In the market for change
Investors react with growing confidence post-election

COMMON GROUND

90% think Washington needs shaking up

66% believe Trump will be a catalyst for change—either positive or negative

Investors expected a Trump win would hurt stock prices. A strong post-election market is reversing their opinions.

Investors believe a Trump victory means:
- rising stock prices
- lower taxes

THE DIVIDE

TRUMP SUPPORTERS
- Less regulation
- Safer America
- Better infrastructure

CLINTON SUPPORTERS
- Trump’s temperament
- U.S. stature abroad
- Potential recession

53% are bullish on stocks

28% plan to raise cash

A SOLUTION

84% feel more confident after speaking with a Financial Advisor about the impact of the election on their investing.

Are you ready for change?
Talk to your UBS Financial Advisor.
Explore more insights at ubs.com/investorwatch.
About the survey: UBS Wealth Management Americas surveys U.S. investors on a quarterly basis to keep a pulse on their needs, goals and concerns. After identifying several emerging trends in the survey data, UBS decided in 2012 to create the UBS Investor Watch to track, analyze and report the sentiment of affluent and high net worth investors.

UBS Investor Watch surveys cover a variety of topics, including:
- Overall financial sentiment
- Economic outlook and concerns
- Personal goals and concerns
- Key topics, like aging and retirement

For this seventeenth edition of UBS Investor Watch, we conducted two surveys, one pre-election and one immediately after the election. In the pre-election survey, 1,294 affluent and high net worth investors participated from October 14 – 17, 2016. The core sample of 1,074 investors have at least $1 million in investable assets, including 250 with at least $5 million. We also included an oversample of 313 Millennials who met the following criteria:

- Respondents ages 21 – 29 who have at least $100,000 in household income or $100,000 in investable assets; respondents ages 30 – 36 who have at least $250,000 in investable assets.

In our post-election survey, 1,308 affluent and high net worth investors participated from November 10 – 11, 2016. The core sample of 1,057 investors have at least $1 million in investable assets, including 195 with at least $5 million. This UBS Investor Watch also includes an oversample of 285 Millennials who met the same criteria as above. With 90 survey respondents, we conducted qualitative follow-up interviews.