## Population (universe)
Around 26 millions of households. See the "remark" section below, end of the form.

## Survey sampling frame
Ordinary households registered on the Pages Jaunes Marketing Service public phone directory.

## Size of frame list
21 millions of households corresponding to the households who have a fixed telephone number and who are not registered on an "opposition list" (i.e. who have not expressed the will that either their phone numbers should not be published in the France Telecom public directory, or that they should not be contacted for commercial or survey purpose. NB: carrying out surveys on households that are registered on such lists is forbidden).

## Weighted frame coverage
Characteristics:
- Name, address, phone number, municipality, characteristic features of the lodging.

## Frame list update
Daily (creations, radiations and modifications of Pages Jaunes Marketing Service phone lines).

## Sectors and/or categories currently covered
Ordinary households.

## Sampling method
Every month, Pages Jaunes Marketing Service provides INSEE with a sample of 1100 phone numbers. The stratification criteria are given by INSEE:
- type of municipality
- type of home (individual / collective).

The size of the sample in each stratum is proportional to the number of main residences per stratum.

In each stratum, the numbers are drawn with uneven probabilities, depending on the penetration rate of ex-directory households of the unit.

Each unit is interviewed during three consecutive months and then removed from the sample.

## Sample size (number of contacts)
3,300 units.

## Weighted sample coverage
Metropolitan France (French overseas ‘départements’ and territories excluded)

## Sampling error
Confidence interval: 2-3 points of balance.

## Response rate
(Non-weighted) response rate: around 70%.

## Treatment of non-response

## Weighting scheme
Weights are calculated using:
- the initial weight derived from the sampling process,
- an homogeneity assumption concerning non-answer behaviour,
- a marginal correction taking account of the structure imperfections of the sample (variables used: size of the household, age bracket and social category of the reference person of the household, type of municipality and type of home. This correction is made once a year, on the basis of data derived from the "Enquête emploi" carried out by INSEE).

## Periodicity
Monthly (12 questions), quarterly (3 questions).

## Survey method
Phone interviews. NB: the surveyed are previously informed by post mail that they are going to be contacted by INSEE. They are thanked for their response after the interview also by post mail.

## Fieldwork period
First three weeks of the current month.

## Remarks methodology
- The trading list of Pages Jaunes Marketing Service is not completely exhaustive: a number of households ask Pages Jaunes Marketing Service not to appear on the public directory ("red list" or "opposition list"); the Pages Jaunes Marketing Service list does not include cell phone numbers; neither does it cover the population of clients of other phone operators. The survey sampling plan includes a correction procedure taking account of the incomplete coverage of the frame list, which enables INSEE to extrapolate results relating to the whole population of households.
- The survey results are not subject to revisions.