



Our latest research and insights explore what matters to you right now. (UBS)

UBS Investor Watch: US presidential election

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According to our WM USA Client Feedback Program, the US election is the number one issue for our clients right now.

Given its importance, we surveyed nearly 1,000 HNW investors¹ and 500 business owners² for our latest [UBS Investor Watch: US presidential election](#).

We found that while both groups are more optimistic than they were four years ago, they overwhelmingly want help navigating the election's potential financial impact.

Here are the top five findings from our report:

- **More HNW investors lean toward Harris, while more business owners favor Trump.**
- **The economy is the number one election issue** for both groups, and they feel more positive about it than they did heading into the 2020 election.
- **77% of HNW investors are considering making portfolio changes** before the election, with the majority planning to adjust sector allocations, add portfolio protections or hedges, increase investments or increase cash holdings.
- The outlook among business owners is positive, with **many planning to invest more in their business over the next 12 months.**
- 74% of HNW investors and 84% of business owners **want more guidance than usual from their financial advisor** right now.

To learn more, read the full reports [here](#).

Please also visit the Chief Investment Office's [ElectionWatch 2024 website](#), which houses investment insights on the US elections as we count down to November.

1. *Investors in the US with at least \$1M in investable assets*
2. *Business owners in the US with at least \$1M in annual revenue and at least one employee other than themselves*

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