

2019 Anatomy of a Recession - LinkedIn

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Recession concerns top of mind? Help your clients make informed portfolio <http://adjustments>. Review the [#AnatomyOfaRecession](https://twitter.com/AnatomyOfaRecession) here: <http://ow.ly/muvKS0IL5ef> Share This!

ANATOMY OF A RECESSION
How close could we be to the next recession?

ClearBridge Investments
A Legg Mason Company

24

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Recessions can take time to develop. Now you can track the economy across 12 indicators with Recession Risk Dashboard. Review all indicators here:
<http://ow.ly/1Chu50IL5Fr> Share This!

ClearBridge Recession Risk Dashboard

		Fourth Quarter 2018	Third Quarter 2018
Consumer	Housing Permits	↑	↑
	Jobless Claims	↑	↑
	Retail Sales	↑	↑
	Job Sentiment	↑	↑
Business Activity	ISM New Orders	↑	↑
	Profit Margins	↑	↑
	Truck Shipments	↑	↑

↑ Expansion ● Caution ✘ Recession

Source: ClearBridge Investments. Data as of December 31, 2018.

29

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2019 UK Brand Awareness

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Share This! It's not just the usual fare 'round London Town! Branded taxis are giving a lift to Legg Mason's global campaign as they cruise the streets. 'Thinking Independently, Together' is a message on the move! [#MeetOurManagers](#)




 41


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2019 UK Brand Awareness

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Look at what's rolling down Brickell Avenue! Legg Mason's brand awareness campaign is now heating up the streets of Miami! Thinking Independently. Together. Diverse investment minds for diverse investment needs. Share This!
[#MeetOurManagers](#) <http://ow.ly/TUuOS0mKmyU>



Miami Trolley
youtube.com

 16

**153% above
benchmark**

June 2017 Global Investment Survey – Twitter

Top Performing Tweet



- **1,080** Impressions
- **27** Engagements
- **2.4%** Engagement Rate
 - **vs. 0.40%** organic benchmark

**500% above
benchmark**

March 2016 Global Investment Survey – Twitter

Top Performing Tweet

 **Legg Mason**
@leggmason

Who are the more conservative investors: adults or #millennials? It may surprise you: bit.ly/22Im9Cn #LMGIS

LMGIS



Millennials: more conservative as investors

78% of millennials are more conservative/risk averse than a year ago

68% of adults 40+

Allocation of investment assets by asset class (%)

Asset Class	Millennials (%)	Adults 40+ (%)
Equities	19%	28%
Fixed Income	17%	13%
Cash	24%	26%
Real estate	18%	15%
Nontraditional	9%	6%

GLOBAL

- **1,543** Impressions
- **29** Engagements
- **1.8% Engagement Rate**
 - **vs. 0.40%** organic benchmark

**350% above
benchmark**

April 2015 Global Investment Survey – LinkedIn

Top Performing Update

Legg Mason Investor thoughts and concerns from Legg Mason's Global Investment Survey:
https://lnkd.in/d_rf1B8



Got \$2.5 Million For Comfortable Retirement?

leggmason.com • That's the average amount U.S. investors say they'll need to enjoy their current quality of life – but they worry about the gap between what they've saved vs. what they'll need.

- **192,692** Impressions
- **157** Engagements
- **1.19%** Engagement Rate
 - **vs. 0.34%** organic benchmark

**250% above
benchmark**