

Tactical US Equity Themes: monthly update

Tactical US equity themes

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- In this report, we provide a one-stop resource to access our highest conviction thematic equity ideas over a 6 to 24 month time horizon.
- Tactical equity themes capture opportunities that cannot be expressed through size, sector, and style allocations. Instead, our thematic lists reflect groupings of stocks that we view as well-positioned to benefit from a common set of drivers.
- Drivers for tactical themes include macroeconomic forces, policy changes, geopolitical events, temporary mispricing of opportunities (valuations) or timely factors.
- In this report, we reiterate our conviction in 5 key themes: *Reopening America*, *Business spending rebound*, *Pricing power standouts*, *POTUS 46*, and *5G infrastructure* and make several changes to our stock lists.

Reopening America

New	BAC	Bank of America
New	BURL	Burlington Stores
New	PH	Parker-Hannifin
Removed	FTV	Fortive
Removed	JPM	JPMorgan Chase
Removed	LEVI	Levi Strauss
Removed	TJX	TJX Companies

Business Spending

New	SLB	Schlumberger
Removed	ITW	Illinois Tool Works

Pricing Power

New	DRE	Duke Realty
New	NFLX	Netflix
Removed	AMT	American Tower
Removed	AMAT	Applied Materials
Removed	CMCSA	Comcast

POTUS 46

Removed	INTC	Intel
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Our outlook

Equity markets have moved to new highs as better-than-expected earnings results have allayed investor concerns about supply chain disruptions and other cost pressures. While corporate America is not out of the woods, there are some encouraging signs. Semiconductor availability for automobiles as well as apparel manufacturing both seem to be improving as factories in Southeast Asia resume production. It will take some time to unspool the US logistics network, but pressures should ease as capacity is expanded and volumes seasonally ebb after the holiday season. Semiconductor capacity is also ramping up even though shortages are now affecting smartphones and PCs.

Most companies are successfully managing higher wages and other costs by raising prices or finding efficiencies. Only the most labor-intensive industries such as restaurants and freight are having a harder time. But the flip side

of rising wages is faster consumer spending. Demand remains healthy and should persist as the job market grows, households tap into excess savings and businesses expand capacity. While the Fed will begin to remove accommodation, it will likely do so at a measured pace as inflation pressures continue to ease. We expect further equity market gains driven by continued corporate profit growth. Our year-end 2022 S&P 500 price target is 5,000

We continue to favor more cyclical segments of the market given strong economic and corporate profit growth and a likely continued increase in long term interest rates. On balance, our tactical themes reflect this thinking.

In the current market environment, we see 5 key thematic opportunities: **Reopening America**, **Business spending rebound**, **Pricing power standouts**, **POTUS 46**, and **5G infrastructure**. Below we provide a brief summary of each

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theme. More detail for each theme, including the associated stock list, can be found in the following pages of this report.

1. **Reopening America** – As the pandemic's grip eases, economic growth has surged. Consumers are tapping into their high level of cash savings as they return to deferred activities. We expect a number of companies to benefit from this pick up in consumer spending, including consumer, financial, energy, healthcare, and industrial businesses.
2. **Business spending rebound** – As the US economy reopens, consumer spending is kickstarting a virtuous cycle of business investment and sustained economic growth. In addition to the cyclical recovery, which will spur business spending in the near-term, the post-pandemic rebuild should support investment over a multi-year horizon. We believe that companies across a number of sectors—primarily industrials, technology, real estate, and financials—are likely to benefit from greater capital outlays.
3. **Pricing power standouts** – Inflation concerns are top of mind for investors. In the face of rising input costs, we believe that companies with pricing power will be better able to pass on these costs to consumers and maintain their profit margins. We identify companies with pricing power as those with historically high and stable gross profit margins and a large market share in their respective industries.
4. **POTUS 46** – Earlier this year, President Biden was sworn in as the 46th President of the United States. While there was some immediate price action in the markets that reflected future policy expectations, we believe pockets of opportunity remain as expectations gradually become reality. We have identified select companies that may outperform due to their exposure to policy changes related to: infrastructure, greentech, and technology, specifically semiconductors and broadband investment. We also believe that policy developments will lead to faster growth, and higher interest rates, which will favor certain companies such as banks.
5. **5G infrastructure** – 5G is the next generation in wireless technology. The transition to 5G is unstoppable and inevitable, but we believe that there is an underappreciated opportunity in 5G infrastructure, specifically. While smartphone providers may benefit in the long run, we believe that network equipment and tower companies offer an attractively valued way to gain exposure to 5G rollouts. In addition, these companies are likely to benefit earlier on in the transition than smartphone makers.

Reopening America

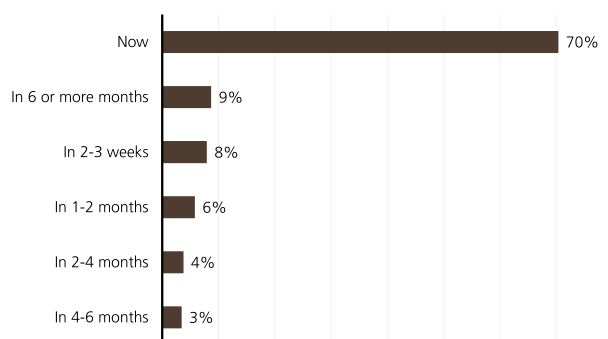
Theme authors: David Lefkowitz, Laura Kane, Michelle Laliberte, Matthew Tormey

Our view

- As the economy reopens, consumers are tapping into their high level of cash savings as they return to work and school, visit the doctor, and re-engage in leisure activities.
- Spending will likely increase on both services and certain goods, as consumers look to refresh their wardrobes in anticipation of increased social and professional engagements.
- We expect a number of companies to benefit from the pick-up in consumer spending, including consumer, financial, energy, healthcare, and industrial businesses.

Fig. 1: Data shows consumers feel comfortable going out shopping again

How soon from now would you be comfortable shopping in stores (not including for groceries)?



Source: UBS Evidence Lab, Civic Science as of 23 October 2021

Recent developments

- We remove **JPMorgan (JPM)** and add **Bank of America (BAC)**. We believe Bank of America is more levered to rising interest rates and an improving US consumer economy.
- Within consumer discretionary, we book profits on **TJX Companies (TJX)** and add **Burlington (BURL)**. Between the two, Burlington is more domestic and therefore more direct exposure to the US reopening. The company also has larger potential growth and margin expansion opportunities.
- We remove **Fortive (FTV)** and add **Parker Hannifin (PH)**. Global industrial activity and demand remain strong, a key positive driver for Parker Hannifin. Valuation for Parker looks increasingly attractive.

- Lastly, we remove **Levi Strauss (LEVI)**. Concerns around supply chain disruptions and higher raw material costs may continue to linger in the near term.

Stock list

Ticker	Company	Price
AAP	Advance Auto Parts	225.52
AXP	American Express Co.	173.78
BAC	Bank of America	47.78
BSX	Boston Scientific	43.13
BURL	Burlington Stores	276.29
COF	Capital One	151.03
CSCO	Cisco Systems	55.97
DAL	Delta Air Lines, Inc.	39.13
DEO	Diageo+	199.67
DRI	Darden Restaurants+	144.14
EMN	Eastman Chemical	104.03
FB	Facebook	323.57
GOOGL	Alphabet	2960.92
GS	Goldman Sachs	413.35
HPP	Hudson Pacific Properties, Inc.	25.75
LUV	Southwest Airlines	47.28
MAR	Marriott International, Inc.	160.02
MDT	Medtronic	119.86
PH	Parker-Hannifin	296.59
PSX	Phillips 66	74.78
PVH	PVH Corp+	109.33
PXD	Pioneer Natural Resources	186.98
SPG	Simon Property Group Inc.	146.58
UNP	Union Pacific	241.40
V	Visa	211.77
XOM	Exxon Mobil	64.47

Source: Bloomberg, UBS, as of 29 October 2021

Note: Stocks that are only covered by UBS Global Research are annotated as such with a "+" sign. These stocks have a 12-month rated Buy or Neutral recommendation. Stocks not covered by UBS are indicated by a "+ +" and have an S&P Quality rating of B+ or better. Stocks have a favorable consensus rating of at least three Buy or Buy/Hold opinions based on analyst ratings submitted to Thomson Reuters indicated by "+++."

Risks

- While the recent wave of COVID-19 infections appears to be peaking, the virus is unpredictable and additional waves are possible.
- Our stock list is underweight secular growth stocks, which could experience bouts of outperformance as investors assess the outlook for monetary policy and interest rates fluctuate.

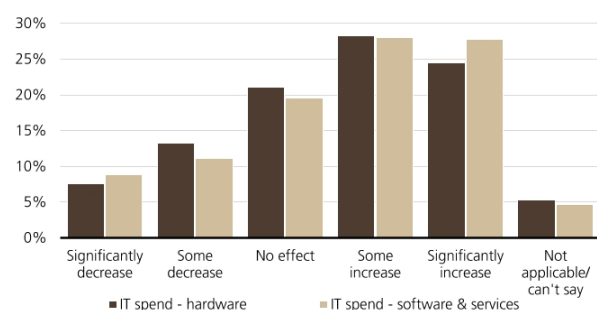
Business spending rebound

Theme Authors: Laura Kane, Michelle Laliberte, Adam Scheiner, Kevin Dennean, Brad Ball, Jonathan Woloshin, James Dobson

Our view

- As the US economy reopens, businesses are beginning to invest for future growth.
- In addition, the COVID-19 pandemic accelerated structural trends, such as digitization, re-shoring, and automation, as well as incentivized infrastructure and IT upgrades, all of which should support business investment over a multi-year period.
- We believe that companies across a number of sectors — primarily industrials, technology, real estate, and financials — stand to benefit from greater capital outlays.

Fig. 1: Bulk of CFO survey respondents indicated they planned to increase IT spending over the next 12-24 months



UBS Evidence Lab as of 31 January 2021

Recent developments

- The potential for additional spending measures passed through budget reconciliation would provide further support for our investment thesis.
- We are removing **Illinois Tool Works (ITW)** to reduce our list's industrial exposure. The company has less exposure to the secular trends underpinning this theme relative to other industrial companies on our list.
- We are adding **Schlumberger (SLB)**, a leader in oil field services that is well positioned to benefit from recovery in international drilling and development activity.

Stock list

Ticker	Company	Price
ADI	Analog Devices, Inc.+	173.49
APH	Amphenol Corporation Class A+	76.77
BAC	Bank of America Corp	47.78
CARR	Carrier Global Corp.+	52.23
CRM	salesforce.com, inc.	299.69
CSCO	Cisco Systems, Inc.	55.97
DHR	Danaher Corp	311.77
DRE	Duke Realty	56.24
EMN	Eastman Chemical Co.	104.03
EMR	Emerson Electric Co.	97.01
ETN	Eaton Corp. Plc+	164.76
FB	Facebook	323.57
FFIV	F5 Networks Inc.++	211.15
FTV	Fortive Corp.	75.71
HON	Honeywell International Inc.	218.62
HPE	Hewlett Packard Enterprise Co.	14.65
IR	Ingersoll Rand	53.76
NEE	NextEra Energy	85.33
NOW	ServiceNow, Inc.+	697.76
PH	Parker-Hannifin Corporation	296.59
PLD	Prologis	144.96
PSTG	Pure Storage Inc.	26.86
ROK	Rockwell Automation, Inc.	319.40
SLB	Schlumberger NV	32.26
TFC	Truist Financial Corporation	63.47

Source: Bloomberg, UBS, as of 29 October 2021

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Risks

- Economic uncertainty may linger as parts of the world still struggle with the pandemic and virus variants.
- Higher costs of manufacturing inputs and commodities pose a headwind to industrial firms' profitability.
- The potential increase in corporate tax rates could reduce companies' willingness to invest in their businesses.

Pricing Power Standouts

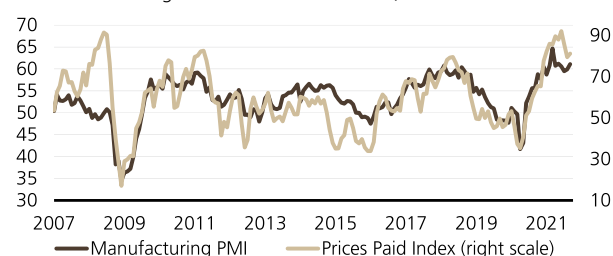
Theme authors: Laura Kane, Michelle Laliberte, Kevin Dennean

Our view

- We are likely past the peak in inflation, but consumer prices will likely remain elevated for some time as pandemic-related supply chain disruptions persist and consumer demand remains strong.
- Companies that are better positioned to pass on rising costs to consumers in the form of higher prices are less likely to see profitability headwinds.
- We believe that companies with pricing power have the potential to outperform the broader market in the months ahead. These companies tend to have high and stable gross profit margins and a large market share in their respective industries.

Fig. 1: Prices have moderated but remain elevated as supply constraints continue

ISM Manufacturing PMI and Prices Paid index, 50=neutral



UBS, Bloomberg as of 30 September 2021

Recent developments

- We expect inflation to moderate in 2022, but it will likely remain above the Fed's 2% target for the foreseeable future. At the same time, supply chain disruptions have continued to drive prices higher for certain commodities and manufacturing inputs. As a result, we still view pricing power as a differentiator in the current market environment.
- In this update, we remove **Comcast (CMCSA)**. The cable industry is facing higher competition in the broadband market, which limits pricing power in our view.
- We are adding **Netflix (NFLX)**. The company's global scale sets it apart from other digital content providers, and a strong content slate should allow for further price increases going forward.
- In real estate, we remove **American Tower (AMT)** and add **Duke Realty (DRE)** instead, where we see better risk reward in the near term.

- Finally, we are taking profits on **Applied Materials (AMAT)**. The stock has outperformed year to date, and expectations are elevated. We still believe AMAT still has pricing power, but view risk reward as skewed to the downside.

Stock list

Ticker	Company	Price
AAPL	Apple Inc.	149.80
ADBE	Adobe Inc.	650.36
CSCO	Cisco Systems, Inc.	55.97
DEO	Diageo PLC+	199.67
DIS	Walt Disney Co.	169.07
DRE	Duke Realty	56.24
GLW	Corning Inc.	35.57
GOOGL	Alphabet Inc.	2960.92
KO	Coca-Cola Co.	56.37
LIN	Linde PLC	319.20
LULU	Lululemon Athletica Inc.	466.01
MA	Mastercard Incorporated	335.52
MSFT	Microsoft Corporation	331.62
NFLX	Netflix	690.31
NKE	NIKE, Inc.	167.29
PM	Philip Morris International Inc.	94.54
RACE	Ferrari NV+	237.17
RSG	Republic Services, Inc.	134.60
SHW	Sherwin Williams Company	316.61
UNP	Union Pacific Corporation	241.40
UPS	United Parcel Service	213.47
V	Visa Inc.	211.77
ZTS	Zoetis Inc.+++	216.20

Source: Bloomberg, UBS, as of 29 October 2021

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Risks

- Companies with monopolistic characteristics are at risk of antitrust regulation, posing a threat for large corporations with high market shares.
- Inflation may trend back toward the Fed's target sooner than expected, reducing the relative advantage of pricing power.
- Our stock list does not have exposure to energy and financials, two industries that are well positioned for strong global growth prospects.

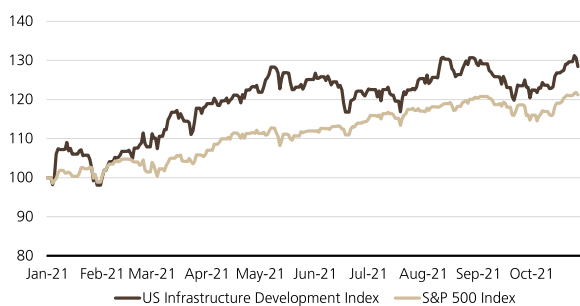
POTUS 46

Theme authors: David Lefkowitz, Nadia Lovell, Laura Kane, Michelle Laliberte, Matthew Tormey

Our view

- We see pockets of opportunity related to the policy priorities of the Biden administration. In our base case, we believe Congress will pass many but not all of President Biden's infrastructure proposals.
- We have identified companies that are poised to outperform due to their exposure to policy changes related to: transportation infrastructure, clean energy, electric vehicles, and technology (specifically semiconductors and broadband).
- These policy proposals should lead to faster long-term economic growth, and higher interest rates, which will favor certain companies such as banks.

Fig. 1: Infrastructure has outperformed YTD in anticipation of spending plans



UBS, Bloomberg as of 27 October 2021

Recent developments

- Within technology, we remove **Intel Corp. (INTC)**. Intel is embarking on a significant investment program and business transformation, which may limit any potential positive impact from Biden administration policies.
- The timing of the House of Representatives vote on the bipartisan infrastructure bill remains uncertain, although, ultimately we expect it to pass. This would benefit a number of the companies on our stock list, particularly those with exposure to building materials and transportation infrastructure.

Stock list

Ticker	Company	Price
ABBV	AbbVie Inc.	114.67
ACM	AECOM	68.37
AEP	American Electric Power	84.71
AMT	American Tower	281.97
APTV	Aptiv PLC+	172.89
BAC	Bank of America	47.78
ETN	Eaton Corp. Plc+	164.76
GM	General Motors	54.43
GS	Goldman Sachs	413.35
JCI	Johnson Controls	73.37
LIN	Linde PLC	319.20
MLM	Martin Marietta++	392.84
NEE	NextEra Energy	85.33
ON	ON Semiconductor	48.07
PWR	Quanta Services+	121.28
RUN	Sunrun+	57.68
TEL	TE Connectivity	146.00
TT	Trane Technologies	180.93
URI	United Rentals+	379.11
VMC	Vulcan Materials	190.12

Source: Bloomberg, UBS, as of 29 October 2021

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Risks

- The infrastructure spending bill may fail to pass Congress.
- The Democrats may not be successful in passing a second, more progressive spending package through budget reconciliation, which could be a disappointment for greentech-exposed companies.
- If fiscal spending is not as large as anticipated, the reflationary impulse may be weaker than expected, which could have a negative impact on the rate sensitive companies on our stock list.

5G Infrastructure

Theme authors: Kevin Dennean, Jonathan Woloshin

Our view

- 5G is the next phase in the evolution of wireless technology. We see 5G as part of an emerging infrastructure along with artificial intelligence, cloud computing, big data, and virtual/ augmented reality that will impact every industry in every part of the global economy.
- Applications of 5G are expected to include autonomous driving, the massive internet of things (IoT) and telemedicine, mobile and fixed broadband, among others.
- Investor perceptions of 5G are tracking prior cycles of early excitement followed by skepticism. While there are certainly technologic and economic hurdles to overcome, we view the global 5G build-out as inevitable and see the current sentiment as an attractive opportunity.
- The 5G build-out will take a number of years before consumers fully realize its benefits. However, we believe the “inevitability” of 5G relative to investor skepticism creates an attractive opportunity in companies leveraged to infrastructure. We believe infrastructure companies will benefit from 5G before smartphone-focused companies.

- Looking ahead, we expect continued increased network build-outs, with a deepening in capacity. We believe these efforts will help realize the GSM Association's forecast of USD 900bn in 5G service revenue and capital investment in 2025.
- After a strong recovery in smartphone revenues in recent quarters, we see more compelling investment opportunities in infrastructure-leveraged companies.

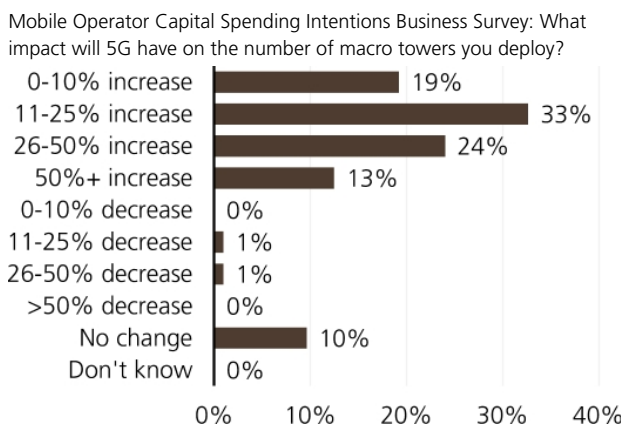
Stock list

Ticker	Company	Price
AMT	American Tower Corporation	281.97
CCI	Crown Castle International Corp	180.30
CSCO	Cisco Systems, Inc.	55.97
ERIC	Telefonaktiebolaget LM Ericsson Sponsored ADR Class B+++	10.87
INTC	Intel Corporation	49.00
JNPR	Juniper Networks, Inc.	29.52
NOK	Nokia Oyj Sponsored ADR+	5.68
SBAC	SBA Communications Corp. Class A+	345.33

Source: Bloomberg, UBS, as of 29 October 2021

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Fig. 1: 5G should be supportive of demand for macro towers



UBS Evidence Lab

Recent developments

- We have not made any changes to this stock list since our last publication on 21 April 2021.
- Although COVID-19 did cause some disruption, the 5G network build-out continued. Carriers globally have now deployed 153 5G commercial networks in 64 countries and territories as of March 2021, according to industry trade group GSA.

Risks

- Spectrum availability and cost may delay network build-outs. Globally, carriers and governments are wrestling with spectrum allocation. Spectrum has multiple trade-offs, but the best 5G experience will require mid- and high-frequency spectrum that is in the process of being auctioned.
- The perception of investment opportunities could disappoint. Telecom carriers have limited growth prospects and therefore will only invest aggressively in 5G if there are perceived new revenue opportunities such as premium mobile pricing, success in fixed wireless access, or greater enterprise adoption of the IoT.
- Competition could influence the performance of our stock list. We believe the communication equipment industry's structure is much improved over the past 20 years, but the industry is still very competitive. Huawei remains a significant potential disruptor given its scale and willingness to trade margin for share.
- Our stock list has exposure to several global currencies, and thus has currency risk relative to the USD.

Portfolio considerations

We view these tactical equity themes as a way to add exposure to specific trends impacting equity market performance. Each stock list is compiled with the goal of outperforming a specified benchmark (see table 1 below). That said, each stock list should be considered in the context of an investor's broader portfolio holdings. For example, it may be appropriate to gain exposure to some themes and not others, and to consider the constituents of each list in the context of the full portfolio.

Theme	Benchmark	Beta (3 yr ex-post)	Tracking error (3y annualized)	Volatility (3 yr annualized std dev)
Reopening America	S&P 500 Index	1.14	11.25	24.68
Business spending rebound	S&P 500 Index	1.10	7.39	26.07
Pricing power standouts	S&P 500 Index	0.99	4.31	19.39
POTUS 46	S&P 500 Index	1.07	10.72	23.32
5G infrastructure	S&P 500 Index	0.84	11.32	20.70
S&P 500 Index				19.39

UBS, Bloomberg as of 29 October 2021

How do themes fit into CIO's Messages in Focus (MIF)?

The Messages in Focus (MIFs) are a set of high-conviction actionable investment ideas from CIO based on our asset allocation preferences, investment themes, and general market views. Below we indicate how some of our equity themes align with the CIO MIFs.

MIF: Buy the winners of global growth: We are likely past the peak in year-on-year GDP growth rates, but growth and inflation are likely to stay elevated, thanks to consumer spending, retailer restocking, and monetary and fiscal stimulus measures. We think this is a good environment for cyclical companies (energy, financials, US mid-caps, Japanese equities), and commodities.

- Reopening America
- Business spending rebound

MIF: Position for net zero carbon transition: The transition to net-zero carbon is on. This has and should continue to benefit companies developing greentech, and clean air solutions, as well as creating new opportunities in the emerging carbon market. These strategies are all part of a broader shift toward sustainable investing – our preferred approach for investing globally.

- POTUS 46 – This theme includes some companies that stand to benefit from policy initiatives aimed at reducing carbon emissions.

Thematic Universe

Below is a consolidated list of all the stocks associated with our themes, along with a description of the investment rationale for each company.

Ticker	Company	Theme	Sector	Description
CSCO	Cisco Systems, Inc.	5G Infrastructure	Information Technology	Cisco engages in the design, manufacture, and sale of internet protocol (IP) based networking products and services related to the communications and information technology industry. Cisco helps create the hyper-programmable 5G architecture in the cloud. We believe Cisco will benefit from new product cycles in switching, an improvement in overall IT spending, and the company's increased focus in security.
ERIC	Telefonaktiebolaget LM Ericsson Sponsored ADR Class B+++	5G Infrastructure	Information Technology	Ericsson is one of the leading global provider of communications equipment and services. We believe Ericsson will be a significant vendor for 5G infrastructure and services. Also, Ericsson should continue to benefit from modestly improving carrier spending as carriers increase capacity and functionality of existing networks.
INTC	Intel Corporation	5G Infrastructure	Information Technology	Intel engages in the design, manufacture, and sale of computer products and technologies. Intel's dominant position in the chip market and prowess in AI and edge computing will be an essential building block in enabling the full potential from a 5G world, and in our view will be a particular beneficiary of the move to virtualized networks.
JNPR	Juniper Networks, Inc.	5G Infrastructure	Information Technology	Juniper Networks engages in the design, development, and sale of products and services for high-performance networks. The company aids in the creation of a 5G-enabled service-based infrastructure that extends from corporate devices to the mobile network core.
NOK	Nokia Oyj Sponsored ADR+	5G Infrastructure	Information Technology	Nokia is another leading global provider of telecom equipment and services and appears well positioned for 5G. We expect Nokia to benefit from an uptick in carrier spending that should drive growth across most of its portfolio, including broadband access, optical transport, and routing
AMT	American Tower Corporation	5G Infrastructure	Real Estate	American Tower is a real estate investment trust that owns, operates, and develops multitenant communications real estate. The deployment of urban mmWave solutions and wide-area spectrum coverage to reach the suburban and rural locations supports strong demand for AMT towers.
CCI	Crown Castle International Corp	5G Infrastructure	Real Estate	Crown Castle is a real estate investment trust company that engages in the provision of access to wireless infrastructure through towers and fiber. Crown Castle is investing heavily in small cells, the necessary piece for mmWave deployment in dense urban areas, and is well positioned with over 87,000 miles of fiber.
SBAC	SBA Communications Corp. Class A+	5G Infrastructure	Real Estate	SBA Communications is a real estate investment trust that engages in the provision of wireless communications infrastructures. SBA is playing a critical role as telecom carriers invest in the 5G network by being a leader in leasing tower space to carriers installing antennas, small cells, and other equipment.
FB	Facebook	Business spending rebound	Communication Services	Facebook is well positioned for long-term growth in advertising spend. User engagement remains healthy and greater monetization of Instagram and Whatsapp add to the company's long term opportunities. Regulatory headwinds have persisted, but we believe headline risk is reflected in valuations and the company should be rewarded for its growth potential.
SLB	Schlumberger NC	Business spending rebound	Energy	Schlumberger is an oilfield services company that supplies technology, project management, and information solutions for the oil and gas industry. The company has one of the strongest global brands, and its balance sheet is healthy. In our view, it is well-positioned to endure oil price volatility and to benefit from recovery in international drilling and development activity.

Tactical US equity themes

BAC	Bank of America Corp	Business spending rebound	Financials	Bank of America benefits from leading market share positions across a broad array of banking, advisory, and asset management businesses with growth and returns closely tied to US economic growth. BAC is levered to rising interest rates, and should also benefit from improved prospects for loan growth.
TFC	Truist Financial Corporation	Business spending rebound	Financials	Truist is a US bank holding company serving the mid-Atlantic and Southeastern US. The company is highly levered to consumer and commercial banking services, and we believe looks well positioned to achieve improved operating efficiency and revenue growth moving forward. An increase in demand for commercial and industrial loans should further support growth.
DHR	Danaher Corp	Business spending rebound	Healthcare	Danaher designs, manufactures, and markets professional, medical, industrial and commercial products, and services in the sectors of test and measurement, environmental, life sciences, dental, and industrial technologies. The company should benefit from increased spending on life science tools and research.
CARR	Carrier Global Corp.+	Business spending rebound	Industrials	Carrier Global manufactures HVAC equipment. The company is levered to building upgrades, and should benefit from increased incentives for building and residential efficiency improvements.
EMR	Emerson Electric Co.	Business spending rebound	Industrials	Emerson is exposed to process automation that should benefit from improved spending plans. The company should also benefit from a recovery in economic growth and higher oil prices, given their leverage to oil and gas spending. Emerson's commercial and residential solutions division should also benefit from a greater emphasis on efficiencies and decarbonization.
ETN	Eaton Corp. Plc+	Business spending rebound	Industrials	Eaton provides power management services, and produces a number of products including automation controls, pumps and valves, and transmission equipment. The company has exposure to electric grid, e-mobility, and data center equipment. A pickup in business investment should benefit the company given their exposure to automation and greentech equipment.
FTV	Fortive Corp.	Business spending rebound	Industrials	Fortive is a provider of technologies for connected workflow solutions, and should benefit from improving sales trends post COVID-19. We expect increased growth and M&A to help Fortive's stock gain back its premium following the de-rating over the last twelve months.
HON	Honeywell International Inc.	Business spending rebound	Industrials	Honeywell is a global diversified manufacturing and technology company. Honeywell is favorably exposed to the secular growth themes of automation and environmental solutions such as energy efficiency tools. A pickup in spending on supply chain efficiency and factory automation, as well as greentech equipment, should benefit the company's warehouse automation and energy efficiency businesses.
IR	Ingersoll Rand	Business spending rebound	Industrials	Ingersoll Rand manufactures flow control equipment. The company's products include compressors, a variety of power tools, and lifting and material handling. Ingersoll should benefit from a recovery in capital expenditures.
PH	Parker-Hannifin Corporation	Business spending rebound	Industrials	Parker-Hannifin is a diversified manufacturer of motion and control technologies. The company has focused on expanding margins and accretive acquisitions in recent years, and we believe this should continue to add to sales and margin growth over the longer term. Parker is exposed to a pickup in automation spending and should benefit from a cyclical recovery more broadly.

Tactical US equity themes

ROK	Rockwell Automation, Inc.	Business spending rebound	Industrials	Rockwell is highly levered to long-term industrial automation trends. The company serves a variety of end markets including the automotive, oil and gas, and life science industries. Rockwell's North America business accounts for approximately 60% of revenue, and the company should benefit from reshoring trends and increased demand for industrial automation.
ADI	Analog Devices, Inc.+	Business spending rebound	Information Technology	Analog designs, manufactures, and markets integrated circuits used in analog and digital signal processing. The company's end markets include communications, aerospace, automotive, and consumer electronics. ADI should benefit from an acceleration in investment spending.
APH	Amphenol Corporation Class A+	Business spending rebound	Information Technology	Amphenol designs, manufactures and markets electrical, electronic and fiber optic connectors, interconnect systems, and cables for a variety of industries including telephone, wireless, and data communications. The company is exposed to the secular growth trends of automation and digital connectivity, and is also tied to an increase in broadband investment.
CRM	salesforce.com, inc.	Business spending rebound	Information Technology	Salesforce.com is one of the largest software-as-a-service (SaaS) companies and a leader in customer relationship management with about 20% share of the market. The company should continue to benefit from R&D efforts and spending on software.
CSCO	Cisco Systems, Inc.	Business spending rebound	Information Technology	Cisco is a leader in data networking equipment sold to enterprises, telecom and cable service providers, and Web 2.0 companies. Cisco should benefit from healthy growth in data center products and security demand, and the company's cyclicity levers it to the economic recovery.
FFIV	F5 Networks Inc.++	Business spending rebound	Information Technology	F5 Networks provides integrated internet traffic management solutions. The company offers products that can optimize the security and performance of network applications, servers, and storage systems. F5 should be a beneficiary of increased IT investment.
HPE	Hewlett Packard Enterprise Co.	Business spending rebound	Information Technology	Hewlett Packard Enterprise offers enterprise security, analytics and data management, data center care, and business processes services. The company designs and sells servers, storage, and networking equipment. Over the longer term HPE will likely face structural challenges due to shifts in IT spending, but in the near term HPE should benefit from a recovery in on-premise IT hardware.
PSTG	Pure Storage	Business spending rebound	Information Technology	Pure Storage provides enterprise storage solutions. The company should benefit from IT spending trends as well as the secular shift to solid state storage.
NOW	ServiceNow, Inc.+	Business spending rebound	Information Technology	ServiceNow provides enterprise information technology management software. The company is levered to a pick up on spending to automate internal processes, such as accounts payable process and receivables collection. ServiceNow also provides cloud management services.
EMN	Eastman Chemical	Business spending rebound	Materials	Eastman Chemical manufactures and markets chemicals, fibers and plastics. The company should benefit from the reopening of global manufacturing and growth in its specialty materials business.
DRE	Duke Realty	Business spending rebound	Real Estate	Duke Realty Corporation (DRE) owns and operates approximately 159 million rentable square feet of industrial assets, and is well positioned to capitalize on further e-commerce penetration and omni-channel adoption, more on-shoring/near-shoring, increased reverse logistics, and greater demand for speed of delivery. Duke's industrial real estate business should benefit as businesses rethink inventory management in light of supply chain challenges.

Tactical US equity themes

PLD	Prologis	Business spending rebound	Real Estate	Prologis, Inc. (PLD) is the global leader in logistics real estate with a focus on high-barrier, high-growth markets. As of December 31, 2020, the company owned or had investments in, on a wholly owned basis or through co-investment ventures, properties and development projects expected to total approximately 984 million square feet in 19 countries. Industrial real estate should benefit as businesses rethink inventory management in light of supply chain challenges.
NEE	NextEra Energy	Business spending rebound	Utilities	NextEra Energy is the largest wind and solar developer in the US and is well positioned for increased spending on renewable power development. Capital spending in the utilities industry more broadly should be a positive for the company.
APTV	Aptiv PLC+	POTUS-46	Consumer Discretionary	Aptiv engages in the design, development, and manufacture of vehicle components. The company should benefit from its exposure to hybrid and electric vehicle components.
GM	General Motors	POTUS-46	Consumer Discretionary	General Motors is a leading automotive company that designs, builds, and sells cars, trucks, crossovers, and automobile parts. The company has already maximized its utilization of the current tax incentive for electric vehicles, and would benefit should these tax incentives be extended further as proposed.
BAC	Bank of America	POTUS-46	Financials	Bank of America is a universal bank that engages in the provision of financial products and services. The currently proposed fiscal legislation could add further stimulus to the economy, and the economic recovery overall will likely lead to higher interest rates, improving bank profitability and benefitting select financials.
GS	Goldman Sachs	POTUS-46	Financials	Goldman Sachs is a leading global investment banking, securities, and investment management firm. The currently proposed fiscal legislation could add further stimulus to the economy, and the economic recovery overall will likely lead to higher interest rates, improving bank profitability and benefitting select financials.
ABBV	AbbVie Inc.	POTUS-46	Healthcare	AbbVie is a research-based biopharmaceutical company, which engages in the development and sale of pharmaceutical products. The company should benefit as we get further clarity on drug pricing reform.
ACM	AECOM	POTUS-46	Industrials	AECOM is a global provider of professional technical and management support services. We believe the company would benefit from proposed plans for infrastructure investment.
ETN	Eaton Corp. Plc+	POTUS-46	Industrials	Eaton Corp. is a power management company, which provides energy-efficient solutions for electrical, hydraulic, and mechanical power. The company should benefit from plans to reduce emissions through greater energy efficiency.
JCI	Johnson Controls	POTUS-46	Industrials	Johnson Controls is a global market leader in engineering, developing, manufacturing, and installing building products and systems around the world. We expect the company to benefit from plans to reduce emissions through greater energy efficiency.
PWR	Quanta Services+	POTUS-46	Industrials	Quanta Services is a leading specialty contractor providing fully integrated solutions for the electric power, pipeline, industrial, and communications industries. The company should benefit from proposed plans for increased grid spending.

Tactical US equity themes

RUN	Sunrun+	POTUS-46	Industrials	Sunrun provides solar energy solutions, including installing, monitoring, and maintaining solar panels on homeowner's roofs to supply solar electricity. The company should benefit from increased transmission investment to deliver renewable power.
TT	Trane Technologies	POTUS-46	Industrials	Trane Technologies manufactures energy efficiency climate control products and should benefit from plans to reduce carbon emissions through greater energy efficiency.
URI	United Rentals+	POTUS-46	Industrials	United Rentals provides equipment rental services for construction and industrial companies as well as utilities and government entities. The company should benefit from infrastructure spending.
ON	ON Semiconductor	POTUS-46	Information Technology	ON Semiconductor is a provider of semiconductors and sensors used in the automotive, communications, computing, consumer, and industrial markets. The company should benefit from its exposure to hybrid and electric vehicle components.
TEL	TE Connectivity	POTUS-46	Information Technology	TE Connectivity engages in the design and manufacture of connectivity and sensor solutions. TE is domiciled outside the US, should be relatively less impacted by higher US corporate tax rates, and should benefit from its exposure to hybrid and electric vehicle components.
LIN	Linde	POTUS-46	Materials	Linde is the world's largest industrial gases company. As a global leader in the production, processing, storage, and distribution of hydrogen, we expect the company to benefit from proposed plans for clean energy investment.
MLM	Martin Marietta++	POTUS-46	Materials	Martin Marietta is a leading supplier of building materials in the US, Canada, and Bahamas. The company should benefit from proposed plans for infrastructure investment.
VMC	Vulcan Materials	POTUS-46	Materials	Vulcan Materials is a leading supplier of building materials and the largest US producer of construction aggregates. The company should benefit from proposed plans for infrastructure investment.
AMT	American Tower	POTUS-46	Real Estate	American Tower is a leading independent owner, operator, and developer of wireless and broadcast communications real estate. As the eventual migration to 5G takes place, the company should benefit from the administration's positive stance on 5G adoption.
AEP	American Electric Power	POTUS-46	Utilities	American Electric Power distributes and generates electricity and should benefit from increased transmission investment to deliver renewable power.
NEE	NextEra Energy	POTUS-46	Utilities	NextEra Energy is the largest wind and solar developer in the US and is well positioned for increasing renewable power development.

Tactical US equity themes

NFLX	Netflix	Pricing power standouts	Communication Services	Netflix is the leading global subscription video-on-demand service company. The digital content provider enjoys significant market share and the company's global scale sets it apart from other providers. A strong content slate is expected in the fourth quarter and into 2022, which could allow the company to raise prices further.
DIS	Walt Disney Co.	Pricing power standouts	Communication Services	Walt Disney is an entertainment company with operations in media networks, park experiences & consumer products, studio entertainment and Direct-to-Consumer networks and channels. The company enjoys significant market share in amusement parks and US TV and broadcast networks. Historically, Disney has been able to raise prices on both the parks side and DTC side without significantly impacting demand.
GOOGL	Alphabet Inc.	Pricing power standouts	Communication Services	Alphabet, Inc. is a holding company, which engages in the business of acquisition and operation of different companies. The company, through its subsidiaries, provides web-based search, advertisements, maps, software applications, mobile operating systems, consumer content, enterprise solutions, commerce, and hardware products. We expect increasing demand for advertising to result in higher prices per ad.
LULU	Lululemon Athletica Inc.	Pricing power standouts	Consumer Discretionary	Lululemon designs and retails athletic clothing products. The Company produces fitness pants, shorts, tops and jackets for yoga, dance, running, and general fitness. Lululemon's high gross margins and strong branding align the company with our pricing power theme.
NKE	NIKE, Inc.	Pricing power standouts	Consumer Discretionary	NIKE, Inc. designs, develops, and markets athletic footwear, apparel, equipment, and accessory products for men, women, and children. It sells its products worldwide to retail stores, through its own stores, subsidiaries, and distributors. Nike is a world renowned brand, and has historically been able to raise prices on their products.
RACE	Ferrari NV+	Pricing power standouts	Consumer Discretionary	Ferrari NV designs and manufacturers sports cars. The Company offers new and used vehicles, warranty programs, financial supports, and maintenance, as well as watches, apparels, earphones, caps, and other accessories. Ferrari's luxury brand allows for higher pricing, and the company has relatively high gross margins.
DEO	Diageo PLC+	Pricing power standouts	Consumer Staples	Diageo produces, distills, and markets alcoholic beverages. The Company offers a wide range of branded beverages, including vodkas, whiskeys, tequilas, gins, and beer. Diageo enjoys high gross margins and is also levered to an economic reopening.
KO	Coca-Cola Co.	Pricing power standouts	Consumer Staples	Coca-Cola is the world's largest non-alcoholic beverage company, with sales in over 200 countries. Brands include Coke, Sprite, Fanta, and Minute Maid, among others. The company's pricing power has significantly improved over the past few years as it has focused on mix through smaller packaging and shown a greater willingness to take price in volume challenged developed markets.
PM	Philip Morris International Inc.	Pricing power standouts	Consumer Staples	Philip Morris International, Inc. is a holding company, which engages in manufacturing and sale of cigarettes, tobacco and nicotine-containing products. The tobacco industry has historically enjoyed strong pricing power characteristics.
ZTS	Zoetis Inc.+++	Pricing power standouts	Health Care	Zoetis, Inc. discovers, develops and manufactures a portfolio of animal health medicines and vaccines. Its products are complemented by diagnostic products, genetic tests, bio devices and services. These are designed to meet the needs of veterinarians and the livestock farmers and companion animal. Zoetis enjoys significant market share within the veterinary diagnostics market and has historically maintained pricing power within the companion animal business segment.

Tactical US equity themes

RSG	Republic Services, Inc.	Pricing power standouts	Industrials	Republic Services, Inc. engages in the provision of services in the domestic non-hazardous solid waste industry. It provides integrated waste management services, which offers non-hazardous solid waste collection, transfer, recycling, disposal and energy services. Republic Services has high market share in garbage services and the company's gross margins tend to be relatively stable.
UNP	Union Pacific Corporation	Pricing power standouts	Industrials	Union Pacific Corporation is a rail transportation company. The company's railroad hauls a variety of goods, including agricultural, automotive, and chemical products. Union Pacific offers long-haul routes from all major West Coast and Gulf Coast ports to eastern gateways as well as connects with Canada's rail systems and serves the major gateways to Mexico. UNP maintains significant market share in the US rail transportation industry.
UPS	United Parcel Service	Pricing power standouts	Industrials	UPS delivers packages and documents throughout the United States and in other countries. The Company also provides global supply chain services and less-than-truckload transportation. UPS is a major player in the market for express couriers, and its significant share in the industry aligns with our pricing power theme.
AAPL	Apple Inc.	Pricing power standouts	Information Technology	Apple, Inc. engages in the design, manufacture, and marketing of mobile communication, media devices, personal computers, and portable digital music players. Apple sells its products worldwide through its online stores, its retail stores, its direct sales force, third-party wholesalers, and resellers. Apple's pricing power stems from its strong branding, integrated hardware/software ecosystem, relatively high margins, and high market share in developed markets.
ADBE	Adobe Inc.	Pricing power standouts	Information Technology	Adobe Systems provides software and cloud-based solutions. Through its Creative Cloud offering, Adobe users can create and manage digital content for delivery and consumption. Adobe's Digital Marketing Solutions offers tools to create, manage, and optimize digital marketing and advertising. We expect the company's pricing power to be a driver of annualized recurring revenue.
CSCO	Cisco Systems, Inc.	Pricing power standouts	Information Technology	Cisco Systems, Inc. engages in the design, manufacture, and sale of Internet Protocol based networking products and services related to the communications and information technology industry. The company provides products for transporting data, voice, and video within buildings, across campuses, and globally. Cisco has high market share in several communications equipment industries, and the company has maintained relatively high margins.
GLW	Corning Inc.	Pricing power standouts	Information Technology	Corning, Inc. is a global technology-based company. The company produces optical fiber, cable, and photonic components for the telecommunications industry, as well as manufactures glass panels, funnels, liquid crystal display glass, and projection video lens assemblies for the information display industry. Corning is a leader in the LCD glass market, and we believe the oligopoly market dynamic is indicative of pricing power.
MA	Mastercard Incorporated	Pricing power standouts	Information Technology	Mastercard, Inc. operates as a technology company, which engages in the payments industry that connects consumers, financial institutions, merchants, governments, and business. It offers payment solutions that enables the development and implementation of credit, debit, prepaid, commercial, and payment programs and solutions. We believe Mastercard's high market share is indicative of pricing power.
MSFT	Microsoft Corporation	Pricing power standouts	Information Technology	Microsoft Corp. engages in the development and support of software, services, devices, and solutions. Its products includes operating systems; cross-device productivity applications; server applications; business solution applications; desktop and server management tools; software development tools; and video games. It also offers personal computers, tablets, and other intelligent devices. Microsoft has maintained stable and very high gross margins.
V	Visa Inc.	Pricing power standouts	Information Technology	Visa, Inc. engages in the provision of payment services. It also facilitates global commerce through the transfer of value and information among global network of consumers, merchants, financial institutions, businesses, strategic partners, and government entities. It offers debit card, credit card, prepaid products, commercial payment solutions, and global ATM. We believe Visa's high market share is indicative of pricing power.

Tactical US equity themes

LIN	Linde PLC	Pricing power standouts	Materials	Linde operates as an industrial gas and engineering company. The Company offers products, technologies, and services that help customers improve their economic and environmental performance in a connected world. Linde exhibits relatively high gross margins, and consolidation within the sector should benefit industry pricing.
SHW	Sherwin Williams Company	Pricing power standouts	Materials	The Sherwin-Williams Company manufactures, distributes, and sells paints, coatings, and related products. The company's products are sold to professional, industrial, commercial, and retail customers primarily in North and South America. Sherwin Williams also has additional operations in the Caribbean region, Europe, and Asia. Sherwin's leading market share position, with well over half of total market revenues in the paints and coatings industry, gives the company pricing power capabilities.
DRE	Duke Realty	Pricing power standouts	Real Estate	Duke is a pure play on the US industrial real estate market and is positioned to capitalize on the myriad drivers of industrial real estate demand growth over the next several years: further e-commerce penetration and omni-channel adoption, more on-shoring/near-shoring, increased reverse logistics greater demand for speed of delivery. We believe strong demand and secular growth drivers should provide a favorable pricing environment for Duke.
GOOGL	Alphabet	Reopening America	Communication Services	Alphabet operates as a holding company with interests in software, health care, transportation and other technologies. Its key driver in relation to this theme is a recovery in digital advertising.
FB	Facebook	Reopening America	Communication Services	Facebook operates as a social networking service and website. Its key driver in relation to this theme is a recovery in digital advertising.
AAP	Advance Auto Parts, Inc.	Reopening America	Consumer Discretionary	Advance Auto Parts is an automotive aftermarket parts provider serving commercial customers as well as independent car and truck owners. Its key driver in relation to this theme is a pick-up in travel.
DRI	Darden Restaurants+	Reopening America	Consumer Discretionary	Darden is a full-service restaurant company that owns and operates restaurants in the US and Canada, including Olive Garden and LongHorn Steakhouse. Its key driver in relation to this theme is a recovery in dining out.
MAR	Marriott International	Reopening America	Consumer Discretionary	Marriott operates and franchises hotel properties worldwide. Its key driver in relation to this theme is an expected pick-up in travel.
PVH	PVH Corp+	Reopening America	Consumer Discretionary	PVH Corp designs and markets apparel, footwear, accessories, and related products across more than 40 locations. Its key driver in relation to this theme is a pick-up in consumer spending resulting from pent-up demand and a return to the office.
BURL	Burlington Stores	Reopening America	Consumer Discretionary	Burlington Stores provides customers the selection of fashionable branded products. Its key driver in relation to this theme is strong consumer spending as the economy reopens.

Tactical US equity themes

DEO	Diageo+	Reopening America	Consumer Staples	Diageo produces, distributes and sells wine, beer and other beverages. Its key driver in relation to this theme is a recovery in dining out.
PSX	Phillips 66	Reopening America	Energy	Phillips 66 engages in the business of refining and marketing, midstream and chemicals businesses. Its key driver in relation to this theme is a pick-up in travel.
PXD	Pioneer Natural Resources	Reopening America	Energy	Pioneer Natural Resources engages in oil and gas exploration. Its key driver in relation to this theme is a recovery in oil demand as economic activity picks up.
XOM	Exxon Mobil	Reopening America	Energy	Exxon Mobil explores and produces crude oil and natural gas; manufactures petroleum products; and sells crude oil, gas, and other petroleum products. Its key driver in relation to this theme is a recovery in oil demand as economic activity picks up.
AXP	American Express Co.	Reopening America	Financials	American Express engages in the provision of charge and credit card products and travel-related services. As mobility restrictions are eased and return to office trends improve, we expect the company to benefit from a pick-up in spending activity and business travel.
COF	Capital One	Reopening America	Financials	Capital One is a financial holding company operating through three segments: Credit Card; Consumer Banking; and Commercial Banking. Its key driver in relation to this theme is a pickup in consumer activity, spending, and falling unemployment.
GS	Goldman Sachs	Reopening America	Financials	Goldman Sachs is a leading global investment banking, securities, and investment management firm. Its key driver in relation to this theme is strong capital markets activity and improving macro-economic growth.
BAC	Bank of America	Reopening America	Financials	Bank of America is a universal bank that engages in the provision of financial products and services. Its key driver in relation to this theme is strong economic growth and rising interest rates.
BSX	Boston Scientific	Reopening America	Health Care	Boston Scientific develops, manufactures and markets medical devices. Its key driver in relation to this theme is the expected recovery in hospital procedures.
MDT	Medtronic	Reopening America	Health Care	Medtronic provides medical technology services. Its key driver in relation to this theme is the expected recovery in hospital procedures.
DAL	Delta Air Lines, Inc.	Reopening America	Industrials	Delta Airlines engages in the provision of scheduled air transportation for passengers and cargo. We expect the company to benefit from an increase in air travel as COVID-19 trends improve.

Tactical US equity themes

PH	Parker-Hannifin Corporation	Reopening America	Industrials	Parker-Hannifin is a diversified manufacturer of motion and control technologies. Its key driver in relation to this theme is strengthening global industrial activity.
LUV	Southwest Airlines	Reopening America	Industrials	Southwest Airlines is a major US airline that provides scheduled air transportation through the US and near-international markets. Its key driver in relation to this theme is a recovery in travel.
UNP	Union Pacific	Reopening America	Industrials	Union Pacific provides railroad and freight transportation services. Its key driver in relation to this theme is a pick-up in industrial activity.
CSCO	Cisco Systems	Reopening America	Information Technology	Cisco Systems designs, manufactures, and sells Internet protocol based networking products and services related to the communications and information technology industry. Its key driver in relation to this theme is increased spending on tech infrastructure.
V	Visa	Reopening America	Information Technology	Visa operates as a global payments technology company. Its key driver in relation to this theme is its exposure to digital payments, consumer strength, and a recovery in travel.
EMN	Eastman Chemical	Reopening America	Materials	Eastman Chemical manufactures and markets chemicals, fibers and plastics. Its key driver in relation to this theme is a pick-up in industrial activity.
HPP	Hudson Pacific Properties, Inc.	Reopening America	Real Estate	Hudson Pacific Properties owns, operate, and acquires office and media and entertainment properties, primarily in California and the Pacific Northwest. The company is exposed to strong end markets and should benefit from the return to office.
SPG	Simon Property Group Inc.	Reopening America	Real Estate	Simon Property Group owns, develops, and manages retail real estate properties which primarily consist of regional malls, premium outlets, and mills. As the holiday shopping season begins and COVID-19 trends improve, the company is well-positioned to benefit from strong pent-up consumer demand and increased foot traffic.

Note: Companies are eligible for inclusion in this stock list if they are on a Most Preferred or Bellwether list from CIO, (+) or have a 12-month Buy or Neutral rating from UBS Global Research (GR), or (++) an S&P Quality Ranking of B+ or higher, or (+++) have a favorable consensus rating of at least three Buy or Buy/Hold opinions based on analyst ratings submitted to Thomson Reuters. If there are any Sell or Sell/Hold ratings, the number of Buy or Buy/Hold ratings must be greater than or equal to the number of Sell or Sell/Hold ratings



Methodology

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This is the 74th wave of the US Reopening Consumer Survey. This report leverages the Pulse of the US Consumer: Covid-19. Insights into consumers' view of the COVID-19 virus and how their behavior changed, were gathered each week. Approximately 5,000 - 10,000 consumers have been surveyed on a weekly basis. The survey respondents were a representative sample of the population distribution in age, income, geography.

This asset contains data from Feb 16, 2020 to Oct 23, 2021.

Caveats and alerts:

- Given the changing nature of Covid-19, some survey questions were discontinued and sometimes replaced with updated language. Questions that were discontinued were noted in the data explorer tab.
- When certain questions do not have enough 18–24-year-old sample, they are weighted by US Census Adults (25+) instead of US Census Adults (18+).
- Please note that base sample sizes less than 30 are not robust enough and the data variability among these samples will be considerably high. Findings derived from sample sizes lower than 30 provide only indicative/directional reads.
- There is no data for question M104 on the week ending on October 23 due to the small base size obtained in those questions during last week.



US C-Suite Business Survey

Methodology

This marks the 8th wave of the US C-Suite Business Survey. UBS Evidence Lab conducted an online survey of 450 senior executives across US. Fieldwork took place from 18th of December 2020 to 8th of January 2021. To qualify for the survey, respondents had to have decision-making responsibility or insight into the investment strategy of the company within which they worked. Survey invites were sent to consumers via online access panels. This report leverages the following UBS Evidence Lab asset: US C-Suite Business Survey.

Previous waves:

Wave 1: March - April 2017

Wave 2: September 2017

Wave 3: April-May 2018

Wave 4: December 2018

Wave 5: May-June 2019

Wave 6: December 2019 - January 2020

Wave 7: May 2020



Mobile Operator Capital Spending Intentions Business Survey

Methodology

This is the fifth wave of the Mobile Operator Capital Spending Intentions Business Survey. UBS Evidence Lab conducted a telephone survey with 104 senior managers across Europe (45), North America (12), Asia-Pacific (29), & Rest of World (18). Fieldwork took place from November 19th to December 15th, 2020. To qualify for the survey, participants had to be responsible for network technology procurement for mobile operators. This report leverages the Mobile Operator Capital Spending Intentions Business Survey asset. Previous fieldwork dates for this survey are:

Wave 4: December 2019

Wave 3: December 2018

Wave 2: November 2017

Wave 1: December 2015

Caveats:

-This survey was conducted when the surveyed areas were impacted by the coronavirus pandemic and its restrictions. This may have impacted the answers provided by the respondents.

-Please note that base sample sizes less than 30 are not statistically significant, and only provide indicative/directional reads.

Required Disclosures

Analyst certification

Each research analyst primarily responsible for the content of this research report, in whole or in part, certifies that with respect to each security or issuer that the analyst covered in this report: (1) all of the views expressed accurately reflect his or her personal views about those securities or issuers; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed by that research analyst in the research report.

Company/Country Disclosures (1 November 2021)

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(For US sector Equity Preferences)

US equity sector strategists provide three equity selections:

Most Preferred*: We expect the stock to outperform the benchmark in the next 12 months.

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The sector views represent degrees of preference relative to the S&P 500 benchmark allocation: - = moderately less preferred, - - = less preferred, - - - = least preferred, + = moderately preferred, ++ = preferred, +++ = most preferred

Equity selection: An assessment relative to a benchmark

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