



RESERVE BANK OF INDIA
DEPARTMENT OF STATISTICS AND INFORMATION MANAGEMENT
RURAL CONSUMER CONFIDENCE SURVEY – JANUARY 2026

The Reserve Bank of India (RBI) conducts nation-wide Rural Consumer Confidence Survey (RCCS) every two months among households in select states with an objective to assess their current perception and future expectation on various economic parameters including prices and inflation. Personal information of all respondents are kept confidential.

Are you willing to participate in the survey?	Yes/No
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Block I: Respondent's Details

Name							
Address	Address1 - House Number/Building Name						
	Address2 - Colony/Street/Village						
	Landmark						
	Village/District	Pin Code					
Telephone Number							
Age of the respondent	(in completed years, 21 years and above)						
Gender	Male	Female	Others				
Occupation	Salaried Employee [1]	Other self employed [2]	Home maker [3]				
	Daily Worker [4]	Retired Person [5]	Others (Unemployed, student etc.) [6]				
Agricultural land	Yes	No					
Family Members	1 or 2 [1]	3 or 4 [2]	5 and more [3]				
Number of Earning members							
Average Monthly Income	Less than ₹5 thousand [1]	₹5 thousand - ₹10 thousand [2]	₹10 thousand - ₹25 thousand [3]				
	₹25 thousand - ₹50 thousand [4]	₹50 thousand - ₹1 lakh [5]	₹1 lakh and above [6]				
Educational Qualification	Illiterate [1]	Below 5 th Std [2]	5 th Std-Below 10 th Std [3]				
	10 th Std-Below 12 th Std [4]	12 th Std [5]	Graduate [6]	Postgraduate [7]			

Block II: Respondent's Perceptions and Expectations about the economy

Q. No.		As compared with one -year ago			One-year from now		
		Improved/ Increased	Remained the same	Worsened/ Decreased	Will Improve/ Increase	Remain the same	Will Worsen / Decrease
1	General economic situation	[1]	[2]	[3]	[1]	[2]	[3]
2	Employment scenario	[1]	[2]	[3]	[1]	[2]	[3]



Block III: Perception and Expectations about the household

Q.No.		As compared with one -year ago			One-year from now		
		Improved/ Increased	Remained the same	Worsened / Decreased	Will Improve/ Increase	Remain the same	Will Worsen/ Decrease
3	Household Income	[1]	[2]	[3]	[1]	[2]	[3]
4a	Expenditure on essential items	[1]	[2]	[3]	[1]	[2]	[3]
4b	Expenditure on non-essential items	[1]	[2]	[3]	[1]	[2]	[3]
4	Overall Spending	[1]	[2]	[3]	[1]	[2]	[3]

Q5 [If Q4 = <Increased / Decreased>] Why have you <increased/decreased> your (or other family members') spending? (Choose all applicable answers)

		Yes	No
a.	Because your income has <increased/decreased>.	[1]	[2]
b.	Because value of your investments/wealth has <increased/decreased>.	[1]	[2]
c.	Because your expenditure towards large ticket purchases such as real estate, car, consumer durable goods has <increased/decreased>.	[1]	[2]
d.	Because the cost of consumer goods, cost of services (e.g., medical, education, transport, etc.) has <gone up/gone down>.	[1]	[2]
e.	Others (Please Specify)	[1]	[2]

Q6	Current financial situation of Household	Saving a lot	Saving a little	Just making ends meet	Drawing on past saving	Running debt
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Block IV: Perception and Expectations about prices and rate of price change

Q. No.		As compared with one -year ago					One-year from now			
		Increase d	Remained the same	Decreased			Will Increase	Remain the same	Will Decrease	
7	Overall prices of goods and services	[1]	[2]	[3]			[1]	[2]	[3]	
8	Rate of price change*	[1]	[2]	[3]			[1]	[2]	[3]	
8a	Current inflation rate [#]	< 1%	1-2 %	2-3 %	3-4 %	4-5 %	5-6 %	6-7%	7-8%	8-9%
		9-10%	10-11%	11-12%	12-13%	13-14%	14-15%	15-16%	>=16 %	
8b	Inflation rate after 1 year [#]	< 1%	1-2 %	2-3 %	3-4 %	4-5 %	5-6 %	6-7%	7-8%	8-9%
		9-10%	10-11%	11-12%	12-13%	13-14%	14-15%	15-16%	>=16 %	No idea

*- If you choose (1) in Question 7, please answer Question 8.

[#]- The Inflation rate is the annual rate of the price change. Please tick relevant options for each question.
