

# UBS Investor Sentiment

## On guard

Investors vigilant as volatility and inflation continue



### Key findings

**Outlook drops** | Optimism down on economy and stock market

**Continuing inflation** | Investors feel the impact

**Business owners optimistic** | Hiring plans remain strong

### Inflation

Inflation is top investor concern\*



57%

Inflation (+3)

56% Geopolitical risk (-1)  
(e.g., Russia/Ukraine)

50% Market downturn (Unchanged)

50% My country's politics (+1)

49% Recession (N/A)

\*Changes since May 2022.

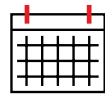
Investors feeling the impact of inflation



Short term

43%

Holding off on big purchases



Long term

43%

Highly concerned about retirement savings



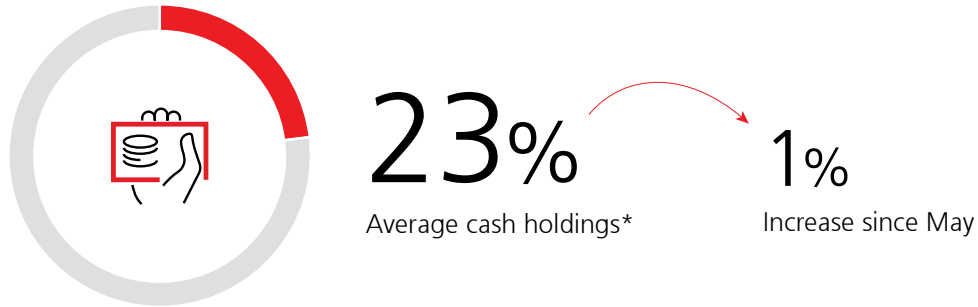
Future generations

37%

Highly concerned about value of what I will pass on

## Market view

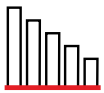
Despite inflation concerns, investors hold onto cash



\*Cash and equivalents (e.g., CDs).

Economic issues are top barriers to investing more in the market ...

... but emotions also play a key role



**84%**  
Risk of recession

**83%**  
Volatility



**73%**  
Fear of making a bad choice

**83%**  
Geopolitical instability

**82%**  
Inflation

**69%**  
Unsure what to invest in

Some investors seek opportunities in market decline



**30%**  
Would increase investments if it declines 10%

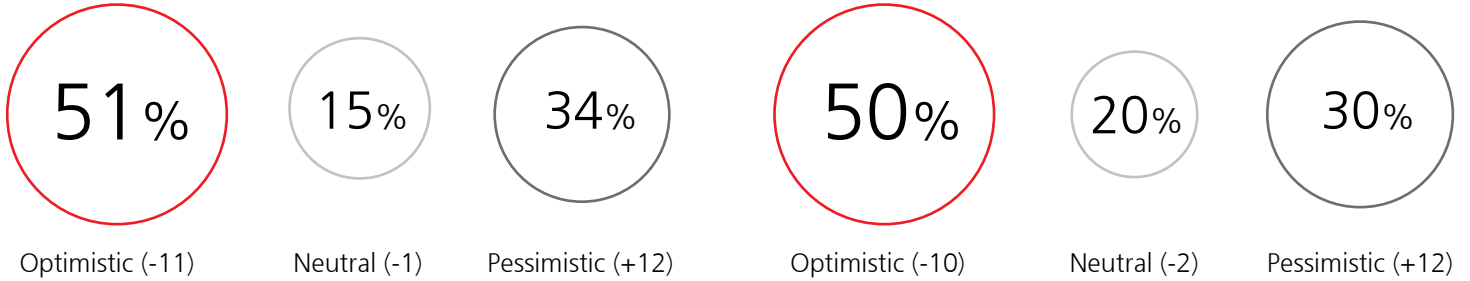
**56%**  
Would keep investment levels the same

**14%**  
Would decrease investments

## Outlook

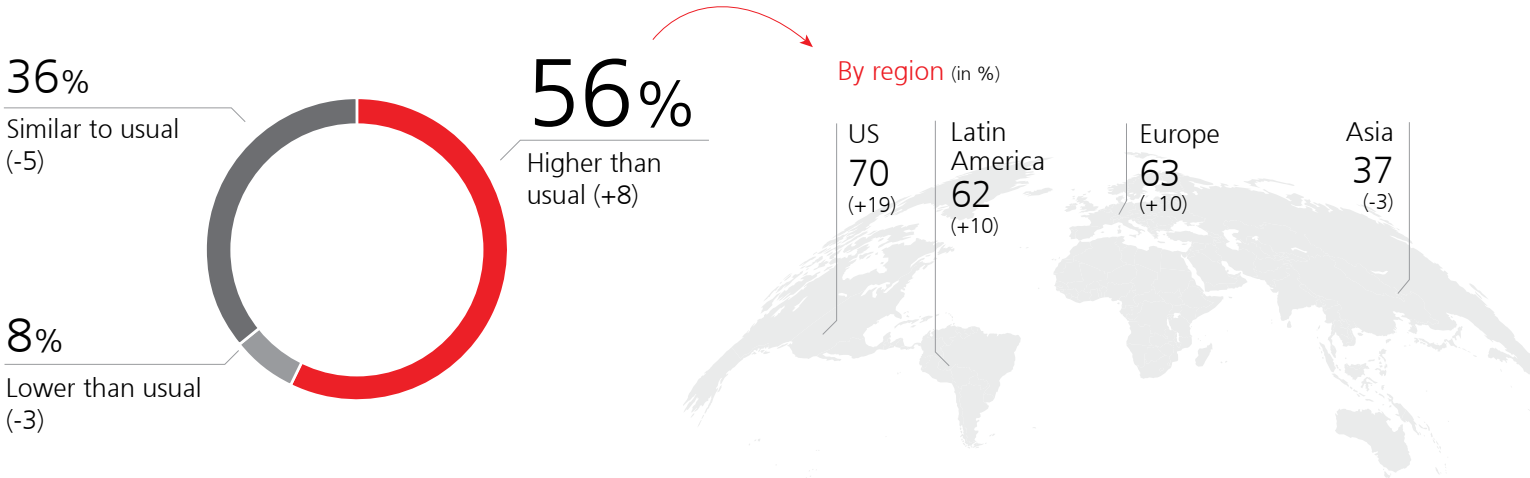
Optimism drops on own region's economy for next 12 months\*

Outlook also down on stock market for next 6 months\*



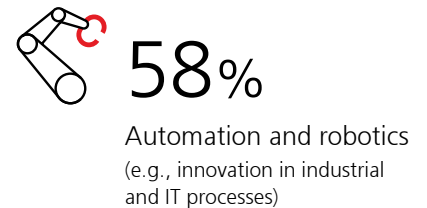
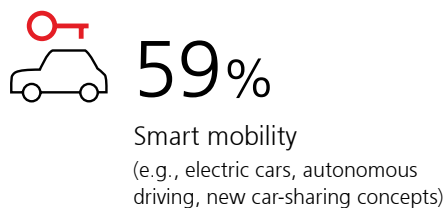
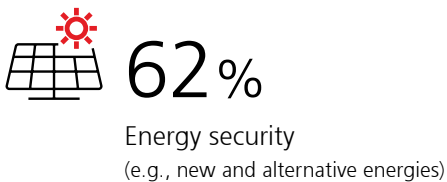
\*Changes since May 2022.

Most investors see volatility as higher than usual\*



\*Changes since May 2022.

Strong interest in longer-term investment themes

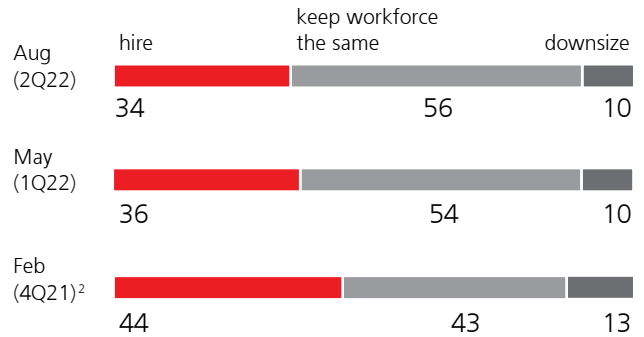


## Business owners

### Optimism rebounds for own business (in %)



### Hiring plans remain strong (in %)



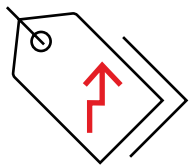
#### Net hiring<sup>1</sup>

Aug (+24) May (+26) Feb (+31)<sup>2</sup>

<sup>1</sup> Hire minus downsize.

<sup>2</sup> Russia was included in February.

### Many business owners raising prices ...



44%

Raised prices in the past 6 months

48%

Expect to raise prices in the next 6 months

### ... amid cost concerns



53%

Highly concerned about rising materials costs

49%

Highly concerned about wage inflation

### Top business needs for next 6 months



57%

Increase cash reserves



57%

Identify and hire new employees



54%

Identify new supply chain options

Are you ready for what comes next? **Talk to a UBS Advisor.**

**About the survey:** UBS surveyed 2,864 investors and 1,129 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 June 29 – July 19, 2022. 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 May results, UBS surveyed 2,644 investors and 1,084 business owners globally from March 30 – April 22, 2022. For the February results, UBS surveyed 3,000 investors and 1,200 business owners globally, from January 4 – 24, 2022. The February sample was split across 15 markets: Argentina, Brazil, Mainland China, France, Germany, Hong Kong, Italy, Japan, Mexico, Russia, Singapore, Switzerland, the UAE, the UK and the US.

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