



**RESERVE BANK OF INDIA**  
**DEPARTMENT OF STATISTICS AND INFORMATION MANAGEMENT**  
**RURAL CONSUMER CONFIDENCE SURVEY – SEPTEMBER 2025**

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 and not disseminated; only aggregated results are published.

|                                                      |        |
|------------------------------------------------------|--------|
| <b>Are you willing to participate in the survey?</b> | Yes/No |
|------------------------------------------------------|--------|

**Block I: Respondent's Details**

|                                  |                                                     |                                |                                                    |                  |  |  |  |
|----------------------------------|-----------------------------------------------------|--------------------------------|----------------------------------------------------|------------------|--|--|--|
| <b>Name</b>                      |                                                     |                                |                                                    |                  |  |  |  |
| <b>Address</b>                   | Address1 - House Number/Building Name               |                                |                                                    |                  |  |  |  |
|                                  | Address2 - Colony/Street/Village                    |                                |                                                    |                  |  |  |  |
|                                  | Landmark                                            |                                |                                                    |                  |  |  |  |
|                                  | Village/District                                    | Pin Code                       |                                                    |                  |  |  |  |
| <b>Telephone Number</b>          |                                                     |                                |                                                    |                  |  |  |  |
| <b>Age of the respondent</b>     | (in completed years, 21 years and above)            |                                |                                                    |                  |  |  |  |
| <b>Gender</b>                    | Male                                                | Female                         | Others                                             |                  |  |  |  |
| <b>Occupation</b>                | Salaried Employee [1]                               | Other self employed [2]        | Home maker [3]                                     |                  |  |  |  |
|                                  | Daily Worker [4]                                    | Retired Person [5]             | Others (Unemployed, student etc.) [6]              |                  |  |  |  |
| <b>Agricultural land</b>         | Yes                                                 | No                             |                                                    |                  |  |  |  |
| <b>Family Members</b>            | 1 or 2 [1]                                          | 3 or 4 [2]                     | 5 and more [3]                                     |                  |  |  |  |
| <b>Number of Earning members</b> |                                                     |                                |                                                    |                  |  |  |  |
| <b>Average Monthly Income</b>    | 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]                              |                  |  |  |  |
| <b>Educational Qualification</b> | Illiterate [1]                                      | Below 5 <sup>th</sup> Std [2]  | 5 <sup>th</sup> Std-Below 10 <sup>th</sup> Std [3] |                  |  |  |  |
|                                  | 10 <sup>th</sup> Std-Below 12 <sup>th</sup> Std [4] | 12 <sup>th</sup> 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/<br>Increased         | Remained<br>the same | Worsened<br>/<br>Decreased | Will<br>Improve/<br>Increase | Remain<br>the same | Will<br>Worsen/<br>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 |
|----|------------------------------------------|--------------|-----------------|-----------------------|------------------------|--------------|

### 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<br>d                  | Remained<br>the same | Decreased |        |        | Will<br>Increase  | Remain the<br>same | Will<br>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 <sup>#</sup>      | < 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 <sup>#</sup> | < 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.

<sup>#</sup>- The Inflation rate is the annual rate of the price change. Please tick relevant options for each question.

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