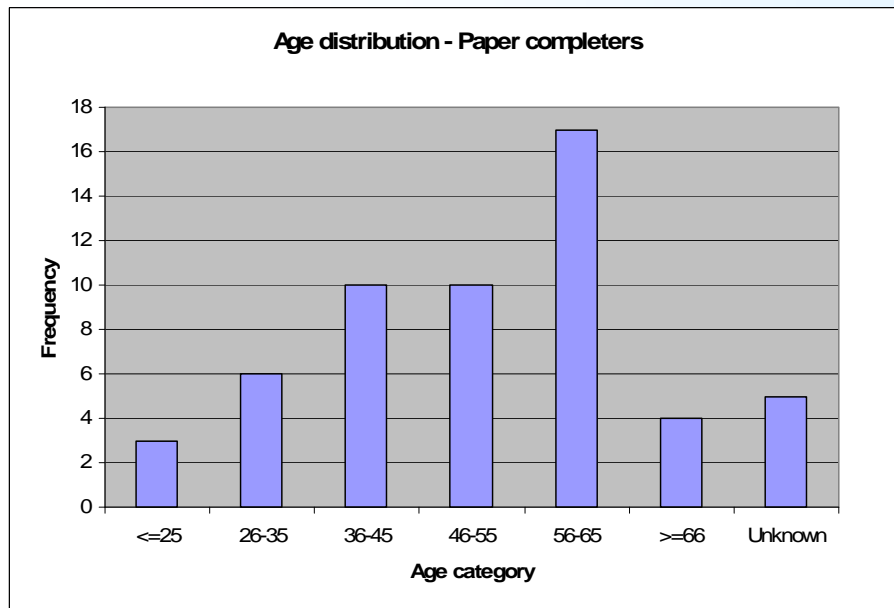
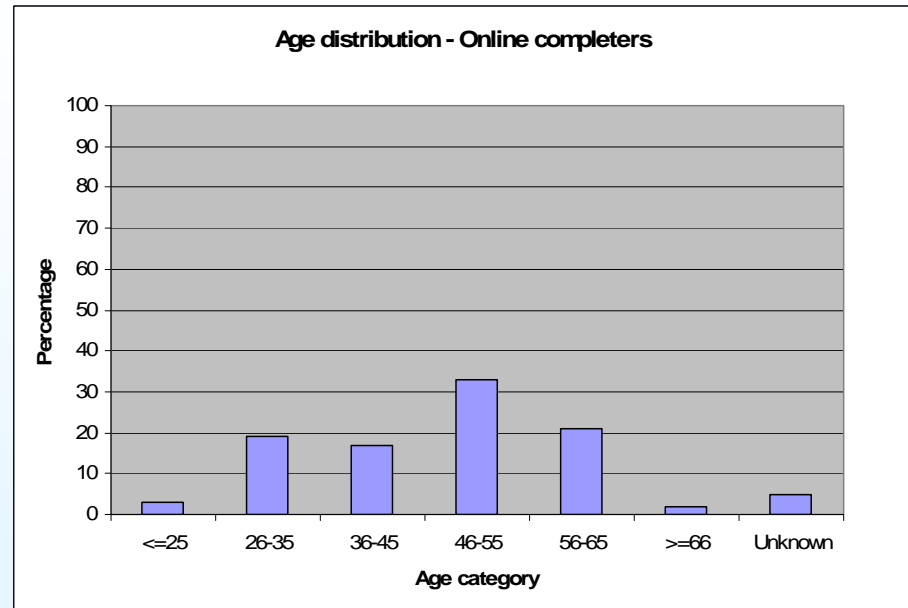
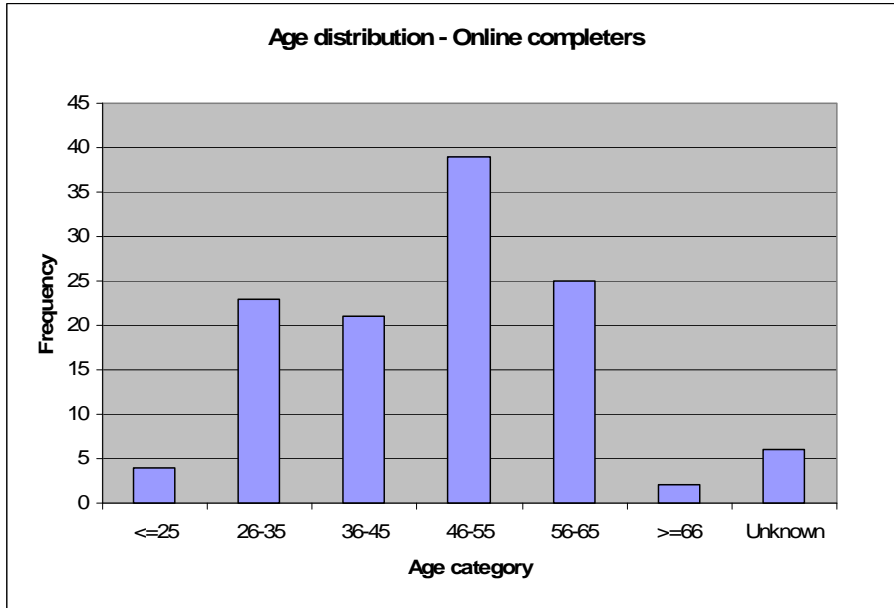


Original Operator	Number of consent forms returned	Rate of consent forms returned % (1500 sent)
O2	52	3.5
Orange	111	7.4
Vodafone	60	4.0
Unknown	5	-
<b>Total</b>	<b>228</b>	<b>5.1</b>

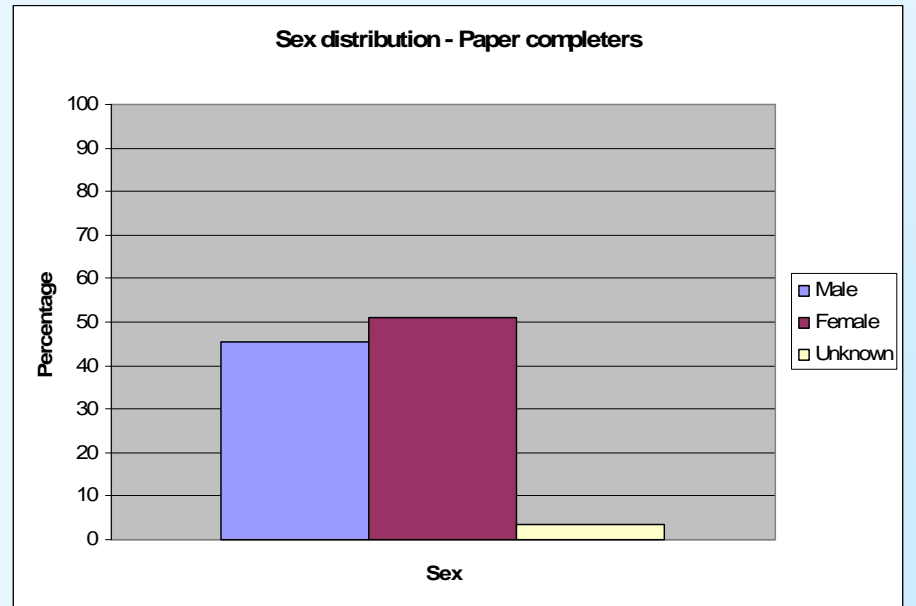
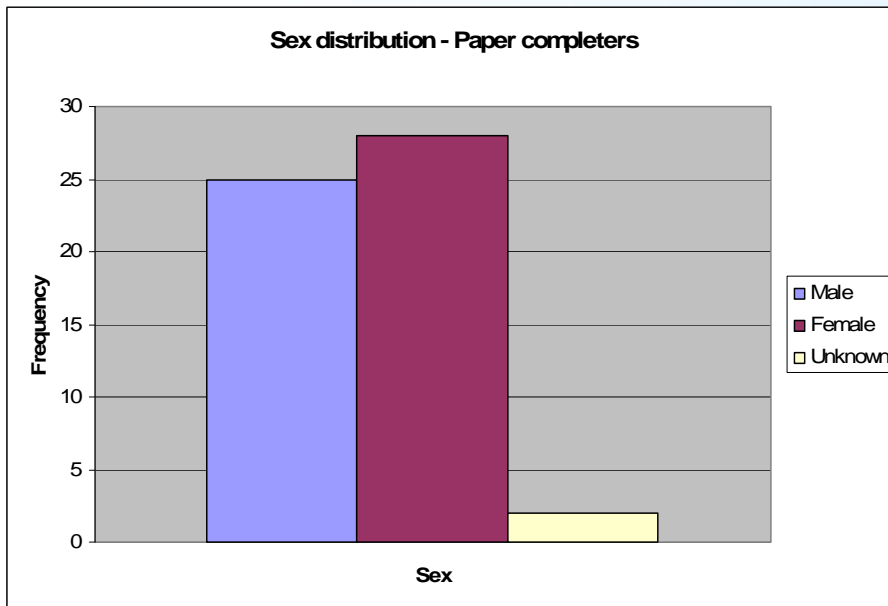
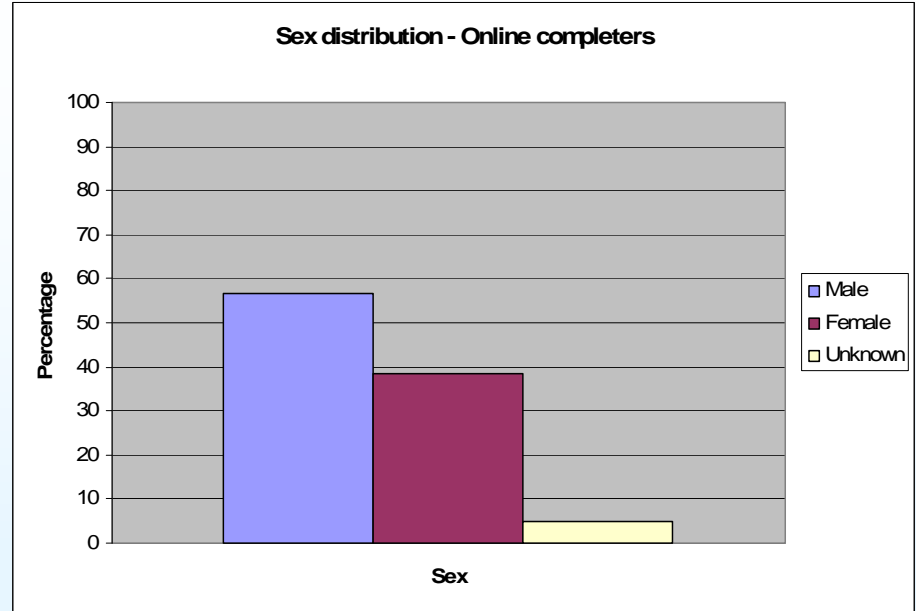
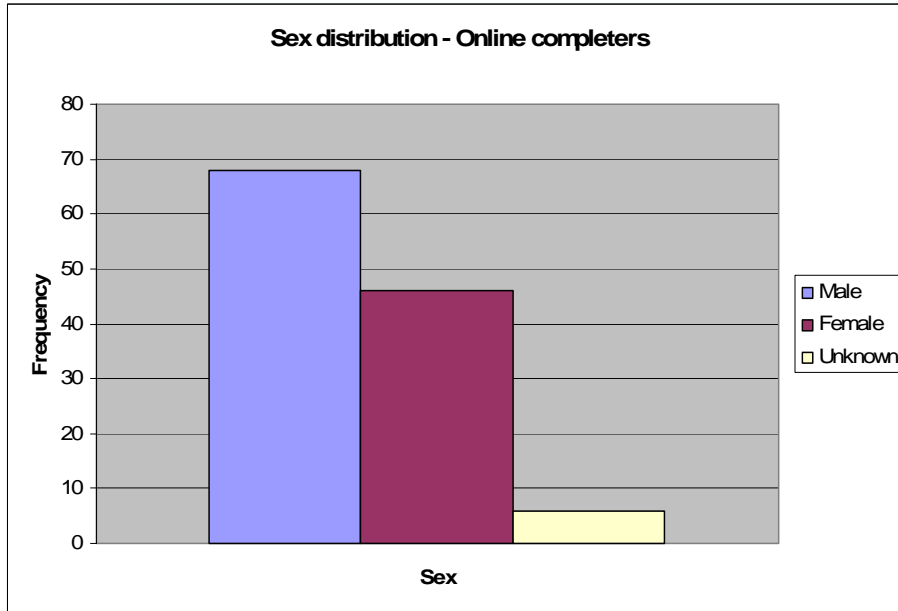
# Participant characteristics by questionnaire source: online vs. paper

- Age
- Sex
- Mobile usage
- Education

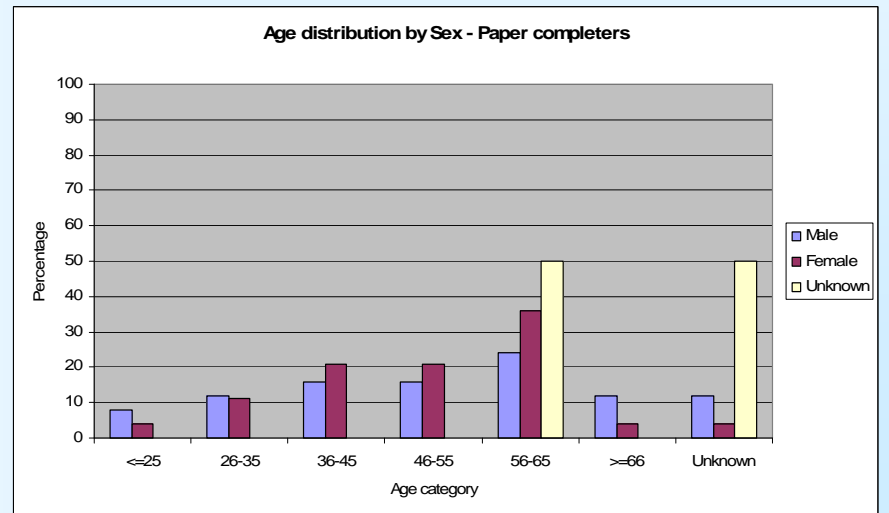
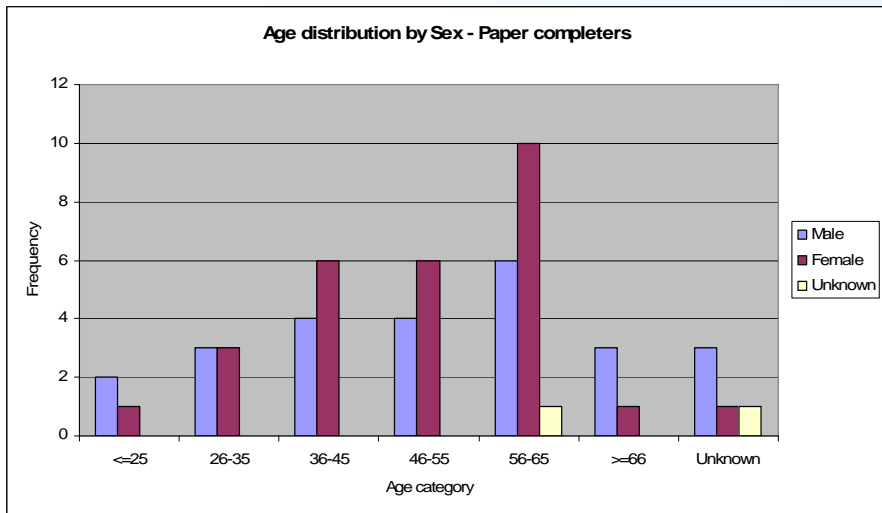
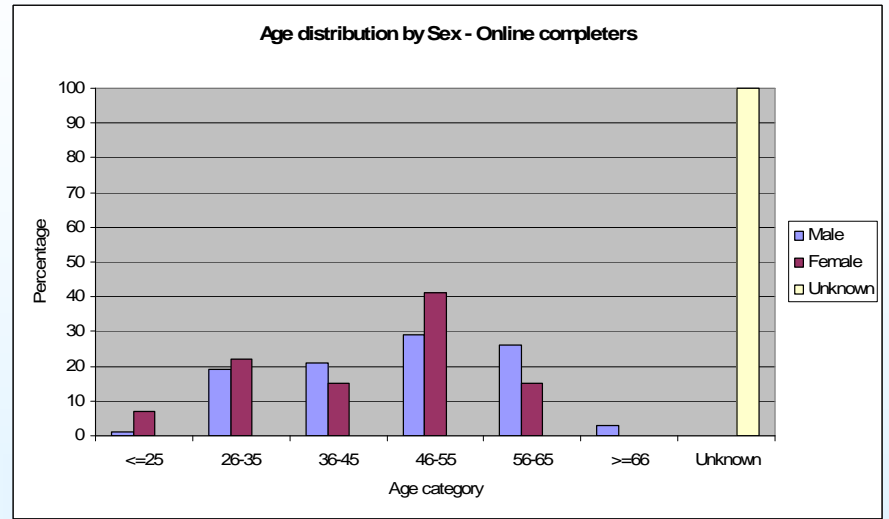
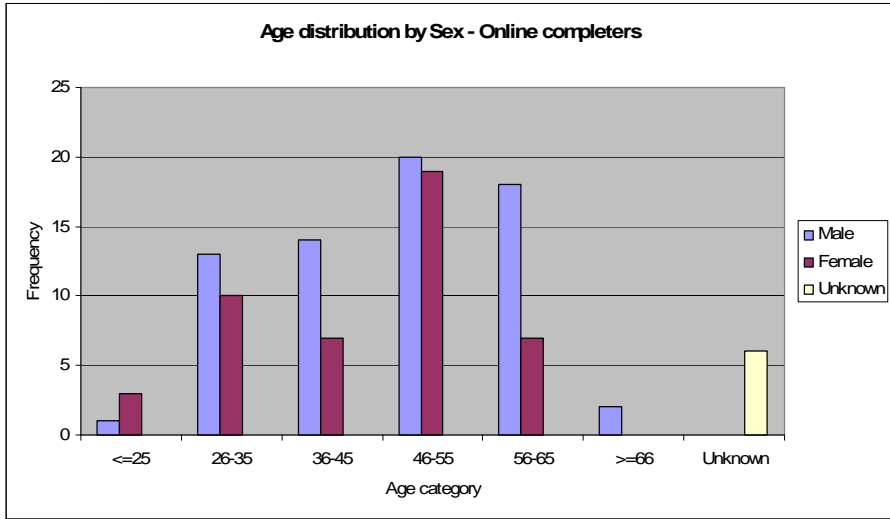
# Age profile – Online vs. Paper



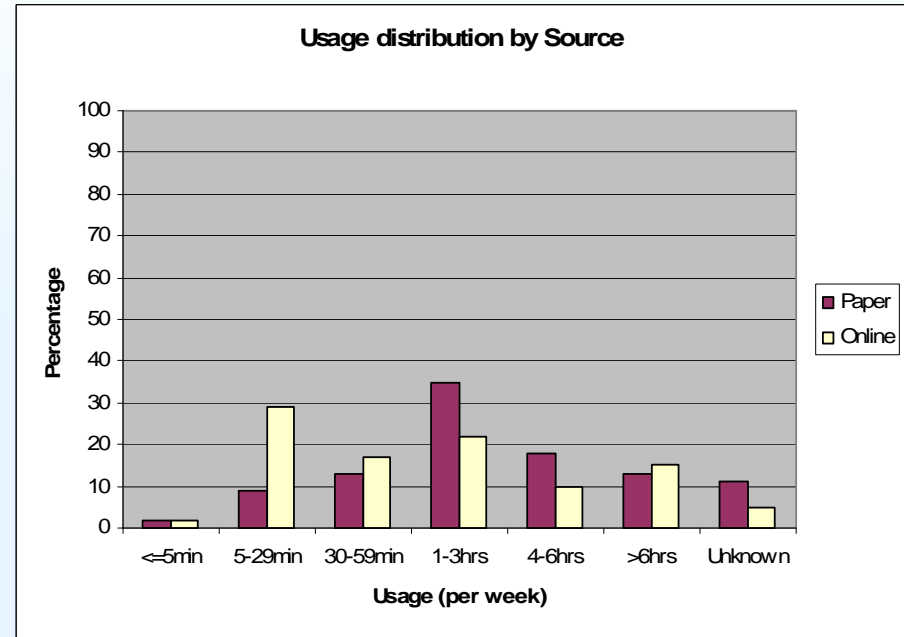
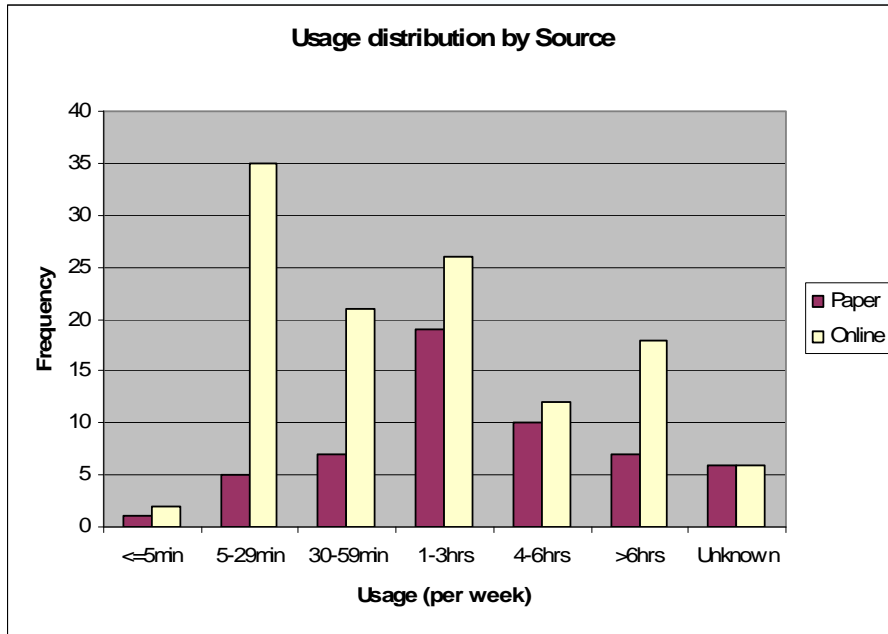
# Sex profile – Online vs. Paper



# Age-sex profile – Online vs. Paper

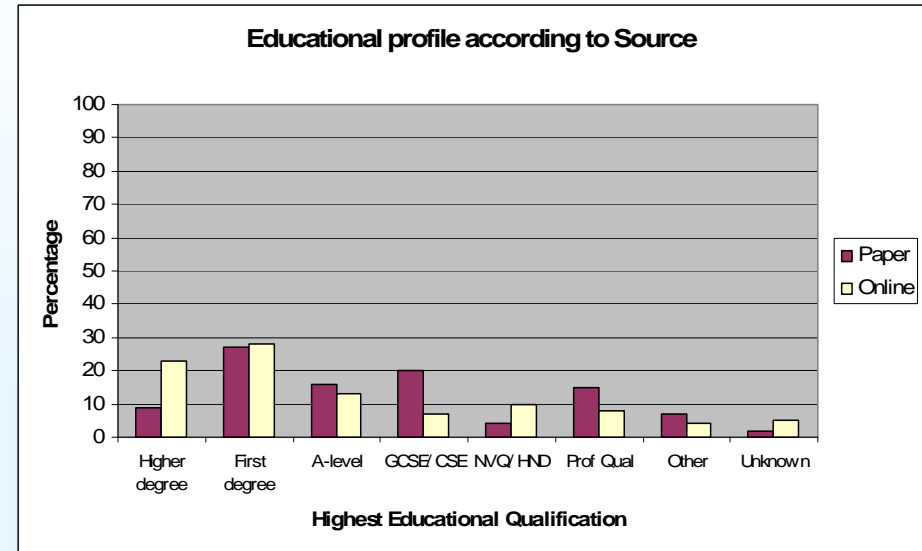
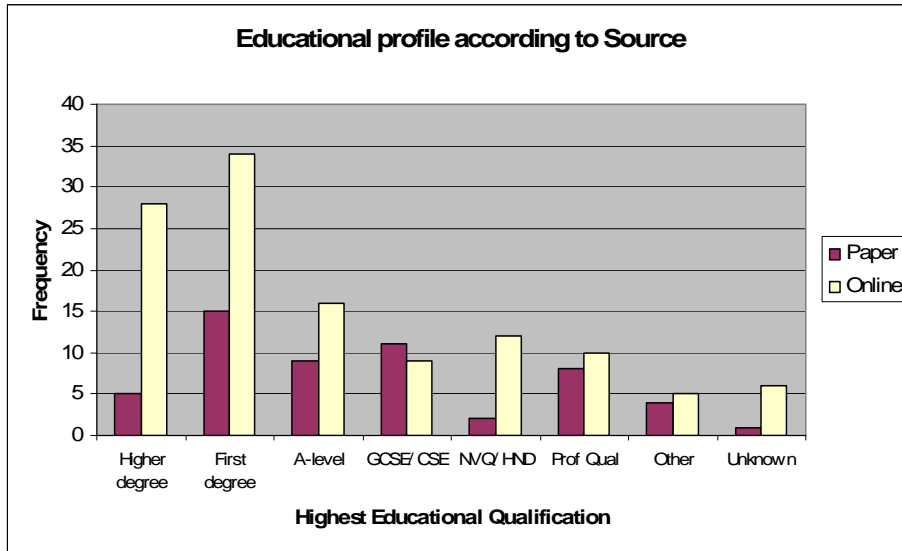


# Mobile usage profile by questionnaire source





# Education profile by questionnaire source

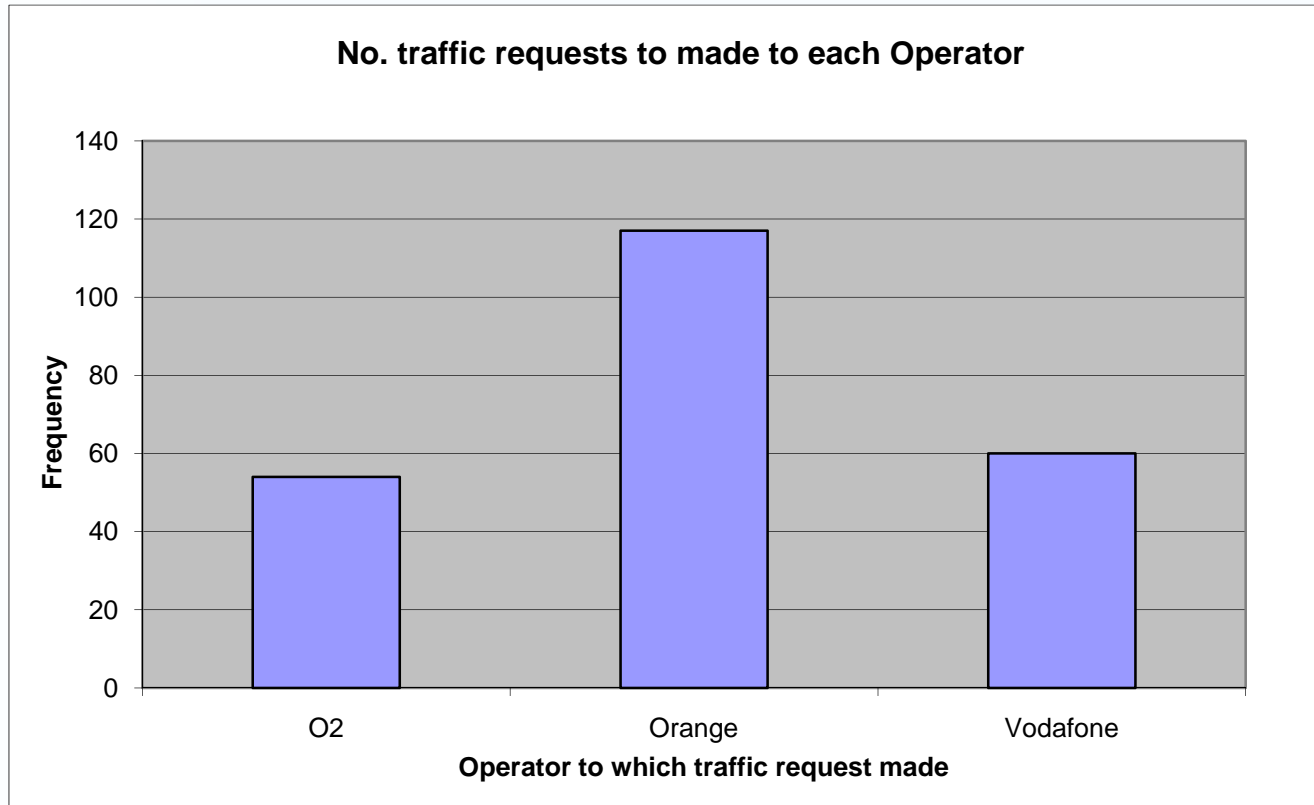


# Traffic data requests

- Totals
- By original Operator



# Traffic requests made to Operators



# Traffic requests

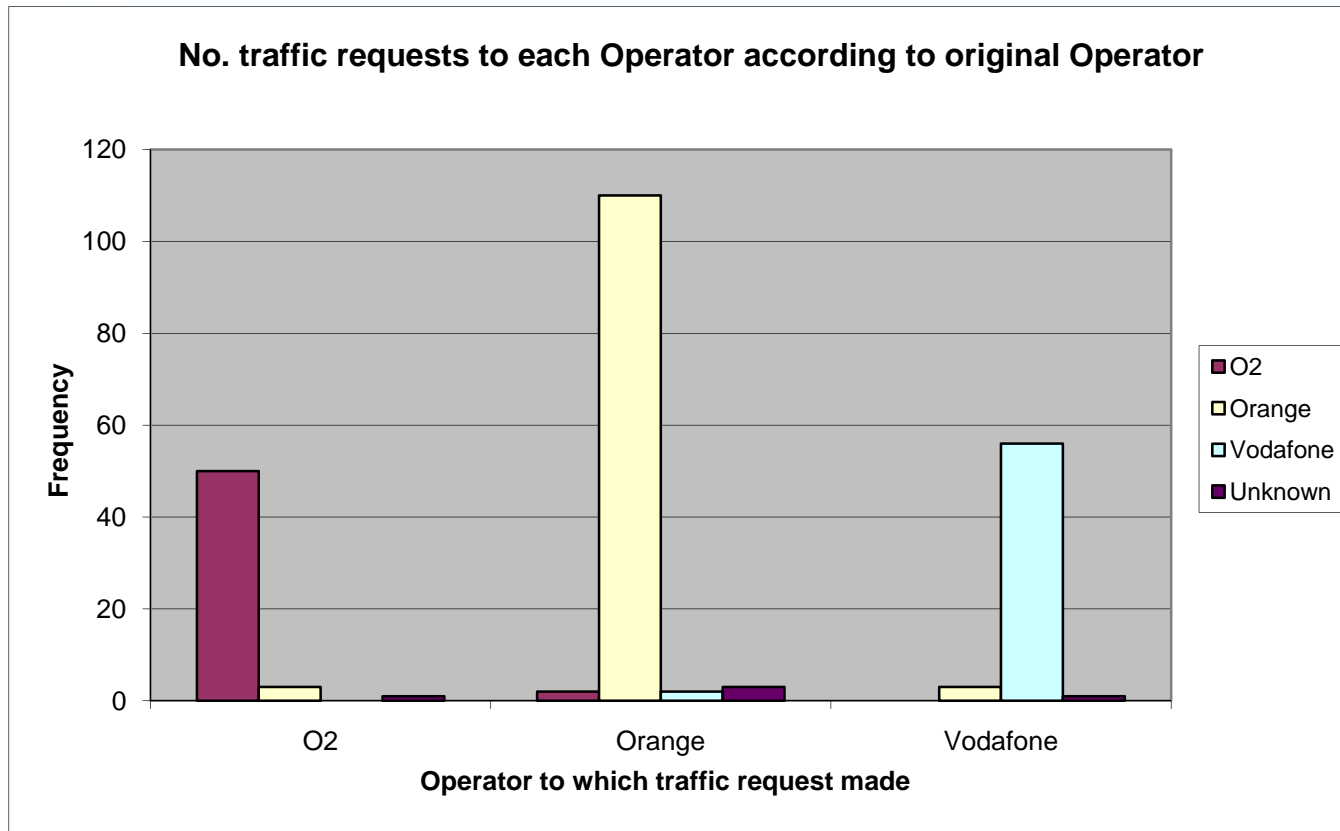
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**Traffic request sent to:**

<b>Original Operator</b>	<b>O2</b>	<b>Orange</b>	<b>Vodafone</b>	<b>Total</b>
<b>O2</b>	<b>50</b>	<b>2</b>	<b>0</b>	<b>52</b>
<b>Orange</b>	<b>3</b>	<b>110</b>	<b>3</b>	<b>116</b>
<b>Vodafone</b>	<b>0</b>	<b>2</b>	<b>56</b>	<b>58</b>
<b>Unknown</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>5</b>
<b>Total</b>	<b>54</b>	<b>117</b>	<b>60</b>	<b>231</b>

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# Traffic requests made to each Operator by original Operator





# Other matters for discussion

- Traffic data issues
  - aggregate data (post 3-6 months)
- Numbers of customers for main mailing
- Likely date for main mailing
- Media