

FINANCIAL SERVICES

## Investors are confident with personal finances: UBS

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*Wealthy investors are confident in personal finances. Image credit: UBS*

By STAFF REPORTS

High-net-worth investors believe that the market's tumultuous nature right now is only temporary and hope in personal finances remains high.

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According to UBS' investor watch infographic, pre-election, investors have higher hopes for long-term outlook for the market versus short-term. Eighty-five percent of investors have confidence in their personal situations while 81 percent are confident about reaching their goals.

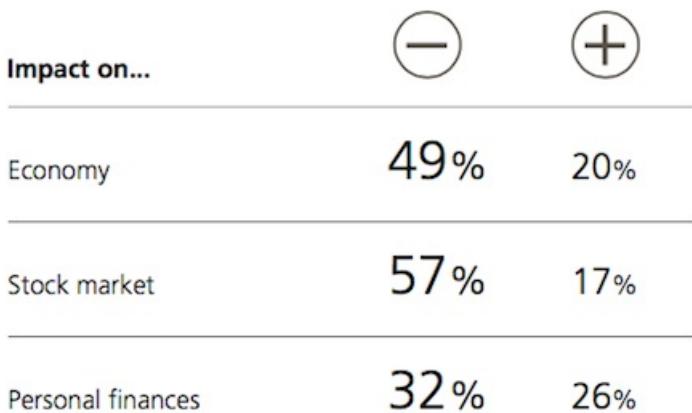
### Investors and the election

Forty-four percent of investors believe that it will be good for the economy if Republicans remain in control of the Senate and House. Only 32 percent believe so if Democrats take control and 23 percent if it is split.

A majority of investors believe Democrats in control will be bad for the economy, with 46 percent believing so, followed by split control at 37 percent and Republicans at 26 percent.

While many believe that in the long-term the economy will do well, there has been a 9 percent growth in those concerned about a market downturn in the beginning compared to late October.

## Investors see negative impact from rising interest rates



*Infographic from UBS*

About 60 percent believe that a tax cut will positively impact the economy, but only 26 percent believe it will pass in the next six months.

Social media, particularly Instagram, is crucial to understanding luxury brand performance including investment purposes, according to a new report from UBS.

UBS combined Instagram data with Google Search trends for a more complete analysis of the momentum behind luxury brands. The Facebook-owned platform continues to evolve, making it more important for heritage retailers to engage their social audiences ([see story](#)).

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