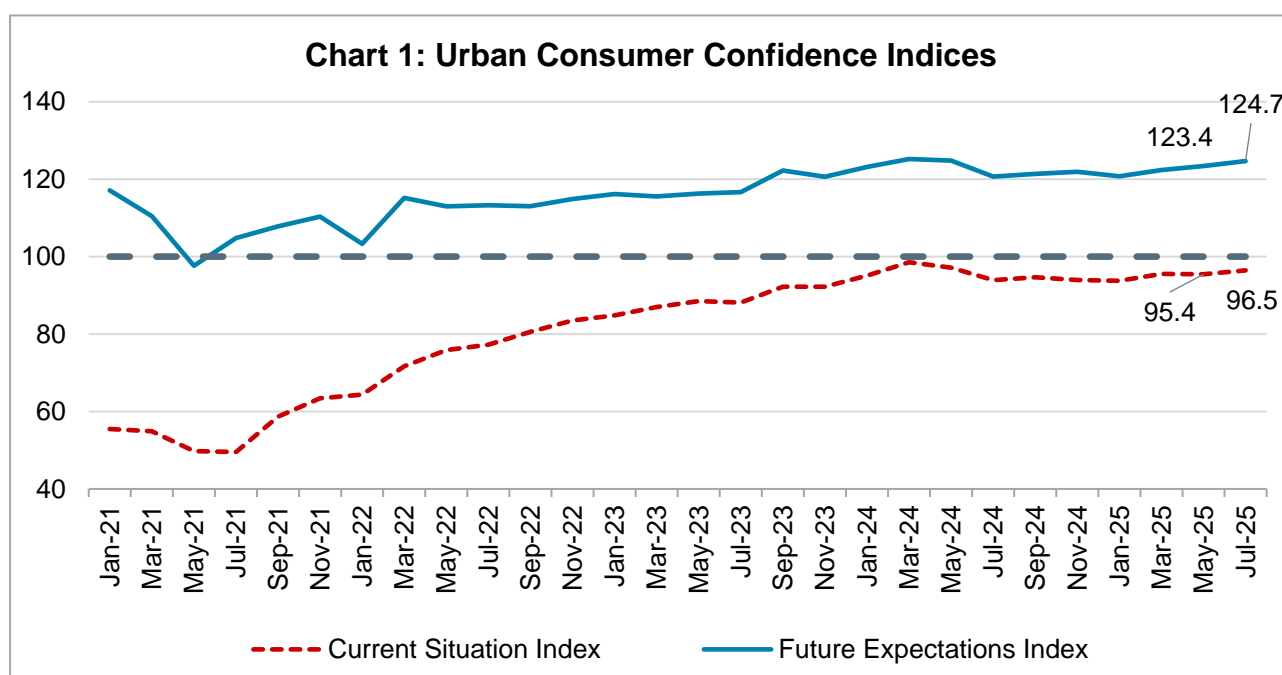


Urban Consumer Confidence Survey

Today, the Reserve Bank released the results of July 2025 round of its bi-monthly urban consumer confidence survey (UCCS)¹. The survey collects current perceptions (*vis-à-vis* a year ago) and one year ahead expectations of households on general economic situation, employment scenario, overall price situation, own income and spending across 19 major cities. The latest round of the survey was conducted during July 1-12, 2025, covering 5,592 respondents.

Highlights:

- Owing to improved sentiments across most of the survey parameters, consumer confidence for the current period improved marginally. The Current Situation Index (CSI)² rose by 1.1 points to 96.5 in July 2025 ([Chart 1](#); [Tables 1](#), [3](#), [5](#) and [6](#)).
- Consumer confidence for the year ahead horizon continued to remain in optimistic territory, indicating robust confidence in outlook. The Future Expectations Index (FEI) rose by 1.3 points to 124.7 in this survey round ([Chart 1](#); [Tables 1](#), [2](#), [3](#), [5](#) and [6](#)).
- Pessimism on the current price level and inflation eased sequentially in the last three rounds. Households also expect a decline in both price and inflationary pressures over the coming year ([Table 3](#) and [4](#)).
- Although households were more optimistic about current earning situation, their future earnings outlook remained similar to the previous round ([Table 5](#)).



Note: [Please see the excel file for time series data](#)³

¹ The survey results reflect the respondents' views, which are not necessarily shared by the Reserve Bank. Results of the previous survey round were released on the Bank's website on [June 06, 2025](#).

² CSI and FEI are compiled on the basis of net responses on the economic situation, income, spending, employment and the price level for the current period (as compared with one year ago) and a year ahead, respectively. CSI and FEI = 100 + Average of Net Responses of the above parameters. Index value greater than 100 indicates optimism and value less than 100 indicates pessimism.

³ Unit-level data for previous rounds of the survey are available on the Bank's 'Database on Indian Economy' (DBIE) portal (weblink: <https://data.rbi.org.in/DBIE/#/dbie/home>) under the head 'Unit-level Data'.

Summary based on Net Responses ⁴						
Main Variables	Current Perception compared with one-year ago			One year ahead Expectations compared with current situation		
	May-25	Jul-25	Change	May-25	Jul-25	Change
Economic Situation	-6.2	-4.2	↑	29.2	32.3	↑
Employment	-5.9	-6.7	↓	29.8	31.0	↑
Price Level	-88.5	-87.0	↑	-73.1	-72.4	↑
Income	0.4	2.1	↑	52.3	52.6	↑
Spending	77.3	78.0	↑	78.6	80.0	↑
Consumer Confidence Index	95.4	96.5	↑	123.4	124.7	↑
↑ Positive Sentiments with sign of improvement compared to last round				↑ Negative Sentiments with sign of improvement compared to last round		
↓ Positive Sentiments with sign of deterioration compared to last round				↓ Negative Sentiments with sign of deterioration compared to last round		
↔ Positive Sentiments with no change compared to last round				↔ Negative Sentiments with no change compared to last round		

⁴ 'Net response' is the difference between the percentage of respondents reporting optimism and those reporting pessimisms. It ranges between -100 and 100. Any value greater than zero indicates expansion/ optimism and values less than zero indicate contraction/ pessimism.

Table 1: Perceptions and Expectations on the General Economic Situation

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	36.3	22.4	41.3	-5.0	55.0	16.0	29.0	26.1
Sep-24	37.3	21.1	41.6	-4.4	55.5	16.0	28.6	26.9
Nov-24	35.8	21.3	42.9	-7.1	54.9	17.2	27.9	27.0
Jan-25	34.9	22.1	43.0	-8.0	55.2	15.8	29.0	26.2
Mar-25	34.7	24.7	40.6	-5.9	56.6	14.9	28.5	28.0
May-25	35.7	22.4	41.9	-6.2	57.9	13.4	28.7	29.2
Jul-25	34.2	27.5	38.3	-4.2	55.7	20.9	23.4	32.3

Table 2: Perceptions and Expectations on Employment

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	34.5	23.0	42.6	-8.1	54.2	18.4	27.4	26.8
Sep-24	35.5	21.8	42.8	-7.3	54.2	18.9	26.9	27.3
Nov-24	34.6	23.0	42.4	-7.8	54.6	18.9	26.5	28.1
Jan-25	34.5	22.7	42.7	-8.2	54.7	18.3	27.0	27.6
Mar-25	35.5	23.0	41.5	-6.1	56.4	16.5	27.1	29.3
May-25	36.2	21.8	42.1	-5.9	56.9	16.1	27.0	29.8
Jul-25	32.6	28.2	39.2	-6.7	53.6	23.8	22.6	31.0

Table 3: Perceptions and Expectations on Price Level

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	93.3	6.0	0.7	-92.6	82.7	8.9	8.4	-74.3
Sep-24	93.3	5.8	0.9	-92.4	82.0	9.5	8.6	-73.3
Nov-24	94.3	5.0	0.7	-93.6	82.3	9.2	8.5	-73.8
Jan-25	93.0	6.1	0.9	-92.0	83.0	9.2	7.9	-75.1
Mar-25	91.0	7.8	1.3	-89.7	82.2	9.4	8.4	-73.8
May-25	90.9	6.6	2.5	-88.5	82.5	8.1	9.4	-73.1
Jul-25	90.3	6.4	3.3	-87.0	81.6	9.3	9.1	-72.4

Table 4: Perceptions and Expectations on Rate of Change in Price Level (Inflation)*

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	80.6	13.4	6.1	-74.6	79.4	16.2	4.4	-75.0
Sep-24	80.7	13.0	6.2	-74.5	78.7	15.9	5.4	-73.4
Nov-24	82.5	12.1	5.4	-77.2	79.3	15.1	5.7	-73.6
Jan-25	80.7	12.9	6.5	-74.2	79.9	14.5	5.7	-74.2
Mar-25	79.4	14.0	6.7	-72.7	78.5	15.0	6.5	-72.0
May-25	78.0	14.8	7.2	-70.7	78.1	14.7	7.2	-70.8
Jul-25	78.7	12.5	8.7	-70.0	79.7	10.9	9.4	-70.3

*Applicable only for those respondents who felt price has increased/price will increase.

Table 5: Perceptions and Expectations on Income

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	24.4	50.8	24.9	-0.5	55.9	37.3	6.8	49.1
Sep-24	24.1	51.6	24.3	-0.3	55.8	38.2	6.0	49.9
Nov-24	23.8	51.7	24.5	-0.7	56.6	37.1	6.4	50.2
Jan-25	22.0	55.0	23.0	-1.0	55.9	37.4	6.8	49.1
Mar-25	23.8	53.0	23.3	0.5	57.5	36.0	6.5	51.0
May-25	24.1	52.2	23.7	0.4	58.0	36.3	5.7	52.3
Jul-25	22.7	56.7	20.6	2.1	57.0	38.6	4.4	52.6

Table 6: Perceptions and Expectations on Spending

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	78.9	18.0	3.1	75.8	79.5	16.5	3.9	75.6
Sep-24	80.4	16.9	2.7	77.6	79.6	16.9	3.6	76.0
Nov-24	80.9	17.2	1.9	79.0	80.8	16.4	2.8	78.0
Jan-25	79.3	19.4	1.3	77.9	78.8	18.3	2.9	75.9
Mar-25	80.1	18.8	1.2	78.9	79.6	18.0	2.4	77.2
May-25	78.7	19.9	1.4	77.3	81.1	16.4	2.5	78.6
Jul-25	80.2	17.7	2.2	78.0	81.0	18.0	1.0	80.0

Table 7: Perceptions and Expectations on Spending- Essential Items

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	87.3	10.5	2.2	85.1	85.0	12.1	2.9	82.0
Sep-24	87.9	10.3	1.8	86.2	84.9	12.4	2.7	82.2
Nov-24	88.6	9.7	1.7	86.9	85.9	11.5	2.6	83.3
Jan-25	87.6	10.9	1.6	86.0	85.1	12.3	2.6	82.5
Mar-25	87.4	12.0	0.6	86.9	86.2	12.1	1.8	84.4
May-25	87.5	11.0	1.4	86.1	86.9	11.3	1.8	85.1
Jul-25	87.5	11.5	1.0	86.5	87.1	12.0	0.9	86.2

Table 8: Perceptions and Expectations on Spending- Non-Essential Items

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Increased	Remained Same	Decreased	Net Response	Will Increase	Will Remain Same	Will Decrease	Net Response
Jul-24	29.0	36.7	34.4	-5.4	37.4	35.6	27.0	10.3
Sep-24	27.6	40.2	32.3	-4.7	36.4	37.8	25.8	10.6
Nov-24	30.2	37.2	32.6	-2.4	38.4	35.0	26.6	11.8
Jan-25	29.2	38.5	32.3	-3.1	37.4	36.1	26.5	11.0
Mar-25	28.5	40.9	30.7	-2.2	37.7	37.7	24.6	13.1
May-25	27.8	41.1	31.2	-3.4	38.2	37.3	24.5	13.8
Jul-25	37.6	25.1	37.3	0.4	43.6	27.7	28.7	15.0
