

UBS Investor Sentiment

Treading carefully

Female business owners eye inflation and volatility **but stay engaged**



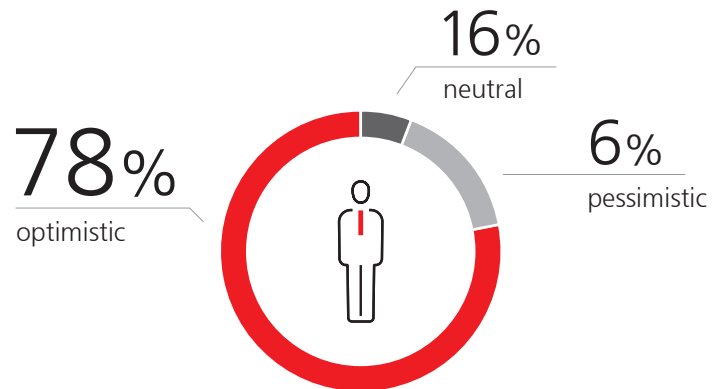
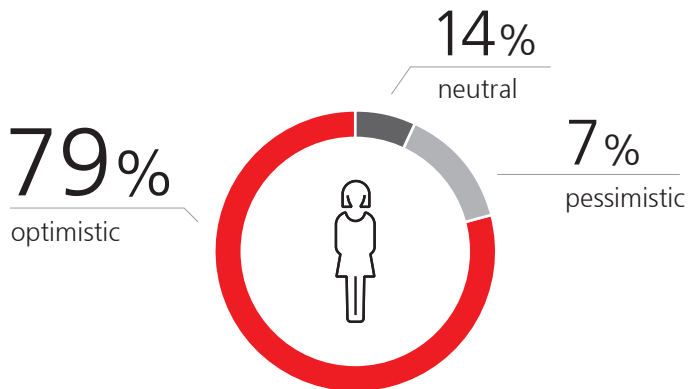
Key findings

Optimism | Female business owners are optimistic about their business

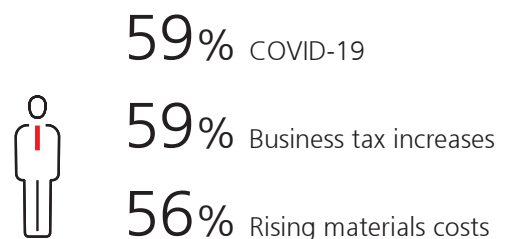
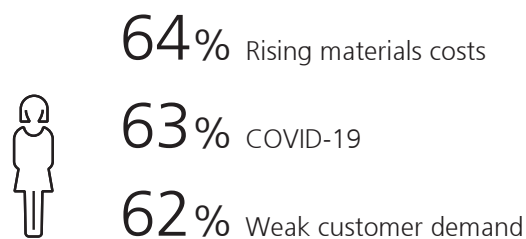
Plans | Hiring and investment plans are up

Stock market | Female business owners want to invest more

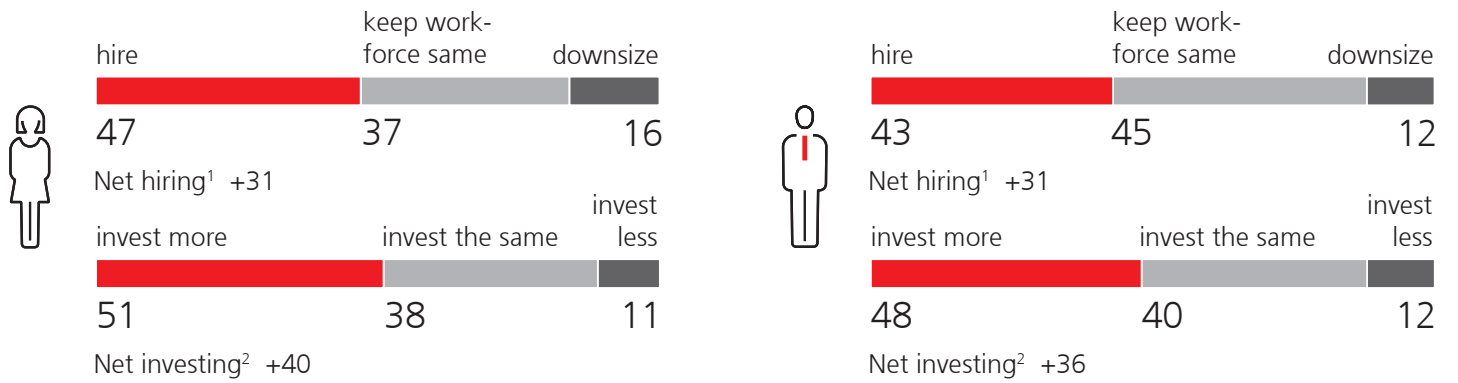
Optimism on own business remains high



Top concerns of business owners (women and men)

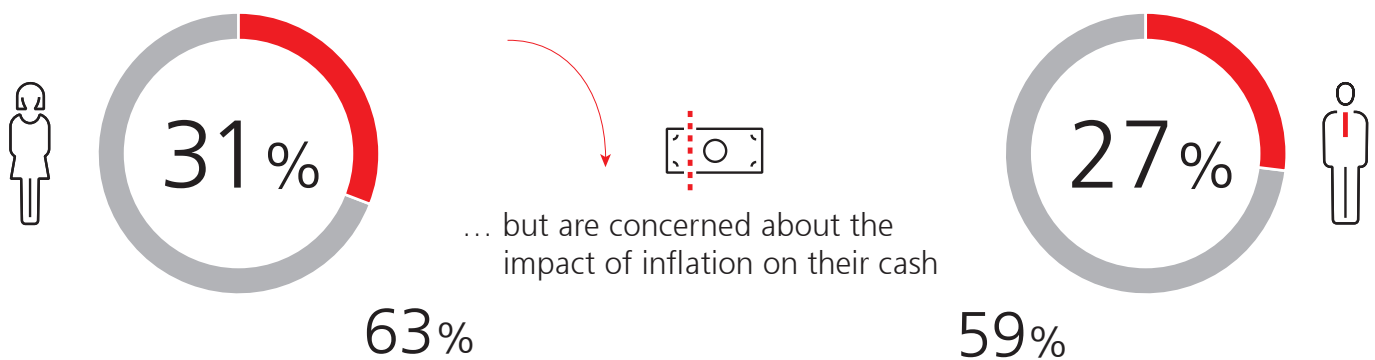


Hiring and business investment plans are up (in %)

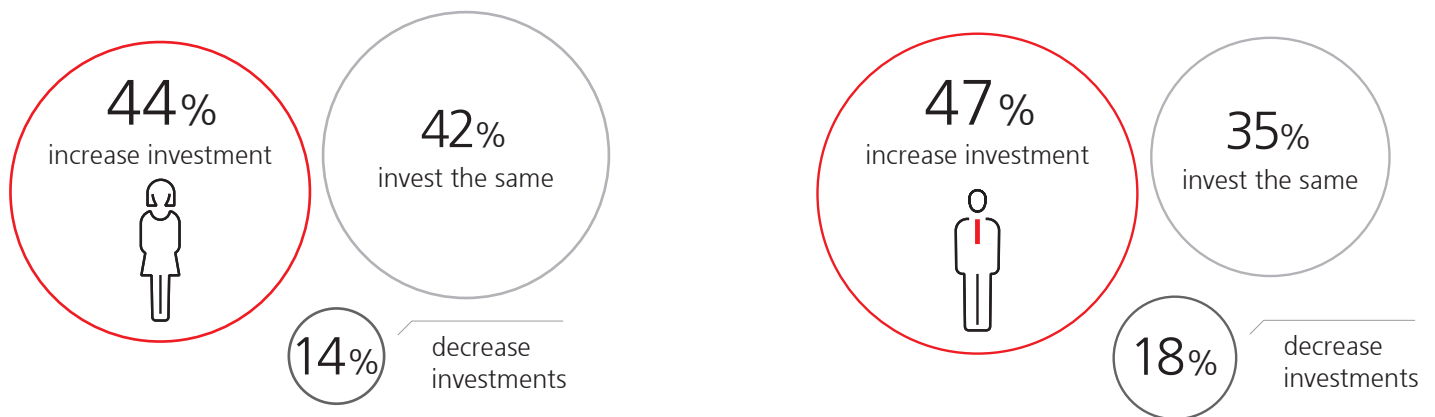


¹ Hire minus downsize
² Invest more minus invest less

Business owners are holding cash ...



Many business owners want to increase investments in the stock market ...



... and see debt as a tool that can be used strategically to help build wealth



Are you ready to weather what comes next? Talk to your UBS Advisor.

This is part of an ongoing series to focus on female business owners as part of our [Women's Wealth](#) program. You can see the global infographic [here](#). About the survey: UBS surveyed 3,000 investors and 1,200 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 January 4–24, 2022. The global 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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