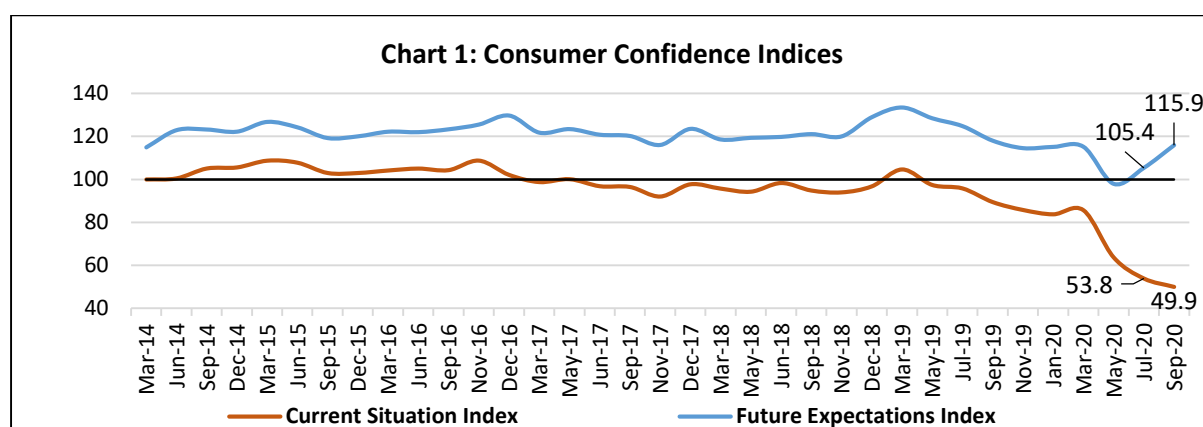


## Consumer Confidence Survey

Today, the Reserve Bank released the results of the September 2020 round of its Consumer Confidence Survey (CCS)<sup>1</sup>. In view of the Covid-19 pandemic, the survey was conducted through telephonic interviews during August 29 – September 10, 2020 in thirteen major cities, viz., Ahmedabad; Bengaluru; Bhopal; Chennai; Delhi; Guwahati; Hyderabad; Jaipur; Kolkata; Lucknow; Mumbai; Patna; and Thiruvananthapuram. Perceptions and expectations on general economic situation, employment scenario, overall price situation and own income and spending have been obtained from 5,364 households across these cities<sup>2</sup>.

### Highlights:

- I. The current situation index (CSI)<sup>3</sup> recorded its third successive all-time low, as the respondents perceived further worsening in general economic situation and employment scenario during the last one year (Chart 1, Tables 1 and 2).
- II. Households were, however, more confident for the year ahead: the future expectations index (FEI) improved for the second successive survey round.



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

- III. More respondents reported curtailment in both overall and essential spending during the past one year, when compared with the last survey round (Table 6, 7 and 8).
- IV. Consumers expect improvements in general economic situation, employment conditions and income scenario during the coming year; discretionary spending, however, is expected to remain low in the near future (Tables 1, 2, 5 and 8).

<sup>1</sup> The survey results are based on the views of respondents.

<sup>2</sup> Unit-level data for previous rounds of the survey are available on the Database on Indian Economy (DBIE) portal of the Bank (weblink: <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=unitLevelData>)

<sup>3</sup> 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 and a year ahead, respectively. CSI/FEI = 100 + Average of Net Responses of the above parameters.

Summary based on Net Responses						
Main Variables	Current Perception compared with one-year ago			One year ahead Expectations compared with current situation		
	Jul-20	Sep-20	Change	Jul-20	Sep-20	Change
Economic Situation	-65.9	-70.6	↓	2.1	15.3	↑
Employment	-65.1	-71.6	↓	10.4	22.5	↑
Price Level	-76.2	-80.4	↓	-61.5	-59.5	↑
Income	-54.5	-53.8	↑	26.3	43.2	↑
Spending	30.8	26.1	↓	49.6	58.1	↑
<b>Consumer Confidence Index</b>	<b>53.8</b>	<b>49.9</b>	↓	<b>105.4</b>	<b>115.9</b>	↑
↑	<b>Positive</b> Sentiments with sign of <b>improvement</b> compared to last round			↑	<b>Negative</b> Sentiments with sign of <b>improvement</b> compared to last round	
↓	<b>Positive</b> Sentiments with sign of <b>deterioration</b> compared to last round			↓	<b>Negative</b> Sentiments with sign of <b>deterioration</b> compared to last round	

**Table 1: Perceptions and Expectations on the General Economic Situation**

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Improved	Remained Same	Worsened	Net Response	Will Improve	Will Remain Same	Will Worsen	Net Response
Sep-19	33.5	18.6	47.9	-14.4	53.2	15.0	31.8	21.4
Nov-19	30.0	18.4	51.6	-21.6	48.9	16.5	34.7	14.2
Jan-20	27.1	18.0	54.9	-27.8	48.8	14.3	36.9	11.9
Mar-20	28.4	19.3	52.3	-23.9	49.8	15.6	34.7	15.1
May-20	14.4	11.2	74.4	-60.0	39.6	9.0	51.4	-11.7
Jul-20	11.9	10.3	77.8	-65.9	44.3	13.5	42.2	2.1
Sep-20	9.0	11.4	79.6	-70.6	50.1	15.1	34.8	15.3

**Table 2: Perceptions and Expectations on Employment**

(Percentage responses)

Survey Round	Current Perception				One year ahead Expectation			
	Improved	Remained Same	Worsened	Net Response	Will Improve	Will Remain Same	Will Worsen	Net Response
Sep-19	28.0	19.5	52.5	-24.5	51.2	15.4	33.4	17.8
Nov-19	24.4	18.1	57.5	-33.1	46.3	17.7	36.0	10.3
Jan-20	24.6	17.8	57.7	-33.1	48.4	16.3	35.4	13.0
Mar-20	25.2	19.1	55.7	-30.5	48.8	17.1	34.1	14.7
May-20	19.2	13.4	67.4	-48.2	41.5	11.1	47.4	-5.9
Jul-20	13.0	8.9	78.1	-65.1	48.6	13.3	38.2	10.4
Sep-20	10.1	8.1	81.7	-71.6	54.1	14.3	31.6	22.5

**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
Sep-19	86.1	10.6	3.3	-82.8	75.9	13.8	10.3	-65.6
Nov-19	86.8	10.2	2.9	-83.9	78.0	14.1	7.9	-70.1
Jan-20	90.6	7.6	1.9	-88.7	76.9	12.9	10.2	-66.7
Mar-20	87.2	10.3	2.6	-84.6	78.1	14.2	7.7	-70.4
May-20	79.1	17.5	3.4	-75.8	75.8	14.8	9.4	-66.4
Jul-20	79.7	16.7	3.6	-76.2	71.6	18.3	10.1	-61.5
Sep-20	82.9	14.6	2.5	-80.4	69.5	20.5	10.0	-59.5

**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
Sep-19	74.2	19.5	6.3	-67.9	77.9	16.1	6.1	-71.8
Nov-19	77.2	17.4	5.5	-71.7	77.3	17.3	5.4	-71.9
Jan-20	84.9	11.2	4.0	-80.9	80.3	14.7	5.0	-75.3
Mar-20	80.8	15.7	3.5	-77.3	75.6	20.3	4.1	-71.5
May-20	74.8	18.6	6.6	-68.2	73.4	19.5	7.1	-66.3
Jul-20	79.8	15.6	4.5	-75.3	76.4	18.6	5.0	-71.4
Sep-20	83.0	13.1	3.9	-79.1	75.9	19.6	4.6	-71.3

\*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
Sep-19	25.0	48.3	26.7	-1.7	53.0	37.4	9.6	43.4
Nov-19	24.1	49.2	26.7	-2.6	52.8	38.9	8.3	44.5
Jan-20	21.9	51.2	26.9	-5.0	51.9	38.9	9.2	42.7
Mar-20	22.7	52.4	24.9	-2.2	52.0	40.2	7.8	44.2
May-20	12.6	34.0	53.4	-40.8	39.5	39.1	21.4	18.1
Jul-20	8.3	28.9	62.8	-54.5	43.5	39.3	17.2	26.3
Sep-20	8.9	28.4	62.7	-53.8	53.2	36.7	10.0	43.2

**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
Sep-19	74.1	22.0	3.8	70.3	77.0	19.0	4.0	73.0
Nov-19	73.2	23.4	3.4	69.8	77.4	19.0	3.6	73.8
Jan-20	76.3	20.5	3.2	73.1	78.7	17.3	4.0	74.7
Mar-20	72.6	24.0	3.4	69.2	75.8	20.7	3.5	72.3
May-20	56.1	31.0	12.9	43.2	64.3	27.0	8.7	55.6
Jul-20	48.1	34.7	17.2	30.8	60.2	29.2	10.6	49.6
Sep-20	47.2	31.8	21.1	26.1	65.3	27.5	7.2	58.1

**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
Sep-19	83.8	13.6	2.6	81.2	83.0	13.7	3.3	79.7
Nov-19	83.6	13.6	2.7	80.9	83.0	13.9	3.1	79.9
Jan-20	85.3	12.2	2.6	82.7	83.7	12.9	3.4	80.3
Mar-20	83.0	14.6	2.4	80.6	82.1	15.0	2.9	79.2
May-20	69.3	20.9	9.8	59.5	73.0	20.6	6.4	66.7
Jul-20	64.0	23.9	12.1	51.9	69.4	22.9	7.7	61.7
Sep-20	61.4	23.9	14.7	46.7	71.9	22.8	5.3	66.6

**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
Sep-19	29.9	40.0	30.1	-0.2	34.7	39.2	26.0	8.7
Nov-19	27.5	42.4	30.1	-2.6	33.4	43.0	23.5	9.9
Jan-20	28.0	37.3	34.6	-6.6	34.3	37.8	27.9	6.4
Mar-20	27.7	42.0	30.3	-2.6	32.4	43.5	24.1	8.3
May-20	13.9	39.6	46.4	-32.5	22.0	42.4	35.6	-13.6
Jul-20	9.2	29.4	61.4	-52.2	22.2	37.9	39.9	-17.7
Sep-20	10.7	29.5	59.8	-49.1	31.3	37.4	31.4	-0.1

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