

**PRICE**

People Research on India's Consumer Economy

Household Survey on India's Consumer Economy and Citizen's Environment (ICE 360⁰ Survey 2014)

Sample Summary

Sample size	
<i>States</i>	21
<i>Districts</i>	72
<i>Towns/cities</i>	81
<i>Villages (Rural)</i>	300
<i>Urban blocks(Urban)</i>	710
<i>Households</i>	
<i>Rural</i>	5,997
<i>Urban</i>	14,198
<i>All India</i>	20,195

Reference period	Financial Year 2014
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Coding Design

Section	Variable Name	Variable Description
I	Q1_1	Unique Identification (Record Number)
I	Q1_2	State Code
I	Q1_3	Sector
I	Q1_4	District Name
I	Q1_5	District Code
I	Q1_6	Village/Urban Block Code
II	Q2_3	Caste of the household
II	Q2_4	Religion of the household
II	Q2_5	What is the ownership status of your house?
II	Q2_6	What is the type of house/apartment you are currently living in?
II	Q2_7	If you are staying in owned house (Q2.5="1" or "2" or "5"), approximately how many years back was this house built?
II	Q2_8	Does your household have a ration card?
II	Q2_9	Do you have any legal proof of your present residence?
II	Q2_10A1	Aware - MNREGA
II	Q2_10A2	Own - MNREGA Card
II	Q2_10A3	Benefited - MNREGA
II	Q2_10A4	Satisfy - MNREGA
II	Q2_10B1	Aware - Kisan Credit Card
II	Q2_10B2	Own - Kisan Credit Card
II	Q2_10B3	Benefited - Kisan Credit Card
II	Q2_10B4	Satisfy - - Kisan Credit Card
II	Q2_10C1	Aware --Swarnajayanti Gram Swarozgar Yojana(SGSY)
II	Q2_10C3	Benefited - Swarnajayanti Gram Swarozgar Yojana(SGSY)
II	Q2_10C4	Satisfy - Swarnajayanti Gram Swarozgar Yojana(SGSY)
II	Q2_10D1	Aware - Swarnajayati Shahari Rozgar Yojana (SJSRY)
II	Q2_10D3	Benefited --Swarnajayati Shahari Rozgar Yojana (SJSRY)
II	Q2_10D4	Satisfy - Swarnajayati Shahari Rozgar Yojana (SJSRY)
II	Q2_10E1	Aware - Indira Awaas Yojana
II	Q2_10E3	Benefited - Indira Awaas Yojana
II	Q2_10E4	Satisfy - Indira Awaas Yojana

Section	Variable Name	Variable Description
II	Q2_10F1	Aware - Rashtriya Swasthya Bima Jojana (RSBY)
II	Q2_10F3	Benefited - Rashtriya Swasthya Bima Jojana (RSBY)
II	Q2_10F4	Satisfy - Rashtriya Swasthya Bima Jojana (RSBY)
II	Q2_10G1	Aware -Anganwadi Centers (ICDS Scheme)
II	Q2_10G3	Benefited -Anganwadi Centers (ICDS Scheme)
II	Q2_10G4	Satisfy -Anganwadi Centers (ICDS Scheme)
II	Q2_11	For how many years is your family living in this location (City/Village)?
II	Q2_12	Is your native place (place of domicile) different from present place of residence?
II	Q2_13	Native Place - Sector
II	Q2_14	What is the reason for migrating to this place from your native place?
II	Q2_15	Are some of your family members currently staying at your native place?
II	Q2_16	Do you have a regular financial transaction with your family members at your native place?
II	Q2_17A	Does your household own - Electricity
II	Q2_17B	Does your household own - Toilet within premises
II	Q2_17C	Does your household own - LPG
II	Q2_17D	Does your household own - Separate Kitchen
II	Q2_17E	Does your household own - Cable/Dish TV
II	Q2_17F	Does your household own - Internet
II	Q2_18	Have you engaged anyone in your household as regular maid servant or driver?
II	Q2_19	if Q2.18='Yes', how much do you pay every month for maid and servant? (Rs.)
II	Q2_20	On an average, How many hours of electricity do you receive in a day (hours)?
II	Q2_21	What is your average monthly electricity bill? (Rs.)
II	Q2_22	Is there been a change in the supply of electricity during last 5 years?
II	Q2_23	Are you willing to pay more for better electricity supply?
II	Q2_24	What is the primary source of drinking water in your household?
II	Q2_25	How do you perceive the quality of drinking water?
II	Q2_26	Is the quantity of drinking water available to you, adequate?
II	Q2_27	If "Not adequate" in Q2.26, are you willing to pay more to get more water?
II	Q2_28	Is there any change in the supply of drinking water during last 5 years
II	Q2_29	Is there any unemployed person in your family?
II	Q2_30A	What are the reasons for unemployment? - First Reason
II	Q2_30B	What are the reasons for unemployment? - Second Reason
II	Q2_30C	What are the reasons for unemployment? - Third Reason

Section	Variable Name	Variable Description
II	Q2_31	What according to the most important factor in choosing an occupation?
II	Q2_32A	Are you a member of any of the - Trade Union
II	Q2_32B	Are you a member of any of the - Civil Society Organizations/NGOs
II	Q2_32C	Are you a member of any of the - Labour Groups
II	Q2_32D	Are you a member of any of the - Religious Organisation
II	Q2_32E	Are you a member of any of the - Other institution
II	Q2_33	How much attachment do you have with your locality (Neighbourhood)?
II	Q2_34	How interested would you say you are in politics?
II	Q2_35	Have you ever participated in any protest, demonstration, struggle or movement?
II	Q2_36	How secure do you feel in your neighbourhood?
II	Q2_37	Has someone in your family been the victim of crime in last 3 years?
II	Q2_38A	How frequently it occur in your neighbourhood/ locality - Robbery in Locality
II	Q2_38B	How frequently it occur in your neighbourhood/ locality - Alcohol Consumption in the Streets
II	Q2_38C	How frequently it occur in your neighbourhood/ locality - Police Interference with people's private life
II	Q2_38D	How frequently it occur in your neighbourhood/ locality - Communal Riots
II	Q2_38E	How frequently it occur in your neighbourhood/ locality - Woman Related Crime
II	Q2_39A	How often have you felt discriminated on - Economic status/condition
II	Q2_39B	How often have you felt discriminated on - Your Caste
II	Q2_39C	How often have you felt discriminated on - Your Religion
II	Q2_39D	How often have you felt discriminated on - Your Gender
II	Q2_39E	How often have you felt discriminated on - Your State of Origin/Region
II	Q2_40A	How much trust do you have in - Central Government
II	Q2_40B	How much trust do you have in - State Government
II	Q2_40C	How much trust do you have in - Bureaucrats
II	Q2_40D	How much trust do you have in - Police
II	Q2_40E	How much trust do you have in - Army
II	Q2_40F	How much trust do you have in - Judiciary
III	Q3_1	Chief Wage Earner - Age
III	Q3_2	Chief Wage Earner - Gender
III	Q3_3	Chief Wage Earner - Marital Status
III	Q3_4	Chief Wage Earner - Highest Education Completed
III	Q3_5	Chief Wage Earner - Primary Occupation

Section	Variable Name	Variable Description
III	Q3_6	Chief Wage Earner - Number of bank Account Owned
III	Q3_7	Chief Wage Earner - Number of mobile Phone Owned
III	Q3_8	Chief Wage Earner - Own Aadhar Card (UID)
III	Q3_9	Total members in the household
III	Q3_10	Total Number of earners in the household
IV	Q4_1	Considering all (Cash and Kind) income earned by ALL MEMBERS OF HOUSEHOLD during the reference period April 2013-March 2014, what is your ANNUAL household income (Rs.)?
IV	Q4_1A	Income - Self-Employed in Agriculture
IV	Q4_1B	Income - Self-Employed in Non-Agriculture
IV	Q4_1C	Income - Salary
IV	Q4_1D	Income –Agriculture & Allied Wage Labour
IV	Q4_1E	Income – Non-Agriculture Labour
IV	Q4_1F	Income - Other sources
V	Q5	Annual Household Expenses (R + NR)
V	Q5_1_1	Total annual Routine expenditure during RP (Rs.) – Rice
V	Q5_1_2	Total annual Routine expenditure during RP (Rs.) – Wheat
V	Q5_1_3	Total annual Routine expenditure during RP (Rs.) – Other Cereals
V	Q5_1_4	Total annual Routine expenditure during RP (Rs.) – Pulses & Pulse Products
V	Q5_1_5	Total annual Routine expenditure during RP (Rs.) – Fruits & Vegetables
V	Q5_1_6	Total annual Routine expenditure during RP (Rs.) – Milk & Milk Products
V	Q5_1_7	Total annual Routine expenditure during RP (Rs.) – Meat, Egg & Fish
V	Q5_1_8	Total annual Routine expenditure during RP (Rs.) – Edible Oil
V	Q5_1_9	Total annual Routine expenditure during RP (Rs.) – Beverages (tea, coffee etc)
V	Q5_1_10	Total annual Routine expenditure during RP (Rs.) – Packaged Food
V	Q5_1_11	Total annual Routine expenditure during RP (Rs.) – Sugar
V	Q5_1_12	Total annual Routine expenditure during RP (Rs.) – Other Food items
V	Q5_1_13	Total annual Routine expenditure during RP (Rs.) – Annual HHD Exp on Food
V	Q5_2_1	Total annual Routine expenditure during RP (Rs.) – House Rent
V	Q5_2_2	Total annual Routine expenditure during RP (Rs.) – LPG
V	Q5_2_3	Total annual Routine expenditure during RP (Rs.) – Cooking Fuel
V	Q5_2_4	Total annual Routine expenditure during RP (Rs.) – Conveyance- Public Transport
V	Q5_2_5	Total annual Routine expenditure during RP (Rs.) – Fuel for Vehicle
V	Q5_2_6	Total annual Routine expenditure during RP (Rs.) – Toiletry & Cosmetics

Section	Variable Name	Variable Description
V	Q5_2_7	Total annual Routine expenditure during RP (Rs.) – Clothing
V	Q5_2_8	Total annual Routine expenditure during RP (Rs.) – Footwear
V	Q5_2_9	Total annual Routine expenditure during RP (Rs.) – Other Non-Food Exp
V	Q5_2_10	Total annual Routine expenditure during RP (Rs.) – Annual HHD exp on Non-Food
V	Q5_3_1	Total annual Routine expenditure during RP (Rs.) – Education (fees, uniforms, books/stationary, transport, hostel, etc)
V	Q5_3_2	Total annual Routine expenditure during RP (Rs.) – Health (medicines, doctor's fees, tests, etc)
V	Q5_3_3A	Total annual Routine expenditure during RP (Rs.) – Mobile
V	Q5_3_3B	Total annual Routine expenditure during RP (Rs.) – Landline
V	Q5_3_3C	Total annual Routine expenditure during RP (Rs.) – Internet
V	Q5_3_4	Total annual Routine expenditure during RP (Rs.) – Electricity Charges
V	Q5_3_5	Total annual Routine expenditure during RP (Rs.) – Water Charges
V	Q5_3_6	Total annual Routine expenditure during RP (Rs.) – Entertainment: Rent of cable/dish TV including cinema, theatre, picnic etc
V	Q5_3_7	Total annual Routine expenditure during RP (Rs.) – Servants,cook, driver, sweeper, laundry,etc.
V	Q5_3_8	Total annual Routine expenditure during RP (Rs.) – Other Services
V	Q5_3_9	Total annual Routine expenditure during RP (Rs.) – Annual HHD Exp on Consumer Services
V	Q5_4_1	Total annual Non Routine expenditure during RP (Rs.) – Consumer Durable goods
V	Q5_4_2	Total annual Non Routine expenditure during RP (Rs.) – Other Large Expenses (car, two-wheeler etc)
V	Q5_4_3	Total annual Non Routine expenditure during RP (Rs.) – Social Obligation (weddings, birth and other
V	Q5_4_4	Total annual Non Routine expenditure during RP (Rs.) – Overtime expenses on Education
V	Q5_4_5	Total annual Non Routine expenditure during RP (Rs.) – Travel (leisure, holidays, pilgrimage, religious)
V	Q5_4_6	Total annual Non Routine expenditure during RP (Rs.) – Expenses on Health (Hospital charges)
V	Q5_4_7	Total annual Non Routine expenditure during RP (Rs.) – EMI paid
V	Q5_4_8	Total annual Non Routine expenditure during RP (Rs.) – Remittances
V	Q5_4_9	Total annual Non Routine expenditure during RP (Rs.) – Purchase /constructed House
VI	Q6_1	Do you or any member of your household save for the future in any of the forms
VI	Q6_2	Has your household saving changed over the last five years?
VI	Q6_3	If Q6.2=2,3, or 4, specify the most important barrier in saving?
VI	Q6_4A	First most important modes of saving/investment
VI	Q6_4B	Second most important modes of saving/investment

Section	Variable Name	Variable Description
VI	Q6_4C	Third most important modes of saving/investment
VI	Q6_5A	First most important purposes for which you saved/invested
VI	Q6_5B	Second most important purposes for which you saved/invested
VI	Q6_5C	Third most important purposes for which you saved/invested
VI	Q6_6A	If you keep your major savings at home (Q6.4 Rank1=1), what is the First reasons for it?
VI	Q6_6B	If you keep your major savings at home (Q6.4 Rank1=1), what is the Second reasons for it?
VII	Q7_1	Does your household have any loan or debt (formal and informal) outstanding as on the date of survey?
VII	Q7_2A	What is the total outstanding loan of your household as of today? (Rs.) - Formal
VII	Q7_2B	What is the total outstanding loan of your household as of today? (Rs.) - Informal
VII	Q7_3A	Purpose for which the loan is taken - First Purpose
VII	Q7_3B	Purpose for which the loan is taken - Second Purpose
VII	Q7_3C	Purpose for which the loan is taken - Third Purpose
VII	Q7_3D	Purpose for which the loan is taken - Fourth Purpose
VII	Q7_4A	Sources from which the loan is taken - First Source
VII	Q7_4B	Sources from which the loan is taken - Second Source
VII	Q7_4C	Sources from which the loan is taken - Third Source
VII	Q7_4D	Sources from which the loan is taken - Fourth Source
VIII	Q8_1	How often do you or your household member purchase or invest in gold?
VIII	Q8_2A	When did you or your household member last purchase or invest in gold? - Month
VIII	Q8_2B	When did you or your household member last purchase or invest in gold? - Year
VIII	Q8_3	In what form did you last purchase gold ?
VIII	Q8_4A	Why did you purchase gold? - First Reason
VIII	Q8_4B	Why did you purchase gold? - Second Reason
VIII	Q8_4C	Why did you purchase gold? - Third Reason
VIII	Q8_5A	What were the major two sources from where you last purchased gold? - First Source
VIII	Q8_5B	What were the major two sources from where you last purchased gold? - Second Source
VIII	Q8_6	Are you aware that you can pledge your gold and take a loan?
VIII	Q8_7	Please specify the year in which you have taken loan against gold MOST RECENTLY? (YEAR)
VIII	Q8_8	The main purpose of taking loan against gold?
VIII	Q8_9	From where have you taken this loan?
VIII	Q8_10	Purity of gold matters to consumers. Do you believe that hallmarking (government certification on

Section	Variable Name	Variable Description
VIII	Q8_11	If banks/post offices give interest on gold deposits, would you like to deposit gold in banks/post office?
VIII	Q8_12	If a recognized builder accepts gold from you as security in lieu of down payment and returns it after the agreed amount is paid, would you keep gold in such a scheme?
VIII	Q8_13	If government issues "Paper Gold" that ensures regular income/returns, would you invest in it?
VIII	Q8_14A	what are the MAJOR TWO hurdles that prevent people from buying or investing in gold? - First
VIII	Q8_14B	what are the MAJOR TWO hurdles that prevent people from buying or investing in gold? - Second Hurdle
IX	Q9_1A	Activities do you do at least once in month? - First
IX	Q9_1B	Activities do you do at least once in month? - Second
IX	Q9_1C	Activities do you do at least once in month? - Third
IX	Q9_1D	Activities do you do at least once in month? - Fourth
IX	Q9_2	What best describes your eating preferences?
IX	Q9_3	Do you smoke?
IX	Q9_4	Do you take alcohol?
IX	Q9_5	How do you mostly travel to your place of work?
X	Q10_1	How satisfied are you with the financial situation of your household?
X	Q10_2	How has the financial situation of your household changed in the past 3 years?
X	Q10_3	Thinking of your household's total monthly income, is your household able to meet the basic needs?
X	Q10_4	How confident are you about the stability in the major source of household income?
X	Q10_5	In case the major source of household income is discontinued, how much time will you take to find the equivalent source?
X	Q10_6	People sometimes describe themselves as belonging to the working class, middle class, the upper class or lower class. Would you describe yourself as belonging to the...?
X	Q10_7	Shown below is an income scale where 1 indicates the lowest income group and 10 the highest income group in our country. We would like to know which group you perceive your household to be in?
X	Q10_8	Do you agree with the current slogan "Achche Din Aayenge"?
X	Q10_9	What is the first step that you will take in case of financial crisis?
X	Q10_10	How do you expect that the economic situation of your household shall change over next 3 years?
XI	Q11_1	Ownership of - Car

Section	Variable Name	Variable Description
XI	Q11_2	Ownership of - Motor Cycle
XI	Q11_3	Ownership of - Scooter
XI	Q11_4	Ownership of - Moped
XI	Q11_5	Ownership of - Tractor
XI	Q11_6	Ownership of - Bicycle
XI	Q11_7	Ownership of - Colour TV
XI	Q11_8	Ownership of - Fridge
XI	Q11_9	Ownership of - Washing Machine
XI	Q11_10	Ownership of - Microwave Oven/OTG
XI	Q11_11	Ownership of - Music System
XI	Q11_12	Ownership of - Air Conditioner
XI	Q11_13	Ownership of - Computer
XI	Q11_14	Ownership of - Mobile / Phone
XI	Q11_15	Ownership of - Pressure Cooker
XI	Q11_16	Ownership of - Fan
XI	Q11_17	Ownership of - Power Backup
XII	Q12_1	At what age did you start earning?
XII	Q12_2	Have you changed your occupation in last three years?
XII	Q12_3	Are you satisfied with your current occupation?
XII	Q12_4	if no (Q12.3=2), what could be the main reason for dissatisfaction
XII	Q12_5	Have you or any other member of the household ever taken any skill development or vocational training?{(
XII	Q12_6	What is the type of job contract?
XII	Q12_7	Are you eligible for paid leave?
XII	Q12_8	Do you get at least a day off in a week?
XII	Q12_9	What is the method of payment of your salary or wage?
XII	Q12_10A	Retirement schemes are you currently covered under - Provident Fund
XII	Q12_10B	Retirement Scheme are you currently covered under - Pension Scheme
XII	Q12_10C	Retirement Scheme are you currently covered under - Gratuity
XII	Q12_10D	Retirement Scheme are you currently covered under - None
XII	Q12_11	How long have you been working with your present employer?
XII	Q12_12	Has your present business/work been started by you or by your parents/grandparents?
XII	Q12_13	Have you ever taken a loan to start or expand your business/work?

Section	Variable Name	Variable Description
XIII	Q13_1A	Indicate the importance of - High Level of-Inclusive Economic Growth
XIII	Q13_1B	Indicate the importance of - Creation of More Jobs
XIII	Q13_1C	Indicate the importance of - Low Inflation
XIII	Q13_1D	Indicate the importance of - Adequate and Better Education
XIII	Q13_1E	Indicate the importance of - Better Health
XIII	Q13_1F	Indicate the importance of - Better Infrastructure
XIII	Q13_1G	Indicate the importance of - Better Law and Order
XIII	Q13_2A	To what degree are you worried about - Losing My Job or Not Finding a Job
XIII	Q13_2B	To what degree are you worried about - Not Being Able to Give Good Education to Children
XIII	Q13_2C	To what degree are you worried about - Daughter's Wedding
XIII	Q13_2D	To what degree are you worried about - Personal or Family Health
XIII	Q13_2E	To what degree are you worried about - Safety and Security
XIII	Q13_2F	To what degree are you worried about - Discrimination Against Girls/Women
XIII	Q13_2G	To what degree are you worried about - Poor Infrastructure (road, electricity)
	Cluster	Economic Cluster
	Cluster_Wt	Main Cluster Weight
	Inflator	Factor to convert income and expenditure to CSO