

# UBS Investor Sentiment



## Seeing the light

Vaccine and US election results boost optimism

### Key findings

**On the rise** | Optimism grows as vaccine advances

**Sustainable investing** | Investors see important opportunities ahead

**Business owners upbeat** | Momentum and policy is on their side

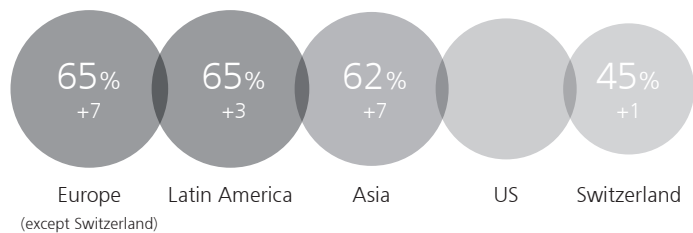
### ECONOMY

Investors feel good about their own region's economy (in %)

Short-term (next 12 months)

|    | optimistic | neutral | pessimistic |
|----|------------|---------|-------------|
| 4Q | 60 (+5)    | 16 (-1) | 24 (-4)     |

By region (next 12 months)



Economic optimism depends on when investors think we'll return to "normal"

37% Before July

63% After July

80%  
optimistic about the economy

48%  
optimistic about the economy

## MARKETS

Stock market optimism for next 6 months ticks up (in %)

**61%** <sub>+6</sub>

optimistic globally

23% neutral  
16% pessimistic

US  
59  
<sub>+4</sub>

Europe  
(except Switzerland)  
64  
<sub>+9</sub>

Switzerland  
54  
Unchanged

Latin  
America  
61  
<sub>+1</sub>

Asia  
61  
<sub>+7</sub>

What's good for the markets?



**72%**  
Vaccine



**62%**  
US election results

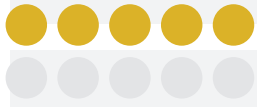
### Investors seek expert advice



**8 in 10**

"I need expert advice more than ever."

### Returns are top priority for next 6 months



**5 in 10**

Boost returns



**3 in 10**

Lower risk



**2 in 10**

Keep portfolio same

### Top concerns

**52%**

National debt  
<sub>+4</sub>

**51%**

My country's politics  
<sub>+3</sub>

**50%**

Cyber security  
<sub>+6</sub>

**48%**

Tax increases  
<sub>+2</sub>

**55%**

COVID-19  
Unchanged



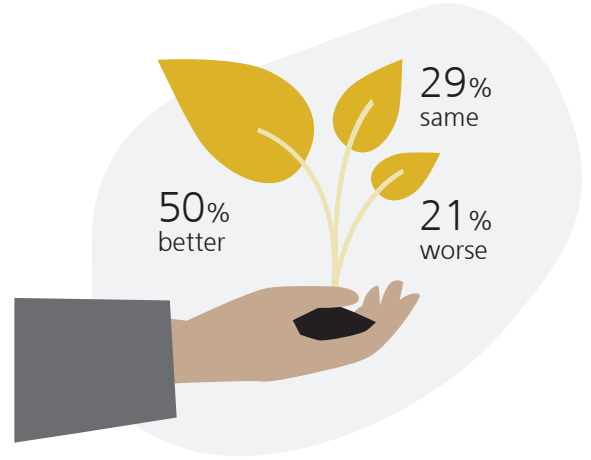
**SUSTAINABLE INVESTING (SI)**

Investors see value and opportunities

**61%**  
SI is very important to me.

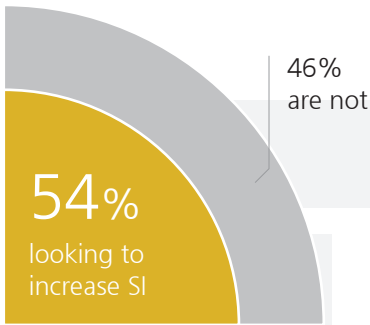
**8 in 10**

expect same or better returns than traditional investing

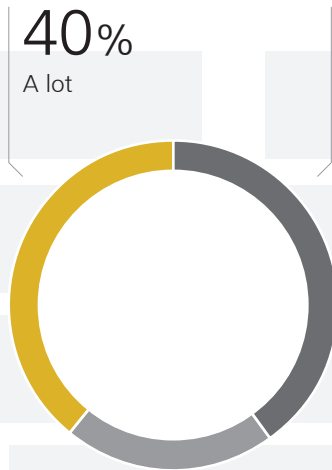


| Investors by region (in %)  | Better | Same | Worse |
|-----------------------------|--------|------|-------|
| Latin America               | 70     | 20   | 10    |
| Asia                        | 60     | 24   | 16    |
| Europe (except Switzerland) | 52     | 26   | 22    |
| Switzerland                 | 34     | 42   | 24    |
| US                          | 33     | 37   | 30    |

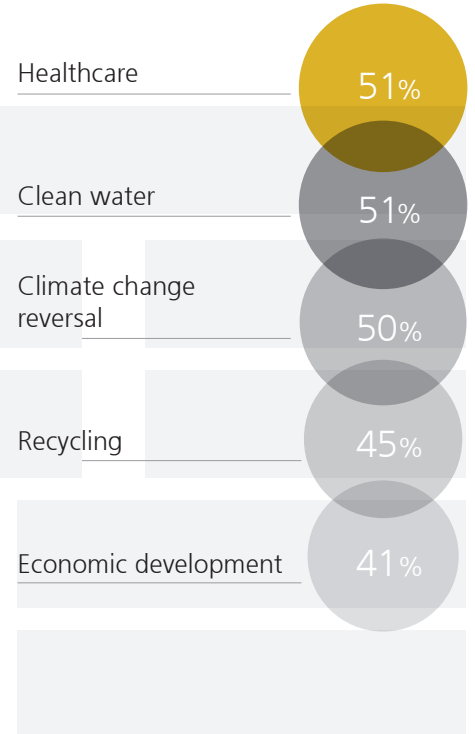
**SI gains traction**



**Investors say SI can change the world**



**How investors want to see it happen**



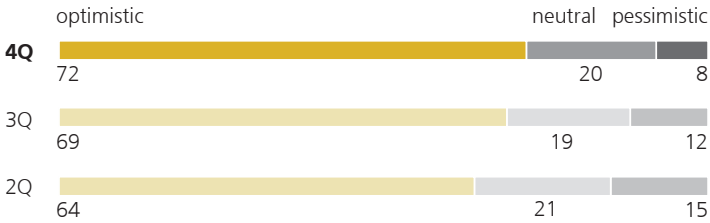
**Why?**

- 51% Boosts diversification
- 46% Aligns with my values
- 44% Better for risk and return

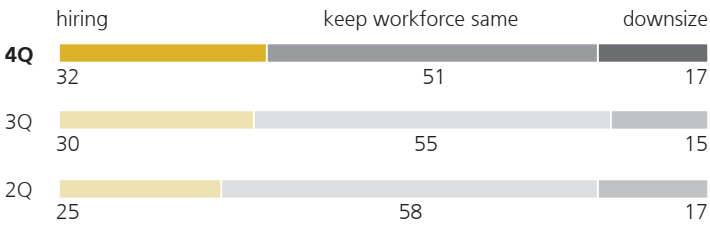
21% A little or not at all

## BUSINESS OWNERS

### Confidence in own business keeps rising for next 12 months (in %)

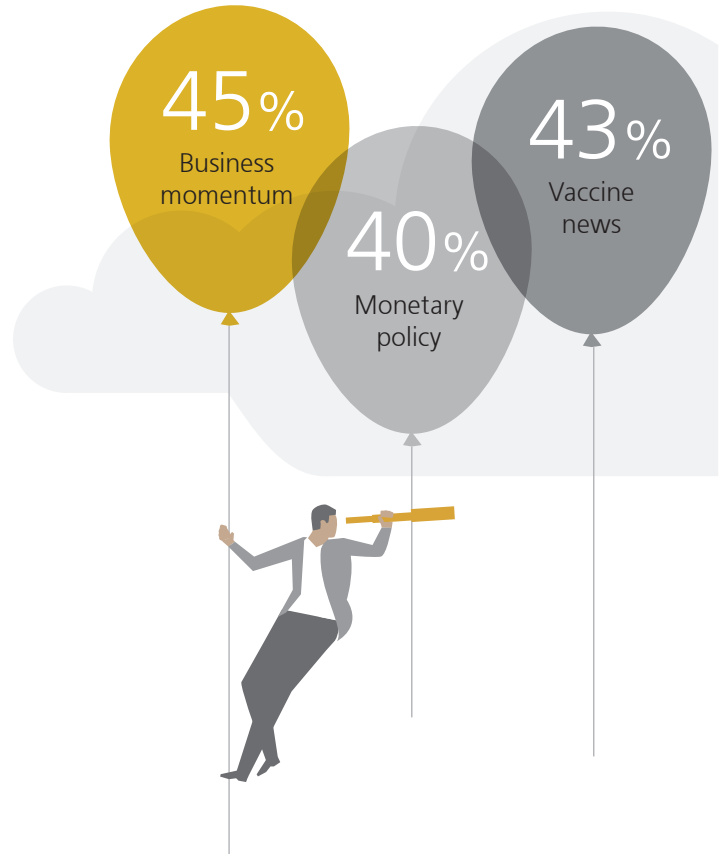


### Hiring plans stay positive for next 12 months (in %)



Net hiring 4Q +15 | 3Q +15 | 2Q +8

## Optimism up—for many reasons



Is your portfolio ready to turn the corner? **Talk to your UBS Advisor.**

**About the survey:** UBS surveyed 2,854 investors and 1,151 business owners with at least \$1M in investable assets (for investors) or at least \$1M in annual revenue and at least one employee other than themselves (for business owners), from December 29, 2020 – January 18, 2021. The global sample was split across 14 markets: Argentina, Brazil, Mainland China, France, Germany, Hong Kong, Italy, Japan, Mexico, Singapore, Switzerland, the UAE, the UK and the US. For the 3Q20 results, UBS surveyed 4,002 investors and business owners (with at least \$1M in annual revenue) globally, from September 22 – October 12, 2020. For the 2Q20 results, UBS surveyed 4,018 investors and business owners (with at least \$1M in annual revenue) globally, from June 23 – July 13, 2020.

As a firm providing wealth management services to clients, UBS Financial Services Inc. offers investment advisory services in its capacity as an SEC-registered investment adviser and brokerage services in its capacity as an SEC-registered broker-dealer. Investment advisory services and brokerage services are separate and distinct, differ in material ways and are governed by different laws and separate arrangements. It is important that clients understand the ways in which we conduct business and that they carefully read the agreements and disclosures that we provide to them about the products or services we offer. For more information, please review the PDF document at [ubs.com/relationshipsummary](https://ubs.com/relationshipsummary).

© UBS 2021. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved. UBS Financial Services Inc. is a subsidiary of UBS AG. Member FINRA/SIPC. Expiration: 1/31/2022 Review Code: IS2100320 Approval date: 1/20/2021 2021-339059