

Report

# EXPECTATIONS SURVEY FOR NORGES BANK Q4 2020

The survey questions economists, social partners, business leaders  
and households



19 November 2020



## Preface

On commission by Norges Bank, Ipsos carries out quarterly surveys in Norway of expectations for inflation, wage growth, the krone exchange rate and interest rates among economists in the financial industry and academia, the social partners, business leaders and households. Norges Bank orients monetary policy towards keeping inflation low and stable. Inflation expectations can influence actual inflation. A survey conducted at regular intervals can provide greater insight into these questions. The survey questions four target groups. Online surveys are used for economists in the financial industry and academia, as well as for representatives of main employer and employee organisations and business leaders. Telephone interviews are used for a random selection of individuals in Norwegian households. The expectations survey is conducted every quarter and was conducted for the first time in February 2002. Ipsos has conducted the survey from Q3 2020. The report is written by Daniel Hernes, Linn Sørensen Holst and Lene Rathe. The survey was previously carried out by Epinion, Opinion and TNS Gallup.

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# Summary

## Brief, overall summary

### Short-term price inflation

The economists expect goods and services inflation 12 months ahead to be 2.0 percent, down 0.2 percentage points from the previous quarter. The social partners expect goods and services inflation to be 2.3 percent 12 months ahead, an increase of 0.2 percentage points from the previous quarter. Business leaders expect goods and services inflation to be 2.4 percent 12 months ahead, down 0.2 percentage points from the previous quarter. Households expect goods and services inflation to be 1.9 percent 12 months ahead, down 0.2 percentage points compared to the previous quarter.

### Expected annual wage growth

The economists expect annual wage growth of 1.8 percent this year, a decrease of 0.2 percentage points from the previous quarter. Expected annual wage growth among the social partners is 1.9 percent, unchanged from the previous quarter. Business leaders expect annual wage increase of 2.1 percent this year, up 0.2 percentage points from the previous quarter. Households expect annual wage and pension income growth of 1.3 percentage points the next 12 months, down 0.1 percentage points from the previous quarter.

### Expected profitability

36.2 percent of business leaders expect profitability to improve over the next 12 months, up 11.2 percentage points compared to the previous quarter. 34.6 percent of business leaders expect profitability to remain unchanged over the next 12 months, down 1.5 percentage points compared to the previous quarter. 27.0 percent expect the profitability to weaken, down 8.1 percentage points from the previous quarter.

## Brief summary of individual results for economists

### Inflation

The economists expect inflation of 2.0 percent on goods and services in the next 12 months, a decrease of 0.2 percentage points from the previous quarter. Expected annual inflation in 2 years is 2.0 percent, down 0.1 percentage point from the previous quarter. The economists' expected annual inflation in 5 years is also 2.0 percent, down 0.1 percentage point from the previous quarter.

### Expected annual wage growth

The economists' expectations to the annual wage growth this year is 1.8 percent, a decrease of 0.2 percentage points from the previous quarter. The expected annual wage growth next year is 2.2 percent, equal to the previous quarter. The economists' expected average annual wage growth in 5 years is 2.8 percent, up 0.2 percentage points from the previous quarter.

### The krone exchange rate

37.8 percent of the economists expect the effective krone exchange rate (measured by the trade-weighted krone exchange rate) to be stronger in 12 months, down 5.7 percentage points from the previous quarter. 44.4 percent expect the krone exchange rate to be unchanged, an increase of 5.3 percentage points from the previous quarter. 17.8 percent of the economists expect the krone exchange rate to be weaker in 12 months, up 2.6 percentage points. The average expected appreciation of the krone exchange rate in 12 months is 2.4 percent, up 1.2 percentage points from the previous quarter.

## **Brief summary of individual results for social partners**

### Inflation

The social partners expect the inflation of goods and services to be 2.3 percent in 12 months, an increase of 0.2 percentage points from the previous quarter. The employer organisations expect the inflation to be 2.3 percent in 12 months, an increase of 0.2 percentage points from the previous quarter. The employee organisations expect the inflation to be 2.3 percent, an increase of 0.1 percentage points from the previous quarter.

The social partners expect annual inflation in 2 years to be 2.5 percent, up by 0.2 percentage points from the previous quarter. The employer organisations expect annual inflation in 2 years to be 2.5 percent, up 0.2 percentage points from the previous quarter. The employee organisations expect annual inflation in 2 years to be 2.5 percent, up 0.1 percentage points from the previous quarter.

The social partners expect annual inflation of 2.6 percent in 5 years, an increase of 0.1 percentage points compared to the previous quarter. The expected annual inflation by the employer organisations is 2.6 percent, up 0.1 percentage points. The employee organisations expect annual inflation in 5 years to be 2.6 percent, an increase of 0.1 percentage points from the previous quarter.

### Expected annual wage growth

The social partners expect annual wage growth for 2020 of 1.9 percent, remaining unchanged from the previous quarter. The employer organisations expect annual wage growth this year of 1.9 percent, also remaining unchanged from the previous quarter. The employee organisations expect annual wage growth for 2020 of 1.9 percent, a decrease of 0.1 percentage points from the previous quarter.

The social partners' annual wage growth expectations for 2021 is 2.3 percent, down 0.2 percentage points from the previous quarter. The employer organisations expect annual wage growth of 2.2 percent next year, down 0.3 percentage points from the previous quarter. The employee organisations expect annual wage growth next year of 2.4 percent, a decrease of 0.2 percentage points from the previous quarter.

In total, the social partners expect annual wage growth of 2.9 percent in 5 years, down 0.1 percentage points from the previous quarter. The employer organisations expect annual wage growth of 2.9 percent, remaining unchanged from the previous quarter. The employee organisations expect annual wage growth of 3.0 percent in 5 years, down 0.2 percentage points.

## **Brief summary of individual results for business leaders**

### Inflation

The business leaders estimate the inflation of goods and services to be 2.4 percent over the last 12 months, down 0.2 percentage points from the previous quarter. The business leaders expect the annual wage goods and services inflation in 12 months to be 2.4 percent, a decrease of 0.2 percentage points. Their expected annual inflation in two years is 3.2 percent, down 0.1 percentage points from the previous quarter.

### Purchase and selling prices

30.8 percent of the business leaders expect the company's purchase prices to increase more in the next 12 months compared to the previous 12 months, down 1.3 percentage points from the previous quarter. 51.9 percent expect the next years' purchase prices to increase about the same, up 1.2 percentage points from the previous quarter. The share of business leaders that are expecting the

purchase prices to increase less in the next 12 months is 16.8 percent, up 0.6 percentage points from the previous quarter.

20.6 percent of the business leaders expect their company's selling prices to increase more over the next 12 months, compared to the previous 12 months, up 0.3 percentage points from the previous quarter. 57.0 percent expect their selling prices to increase about the same over the next 12 months, as the previous 12 months, up 4.4 percentage points. While 20.7 percent of the business leaders expect the prices to increase less over the next 12 months, down 3.5 percentage points from the previous quarter.

#### Expected annual wage growth

The business leaders expect annual wage growth of 2.1 percent in their company this year, an increase of 0.2 percentage points from the previous quarter. Their expectation of their company's annual wage growth next year is 2.5 percent, up 0.1 percentage points from the previous quarter.

#### Expected profitability

32.3 percent of the business leaders report that their own company's profitability has improved over the previous 12 months, an increase of 7.9 percentage points compared to the previous quarter. 22.1 percent of the business leaders report that their company's profitability has remained unchanged in the past 12 months, down 5.2 percentage points from the previous quarter. 43.7 percent report that their profitability has weakened the past 12 months, down 1.5 percentage points from the previous quarter.

36.2 percent of the business leaders expect the company's profitability to improve over the next 12 months, up 11.2 percentage points from the previous quarter. 34.6 percent of the business leaders expect the profitability to remain unchanged over the next 12 months, down 1.5 percentage points. 27.0 percent of the business leaders believe their company's profitability will weaken over the next 12 months, down 8.1 percentage points from the previous quarter.

#### Employment

29.8 percent of the business leaders report that their company has increased the number of employees, compared to 12 months ago. This is an increase of 4.9 percentage points from the previous quarter. 41.1 percent report to have just as many employees today as 12 months ago, down 6.1 percentage points from the previous quarter. 28.6 percent report to have fewer employees compared to 12 months ago, up 2.0 percentage points from the previous quarter.

30.9 percent of the business leaders expect to have more employees in 12 months than they do today, an increase of 3.2 percentage points from the previous quarter. 45.7 percent expect to have as many employees as today, down 1.2 percentage points. 22.5 percent of the business leaders expect to have fewer employees in 12 months, down 1.7 percentage points from the previous quarter.

#### Investment decisions

54.4 percent of the business leaders answer that the need to replace old technology with new is one of the three most important factors that affect their company's investment decisions. Followed by the need to increase the production capacity (48.9 percent) and the uncertainty of the economic situation (45.3 percent).

64.2 percent of the business leaders answer that current income has been one of the two most important sources for financing the business's investments over the last 5 years. While 28.7 percent answer that equity earned in previous years is one of the two most important sources.

## Brief summary of individual results for households

### Inflation

67.5 percent of the households believe prices of goods and service have increased over the last 12 months, a decrease of 2.2 percentage points from the previous quarter. 20.4 percent of the households believe prices has remained approximately unchanged, down 1.5 percentage points from the previous quarter. 5.2 percent believe the prices for goods and services have decreased over the last 12 months, up 2.0 percentage points from the previous quarter. On average, the households' perceived growth in prices equals 2.3 percent, down 0.3 percentage points from the previous quarter.

68.7 percent of the households expect prices of goods and services to increase over the next 12 months, down 1.0 percent from the previous quarter. 20.8 percent expect the prices to remain unchanged over the next 12 months, down 1.7 percentage points. 4.9 percent believe that the prices will decrease over the next 12 months, up 0.3 percentage points from the previous quarter. Of the households that expect prices to rise, 26.0 percent believe prices will increase faster than they do today, down 5.9 percentage points. 56.8 percent believe they will rise at the same pace, an increase of 6.7 percentage points from the previous quarter. 10.3 percent expect the prices to rise slower than today, down 3.3 percentage points from the previous quarter.

Households believe prices will rise by 1.9 percent over the next 12 months, a decrease of 0.2 percentage points from the previous quarter. Over the next 2-3 years, households expect the annual inflation to be 3.4 percent, a decrease of 0.3 percentage points from the previous quarter.

### Expected growth in annual wages and pension income

On average, households believe annual wages and pension income have increased by 1.3 percent over the last 12 months, remaining unchanged from the previous quarter. The households' average expected change in annual wages and pension income the next 12 months is 1.3 percent, a decrease of 0.1 percentage points from the previous quarter.

### Interest rate developments

Of the households, 24.1 percent expect the level of deposit and lending rates to increase over the next 12 months, down 2.3 percentage points from the previous quarter. 63.4 percent expect the level to remain unchanged, up by 1.6 percentage points. 6.8 percent expect the level of deposit and lending rates to fall, a decrease of 0.5 percentage points from the previous quarter.

## The survey

On commission by Norges Bank, Ipsos carries out quarterly surveys in Norway of expectations for inflation, wage growth, the krone exchange rate and interest rates among economists in the financial industry and academia, the social partners, business leaders and households. Norges Bank orients monetary policy towards keeping inflation low and stable. Inflation expectations can influence actual inflation. A survey conducted at regular intervals can provide greater insight into these questions. This report and the main results of the expectations survey are published in full on the webpages of Ipsos (<https://www.ipsos.com/nb-no>). The survey of business leaders was broadened in 2009 to include enterprises with 20 or more employees (compared with 50 or more earlier). In addition, appx. 500 business leaders are now interviewed compared with appx. 300 earlier.

The survey for Q4 2020 was conducted in the period 19 October – 6 November 2020.

## Questionnaire

### To economists and social partners:

- What do you think the general rise in prices for goods and services will be in 12 months, as measured by the 12-month change in the consumer price index (CPI)?
- What do you think the general rise in prices for goods and services will be in two years, as measured by the 12-month change in the consumer price index (CPI)?
- What do you think the general rise in prices for goods and services will be in five years, as measured by the 12-month change in the consumer price index (CPI)?
- What do you think average wage growth will be this year?
- What do you think average wage growth will be next year?
- What do you think average wage growth will be in five years?
- Do you think that in 12 months the krone exchange rate, as measured by the trade-weighted exchange rate index, will appreciate, remain unchanged or depreciate?
- By how much do you think it will appreciate/depreciate?

### To business leaders:

- What do you think the general rise in prices for goods and services has been the last 12 months, as measured by the 12-month change in the consumer price index (CPI)?
- What do you think the general rise in prices for goods and services will be in 12 months, as measured by the 12-month change in the consumer price index (CPI)?
- What do you think the general rise in prices for goods and services will be in two years, as measured by the 12-month change in the consumer price index (CPI)?
- Do you expect that over the next 12 months your business's purchase prices will increase more than, increase at approximately the same pace as or increase less than in the past 12-month period?
- Do you expect that over the next 12 months your business's selling prices will increase more than, increase at approximately the same pace as or increase less than in the past 12-month period?
- What do you think the average annual wage growth will be this year?
- What do you think the average annual wage growth will be next year?
- Over the past 12 months, has the profitability of your business, as measured by the operating margin (EBITDA), improved, remained unchanged or weakened?
- Do you think that over the next 12 months, the profitability of your business, as measured by the operating margin (EBITDA), will improve, remain unchanged or weaken?
- Compared with 12 months earlier, does your business currently have more employees, the same number of employees or fewer employees?
- Do you think that in 12 months, your business will have more employees than currently, the same number of employees or fewer employees?
- What are the 3 most important factors that influence your business's investment decisions?
- Over the last 5 years, what have been the main sources of financing for your business's investment?

### To households:

- Compared with 12 months ago, do you think that prices for goods and services, as measured by the consumer price index (CPI), are now higher, approximately unchanged or lower?
- About how much higher/lower, measured in percent?
- Do you think that over the next 12 months, prices for goods and services, as measured by the consumer price index (CPI), will be higher, unchanged or lower than they are currently?
- Will prices rise faster, at the same pace as currently, or more slowly?
- About how much higher/lower, measured in percent?

- How much do you think prices for goods and services, as measured by the consumer price index (CPI), will rise annually in two to three years, in percent?
- Ranked from 1 to 3, where 1 is highest, which three prices did you place the most emphasis on in the answers you just gave about expectations for price changes in the future?
- Compared with 12 months ago, by how much do you think your wages or pension has changed in percent?
- By approximately how much do you think your wages or pension will change in percent over the next 12 months?
- Do you think that over the next 12 months, the level of deposit and lending rates will rise, remain unchanged or fall?

## Tables and graphs

### Economists

1. Expected inflation in 12 months
2. Expected inflation in 2 years
3. Expected inflation in 5 years
4. Expected annual wage growth for current year
5. Expected annual wage growth next year
6. Expected annual wage growth in 5 years
7. Expected growth in the krone exchange rate in 12 months
8. Average expected change in the trade-weighted exchange rate index in 12 months

### Social partners

9. Expected inflation in 12 months
10. Expected inflation in 2 years
11. Expected inflation in 5 years
12. Expected annual wage growth for current year
13. Expected annual wage growth next year
14. Expected annual wage growth in 5 years

### Business leaders

15. Perception of general inflation over the last 12 months
16. Expected general inflation in 12 months
17. Expected general inflation in 2 years
18. Expected increase in purchase prices for own business the next 12 months
19. Expected increase in selling prices for own business next 12 months
20. Expected annual wage growth in own business this year
21. Expected annual wage growth in own business next year
22. Profitability in own business last 12 months
23. Profitability in own business next 12 months
24. Number of employees today compared to 12 months ago
25. Number of employees in 12 months
26. Most important factors to affect your business's investments decisions
27. Most important sources of financing for your business's investments in the last 5 years

### Households

26. Perception of price change last 12 months
27. Perception of price change last 12 months in percent
28. Expected price change next 12 months
29. Expected price change next 12 months in percent
30. Expected rate of increase next 12 months
31. Expected rate of increase next 12 months – Detailed
32. Expected inflation in 2-3 years
33. Wage and pension development last 12 months
34. Expected annual wage growth over the next 12 months in percent
35. Expected exchange rate next 12 months

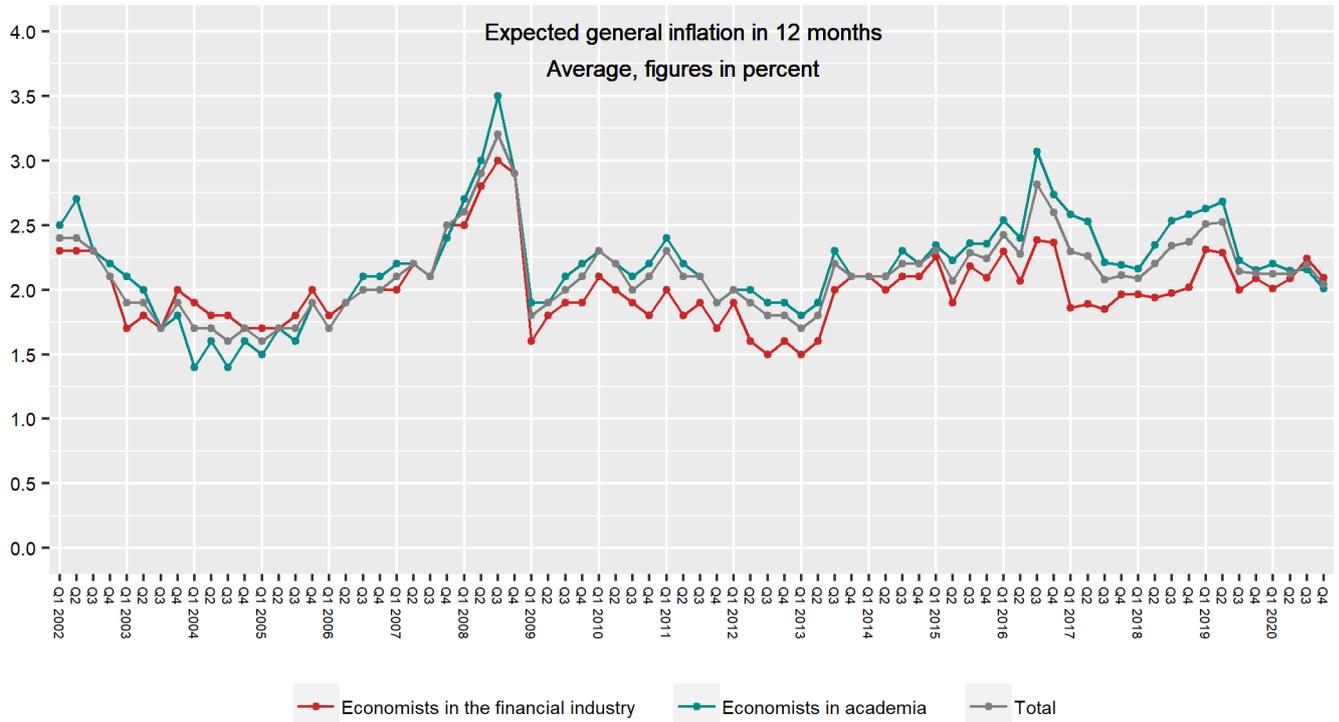
# RESULTS

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## ECONOMISTS

## Question 1: **ECONOMISTS**

What do you think the general rise in prices for goods and services will be in 12 months, as measured by the 12-month change in the consumer price index (CPI)?



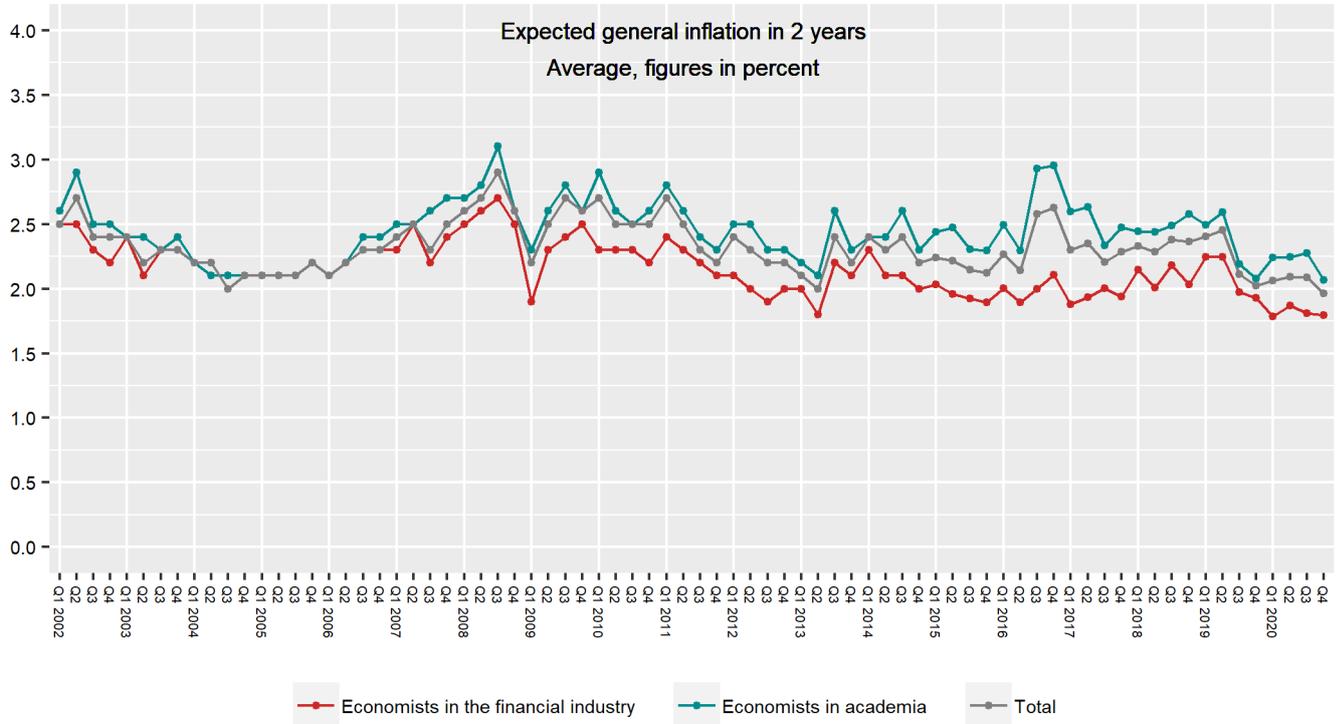
		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	2,2	2,1	-0,1
	Median	2,0	2,0	
	Lowest value	1,0	1,0	
	Highest value	4,0	3,0	
	Sample	17	17	
Economists in academia	Average	2,2	2,0	-0,2
	Median	2,0	2,0	
	Lowest value	1,2	1,0	
	Highest value	3,0	3,3	
	Sample	27	27*	
Economists in total	Average	2,2	2,0	-0,2
	Median	2,0	2,0	
	Lowest value	1,0	1,0	
	Highest value	4,0	3,3	
	Sample	44	44**	

\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

## Question 2: ECONOMISTS

What do you think the general rise in prices for goods and services will be in 2 years, as measured by the 12-month change in the consumer price index (CPI)?



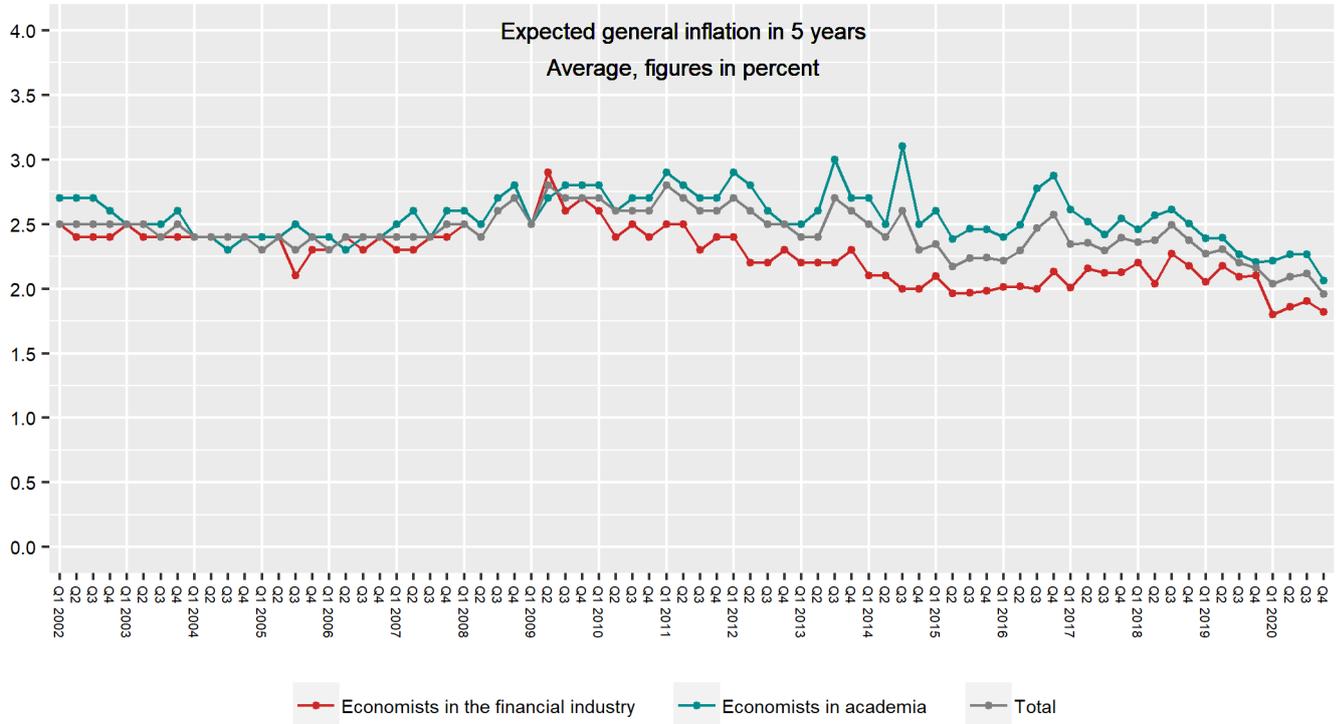
		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	1,8	1,8	0,0
	Median	2,0	2,0	
	Lowest value	1,0	1,0	
	Highest value	2,5	2,2	
	Sample	17	17	
Economists in academia	Average	2,3	2,1	-0,2
	Median	2,0	2,0	
	Lowest value	1,5	1,0	
	Highest value	3,4	3,8	
	Sample	25	27*	
Economists in total	Average	2,1	2,0	-0,1
	Median	2,0	2,0	
	Lowest value	1,0	1,0	
	Highest value	3,4	3,8	
	Sample	42	44**	

\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

### Question 3: **ECONOMISTS**

What do you think the general rise in prices for goods and services will be in 5 years, as measured by the 12-month change in the consumer price index (CPI)?



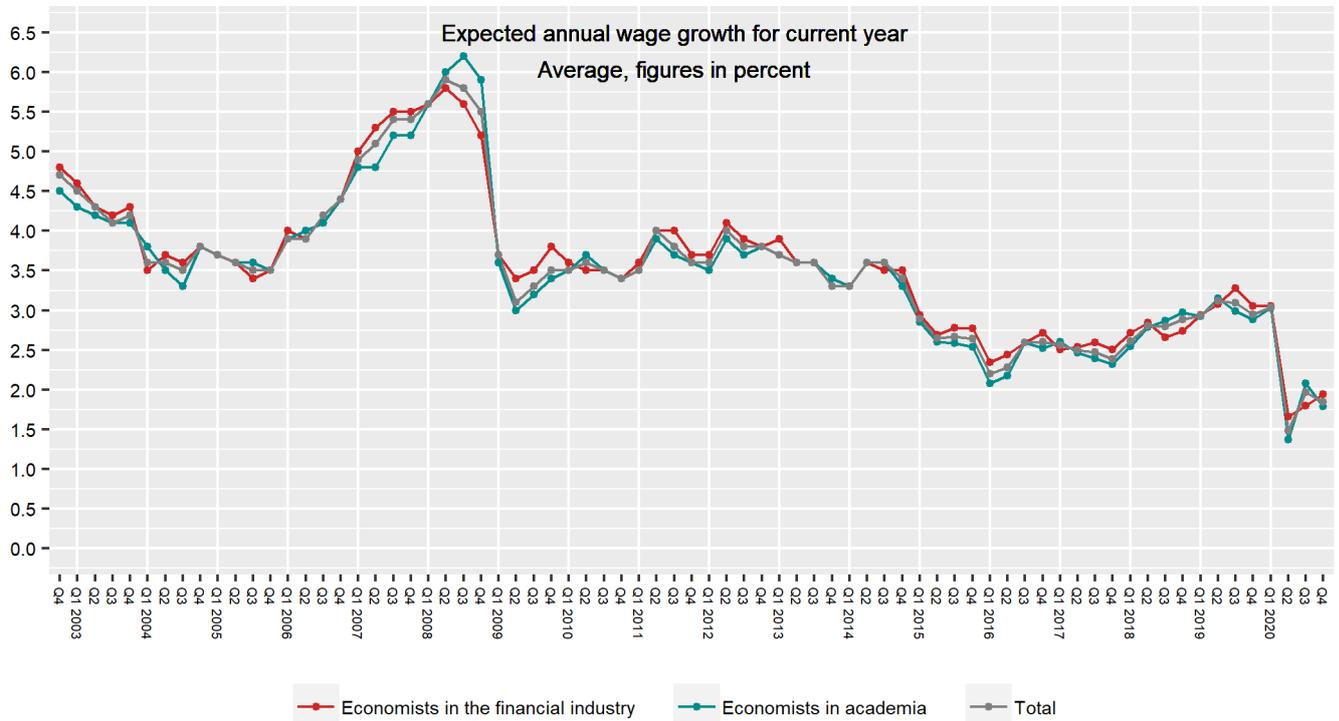
		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	1,9	1,8	-0,1
	Median	2,0	2,0	
	Lowest value	1,0	1,0	
	Highest value	2,6	2,1	
	Sample	17	17	
Economists in academia	Average	2,3	2,1	-0,2
	Median	2,0	2,0	
	Lowest value	1,9	1,7	
	Highest value	3,4	2,5	
	Sample	24	23*	
Economists in total	Average	2,1	2,0	-0,1
	Median	2,0	2,0	
	Lowest value	1,0	1,0	
	Highest value	3,4	2,5	
	Sample	41	40**	

\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=5, extreme values n=0.

\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=5, extreme values n=0.

## Question 4: ECONOMISTS

What do you think average wage growth will be this year?



		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	1,8	1,9	+0,1
	Median	1,6	2,0	
	Lowest value	1,0	1,1	
	Highest value	3,7	3,9	
	Sample	17	16*	
Economists in academia	Average	2,1	1,8	-0,3
	Median	2,0	1,8	
	Lowest value	0,5	1,0	
	Highest value	4,0	2,8	
	Sample	27	27**	
Economists in total	Average	2,0	1,8	-0,2
	Median	2,0	1,8	
	Lowest value	0,5	1,0	
	Highest value	4,0	3,9	
	Sample	44	43***	

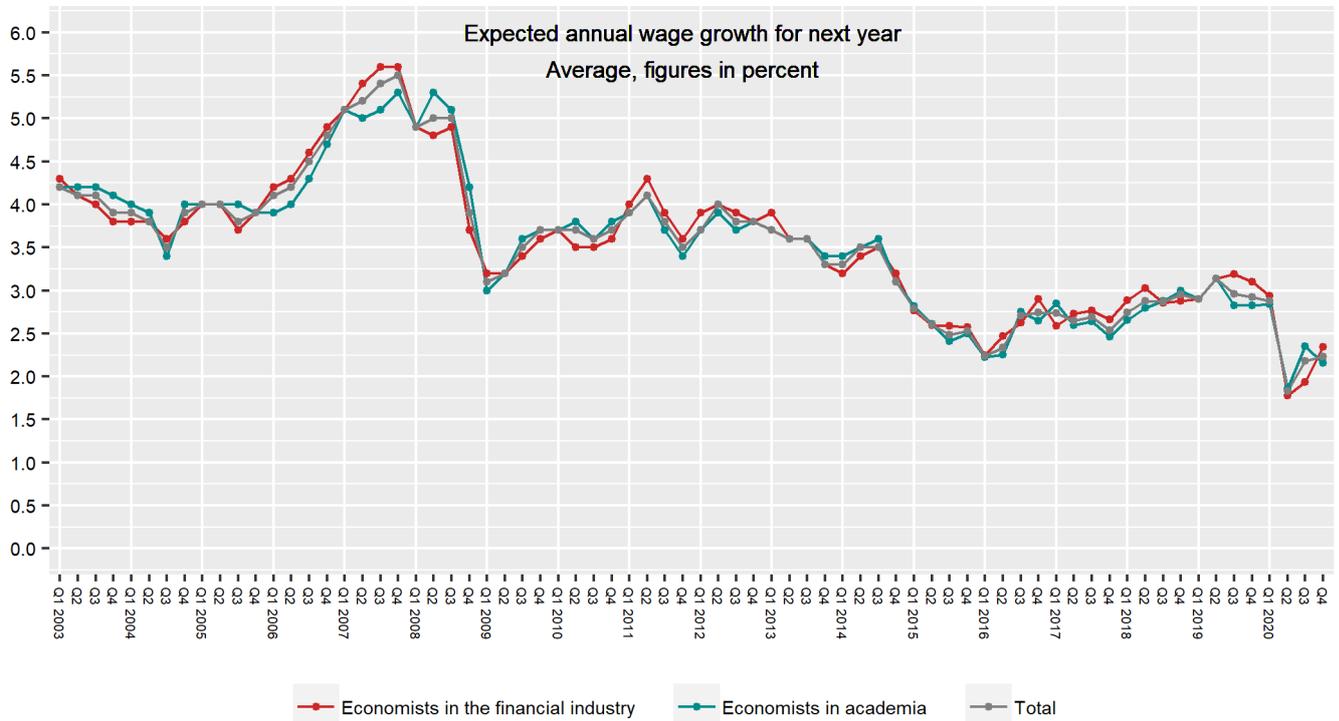
\*n=17. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

\*\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

\*\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=2, extreme values n=0.

## Question 5: ECONOMISTS

What do you think average wage growth will be next year?



		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	1,9	2,3	+0,4
	Median	2,0	2,4	
	Lowest value	1,5	1,7	
	Highest value	3,0	3,5	
	Sample	17	17	
Economists in academia	Average	2,4	2,2	-0,2
	Median	2,5	2,2	
	Lowest value	0,5	1,0	
	Highest value	3,5	3,0	
	Sample	25	27*	
Economists in total	Average	2,2	2,2	0,0
	Median	2,0	2,2	
	Lowest value	0,5	1,0	
	Highest value	3,5	3,5	
	Sample	42	44**	

\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=0.

## Question 6: ECONOMISTS

What do you think average wage growth will be in five years?



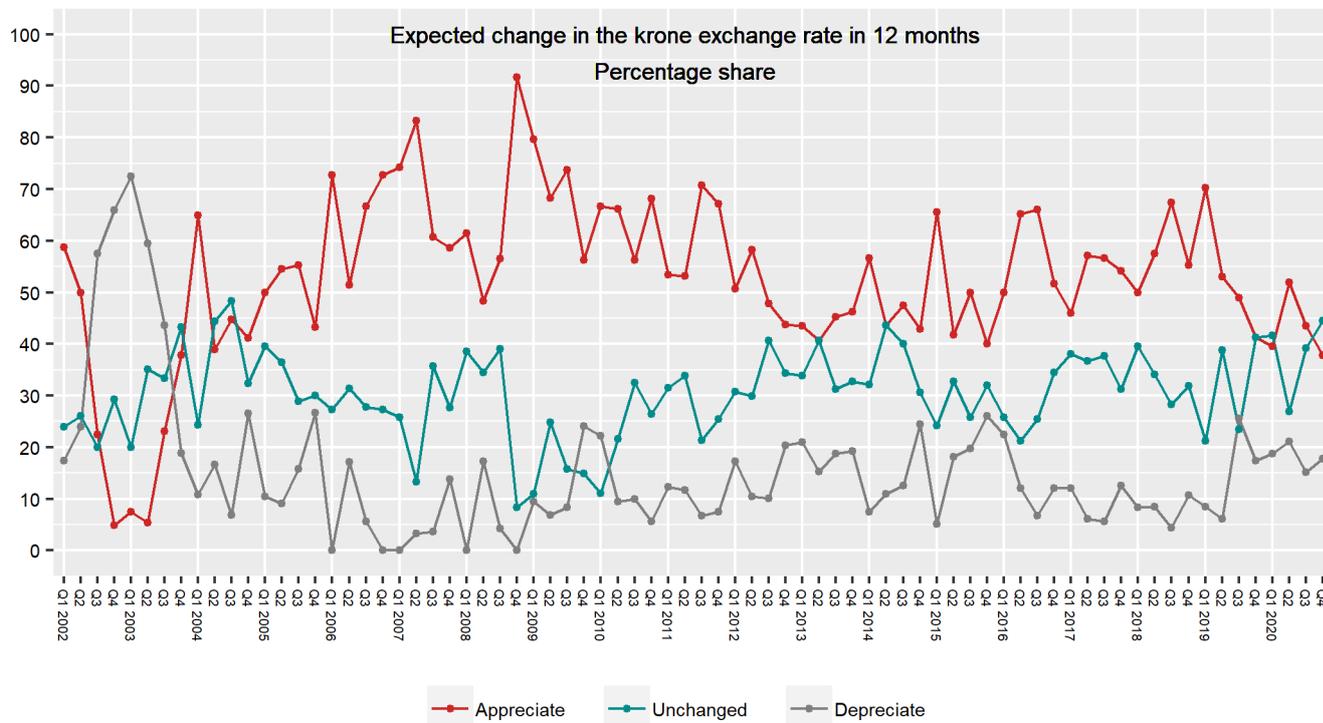
		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	2,5	2,8	+0,3
	Median	2,5	3,0	
	Lowest value	1,5	1,9	
	Highest value	3,5	3,5	
	Sample	17	17	
Economists in academia	Average	2,7	2,7	0,0
	Median	2,9	2,6	
	Lowest value	1,0	0,5	
	Highest value	4,0	4,2	
	Sample	24	22*	
Economists in total	Average	2,6	2,8	+0,2
	Median	2,8	3,0	
	Lowest value	1,0	0,5	
	Highest value	4,0	4,2	
	Sample	41	39**	

\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=6, extreme values n=0.

\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=6, extreme values n=0.

## Question 7: ECONOMISTS

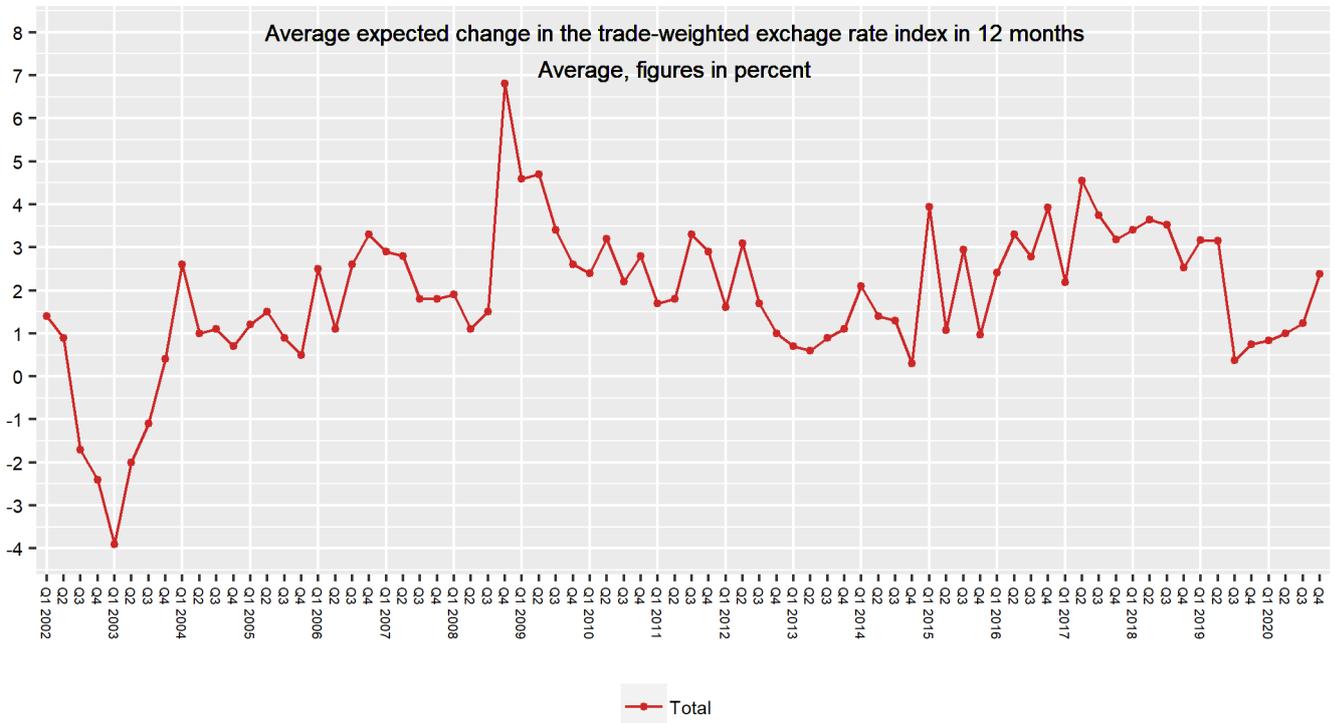
Do you think that in 12 months the krone exchange rate, as measured by the trade-weighted exchange rate index, will appreciate, remain unchanged or depreciate?



		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Appreciate	47,1	52,9	+5,8
	Unchanged	35,3	23,5	-11,8
	Depreciate	17,6	23,5	+5,9
	Sample	17	17	
Economists in academia	Appreciate	41,4	28,6	-12,8
	Unchanged	41,4	57,1	+15,7
	Depreciate	13,8	14,3	+0,5
	Sample	29	28	
Economists in total	Appreciate	43,5	37,8	-5,7
	Unchanged	39,1	44,4	+5,3
	Depreciate	15,2	17,8	+2,6
	Sample	46	45	

## Question 8: ECONOMISTS

By how much do you think it will appreciate/depreciate? (If answered appreciate/depreciate on question 7)



		3. Q. 2020	4. Q. 2020	CHANGE
Economists in the financial industry	Average	1,3	2,2	+0,9
	Median	2,0	3,0	
	Lowest value	-5,0	-4,0	
	Highest value	7,0	8,0	
	Sample	9	11*	
Economists in academia	Average	1,2	2,7	+1,5
	Median	3,0	4,0	
	Lowest value	-5,0	-2,0	
	Highest value	5,0	6,0	
	Sample	9	8**	
Economists in total	Average	1,2	2,4	+1,2
	Median	3,0	3,0	
	Lowest value	-5,0	-4,0	
	Highest value	7,0	8,0	
	Sample	18	19***	

\*n=17. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=5, extreme values n=1.

\*\*n=28. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=19, extreme values n=1.

\*\*\*n=45. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=24, extreme values n=2.

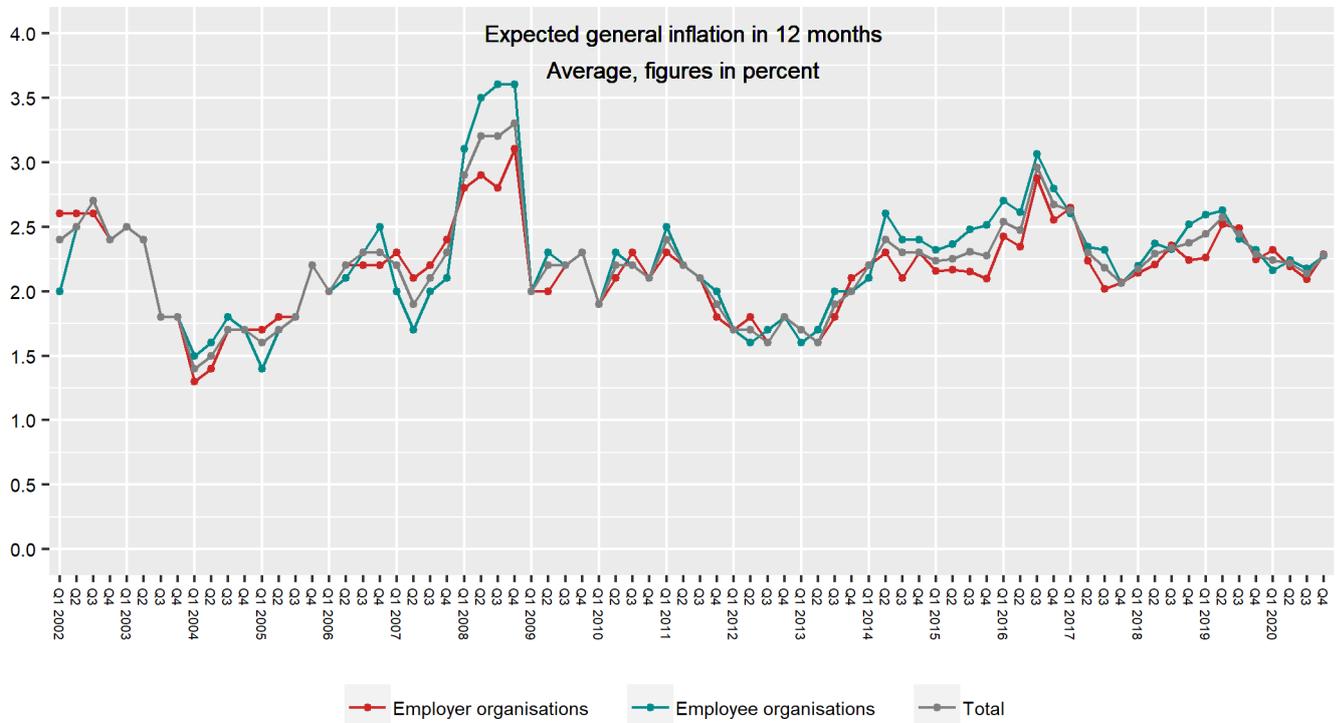
# RESULTS

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## SOCIAL PARTNERS

## Question 9: SOCIAL PARTNERS

What do you think the general rise in prices for goods and services will be in 12 months, as measured by the 12-month change in the consumer price index (CPI)?



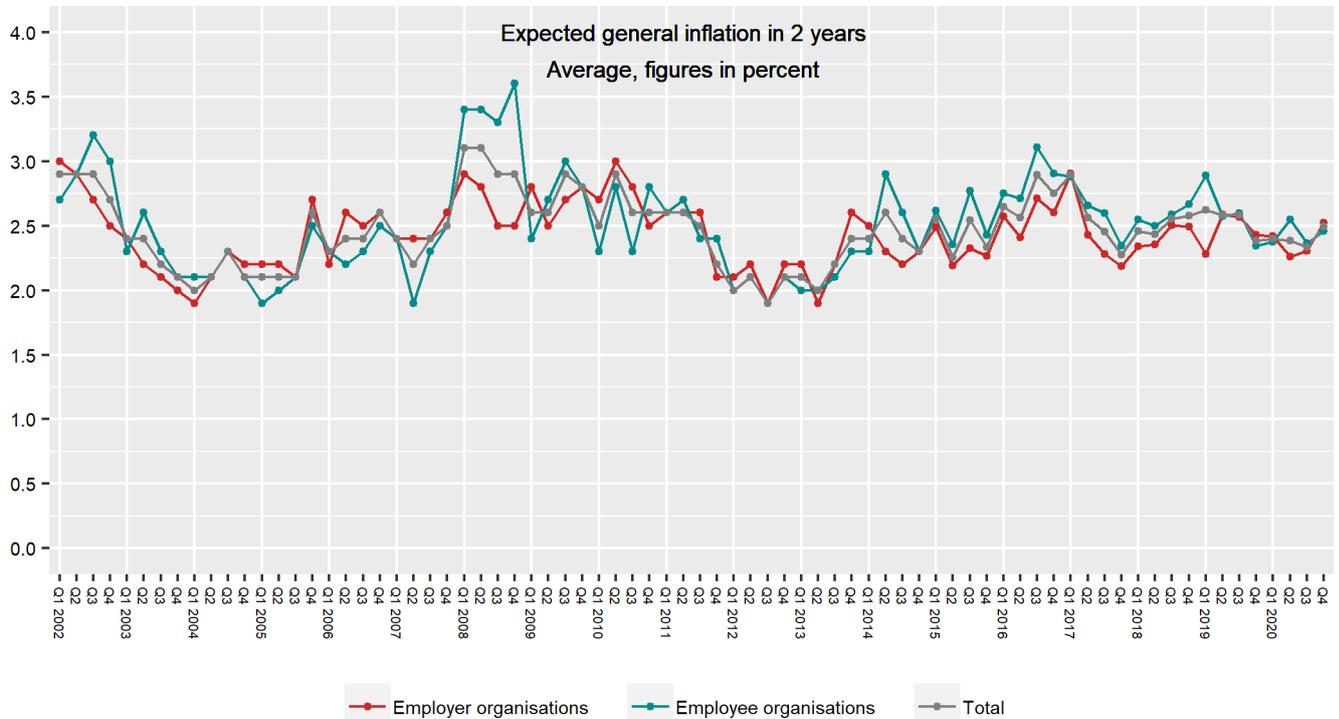
		3. Q. 2020	4. Q. 2020	CHANGE
Employer organisations	Average	2,1	2,3	+0,2
	Median	2,0	2,2	
	Lowest value	1,5	0,2	
	Highest value	3,0	3,1	
	Sample	16	18*	
Employee organisations	Average	2,2	2,3	+0,1
	Median	2,2	2,0	
	Lowest value	1,0	1,5	
	Highest value	3,0	3,0	
	Sample	16	17	
Social partners in total	Average	2,1	2,3	+0,2
	Median	2,1	2,0	
	Lowest value	1,0	0,2	
	Highest value	3,0	3,1	
	Sample	32	35**	

\*n=19. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=0, extreme values n=1.

\*\*n=36. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=0, extreme values n=1.

## Question 10: SOCIAL PARTNERS

What do you think the general rise in prices for goods and services will be in two years, as measured by the 12-month change in the consumer price index (CPI)?



		3. Q. 2020	4. Q. 2020	CHANGE
Employer organisations	Average	2,3	2,5	+0,2
	Median	2,3	2,5	
	Lowest value	1,7	0,3	
	Highest value	3,0	6,0	
	Sample	16	17*	
Employee organisations	Average	2,4	2,5	+0,1
	Median	2,4	2,5	
	Lowest value	2,0	1,0	
	Highest value	3,1	3,2	
	Sample	14	15**	
Social partners in total	Average	2,3	2,5	+0,2
	Median	2,4	2,5	
	Lowest value	1,7	0,3	
	Highest value	3,1	6,0	
	Sample	30	32***	

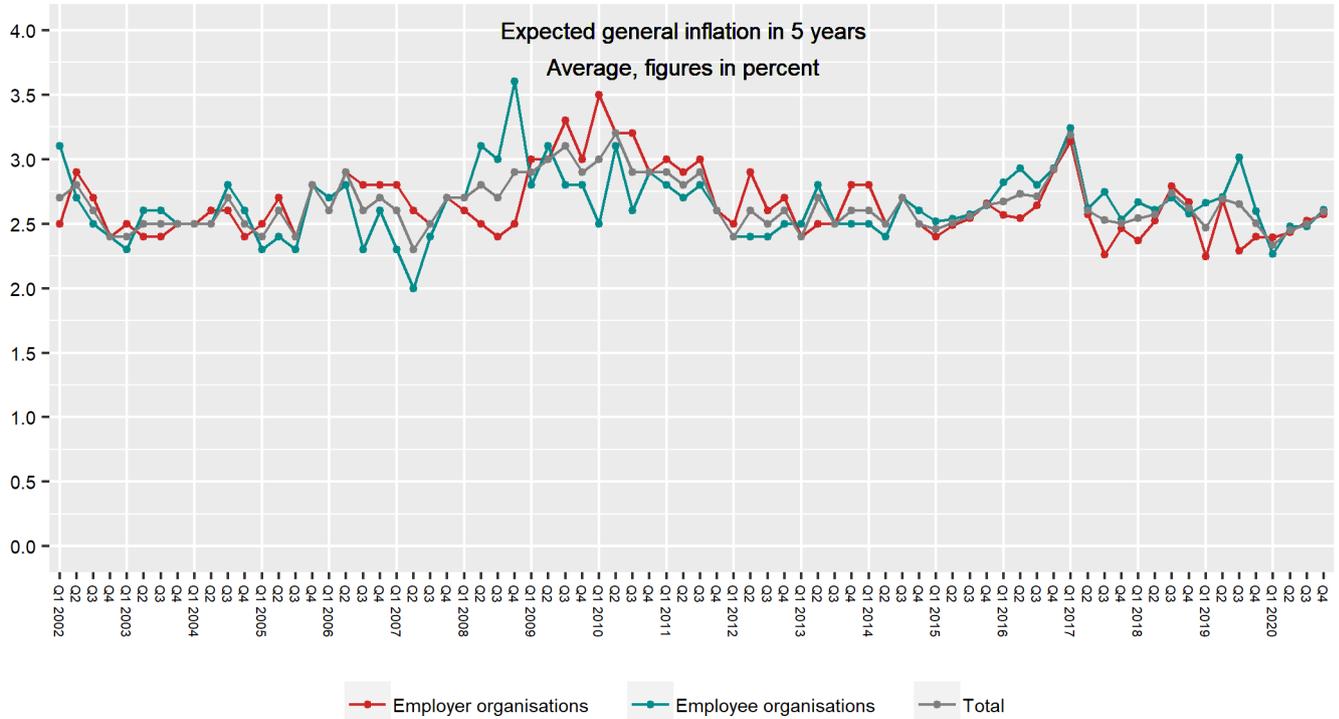
\*n=19. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=1, extreme values n=1.

\*\*n=17. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=2, extreme values n=0.

\*\*\*n=36. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=3, extreme values n=1.

## Question 11: SOCIAL PARTNERS

What do you think the general rise in prices for goods and services will be in five years, as measured by the 12-month change in the consumer price index (CPI)?



		3. Q. 2020	4. Q. 2020	CHANGE
Employer organisations	Average	2,5	2,6	+0,1
	Median	2,2	2,5	
	Lowest value	1,5	1,5	
	Highest value	5,0	5,0	
	Sample	14	14*	
Employee organisations	Average	2,5	2,6	+0,1
	Median	2,5	2,0	
	Lowest value	2,0	1,8	
	Highest value	3,2	5,0	
	Sample	14	15**	
Social partners in total	Average	2,5	2,6	+0,1
	Median	2,5	2,4	
	Lowest value	1,5	1,5	
	Highest value	5,0	5,0	
	Sample	28	29***	

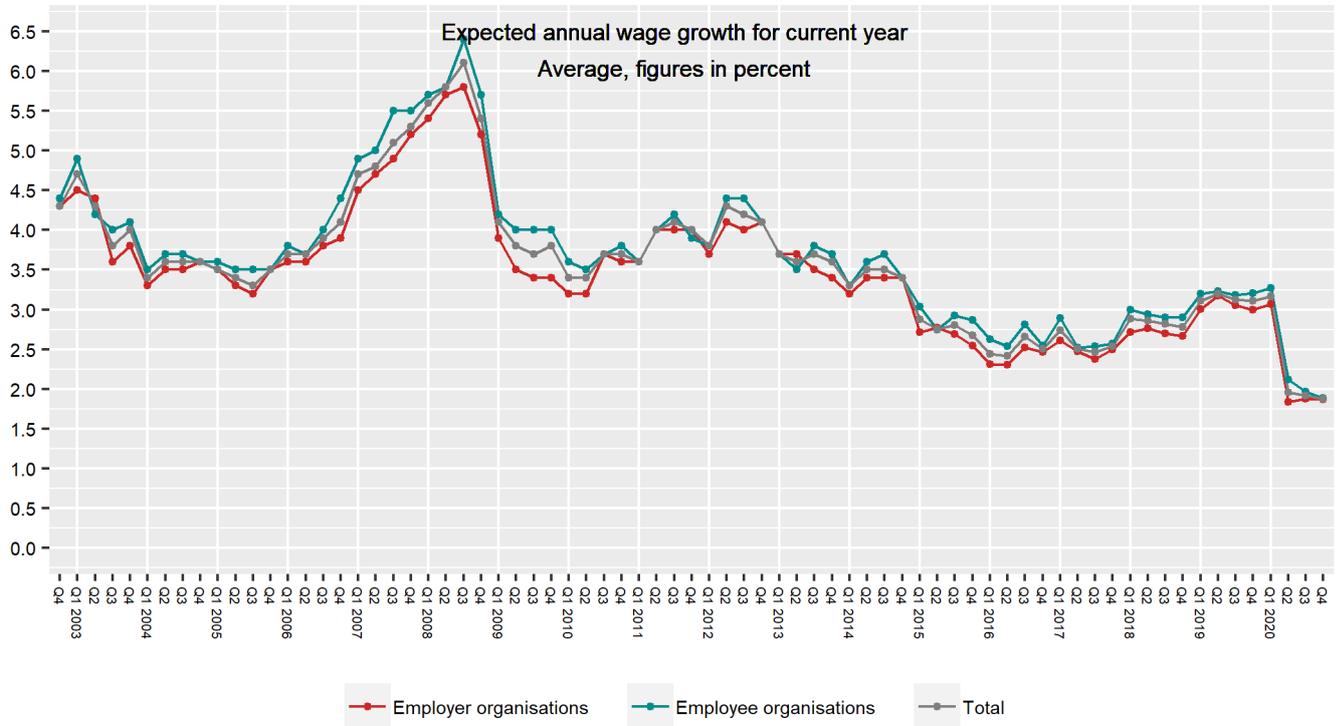
\*n=19. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=3, extreme values n=2.

\*\*n=17. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=2, extreme values n=0.

\*\*\*n=36. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=5, extreme values n=2.

## Question 12: SOCIAL PARTNERS

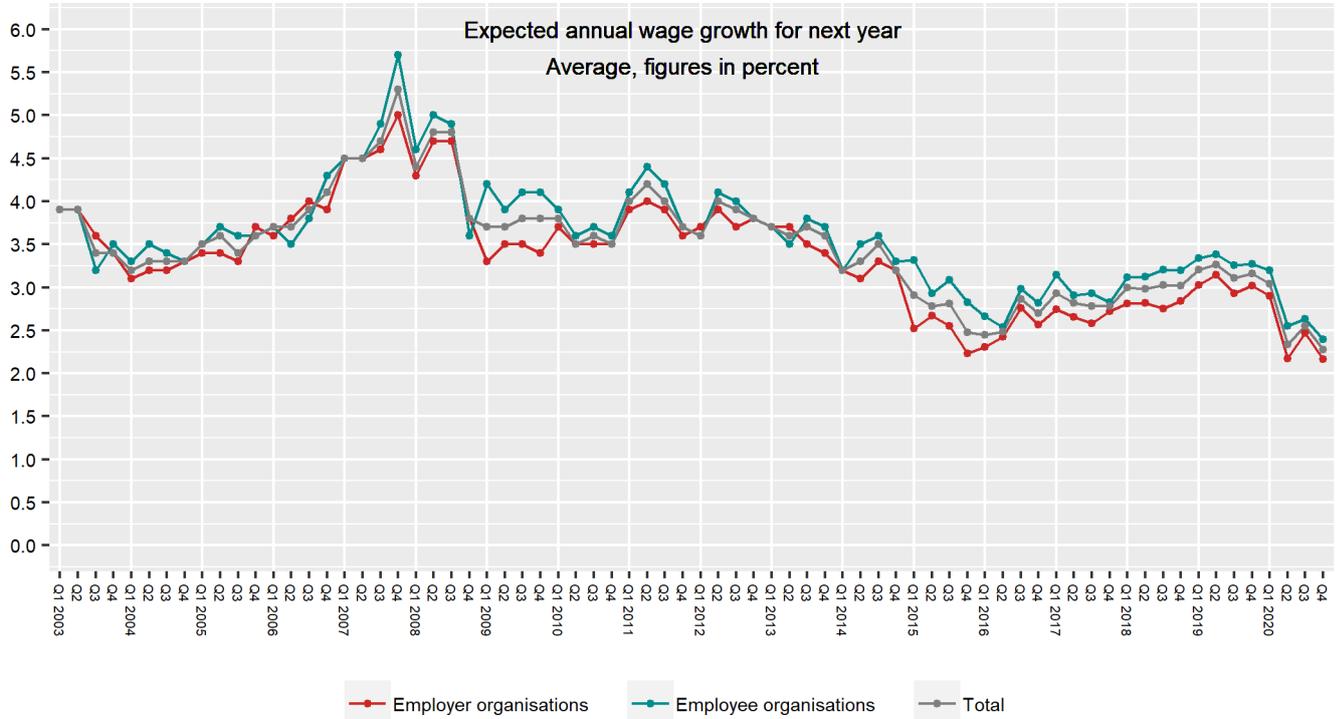
What do you think average wage growth will be this year?



		3. Q. 2020	4. Q. 2020	CHANGE
Employer organisations	Average	1,9	1,9	0,0
	Median	1,5	1,8	
	Lowest value	0,5	0,0	
	Highest value	6,0	3,1	
	Sample	16	19	
Employee organisations	Average	2,0	1,9	-0,1
	Median	2,0	1,9	
	Lowest value	1,0	1,0	
	Highest value	2,5	3,0	
	Sample	17	17	
Social partners in total	Average	1,9	1,9	0,0
	Median	2,0	1,9	
	Lowest value	0,5	0,0	
	Highest value	6,0	3,1	
	Sample	33	36	

### Question 13: SOCIAL PARTNERS

What do you think average wage growth will be next year?



		3. Q. 2020	4. Q. 2020	CHANGE
Employer organisations	Average	2,5	2,2	-0,3
	Median	2,0	2,2	
	Lowest value	1,0	0,0	
	Highest value	6,0	3,5	
	Sample	17	19	
Employee organisations	Average	2,6	2,4	-0,2
	Median	2,5	2,5	
	Lowest value	1,5	1,8	
	Highest value	3,5	3,0	
	Sample	16	17	
Social partners in total	Average	2,5	2,3	-0,2
	Median	2,5	2,3	
	Lowest value	1,0	0,0	
	Highest value	6,0	3,5	
	Sample	33	36	

## Question 14: SOCIAL PARTNERS

What do you think average wage growth will be in five years?



		3. Q. 2020	4. Q. 2020	CHANGE
Employer organisations	Average	2,9	2,9	0,0
	Median	3,0	3,0	
	Lowest value	1,5	0,0	
	Highest value	6,0	6,0	
	Sample	16	17*	
Employee organisations	Average	3,2	3,0	-0,1
	Median	3,0	3,0	
	Lowest value	2,3	2,0	
	Highest value	4,0	4,0	
	Sample	14	15**	
Social partners in total	Average	3,0	2,9	-0,1
	Median	3,0	3,0	
	Lowest value	1,5	0,0	
	Highest value	6,0	6,0	
	Sample	30	32***	

\*n=19. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=2, extreme values n=0.

\*\*n=17. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=2, extreme values n=0.

\*\*\*n=36. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=4, extreme values n=0.

# RESULTS

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## **BUSINESS LEADERS**

## Question 15: BUSINESS LEADERS

What do you think the general rise in prices for goods and services has been the last 12 months, as measured by the 12-month change in the consumer price index (CPI)?  
 (The question was introduced Q3 2020 – see technical comment)<sup>2</sup>



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Average	2,9	2,4	-0,5
	Weighted median	2,5	2,0	
	Unweighted median	2,5	2,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	237	226*	
Businesses with more than 50 employees	Average	2,3	2,4	+0,1
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	246	228**	
Business leaders in total	Average	2,6	2,4	-0,2
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	483	453***	

\*n=256. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=27, extreme values n=3.

\*\*n=255. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=22, extreme values n=6.

\*\*\*n=511. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=48, extreme values n=9.

### Question 16: BUSINESS LEADERS

What do you think the general rise in prices for goods and services will be in 12 months, as measured by the 12-month change in the consumer price index (CPI)?



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Average	2,8	2,5	-0,3
	Weighted median	2,5	2,0	
	Unweighted median	2,5	2,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	245	227*	
Businesses with more than 50 employees	Average	2,4	2,4	0,0
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	-2,0	0,0	
	Highest value	11,0	10,0	
	Sample	254	232**	
Business leaders in total	Average	2,6	2,4	-0,2
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	-2,0	0,0	
	Highest value	11,0	10,0	
	Sample	499	459***	

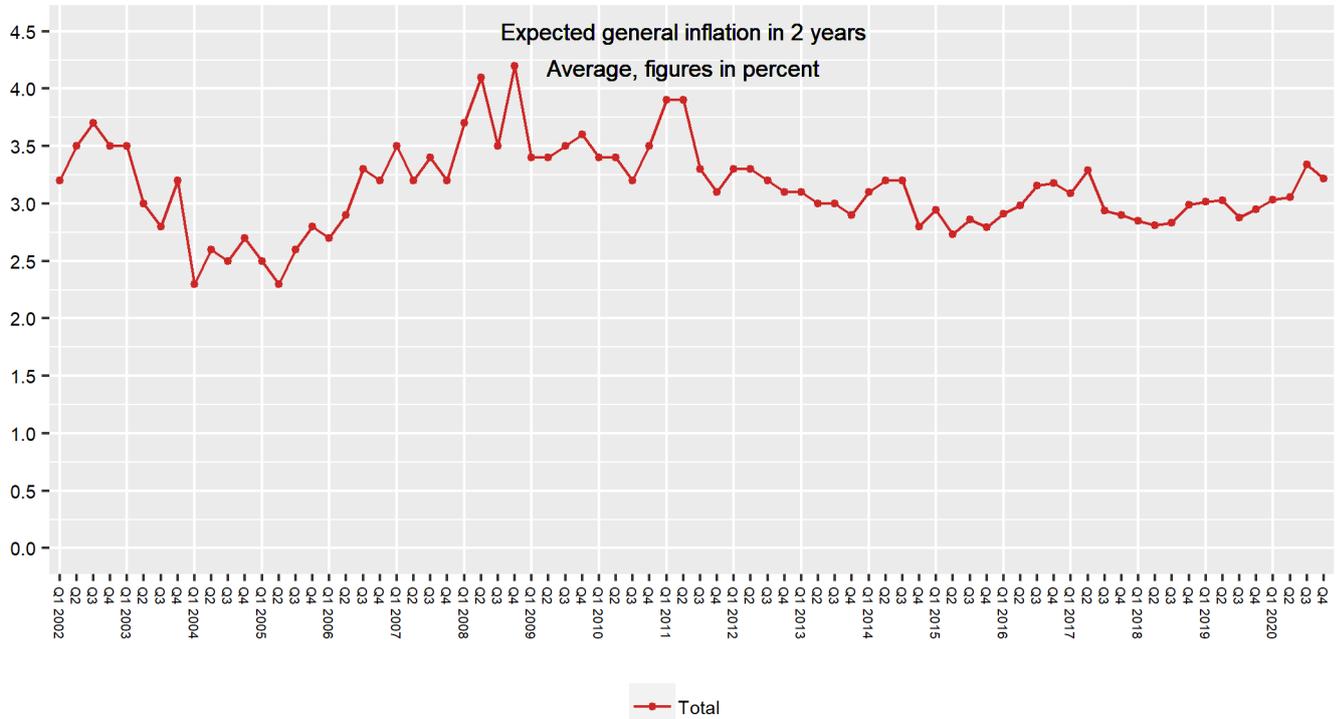
\*n=256. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=26, extreme values n=3.

\*\*n=255. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=19, extreme values n=4.

\*\*\*n=511. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=44, extreme values n=8.

## Question 17: BUSINESS LEADERS

What do you think the general rise in prices for goods and services will be in two years, as measured by the 12-month change in the consumer price index (CPI)?  
 (The question was marginally changed from Q1 2015 – see technical comment)<sup>3</sup>



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Average	3,7	3,3	-0,4
	Weighted median	3,0	3,0	
	Unweighted median	3,0	3,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	238	217*	
Businesses with more than 50 employees	Average	3,0	3,1	+0,1
	Weighted median	2,5	3,0	
	Unweighted median	2,5	3,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	247	226**	
Business leaders in total	Average	3,3	3,2	-0,1
	Weighted median	3,0	3,0	
	Unweighted median	3,0	3,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	485	443***	

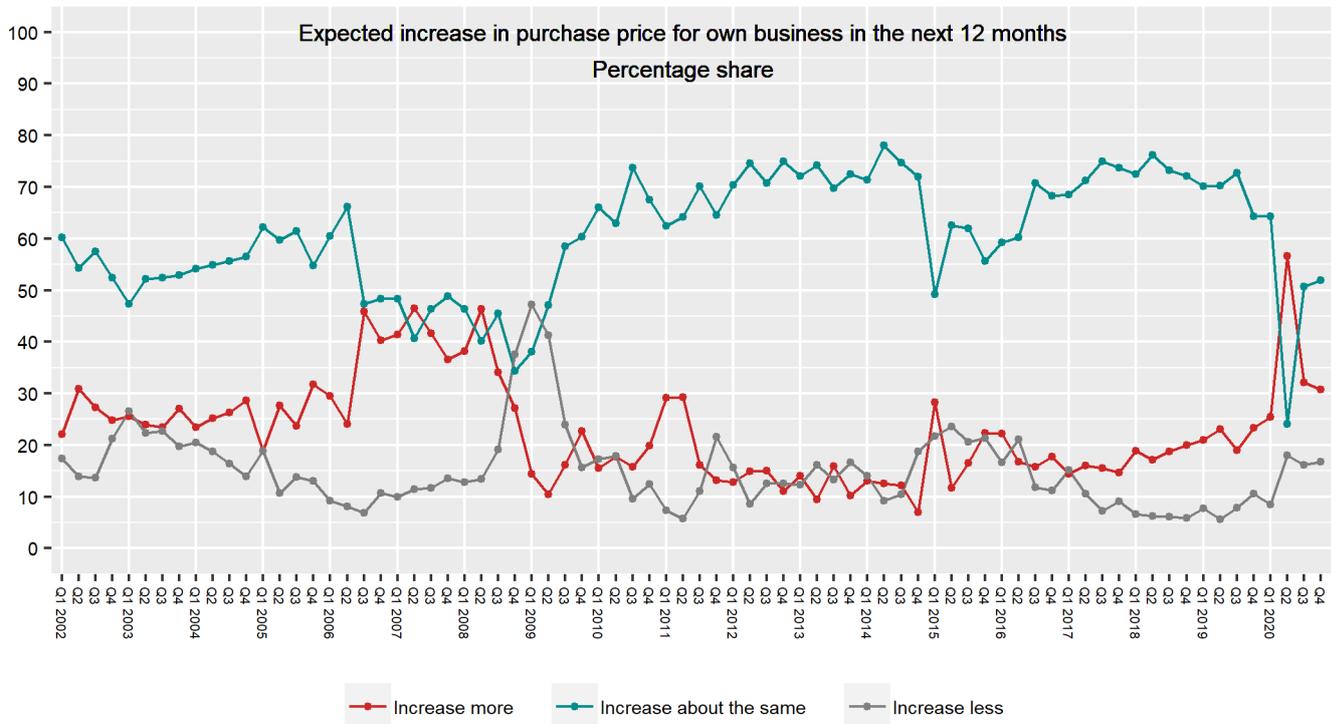
\*n=256. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=34, extreme values n=4.

\*\*n=255. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=23, extreme values n=6.

\*\*\*n=511. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=58, extreme values n=10.

### Question 18: BUSINESS LEADERS

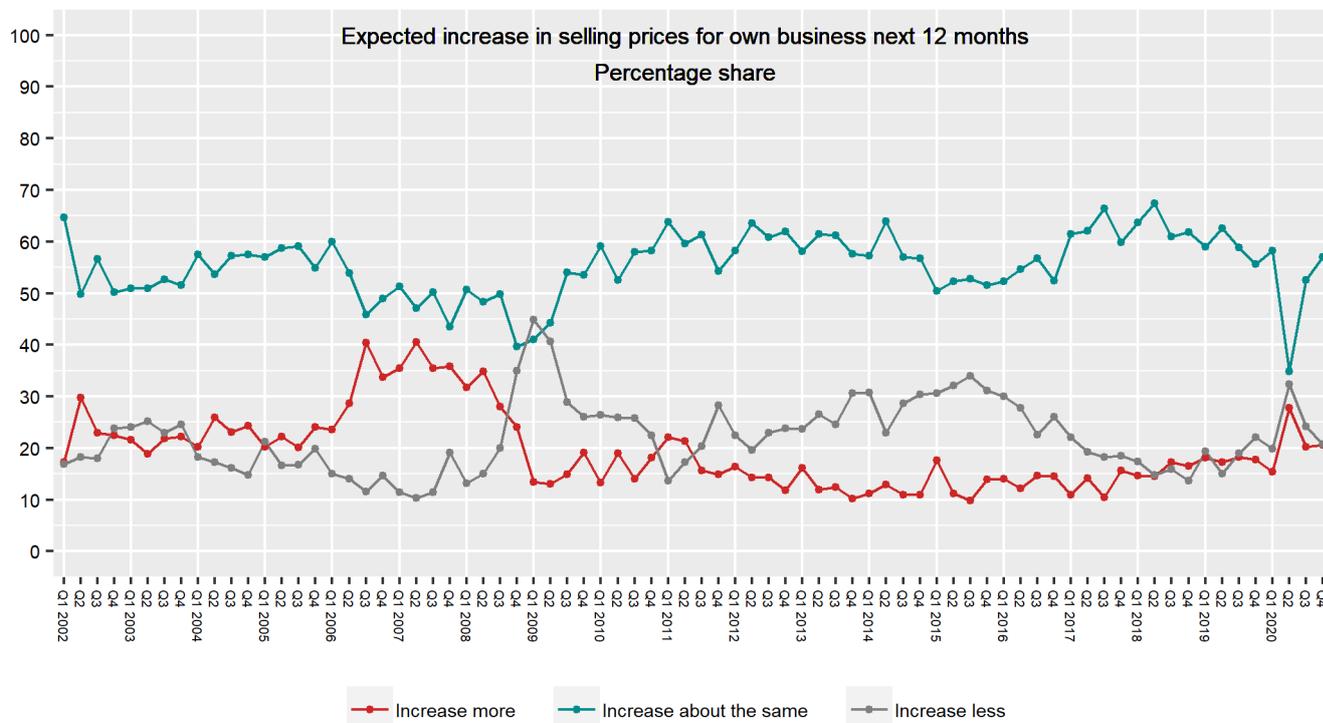
Do you expect that over the next 12 months your business's purchase prices will increase more than, increase at approximately the same pace as or increase less than in the past 12-month period?



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Increase more	34,4	31,8	-2,6
	Increase about the same	47,8	51,7	+3,9
	Increase less	17,4	16,1	-1,3
	Sample	294	256	
Businesses with more than 50 employees	Increase more	29,8	29,8	0,0
	Increase about the same	53,5	52,2	-1,3
	Increase less	14,9	17,5	+2,6
	Sample	293	255	
Business leaders in total	Increase more	32,1	30,8	-1,3
	Increase about the same	50,7	51,9	+1,2
	Increase less	16,2	16,8	+0,6
	Sample	587	511	

### Question 19: BUSINESS LEADERS

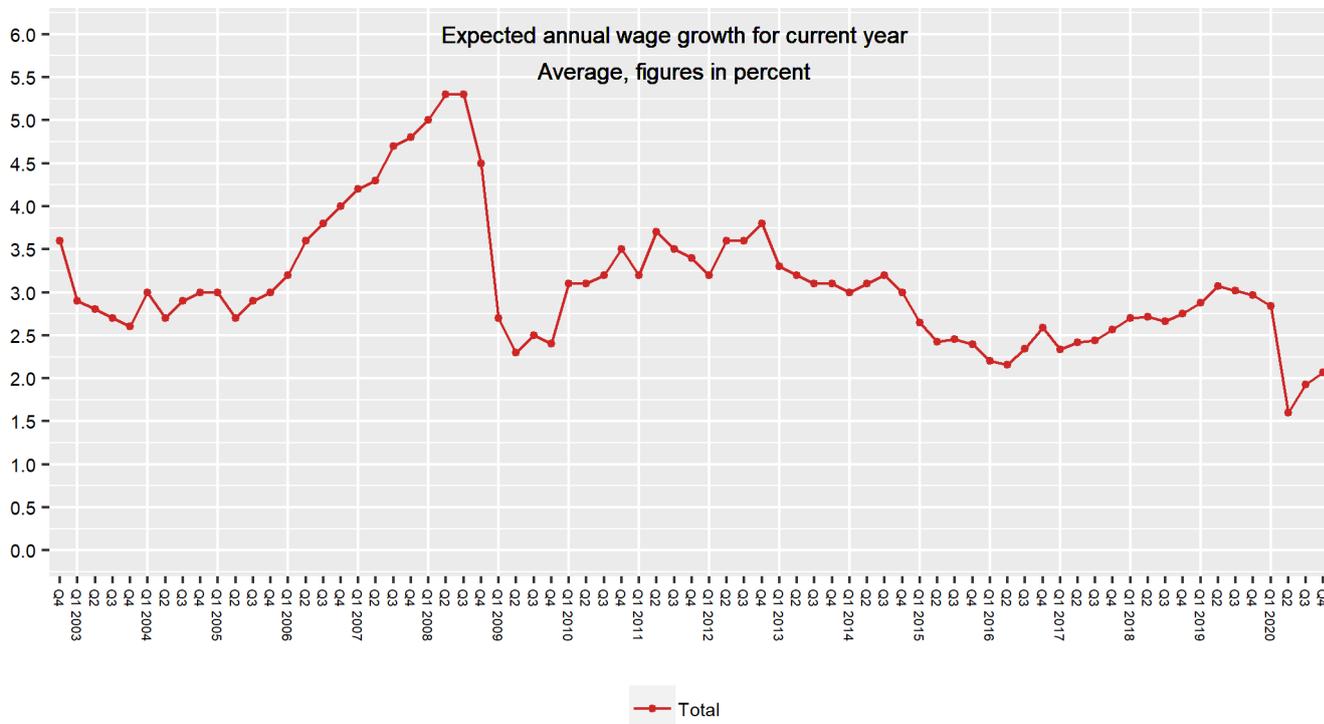
Do you expect that over the next 12 months your business's selling prices will increase more than, increase at approximately the same pace as or increase less than in the past 12-month period?



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Increase more	21,2	21,1	-0,1
	Increase about the same	54,4	61,0	+6,6
	Increase less	22,5	16,7	-5,8
	Sample	294	256	
Businesses with more than 50 employees	Increase more	19,4	20,2	+0,8
	Increase about the same	50,8	53,0	+2,2
	Increase less	25,9	24,7	-1,2
	Sample	293	255	
Business leaders in total	Increase more	20,3	20,6	+0,3
	Increase about the same	52,6	57,0	+4,4
	Increase less	24,2	20,7	-3,5
	Sample	587	511	

## Question 20: BUSINESS LEADERS

What do you think the average annual wage growth will be this year?



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Average	2,0	2,1	+0,1
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	0,0	0,0	
	Highest value	10,0	8,0	
	Sample	262	239*	
Businesses with more than 50 employees	Average	1,8	2,0	+0,2
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	0,0	-5,0	
	Highest value	10,0	11,0	
	Sample	270	244**	
Business leaders in total	Average	1,9	2,1	+0,2
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	0,0	-5,0	
	Highest value	10,0	11,0	
	Sample	533	483***	

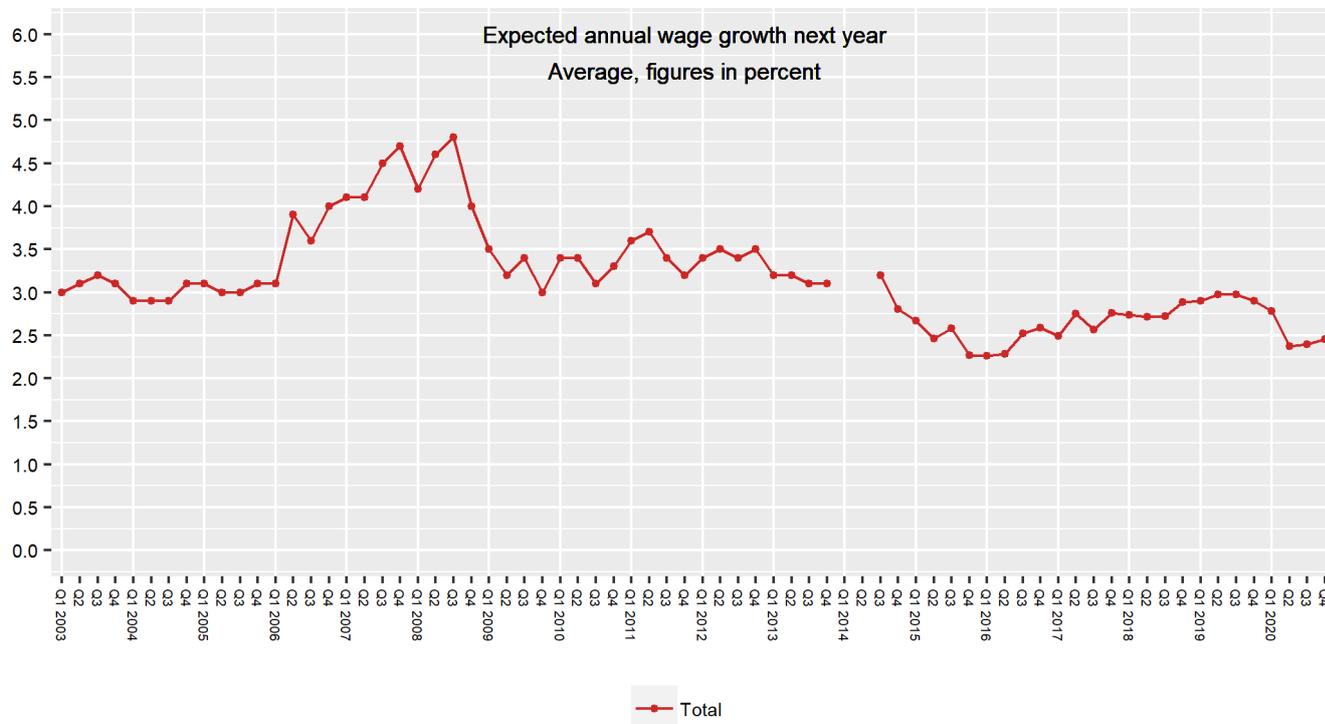
\*n=256. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=16, extreme values n=1.

\*\*n=255. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=7, extreme values n=4.

\*\*\*n=511. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=23, extreme values n=5.

## Question 21: BUSINESS LEADERS

What do you think the average annual wage growth will be next year?



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Average	2,5	2,5	0,0
	Weighted median	2,5	2,5	
	Unweighted median	2,5	2,5	
	Lowest value	0,0	0,0	
	Highest value	10,0	10,0	
	Sample	259	239*	
Businesses with more than 50 employees	Average	2,3	2,4	+0,1
	Weighted median	2,5	2,4	
	Unweighted median	2,5	2,5	
	Lowest value	0,0	-5,0	
	Highest value	6,0	11,0	
	Sample	263	238**	
Business leaders in total	Average	2,4	2,5	+0,1
	Weighted median	2,5	2,5	
	Unweighted median	2,5	2,5	
	Lowest value	0,0	-5,0	
	Highest value	10,0	11,0	
	Sample	521	477***	

\*n=256. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=17, extreme values n=0.

\*\*n=255. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=13, extreme values n=4.

\*\*\*n=511. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=30, extreme values n=4.

## Question 22: BUSINESS LEADERS

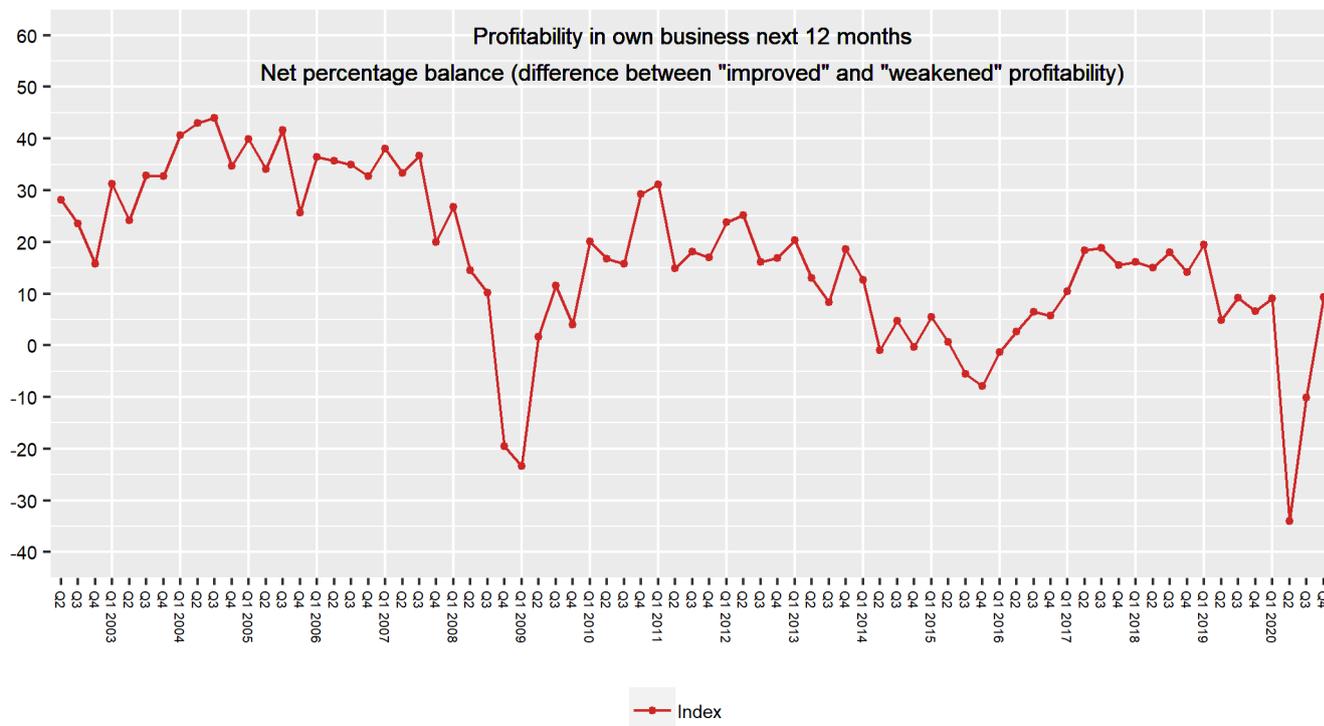
Over the past 12 months, has the profitability of your business, as measured by the operating margin (EBITDA), improved, remained unchanged or weakened?  
 (The question was marginally changed from Q1 2015 – see technical comment)<sup>4</sup>



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Improved profitability	21,4	31,3	+9,9
	Unchanged profitability	32,4	25,0	-7,4
	Weakened profitability	44,1	41,8	-2,3
	Net percentage balance (profitability index)	-22,7	-10,5	+12,2
	Sample	294	256	
Businesses with more than 50 employees	Improved profitability	27,3	33,3	+6,0
	Unchanged profitability	22,3	19,1	-3,2
	Weakened profitability	46,4	45,5	-0,9
	Net percentage balance (profitability index)	-19,1	-12,2	+6,9
	Sample	293	255	
Business leaders in total	Improved profitability	24,4	32,3	+7,9
	Unchanged profitability	27,3	22,1	-5,2
	Weakened profitability	45,2	43,7	-1,5
	Net percentage balance (profitability index)	-20,8	-11,4	+9,4
	Sample	587	511	

### Question 23: BUSINESS LEADERS

Do you think that over the next 12 months, the profitability of your business, as measured by the operating margin (EBITDA), will improve, remain unchanged or weaken?  
 (The question was marginally changed from Q1 2015 – see technical comment)<sup>5</sup>

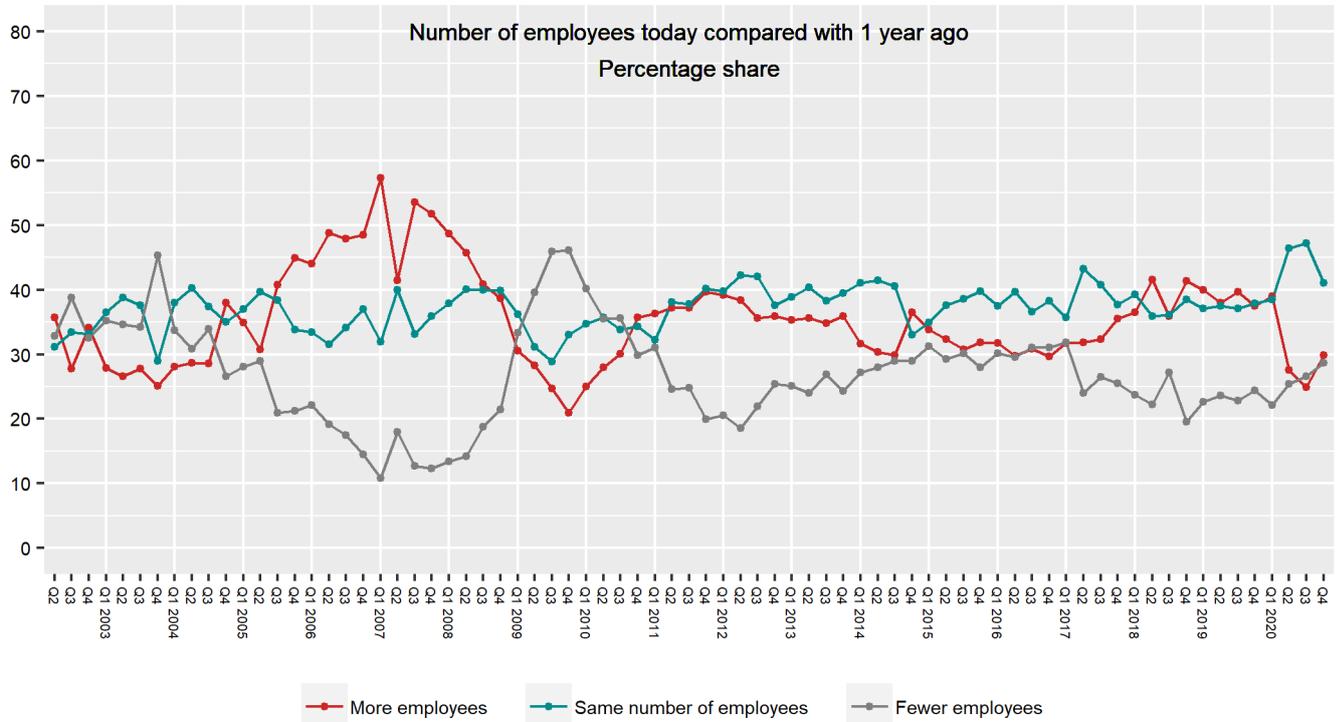


		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Improved profitability	22,1	36,5	+14,4
	Unchanged profitability	38,4	36,3	-2,1
	Weakened profitability	36,9	24,9	-12,0
	Net percentage balance (profitability index)	-14,8	11,6	+26,4
	Sample	294	256	
Businesses with more than 50 employees	Improved profitability	28,0	35,9	+7,9
	Unchanged profitability	33,8	32,8	-1,0
	Weakened profitability	33,2	29,0	-4,2
	Net percentage balance (profitability index)	-5,2	6,9	+12,1
	Sample	293	255	
Business leaders in total	Improved profitability	25,0	36,2	+11,2
	Unchanged profitability	36,1	34,6	-1,5
	Weakened profitability	35,1	27,0	-8,1
	Net percentage balance (profitability index)	-10,1	9,2	+19,3
	Sample	587	511	

## Question 24: BUSINESS LEADERS

Compared with 12 months earlier, does your business currently have more employees, the same number of employees or fewer employees?

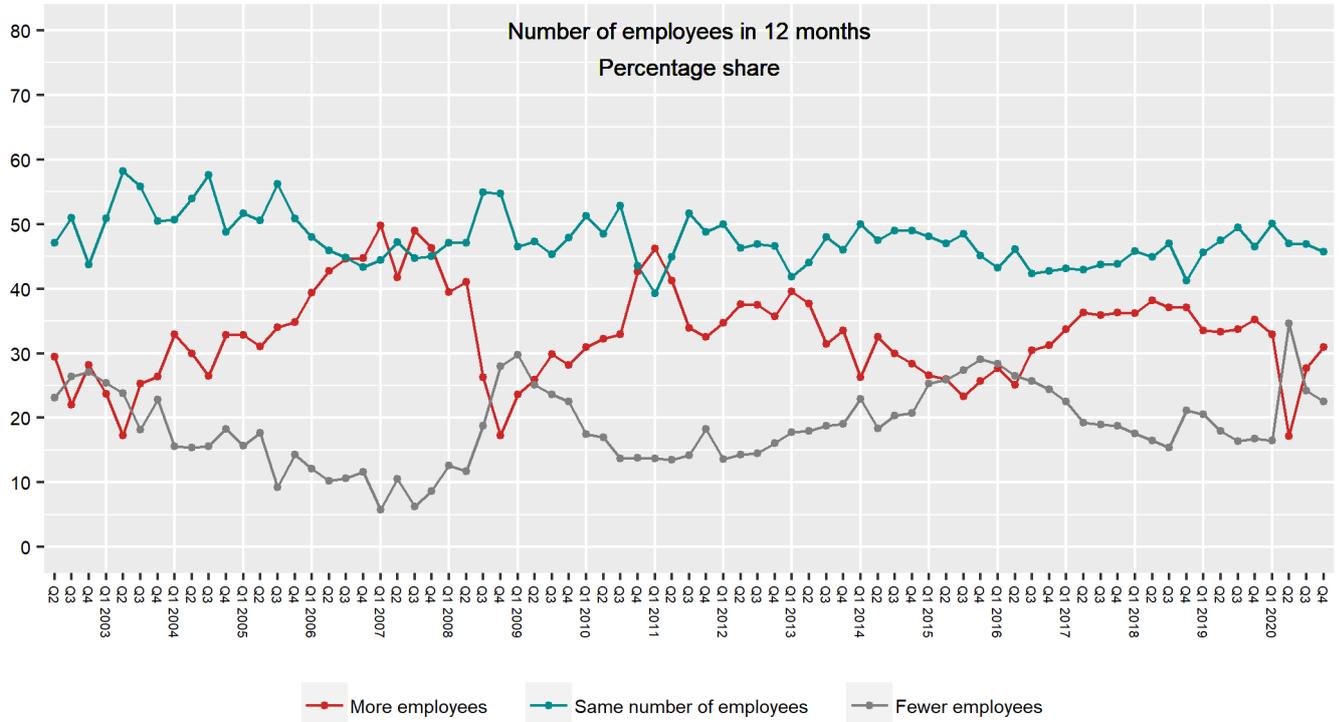
(The question was marginally changed from Q1 2015 – see technical comment)<sup>6</sup>



		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	More employees	21,5	31,1	+9,6
	Same number of employees	53,3	42,9	-10,4
	Fewer employees	24,4	25,3	+0,9
	Net (More employees – Fewer employees)	-2,9	5,8	+8,7
	Sample	294	256	
Businesses with more than 50 employees	More employees	28,4	28,5	+0,1
	Same number of employees	41,1	39,2	-1,9
	Fewer employees	28,8	32,0	+3,2
	Net (More employees – Fewer employees)	-0,4	-3,5	-3,1
	Sample	293	255	
Business leaders in total	More employees	24,9	29,8	+4,9
	Same number of employees	47,2	41,1	-6,1
	Fewer employees	26,6	28,6	+2,0
	Net (More employees – Fewer employees)	-1,7	1,2	+2,9
	Sample	587	511	

## Question 25: BUSINESS LEADERS

Do you think that in 12 months, your business will have more employees than currently, the same number of employees or fewer employees?

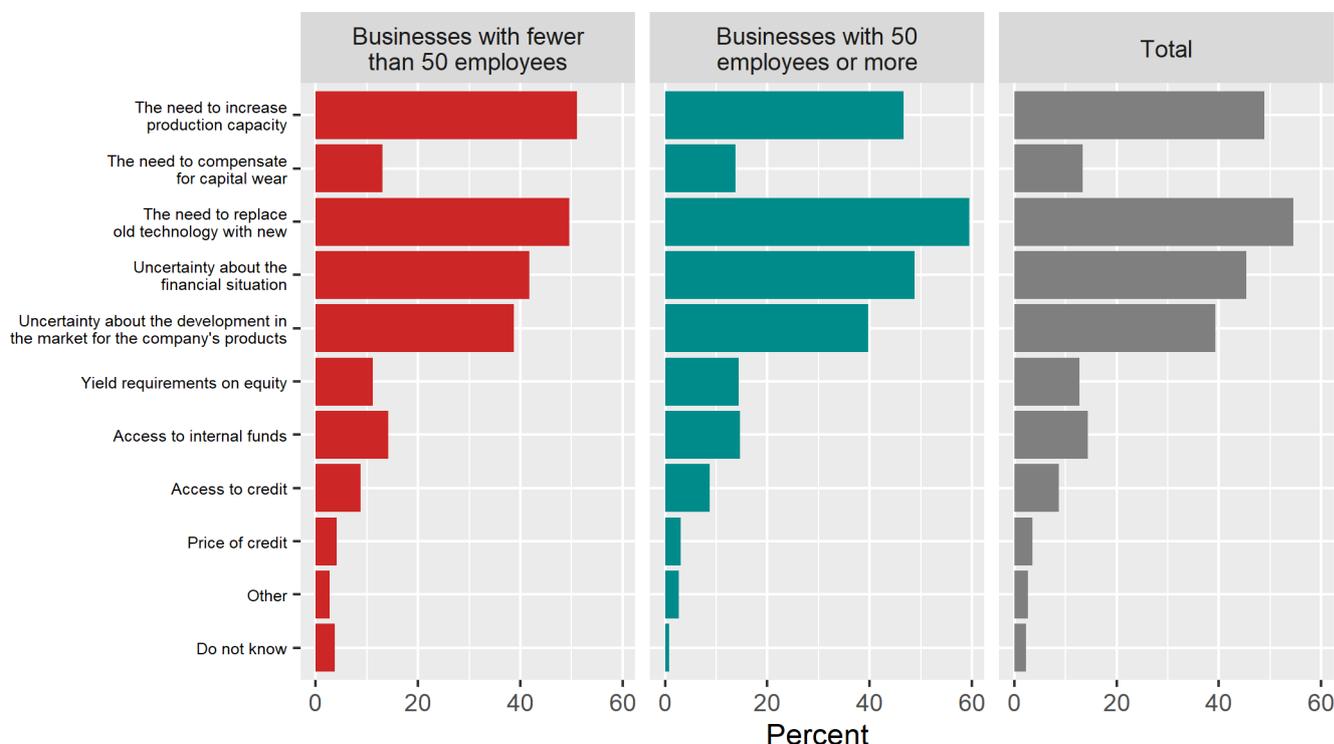


		3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	More employees	26,9	34,0	+7,1
	Same number of employees	51,7	50,0	-1,7
	Fewer employees	20,9	15,2	-5,7
	Net (More employees – Fewer employees)	6,0	18,8	+12,8
	Sample	294	256	
Businesses with more than 50 employees	More employees	28,5	27,8	-0,7
	Same number of employees	42,1	41,3	-0,8
	Fewer employees	27,5	29,9	+2,4
	Net (More employees – Fewer employees)	1,0	-2,1	-3,1
	Sample	293	255	
Business leaders in total	More employees	27,7	30,9	+3,2
	Same number of employees	46,9	45,7	-1,2
	Fewer employees	24,2	22,5	-1,7
	Net (More employees – Fewer employees)	3,5	8,4	+4,9
	Sample	587	511	

### Question 36: BUSINESS LEADERS

What are the 3 most important factors that influence your business's investment decisions? Answer up to three factors

(The question is new in Q4 2020 – see technical comment)<sup>8</sup>



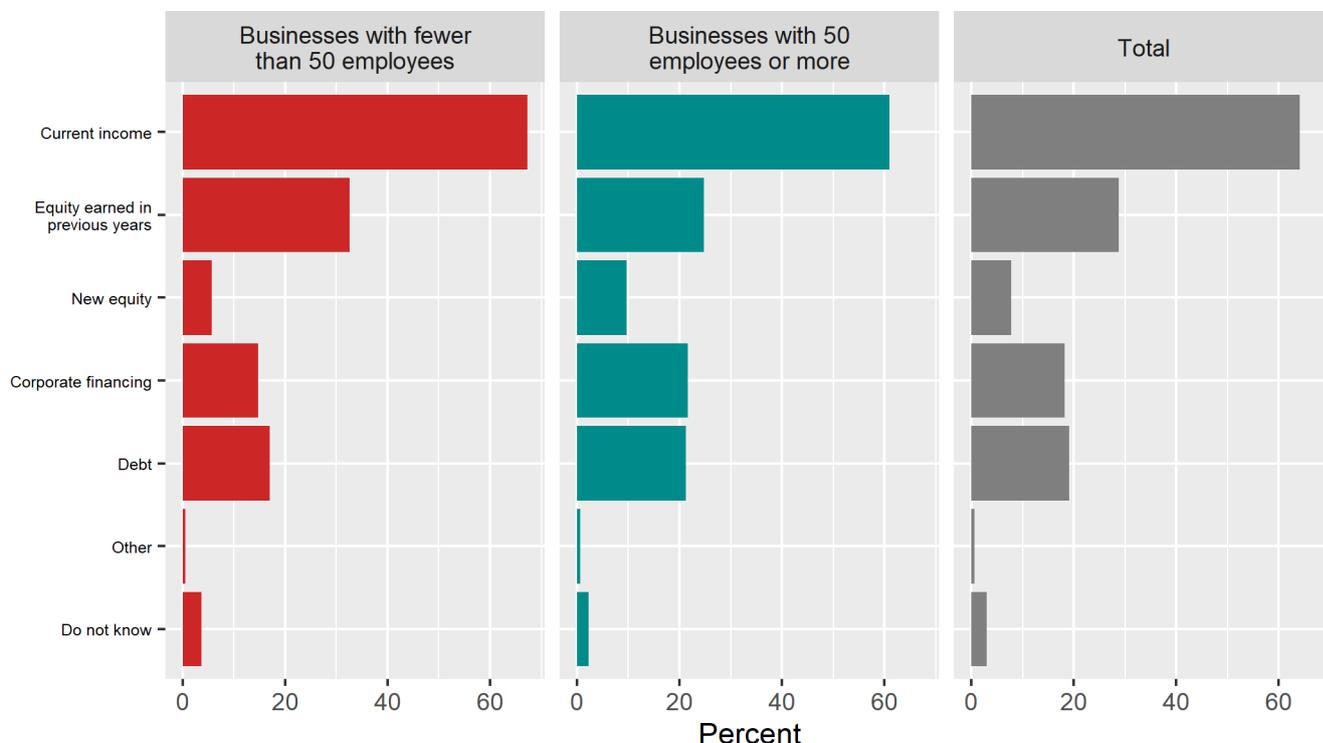
	3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	The need to increase production capacity	51,1	
	The need to compensate for capital wear	13,1	
	The need to replace old technology with new	49,6	
	Uncertainty about the financial situation	41,8	
	Uncertainty about the development in the market for the company's products	38,8	
	Yield requirements on equity	11,1	
	Access to internal funds	14,2	
	Access to credit	8,8	
	Price of credit	4,1	
	Other	2,7	
	Don't know/Do not want to answer	3,7	
	Businesses with more than 50 employees	The need to increase production capacity	46,6
The need to compensate for capital wear		13,8	
The need to replace old technology with new		59,5	
Uncertainty about the financial situation		48,8	
Uncertainty about the development in the market for the company's products		39,8	
Yield requirements on equity		14,4	
Access to internal funds		14,7	
Access to credit		8,7	
Price of credit		3,0	
Other		2,6	
Don't know/Do not want to answer		0,8	
Business leaders in total		The need to increase production capacity	48,9
	The need to compensate for capital wear	13,4	
	The need to replace old technology with new	54,5	
	Uncertainty about the financial situation	45,3	
	Uncertainty about the development in the market for the company's products	39,3	
	Yield requirements on equity	12,8	
	Access to internal funds	14,4	
	Access to credit	8,8	
	Price of credit	3,6	
	Other	2,7	
	Don't know/Do not want to answer	2,2	

### Question 37: BUSINESS LEADERS

Over the last 5 years, what have been the main sources of financing for your business's investments?

Answer up to two sources

(The question is new in Q4 2020 – see technical comment)<sup>9</sup>



	3. Q. 2020	4. Q. 2020	CHANGE
Businesses with fewer than 50 employees	Current income	67,4	
	Equity earned in previous years	32,6	
	New equity	5,7	
	Corporate financing	14,8	
	Debt	17,0	
	Other	0,6	
	Don't know/Do not want to answer	3,7	
Businesses with more than 50 employees	Current income	61,0	
	Equity earned in previous years	24,8	
	New equity	9,7	
	Corporate financing	21,6	
	Debt	21,2	
	Other	0,7	
	Don't know/Do not want to answer	2,3	
Business leaders in total	Current income	64,2	
	Equity earned in previous years	28,7	
	New equity	7,7	
	Corporate financing	18,2	
	Debt	19,1	
	Other	0,6	
	Don't know/Do not want to answer	3,0	

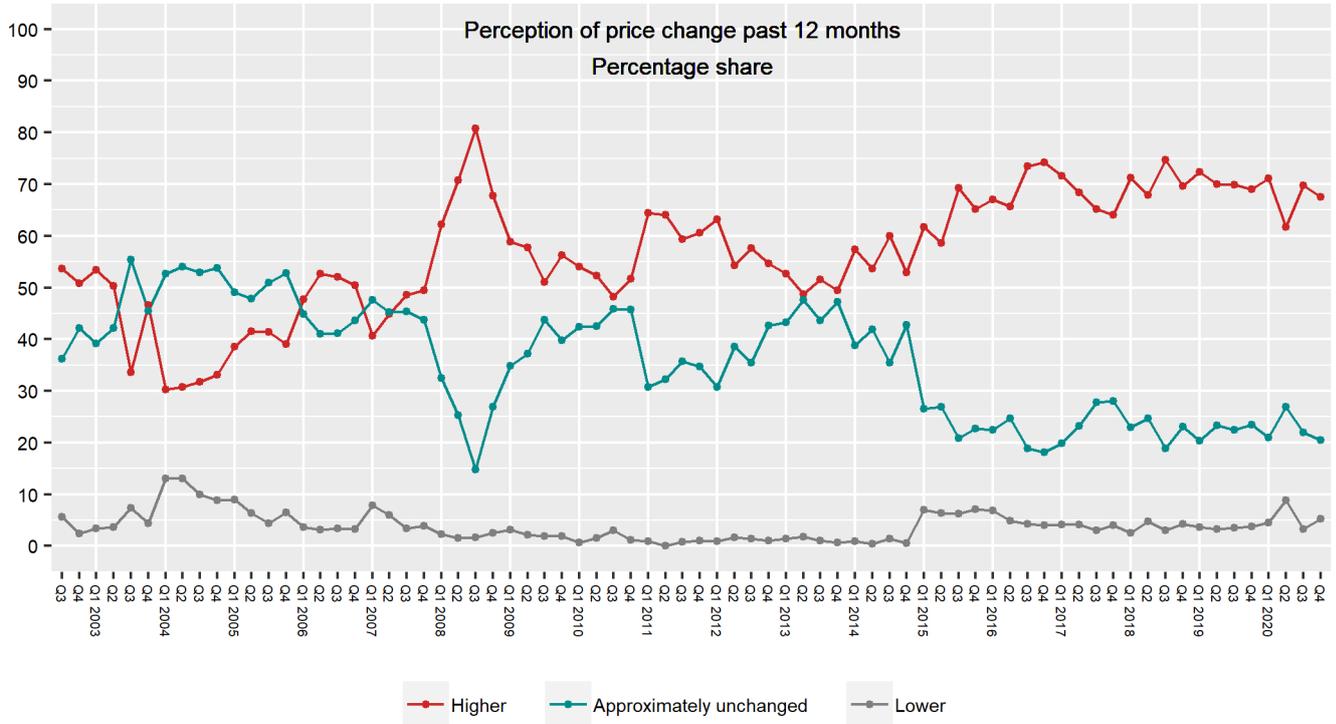
# RESULTS

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## HOUSEHOLDS

## Question 26: HOUSEHOLDS

Compared with 12 months ago, do you think that prices for goods and services, as measured by the consumer price index (CPI), are now higher, approximately unchanged or lower?  
 (The question was marginally changed from Q1 2015 – see technical comment)<sup>9</sup>

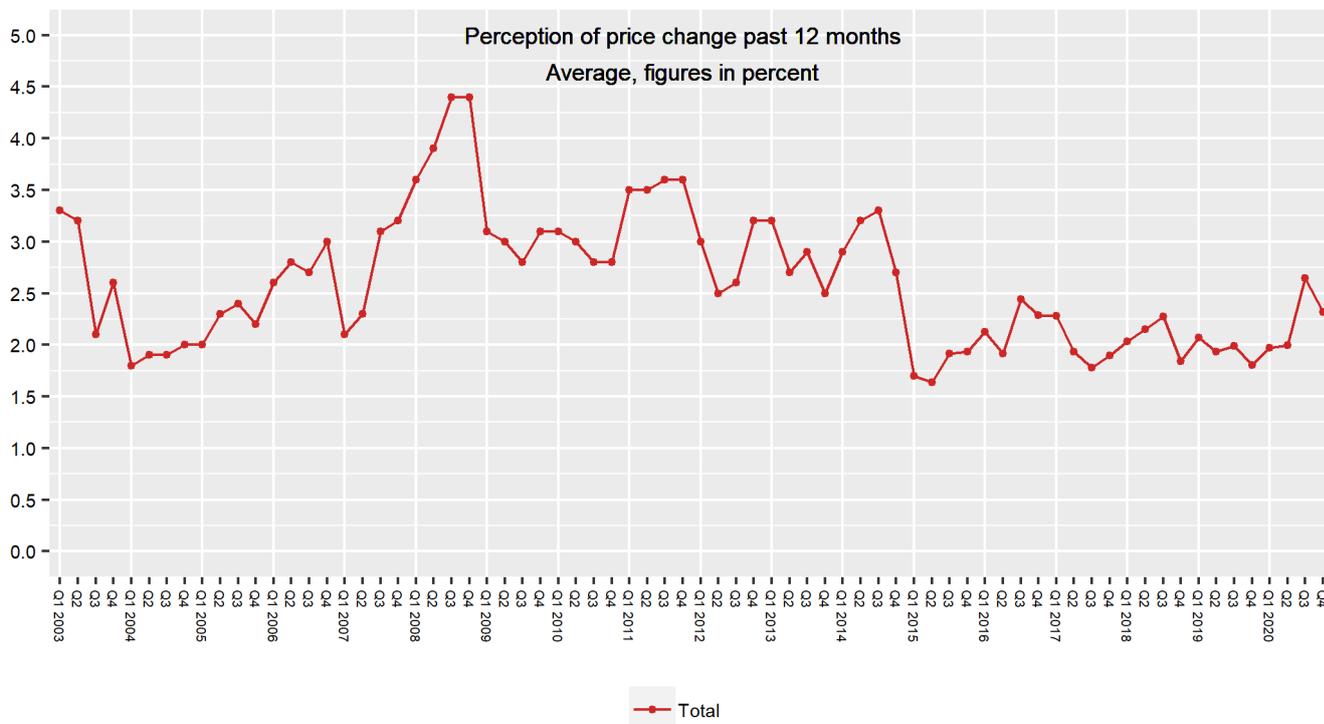


		3. Q. 2020	4. Q. 2020	CHANGE
Households	Higher	69,7	67,5	-2,2
	Approximately unchanged	21,9	20,4	-1,5
	Lower	3,2	5,2	+2,0
	Sample	1006	1001	

## Question 27: HOUSEHOLDS

About how much higher/lower, measured in percent?

(The question was marginally changed from Q1 2015 – see technical comment)<sup>10</sup>



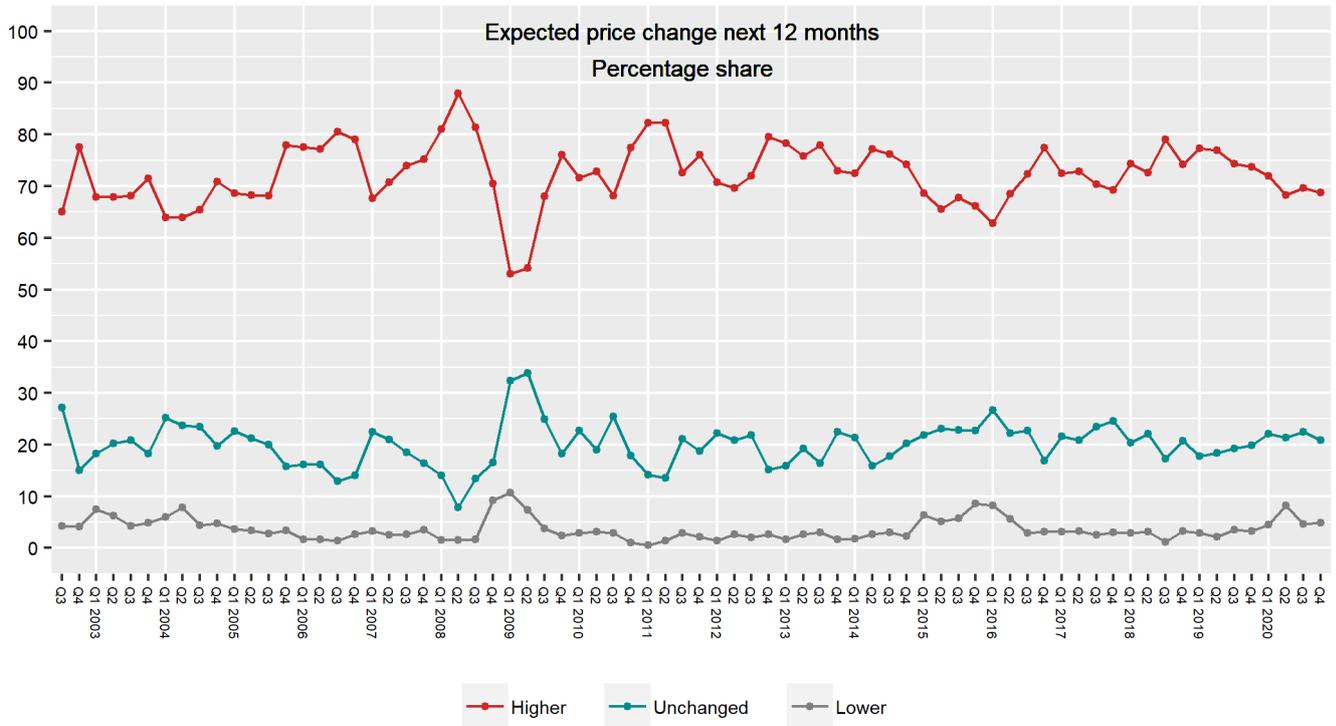
		3. Q. 2020	4. Q. 2020	CHANGE
Households	Average	2,6	2,3	-0,3
	Weighted median	2,0	2,0	
	Unweighted median	2,0	2,0	
	Lowest value	-10,0	-10,0	
	Highest value	10,0	11,0	
	Sample	766	747*	

\*n=1001. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=217, ekstremverdier n=37.

NB: The method for calculating the mean for historical figures in the period of 2015 – 2017 has been changed. The result presented in the graph above is comparable with the previous result. Results published in the period of 2015 – 2017 are changed to include those who answer “approximately unchanged” to question 26 with the value “0” in the mean calculation. See technical comment on page 55 for households for further description.

## Question 28: HOUSEHOLDS

Do you think that over the next 12 months, prices for goods and services, as measured by the consumer price index (CPI), will be higher, unchanged or lower than they are currently?  
 (The question was marginally changed from Q1 2015 – see technical comment)<sup>11</sup>



		3. Q. 2020	4. Q. 2020	CHANGE
Households	Higher	69,7	68,7	-1,0
	Unchanged	22,5	20,8	-1,7
	Lower	4,6	4,9	+0,3
	Sample	1006	1001	

## Question 29: HOUSEHOLDS

About how much higher/lower, measured in percent?

(The question was marginally changed from Q1 2015 – see technical comment)<sup>12</sup>



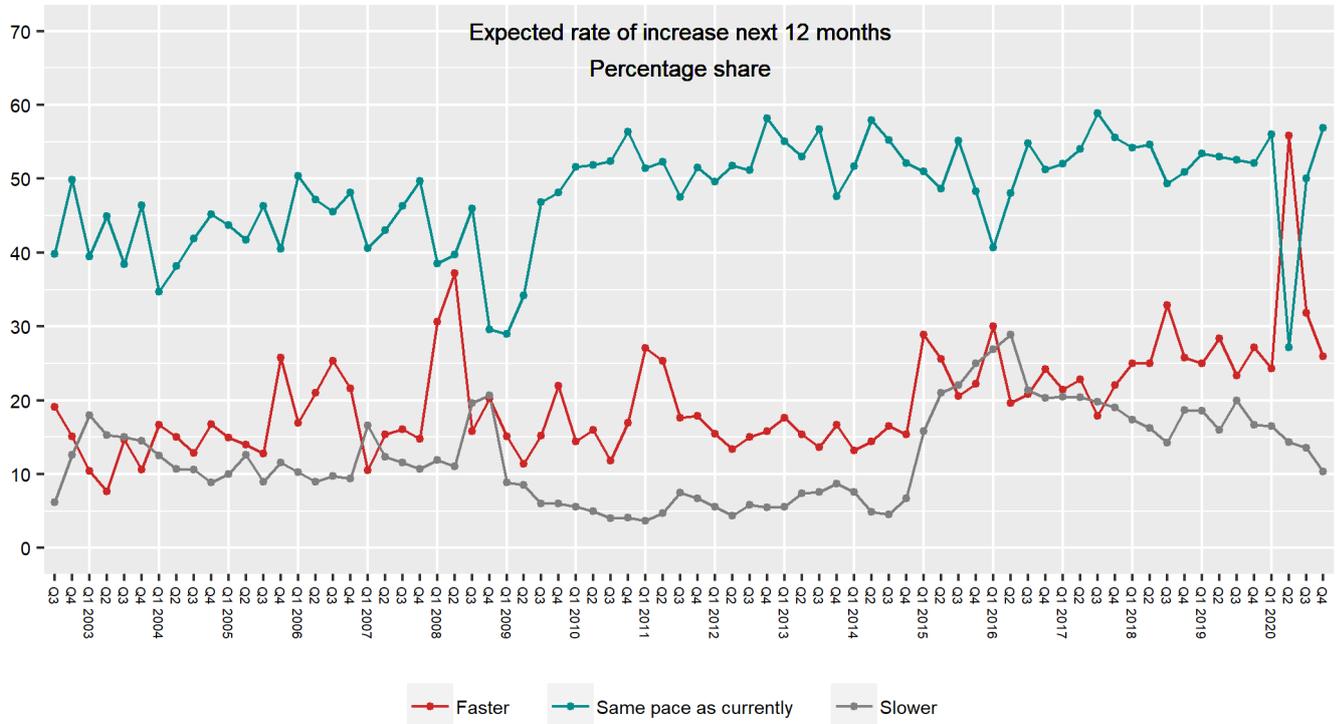
		3. Q. 2020	4. Q. 2020	CHANGE
Households	Average	2,1	1,9	-0,2
	Weighted median	2,0	1,5	
	Unweighted median	2,0	1,5	
	Lowest value	-10,0	-10,0	
	Highest value	10,0	10,0	
	Sample	760	733*	

\*n=1001. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=238, ekstremverdier n=30.

NB: The method for calculating the mean for historical figures in the period of 2015 – 2017 has been changed. The result presented in the graph above is comparable with the previous result. Results published in the period of 2015 – 2017 have been changed to include those who respond “unchanged” to question 28 with the value “0” in the mean calculation. See technical comment on page 56 for households for further description.

### Question 30: HOUSEHOLDS

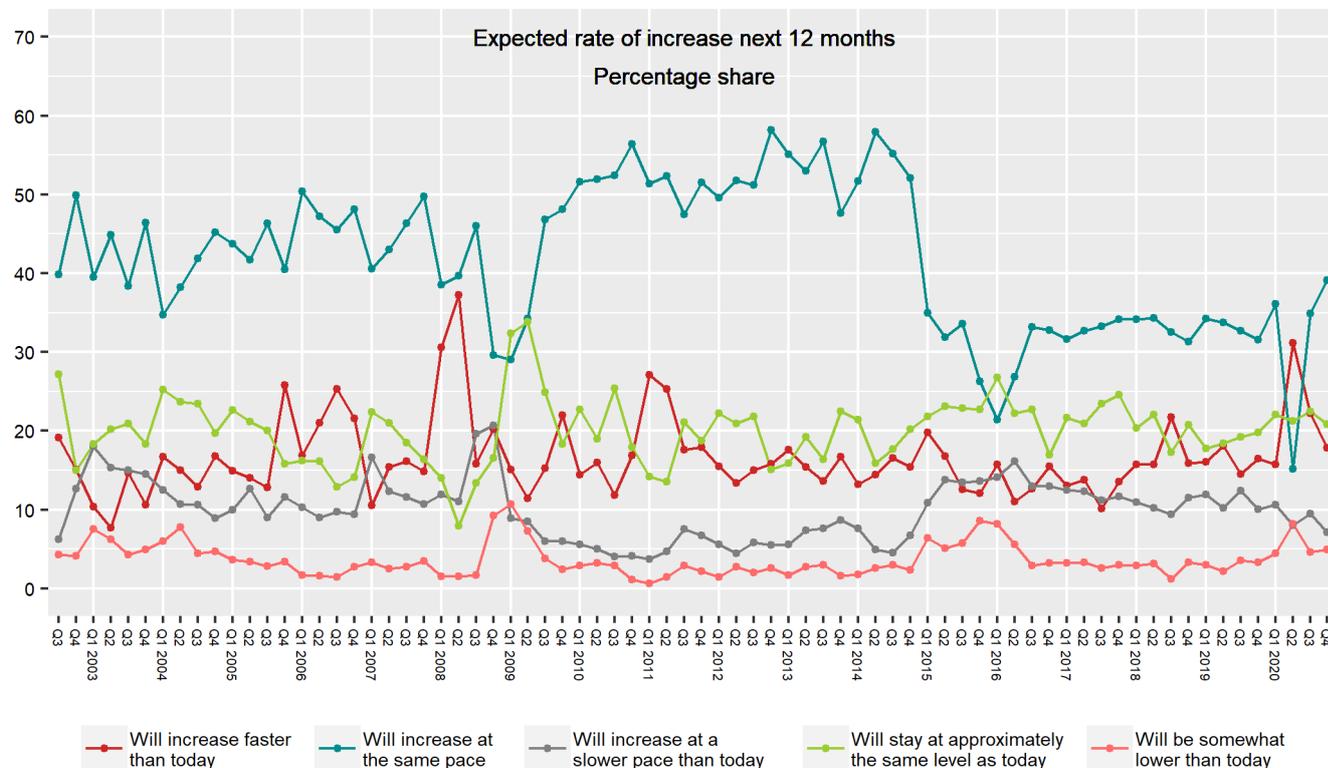
Will prices rise faster, at the same pace as currently, or more slowly? (If answered higher on question 28)  
 (The question was marginally changed from Q1 2015 – see technical comment)<sup>13</sup>



		3. Q. 2020	4. Q. 2020	CHANGE
Households	Faster	31,9	26,0	-5,9
	Same pace as currently	50,1	56,8	+6,7
	Slower	13,6	10,3	-3,3
	Sample	701	688	

### Question 31: HOUSEHOLDS

The graph below illustrates households' expected change in prices over the next 12 months. The graphics are made by a combination of answers to questions 28 and 30.

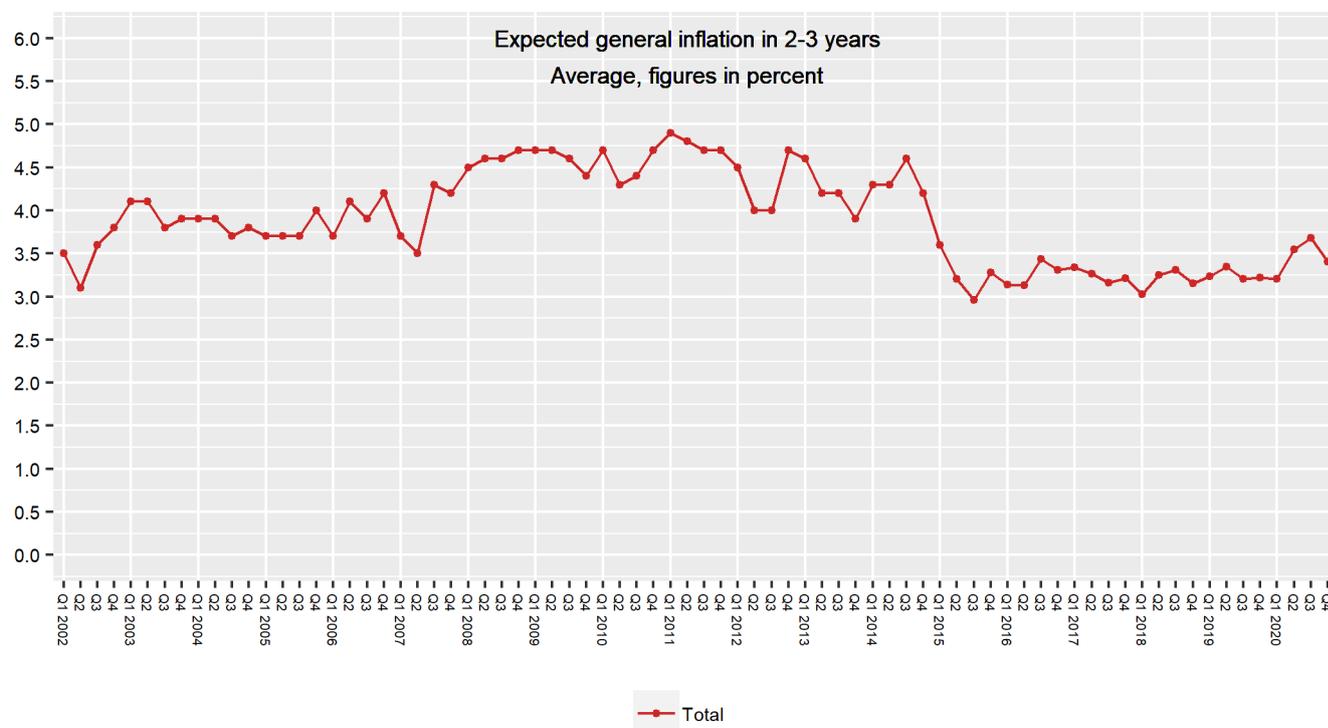


	3. Q. 2020	4. Q. 2020	CHANGE
Households			
Will increase faster than today	22,2	17,9	-4,3
Will increase at the same pace as today	34,9	39,1	+4,2
Will increase at a slower pace than today	9,4	7,1	-2,3
Will stay at approximately the same level as today	22,5	20,8	-1,7
Will be somewhat lower than today	4,6	4,9	+0,3
Sample	1006	1001	

## Question 32: HOUSEHOLDS

How much do you think prices for goods and services, as measured by the consumer price index (CPI), will rise annually in two to three years, in percent?

(The question was marginally changed from Q1 2015 – see technical comment)<sup>14</sup>

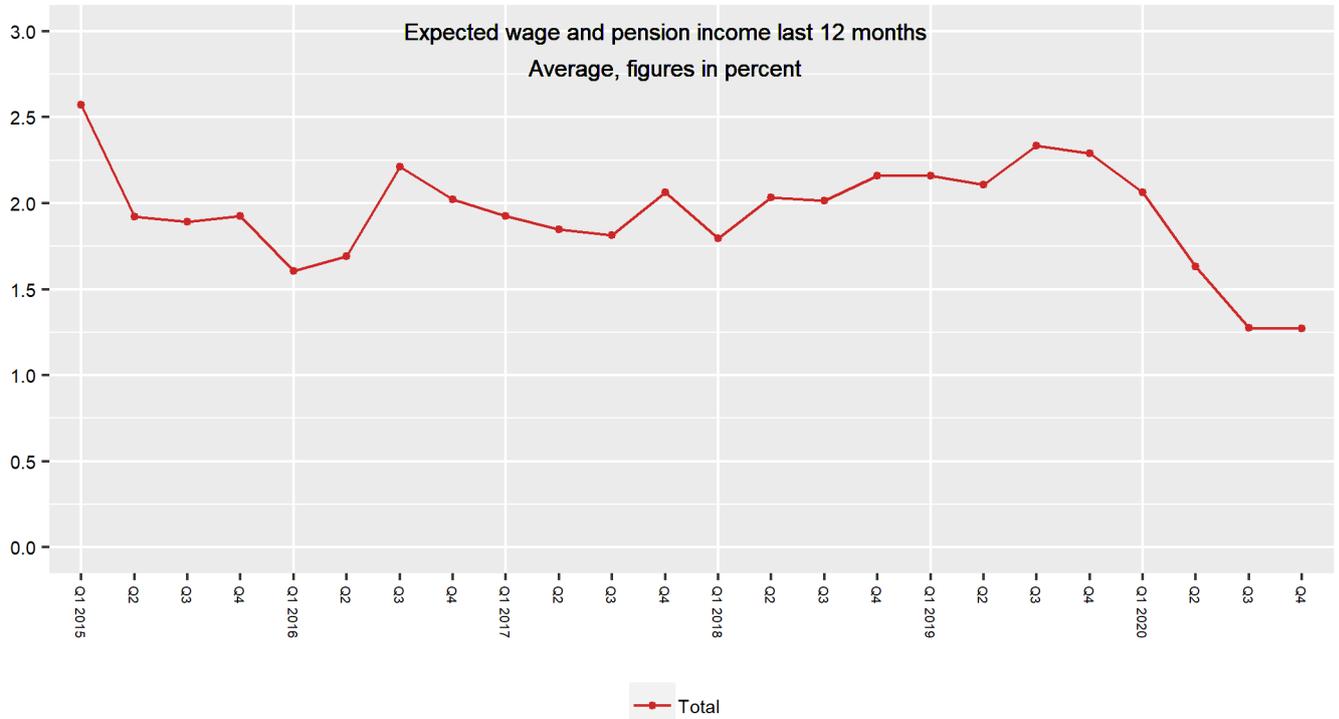


		3. Q. 2020	4. Q. 2020	CHANGE
Households	Average	3,7	3,4	-0,3
	Weighted median	3,0	3,0	
	Unweighted median	3,0	3,0	
	Lowest value	-10,0	-5,0	
	Highest value	10,5	11,0	
	Sample	657	656*	

\*n=1001. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=294, ekstremverdier n=51.

### Question 33: HOUSEHOLDS

Compared with 12 months ago, by how much do you think your wages or pension has changed in percent?

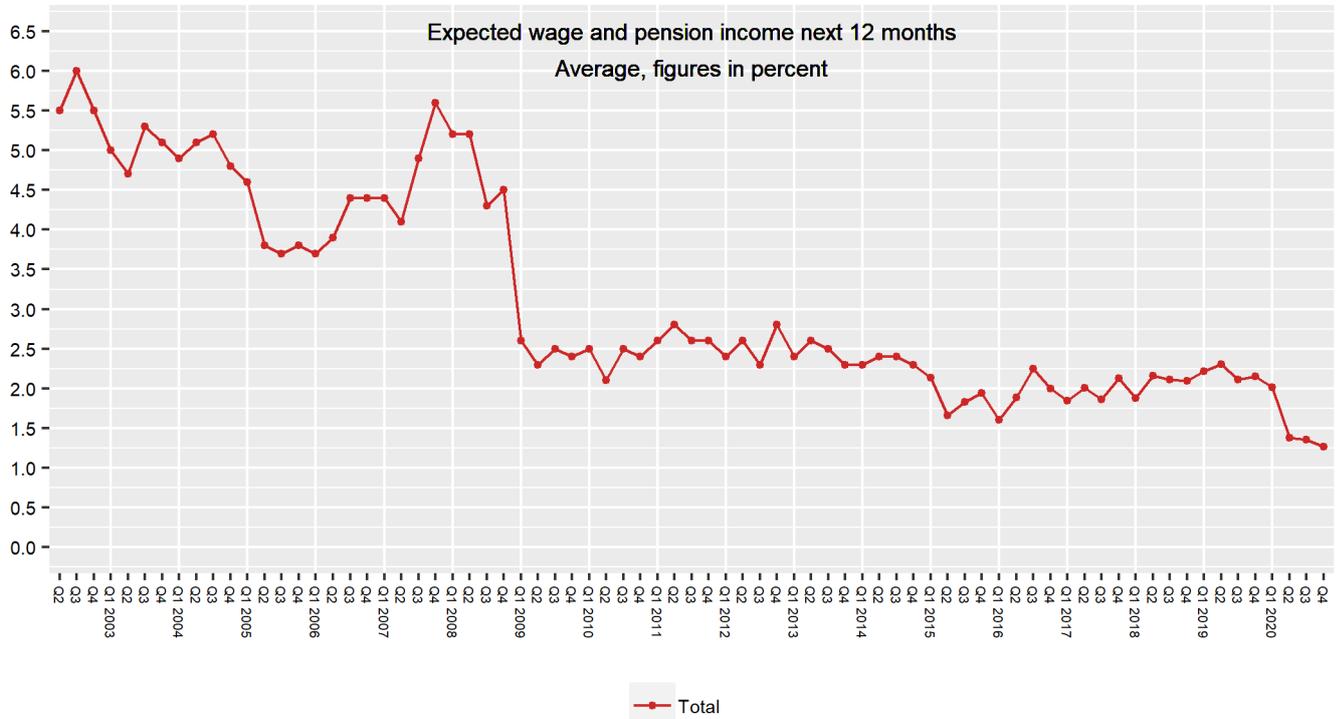


		3. Q. 2020	4. Q. 2020	CHANGE
Households	Average	1,3	1,3	0,0
	Weighted median	0,0	0,5	
	Unweighted median	0,0	0,8	
	Lowest value	-10,0	-10,0	
	Highest value	10,0	10,0	
	Sample	808	807*	

\*n=1001. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=117, ekstremverdier n=77.

### Question 34: HOUSEHOLDS

By approximately how much do you think your wages or pension will change in percent over the next 12 months?

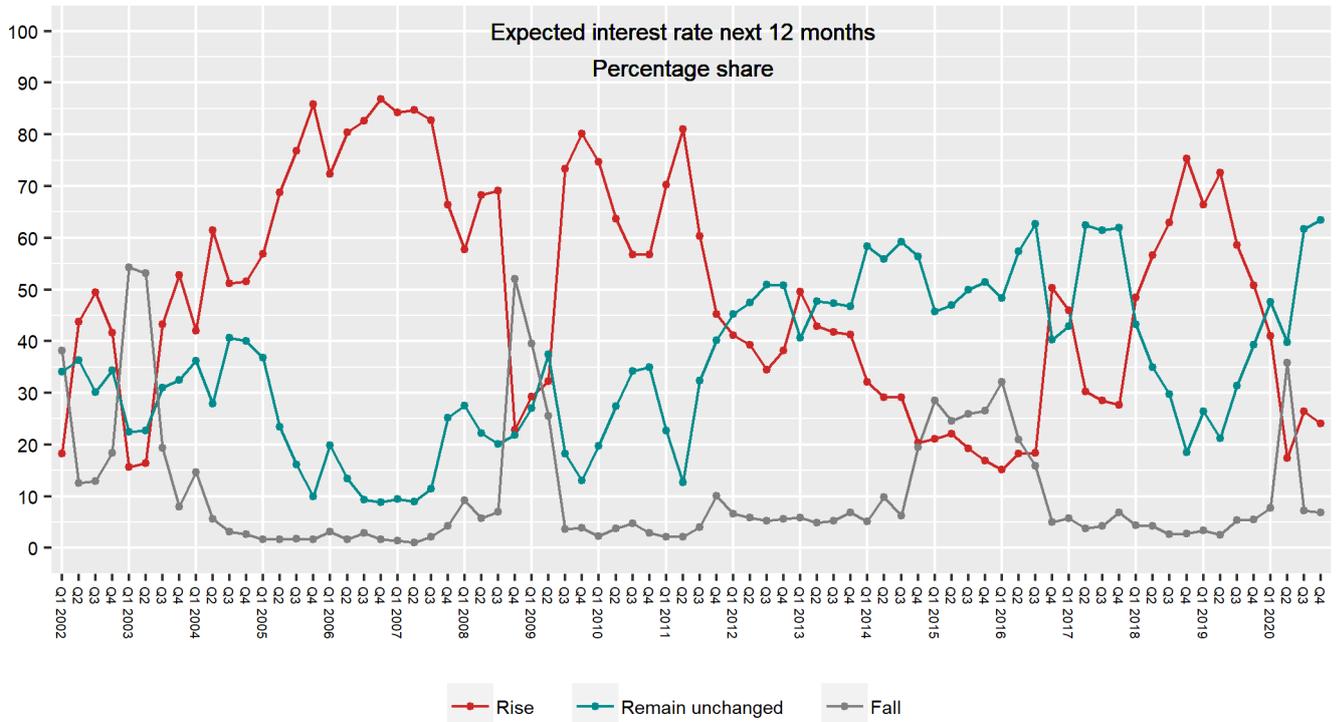


	3. Q. 2020	4. Q. 2020	CHANGE	
Households	Average	1,4	1,3	-0,1
	Weighted median	1,0	1,0	
	Unweighted median	1,0	1,0	
	Lowest value	-10,0	-10,0	
	Highest value	10,0	10,0	
	Sample	855	833*	

\*n=1001. The presented sample exclude respondents who answered: Don't know/Do not want to answer n=121, ekstremverdier n=47.

### Question 35: HOUSEHOLDS

Do you think that over the next 12 months, the level of deposit and lending rates will rise, remain unchanged or fall?



		3. Q. 2020	4. Q. 2020	CHANGE
Households	Rise	26,4	24,1	-2,3
	Remain unchanged	61,8	63,4	+1,6
	Fall	7,3	6,8	-0,5
	Sample	1006	1001	

## Technical comments – Economists and social partners

<b>SAMPLE AND SAMPLING METHOD</b>	The sample consists of experts in the financial industry, academia and social partners, enrolled by Ipsos through email and from respondent lists from the previously conducted surveys. The lists are corrected for respondents who are no longer relevant, or no longer wish to participate.
<b>NUMBER OF INTERVIEWS</b>	In this survey, a total of 81 interviews are conducted among economists within academia and the financial industry, as well as representatives of the social partners. The survey includes 45 interviews with economists and 36 interviews with representatives of the social partners.
<b>WEIGHT</b>	The results in this survey are not weighted.
<b>METHOD OF DATA COLLECTION</b>	The fieldwork is done online. Respondents are invited to participate by email.
<b>PERIOD OF DATA COLLECTION</b>	The fieldwork was conducted in the period 19 October – 6 November 2020.
<b>AVERAGE AND MEDIAN</b>	Respondents who answered “I don’t know” are not included in the calculation of average and/or median.
<b>EXTREME OBSERVATIONS</b>	Extreme observations over 8 percent (absolute value) are excluded from the presentation of the average figures for price and wage inflation.
<b>MARGIN OF ERROR</b>	The results must be interpreted within a margin of error of +/- 6.2–14.1 percentage points for the main frequencies. The margin of error for sub-groups and possible contingency tables are greater.

### Changes in the questionnaire (2015–2020)

<sup>1</sup>: Until Q1 2020, questions 1-3 and 9-11 have had the following follow up question: “How likely do you think it is that the general rise in prices for goods and services in (12 months / 2 years / 5 years), as measured by the 12-month change in the consumer price index (CPI) , will be within the following 6 intervals (your answers should sum to 100%): Higher than 4%, From 3% to 4%, From 2,5% to 3%, From 2% to 2,5%, From 1% to 2%, Lower than 1%.” The results from the follow up question have not been published in the report. The follow up question have been removed as of Q1 2020.

## Technical comments – Business leaders

<b>SAMPLE AND SAMPLING METHOD</b>	The sample consists of a representative sample of CEOs, CFOs and purchasing managers in Norwegian businesses with 20 employees or more. The sample is a blend of pre-recruited panel and business leaders recruited via CATI/telephone. All interviews are done online.
<b>NUMBER OF INTERVIEWS</b>	A total of 511 (weighted) interviews have been conducted among business leaders, of which 255 (weighted) are for businesses with 50 employees or more, and 256 (weighted) are for businesses with less than 50 employees.
<b>WEIGHT</b>	The results in this survey are weighted based on the following variables: geography (region), sector (industry), and number of employees in the business. Weighted base is presented in the report.
<b>METHOD OF DATA COLLECTION</b>	The fieldwork is done online. Respondents are invited to participate by email/SMS. Most of the sample is from a pre-recruited panel, while a part was recruited for this survey via CATI/telephone.
<b>PERIOD OF DATA COLLECTION</b>	The fieldwork was conducted in the period 19 October – 6 November 2020.
<b>AVERAGE AND MEDIAN</b>	Respondents who answered “I don’t know” are not included in the calculation of average and/or median.
<b>EXTREME OBSERVATIONS</b>	Extreme observations over 11 percent (absolute value) are excluded from the presentation of the average figures for price and wage inflation.
<b>MARGIN OF ERROR</b>	The results must be interpreted within a margin of error of +/- 1.9–4.5 percentage points for the main frequencies. The margin of error for subgroups and possible contingency tables are greater.

### Changes in the questionnaire (2015–2020)

<sup>2</sup>. Question 15 was introduced Q3 2020. All question numbers are adjusted between the quarters.

<sup>3</sup>. Question 17 changed from «What do you think the general rise in prices will be in two years?» to «What do you think the general rise in prices for goods and services will be in two years, as measured by the consumer price index?» (1. Q. 2015)

<sup>4</sup>. Question 22 changed from «Over the past 12 months, has the profitability of your business improved, remained unchanged or weakened?» to «Over the past 12 months, has the profitability of your business, as measured by the operating margin (EBITDA), improved, remained unchanged or weakened?» (1. Q. 2015)

<sup>5</sup>. Question 23 changed from «Do you think that over the next 12 months, the profitability of your business will improve, remain unchanged or weaken?» to «Do you think that over the next 12 months, the profitability of your business, as measured by the operating margin (EBITDA), will improve, remain unchanged or weaken?» (1. Q. 2015)

<sup>6</sup>. Question 24 changed from «Compared with 1 year earlier, does your business currently have more employees, the same number of employees or fewer employees?» to «Compared with 12 months earlier, does your business currently have more employees, the same number of employees or fewer employees?» (1. Q. 2015)

<sup>7</sup>. Until Q1 2020, question 16 and 17 have had the following follow up question: “How likely do you think it is that the general rise in prices for goods and services in (12 months / 2 years), as measured by the 12-month change in the consumer price index (CPI), will be within the following 6 intervals (your answers should sum to 100%): Higher than 4%, From 3% to 4%, From 2,5% to 3%, From 2% to 2,5%, From 1% to 2%, Lower than 1%”. The results from the follow up question have not been published in the report. The follow up question has been removed as of Q1 2020.

<sup>8</sup>. Questions 36 and 37 were introduced in Q4 2020. With regard to data processing, these have been given numbers 36 and 37 and therefore do not follow the remaining question numbering.

## Technical comments – Households

<b>SAMPLE AND SAMPLING METHOD</b>	The survey is conducted with a representative sample of private individuals over 15 years, drawn randomly from Norway's population. Interviews conducted on landline account for 2 percent, and interviews conducted on mobile phone account for 98 percent.
<b>NUMBER OF INTERVIEWS</b>	A total of 1001 interviews (weighted) among Norwegian households.
<b>WEIGHT</b>	The results in this survey are weighted based on the following variables: geography (region), age and gender. Weighted base is presented in the report.
<b>METHOD OF DATA COLLECTION</b>	The fieldwork is conducted by phone at Ipsos' CATI-center.
<b>PERIOD OF DATA COLLECTION</b>	The fieldwork is conducted in the period of 29 October – 6 November 2020.
<b>AVERAGE AND MEDIAN</b>	Respondents who answered "I don't know" are not included in the calculation of average and/or median.
<b>EXTREME OBSERVATIONS</b>	Extreme observations over 11 percent (absolute value) are excluded from the presentation of the average figures for price and wage inflation.
<b>MARGIN OF ERROR</b>	The results must be interpreted within a margin of error of +/- 1.4–3.2 percentage points for the main frequencies. The margin of error for sub-groups and possible contingency tables are greater.

### Changes in the questionnaire (2015–2020)

<sup>9</sup> Question 26 changed from «Compared with 12 months ago, do you think that prices for goods and services are now much higher, somewhat higher, slightly higher, approximately unchanged and lower» to «Compared with 12 months ago, do you think that prices for goods and services, as measured by the consumer price index, are now higher, approximately unchanged or lower?» (1. Q. 2015)

<sup>10</sup> Question 27 changed from «By about how much do you think prices have changed measured in percent?» to «About how much higher/lower, measured in percent?». Question 27 is put to those who answered to question 26 that they think prices for goods and services, as measured by the consumer price index, are now higher, approximately unchanged or lower. (1. Q. 2015)

<sup>11</sup> Question 28 changed from «Do you think that over the next 12 months, prices for goods and services will be higher, unchanged or lower than they are currently?» to «Do you think that over the next 12 months, prices for goods and services, as measured by the consumer price index, will be higher, unchanged or lower than they are currently?» (1. Q. 2015)

<sup>12</sup> Question 29 changed from «By about how much do you think prices will change in the next 12 months, measured in percent?» to «About how much higher/lower, measured in percent?». Question 29 is put to those who answered to question 28 that, over the next 12 months, they expect the prices for goods and services, as measured by the consumer price index, to be higher, unchanged or lower than they are currently. (1. Q. 2015)

<sup>13</sup> Question 30 changed from «If higher: Will prices rise faster, at the same pace as currently, or more slowly?» to «Will prices rise faster, at the same pace as currently, or more slowly (If answered higher to question 28)?» (1. Q. 2015)

<sup>14</sup> Question 32 changed from «How much do you think prices for goods and services will rise annually in two to three years, in percent?» to «How much do you think prices for goods and services, as measured by the consumer price index, will rise annually in two to three years, in percent?» (1. Q. 2015)

<sup>15</sup> Until Q1 2020, question 26, 28 and 32 have had the following follow up question: "You answered that the prices (have increased by X% / have fallen approximately X% / are approximately unchanged) ... (text from question 26, 28 and 32). On a scale from 1 to 4, where 1 is very unsure and 4 is very sure, how sure do you feel that you will be right?" The results from the follow up question have not been published in the report. The follow up question has been removed as of Q1 2020.

## Technical comments – Households

Question 27: By about how much do you think prices have changed measured in percent?  
 (Comparison of differences in published average for question 26 in the period of 2015 - 2017)

The method for calculating the mean for historical figures in the period of 2015-2017 has been changed; the figures presented in the graph below as “Revised series” are comparable with the results published for the period before 2015.

Results published in the period of 2015-2017 as “Revised series” include those who answer “approximately unchanged” to question 25 as “0” in the mean calculations for question 26.

Results published in the period of 2015-2017 as “the previous published series” do not include those who answer “approximately unchanged” to question 26 as “0” in the mean calculation for question 27.



## Technical comments - Households

Question 29: About how much higher/lower, measured in percent?

*(Comparison of differences in published average for question 28 in the period of 2015-2017)*

The method for calculating the mean for historical figures in the period 2015-2017 has been changed; the figures presented in the graph below as “Revised series” are comparable with the results published for the period before 2015.

Results in the period of 2015-2017 as “Revised series” include those who answer “unchanged” to question 27 as “0” in the mean calculation for question 28.

Results published in the period of 2015-2017 as “the previous published series” do not include those who answer “unchanged” to question 28 as “0” in the mean calculation for question 29.

