



Research Department

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Public Awareness Message: SBP never asks for personal/banking details in its Surveys

The State Bank of Pakistan (SBP) has been conducting telephonic surveys from households under the Consumer Confidence Survey (CCS) since 2012 and from firms under the Business Confidence Survey (BCS) since 2017. The surveys are conducted as per following schedule:

- a) CCS is conducted in the first week of January, March, May, July, September, and November from 1 PM to 9 PM on weekdays and 10 AM to 8 PM on weekends;
- b) BCS is conducted in the second half of February, April, June, August, October, and December from 10 AM to 6 PM on weekdays only.

In these surveys, SBP asks households and firms about their opinion on different economic indicators such as inflation, unemployment and general economic and financial conditions, etc. **SBP never asks for any personal details regarding legal status, CNIC or any bank account details and will only call from +92 21 9920 7199.** The respondents can contact SBP via this number or through email at sbp.surveys@sbp.org.pk. SBP further guarantees that all information provided by respondents of CCS and BCS are only used in aggregate form for policy analysis and research. This information remains confidential and cannot be traced back to individual responses.

The participation in SBP perception surveys by the general public and the business community is highly appreciated. The feedback received through these surveys is an important source of real time and direct information from important stakeholders. It helps us in having a better understanding of the decision making process of households and firms.

We look forward to the continued support of the general public and firms in our efforts to enhance the effectiveness of central bank policies for sustainable and inclusive growth.