

ATB Wealth

Alberta Investor Beat Tracking Q3 2019

The Listening Post
August 30, 2019



Disclaimer

This document has been prepared by ATB Wealth. ATB Investment Management Inc., ATB Securities Inc. (Member Investment Industry Regulatory Organization of Canada and Canadian Investor Protection Fund) and ATB Insurance Advisors Inc. are wholly owned subsidiaries of ATB Financial and operate under the trade name ATB Wealth. ATB Financial is a registered trade name/trademark of Alberta Treasury Branches.

The information contained herein has been compiled or arrived at from sources believed to be reliable, but no representation or warranty, expressed or implied, is made as to their accuracy or completeness and ATB Wealth (nor its component legal entities) does not undertake to provide updated information should a change occur. This document is being provided for information purposes only and is not intended to replace or serve as a substitute for professional advice, nor as an offer to sell or a solicitation of an offer to buy any investment. ATB Wealth, ATB Investment Management Inc., ATB Securities Inc. and ATB Insurance Advisors Inc. do not accept any liability or responsibility whatsoever for any loss arising from any use of this document or its contents. Always consult with your investment advisor before buying or selling securities. This document may not be reproduced in whole or in part, or referred to in any manner whatsoever, nor may the he information, opinions and conclusions contained in it be referred to without the prior consent of ATB Wealth.



Objectives & Methodology

ATB

listens in

Research Objectives



- To inform ATB Wealth business strategy and showcase a deep understanding of Albertans.



- Measure Albertans perceptions of what their savings/investment intentions are over the next six months, and perceptions of various factors;



- Understand Albertans' mindset around saving and investing including their intent to save and/or invest based on their confidence in various social and economic factors.

Methodology



Qualifying Participants:

Aged 18+

Sample collected and weighted to be representative of Albertans by age, gender and region.

Online

1,000 completes in Q3 2019



Field dates:

Q3 2019: July 30 to August 12, 2019

Q2 2019: April 29 to May 10, 2019

Q1 2019: February 14 to March 1, 2019

Q4 2018: November 7 to 21, 2018

Q3 2018: July 31 to August 14, 2018

Note. In this report “Albertans” = General Population Online Albertans Aged 18+



ATB Investing Optimism Index

ATB

listens in

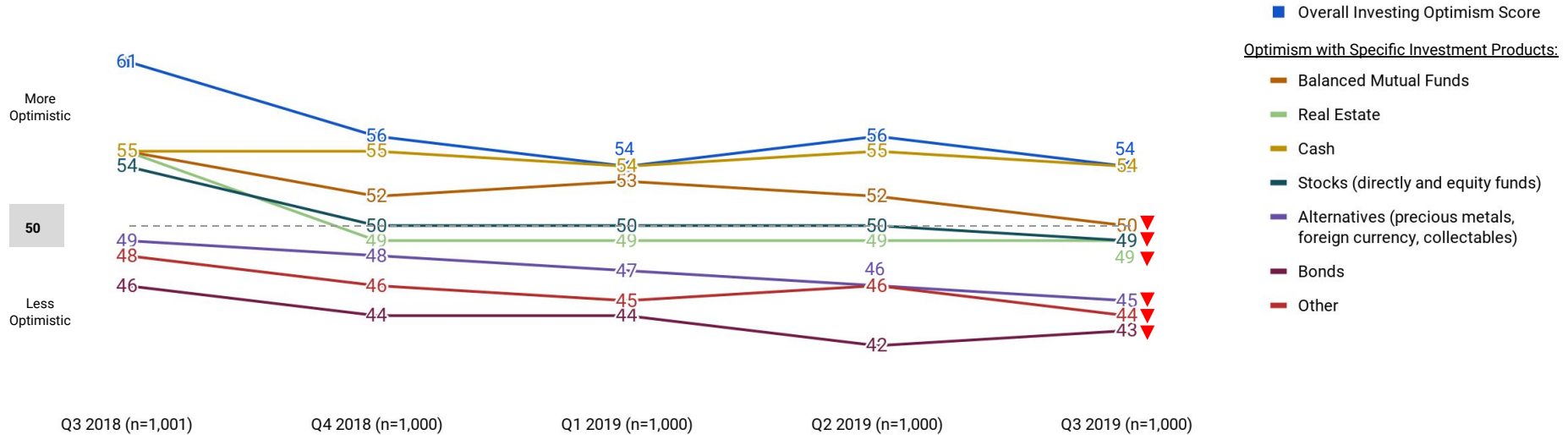
Index Methodology

ATB Investor Services' **Investor Beat Optimism Index** is based on a representative sample of Albertans who rate their optimism toward investing, different investment products and political & economic factors.

The Investor Beat Optimism Index is calculated based on a net positive score which is then rescaled to fit an index ranging from 0 to 100.

Investor Beat Optimism Index

- Relatively steady and back to Q1'19 levels, the Investing Optimism score is at 54 pts this quarter. Men and those who reside in Edmonton/Calgary tend to obtain a higher optimism score.
- Optimism scores for individual investment products have declined significantly compared to a year ago, with real estate experiencing the most drastic change (down 6 pts, from 55 pts in Q3'18 to 49 pts in Q3'19).

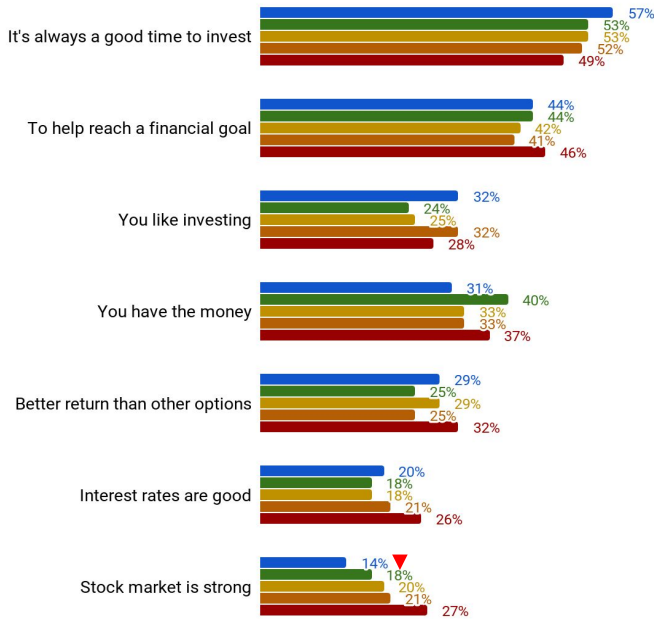


Base: All respondents
 Q2NEW. Taking everything into consideration, is now a good time or bad time to invest your money?
 Q2NEWa. More specifically, is now a good time or bad time to invest in the following?

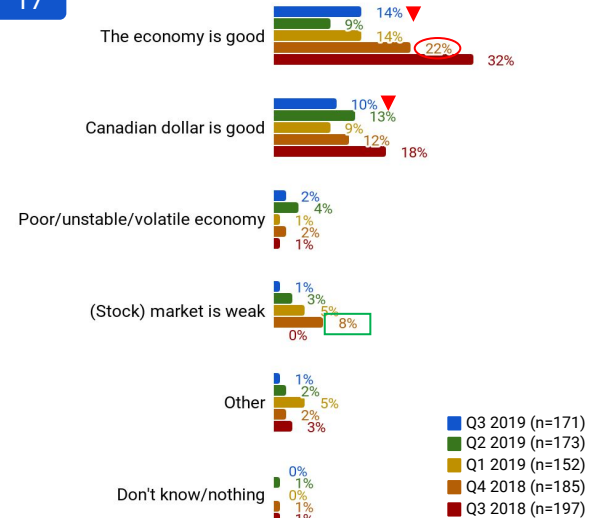
▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □/○ Significantly higher/lower than previous wave.

Reasons That It's a GOOD Time to Invest

- Unchanged since last quarter, 17% of Albertans think it is a good time to invest. Consistent over the last year, the top reasons for having this positive sentiment are that it's always a good time to invest and seeing investing as a way to help reach financial goals. One-third of Albertans (32%) indicate they like investing, directionally up 8 pts compared to last quarter and back to the same level as Q4'18. This reason has surpassed 'having the money' (31%), which is directionally down 9 pts from 40% last quarter.



Top 3 Box % (Rated 8, 9 or 10) - Good Time to Invest



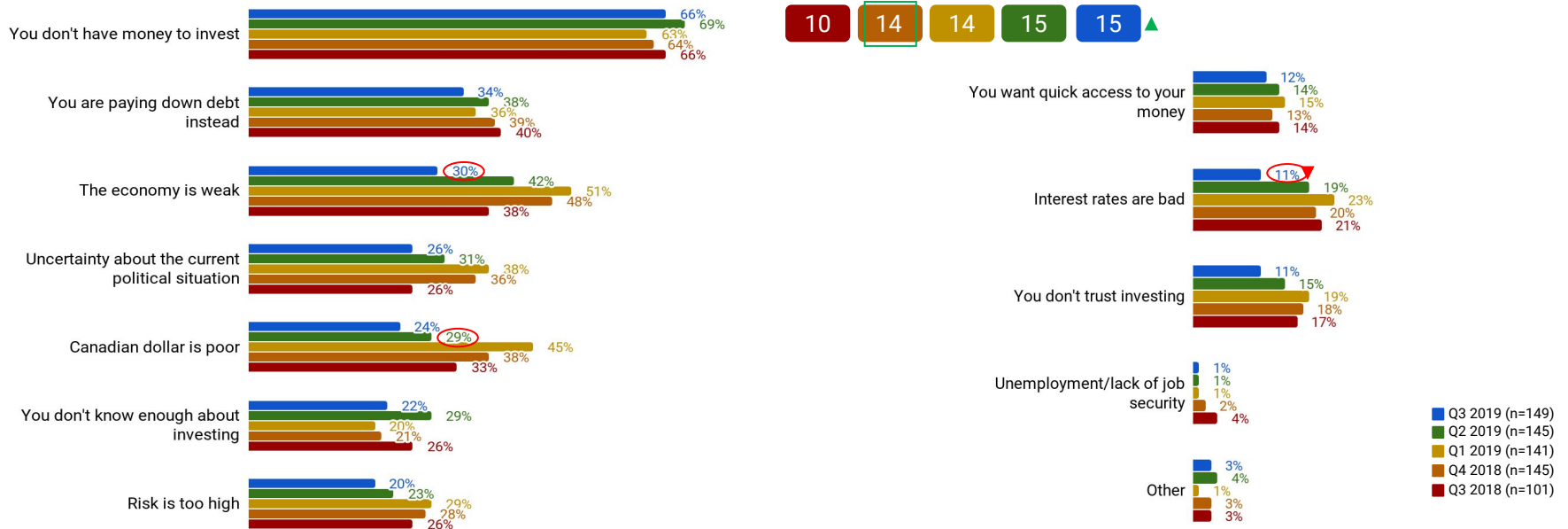
Base: All respondents
 Q2NEW. Taking everything into consideration, is now a good time or bad time to invest your money?
 Base: Rated good time to invest
 Q2bNEW. Why do you think now is a good time to invest?

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □/○ Significantly higher/lower than previous wave.

Reasons That It's a BAD Time to Invest

- The proportion of Albertans who think it is a bad time to invest has remained stable since Q4'18. Not having the money to invest remains as the top reason, followed by paying down debt instead. Several mentions have been trending down since the beginning of the year, such as a weak economy (30%, significantly down from 42% last quarter), uncertainty about the political situation, a poor Canadian dollar and bad interest rates (11%, a significant decline from 21% in Q3'18).

Bottom 3 Box % (Rated 0, 1 or 2) - Bad Time to Invest

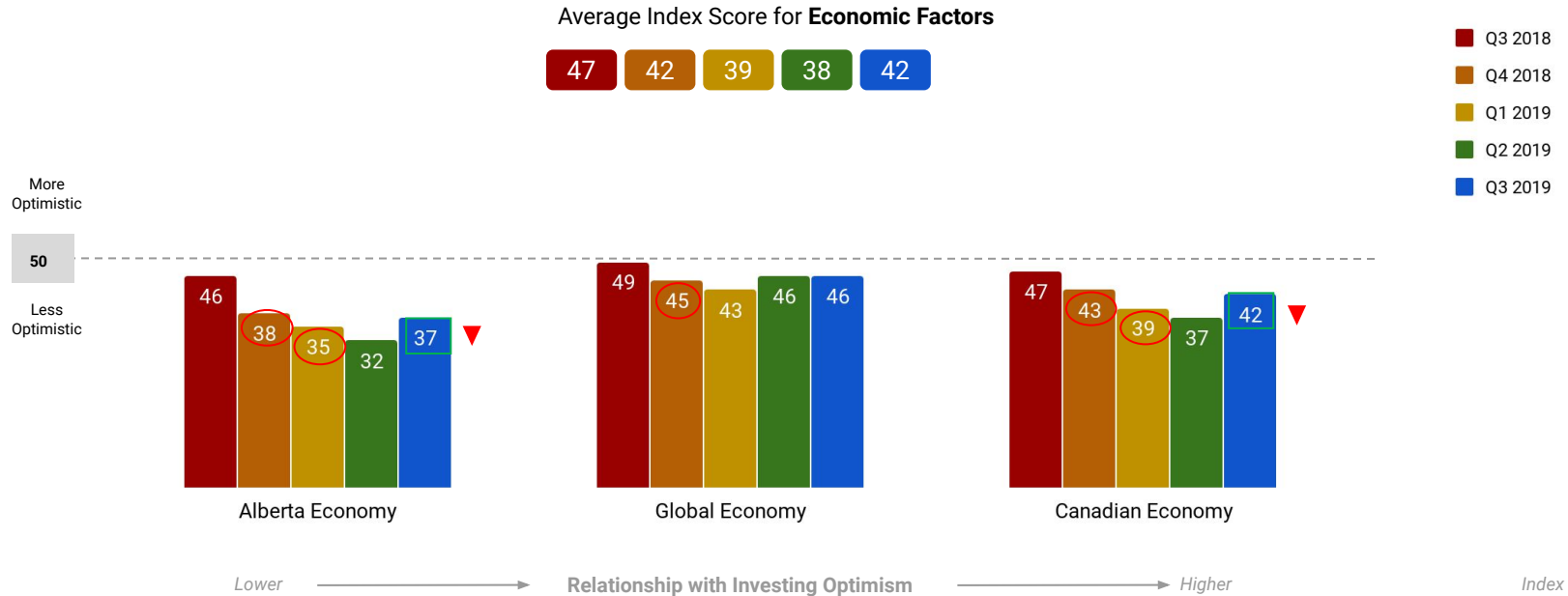


Base: All respondents Q2NEW. Taking everything into consideration, is now a good time or bad time to invest your money?
 Base: Rated bad time to invest Q2cNEW. Why do you think now is a bad time to invest?

▲ / ▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □ / ○ Significantly higher/lower than previous wave.

Economic Factors

- The downward trend for economic factors appears to be rebounding in Q3'19, with significant increases for the Albertan and Canadian economies.
- Millennials are the most positive age group when it comes to economic factors.

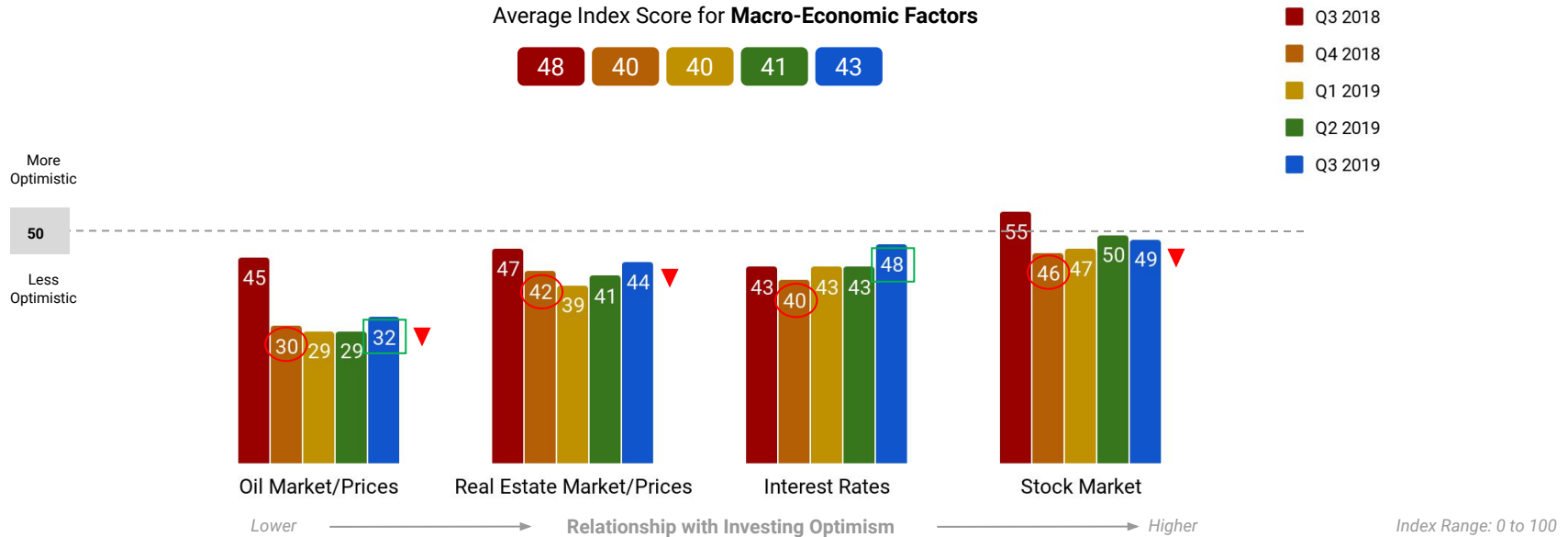


Note: Average index score is recalculated for all waves since Municipal Politics was removed as a factor starting Q1 2019.
 Base: All respondents
 Q3. Please rate how you view the following factors at this point in time.

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □/○ Significantly higher/lower than previous wave.

Macro Economic Factors

- Optimism towards the oil market, real estate market and stock market has dropped from a year ago, but Albertans have a more positive perception of the oil market and interest rates compared to Q2'19.
- Men are more likely than women to have a positive view on most of these macro-economic factors. Also, Millennials tend to be more optimistic about the oil prices and the real estate market than their older counterparts.

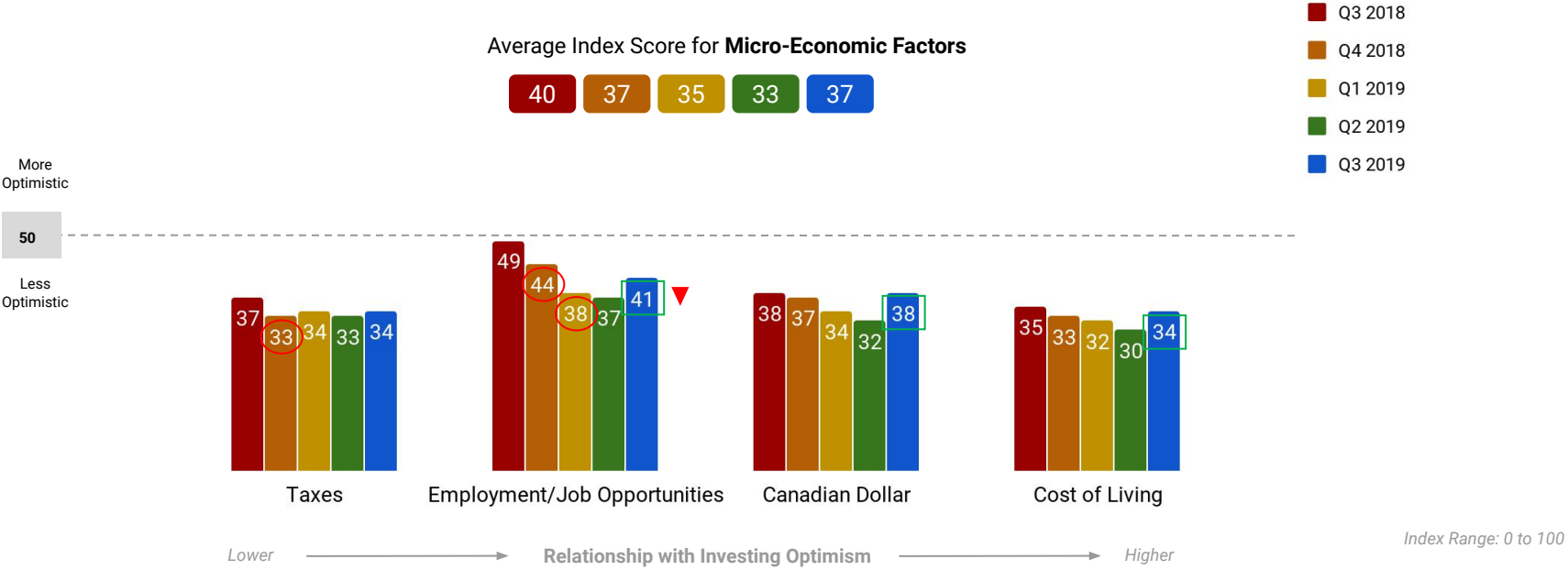


Base: All respondents
 Q3. Please rate how you view the following factors at this point in time.

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □/○ Significantly higher/lower than previous wave.

Micro Economic Factors

- Three of the four micro-economic factors have earned a higher optimism index score compared to the previous wave, including employment/job opportunities, Canadian dollar and cost of living. However, the score for employment/job opportunities has slipped from Q3'18.
- Men and Millennials are generally most positive towards micro economic factors compared to their counterparts.



13 Base: All respondents
Q3. Please rate how you view the following factors at this point in time.

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
□/○ Significantly higher/lower than previous wave.



Understanding Albertans

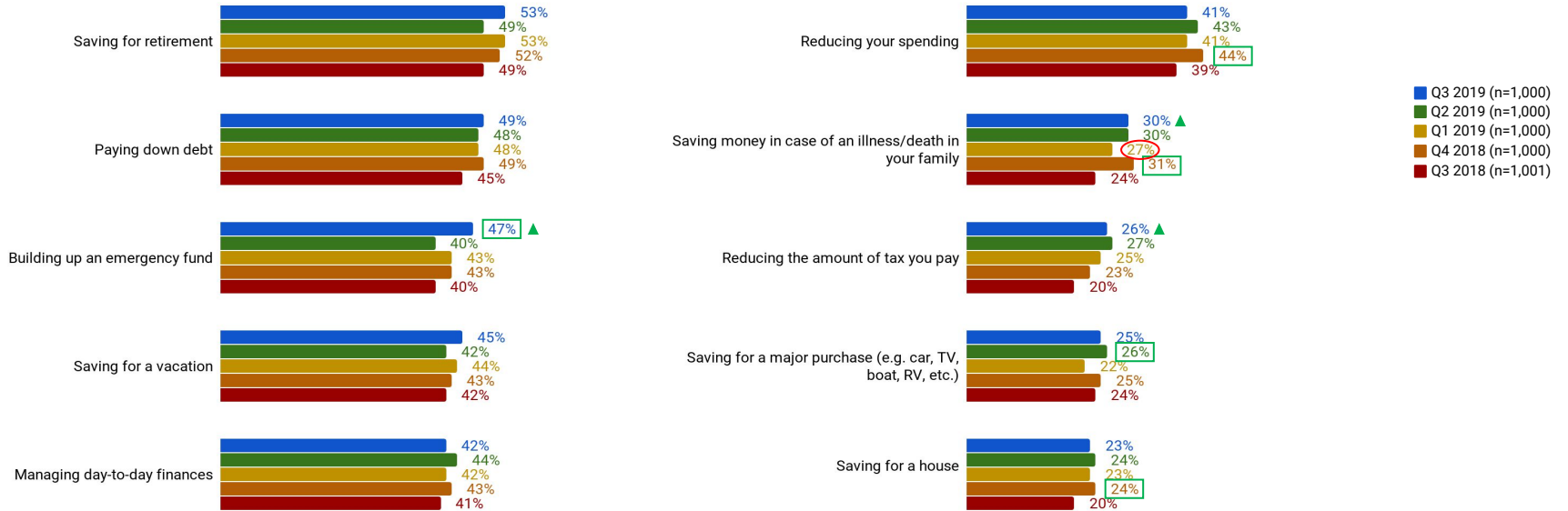
Savings & Investments

ATB

listens in

Top 10 Personal Financial Goals

- Saving for retirement continues to be Albertans' top personal financial goal (53%), especially among Gen-Xers.
- Other common goals are paying down debt (49%) and building up an emergency fund (47%, up from both Q2'19 and Q3'18). In particular, women are more likely than men to set the latter goal.
- There has been a growing interest to save in case of an illness/death and to reduce the amount of tax being paid over the past year.

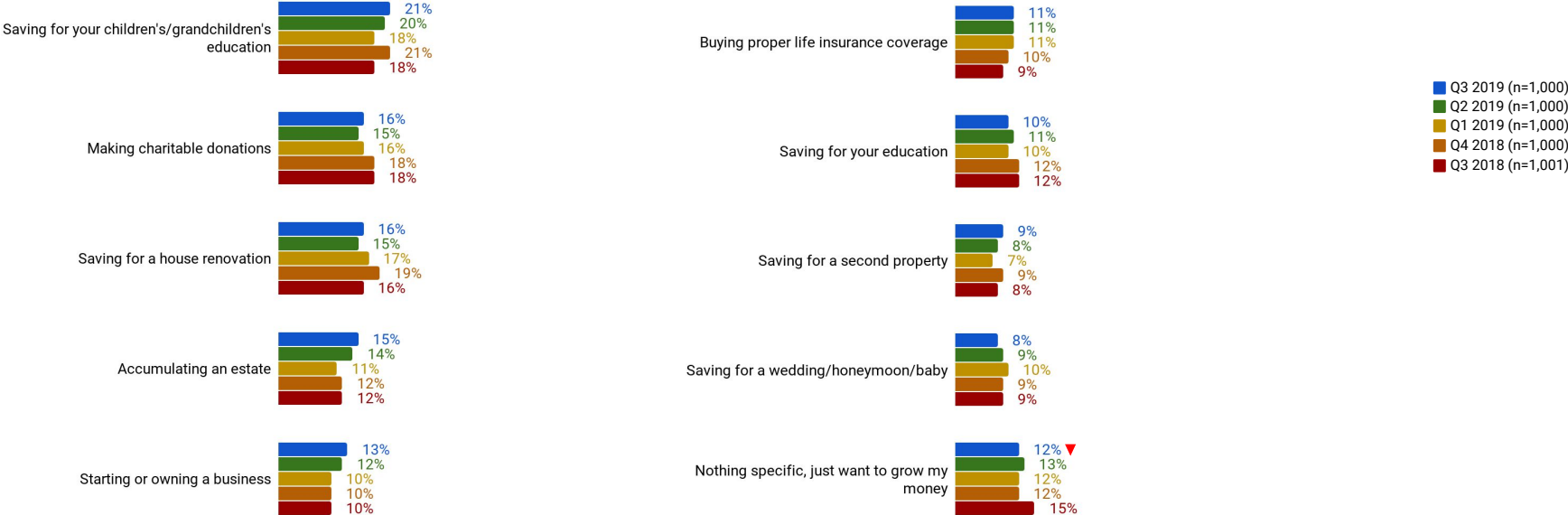


Base: All respondents
Q14. Which of the following are financial goals for you personally?

▲ / ▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
□ / ○ Significantly higher/lower than previous wave.

Other Personal Financial Goals

- Compared to Q3'18, Albertans are less likely to say that they just want to grow their money (12% versus 15%). Other financial goals have remained relatively stable over the last few quarters.



Note: In this study, *personal debt* may include credit cards, mortgages, loans and lines of credit.

Base: All respondents

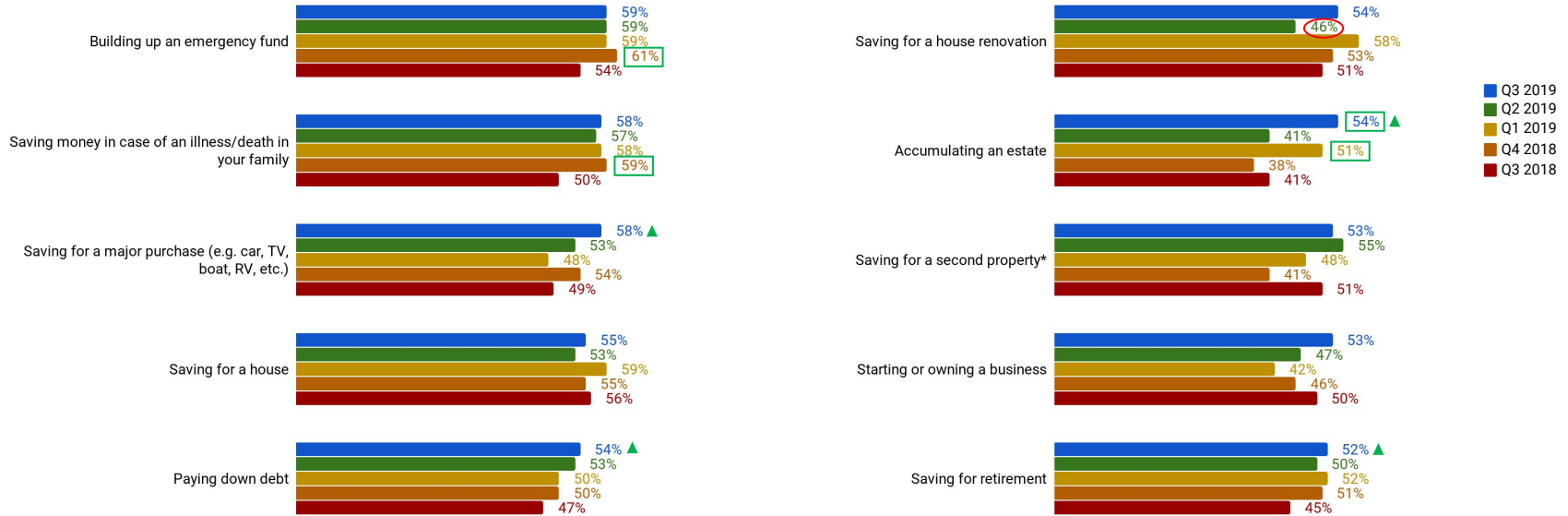
Q14. Which of the following are financial goals for you personally?

▲ / ▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □ / ○ Significantly higher/lower than previous wave.



Top 10 Financial Goals Albertans Feel Behind On

- The top three goals that Albertans feel behind on are building up an emergency fund (59%), saving money in case of an illness/death (58%) and saving for a major purchase (58%, up from a year ago). In particular, Gen-Xers are more likely to feel they are behind on their progress of saving for an emergency fund.
- Albertans are more inclined to feel that they are behind on paying down debt, accumulating an estate and saving for retirement compared to the same quarter last year.



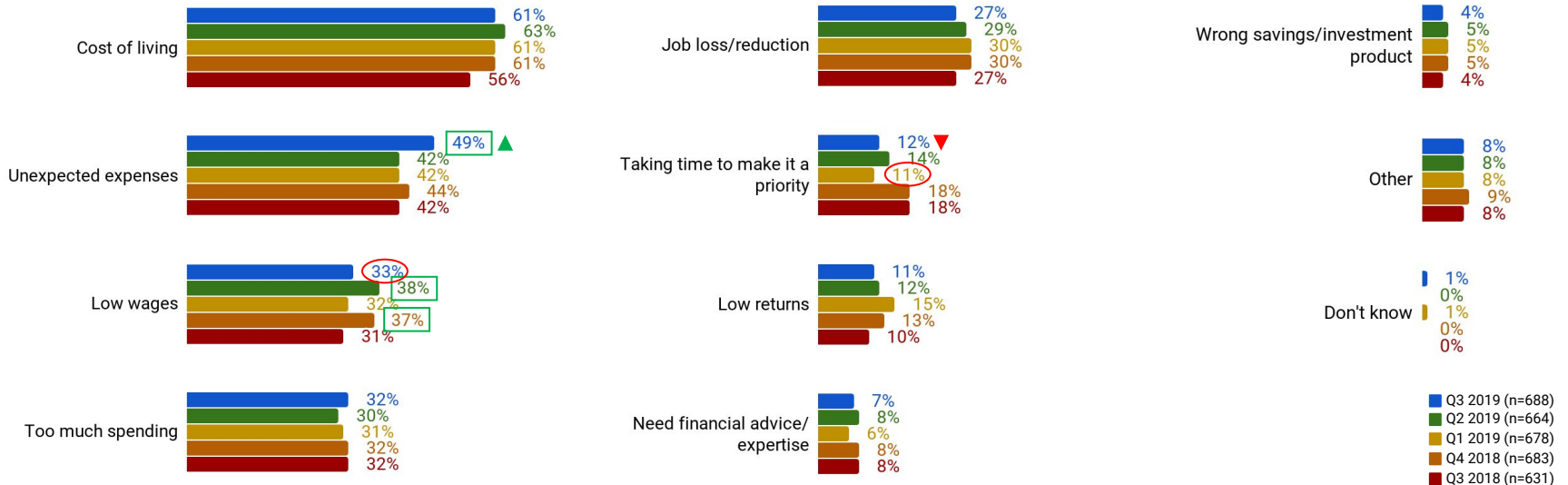
* Small base size (<100) in current wave, interpret with caution.

Base: Financial goals selected, only results for 'behind/far behind' are shown (n=varies)
 Q15. How do you feel about your progress in achieving your financial goals?

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □/○ Significantly higher/lower than previous wave.

Reasons for Falling Behind on Goals

- Cost of living continues to play a major role in why Albertans feel that they are behind on their financial goals. Mentions of unexpected expenses have risen to 49% this quarter while mentions of low wages have dropped to 33%.



The background of the slide is a dark blue, semi-transparent image of an oil pumpjack in a desert landscape. The pumpjack is the central focus, with its long arm and counterweight visible. The sky is filled with soft, white clouds, and the horizon shows distant hills and some utility poles. The overall mood is industrial and somewhat somber due to the dark color palette.

Impact of Drop in Oil Prices

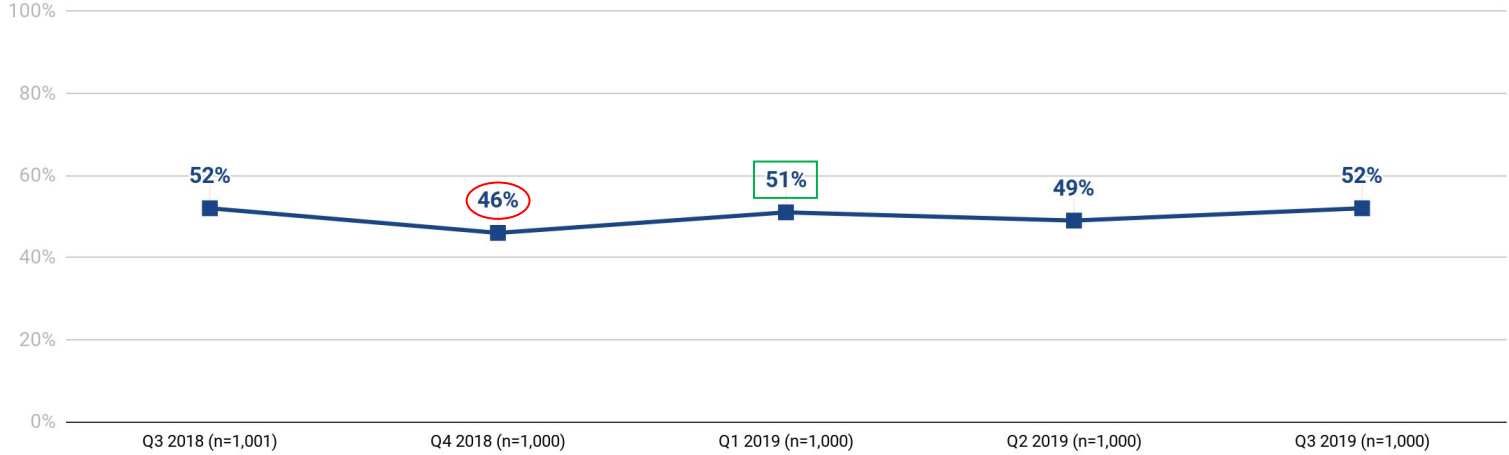
ATB

listens in

Impact by Drop in Oil Prices

- Just over one-half of Albertans (52%) say they have been impacted by the recent drop in oil prices, which is relatively in-line with previous quarters. In particular, Gen-Xers are more likely than Millennials and Boomers to feel that they have been affected by this change. With the recent Trans Mountain pipeline process resumption, we may see changes in the latter part of 2019.

Percent of Albertans Impacted by the Drop in Oil Prices



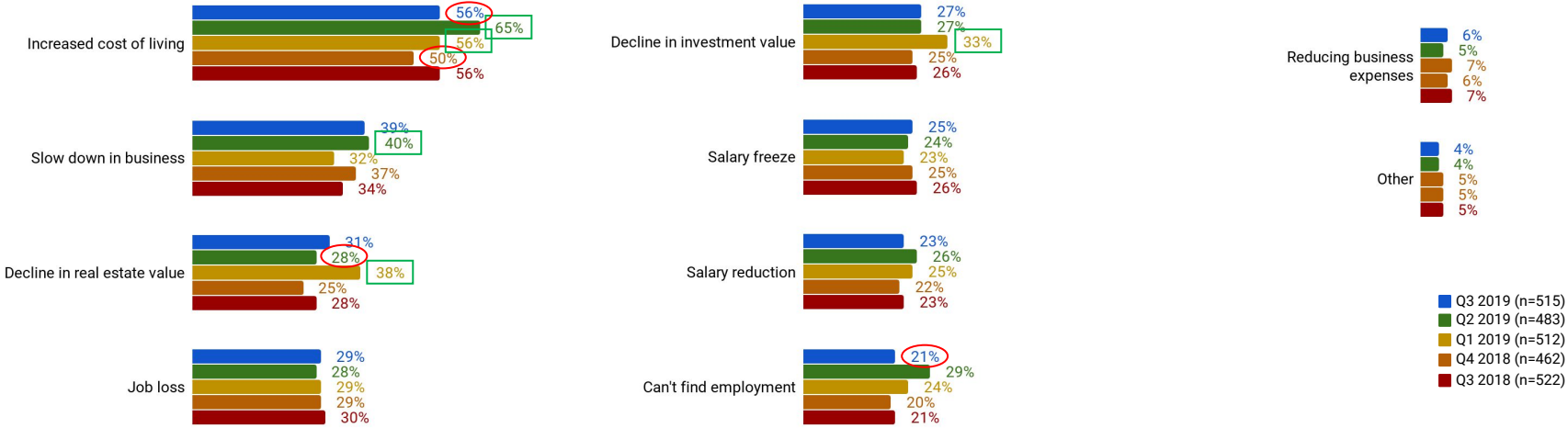
Base: All respondents
Q21. Have you personally been impacted by the recent drop in oil prices? This could include changes to or a freeze in your salary, job loss, slower business, budget cuts, etc.

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
□/○ Significantly higher/lower than previous wave.



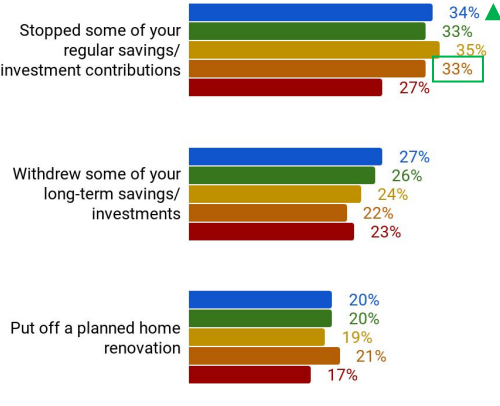
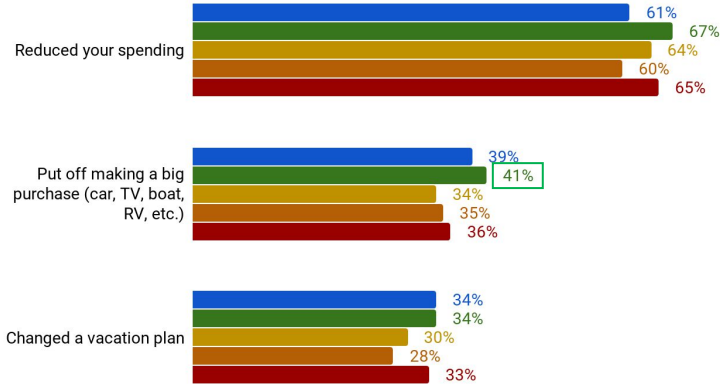
Way Albertans are Impacted

- Increased cost of living remains as the most common reason why Albertans say they have been impacted by the drop in oil prices, but mentions of it have fallen compared to last quarter. Other top reasons include slow down in business and decline in real estate value.



Top Changes Albertans Have Made

- As a result of the lower oil prices, six-in-ten (61%) of those who say they have been impacted by it tend to reduce their spending. This quarter, a larger proportion of Albertans mention that they have stopped some of their regular savings/investment contributions compared to a year ago, especially among Gen-Xers.

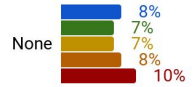
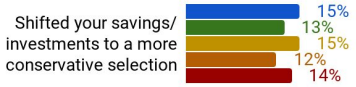
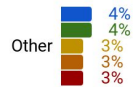
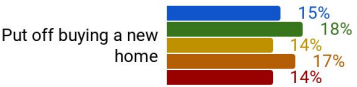
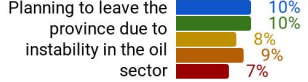
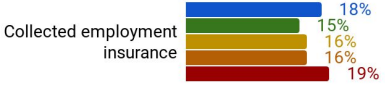


■ Q3 2019 (n=515)
■ Q2 2019 (n=483)
■ Q1 2019 (n=512)
■ Q4 2018 (n=462)
■ Q3 2018 (n=522)



Other Changes Albertans Have Made

- Most of the other changes remain stable, with the exception of starting up a business, which has dropped from the previous quarter.



■ Q3 2019 (n=515)
■ Q2 2019 (n=483)
■ Q1 2019 (n=512)
■ Q4 2018 (n=462)
■ Q3 2018 (n=522)

▲ / ▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
□ / ○ Significantly higher/lower than previous wave.





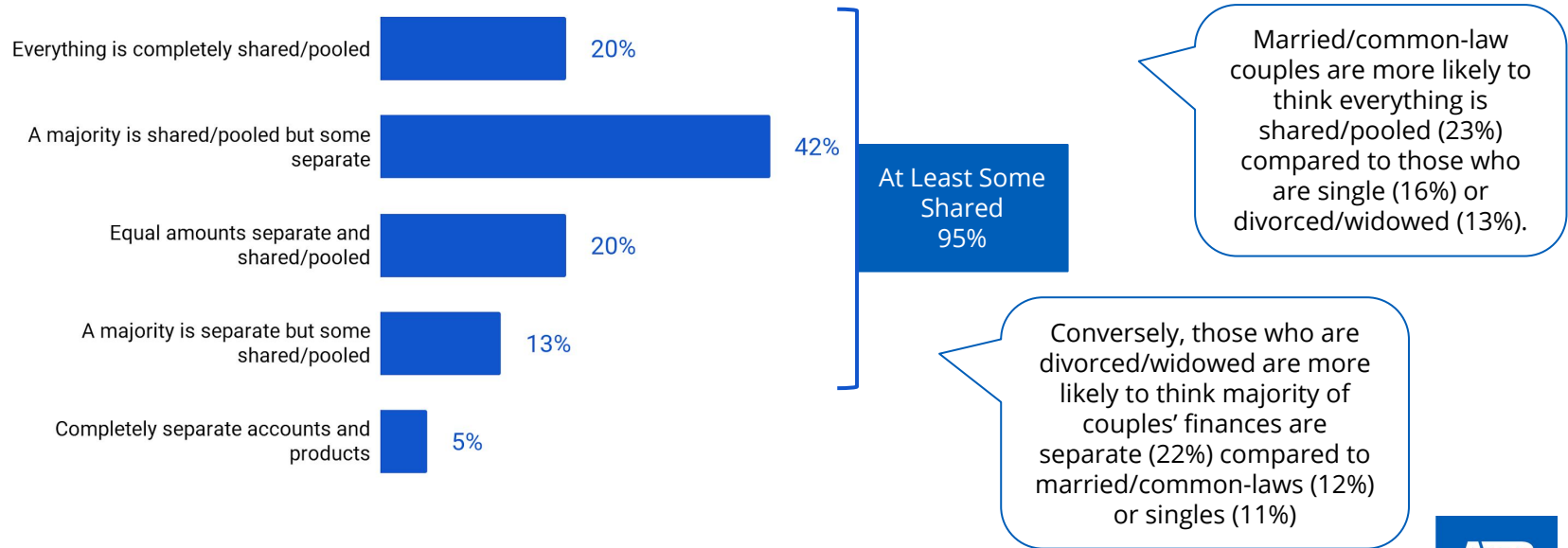
Ad Hoc: Relationship with Money Part 3 - Familial/Marital Politics

ATB

listens in

Perception of Financial Management Between Couples

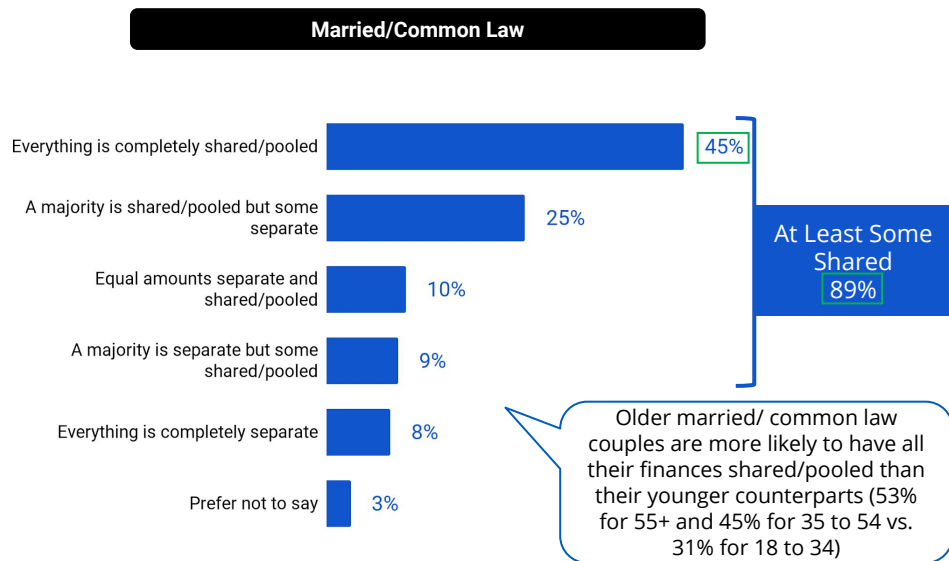
- Four-in-ten (42%) Albertans think that the average married or common law couple in the province shares/pools the majority of their finances, but keeps some separate. One-fifth (20%) think everything is completely shared/pooled, and almost everyone (95%) think at least some finances are shared.



Financial Management for Couples

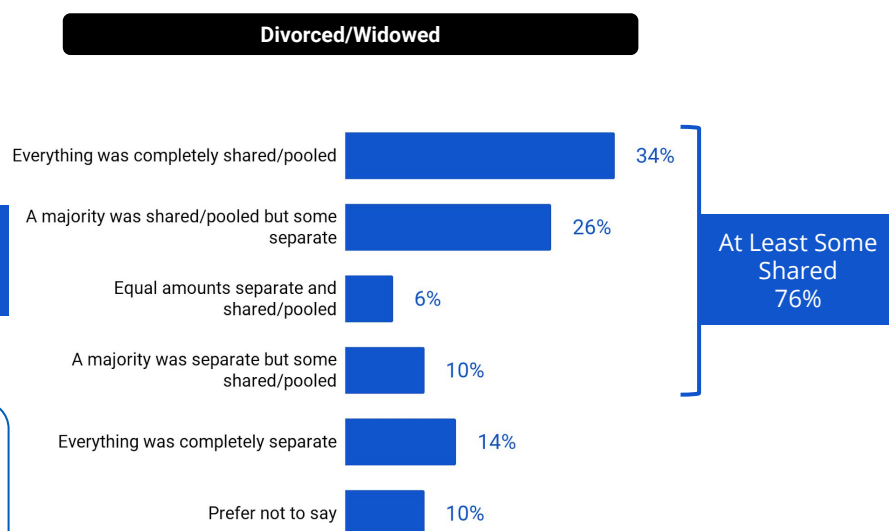
(Among Albertans Who Are Married/Common Law/Divorced/Widowed)

- Contrary to what most Albertans believe, married/common law couples are more likely to have their finances completely shared in reality (45% vs. 20% general perception). This is primarily driven by older married/common law couples.
- Divorced/widowed Albertans are slightly more likely to have their finances separate (14%). This tends to be more the case for divorced couples.



45% Significantly higher than other subgroup.

Base: Albertans who are married/common law (n=572)
 QAH6. Thinking about your current experience, which of the following best describes the way you and your spouse share or divide your finances?



Base: Albertans who are divorced/widowed (n=135)
 QAH2. Thinking about your past experience, which of the following best describes the way you and your spouse shared or divided your finances?

Familiarity With Spouses' Finances

(Among Albertans Who Are Married/Common Law/Divorced/Widowed/)

- Likely because married/common law couples are more likely to have their finances shared, they are also more familiar with each other's finances compared to divorced/widowed Albertans. This is particularly true for Boomers as they are the most likely age group to have their finances completely shared.

Familiarity With Spouse's Finances

■ Very familiar ■ Somewhat familiar ■ Not very familiar ■ Not at all familiar ■ Prefer not to say



Familiar
(Top-2-Box)
86%

Boomers are more likely to say they are very familiar with their spouse's finances (72% vs 48% for Millennials and 53% for Gen-X)

Spouse's Familiarity With Own Finances

■ Very familiar ■ Somewhat familiar ■ Not very familiar ■ Not at all familiar ■ Prefer not to say



Familiar
(Top-2-Box)
85%

Boomers are more likely to report spouses are very familiar with their own finances (64% vs 45% for Millennials and 50% for Gen-X)

Married / Common Law

Divorced / Widowed



Familiar
(Top-2-Box)
57%



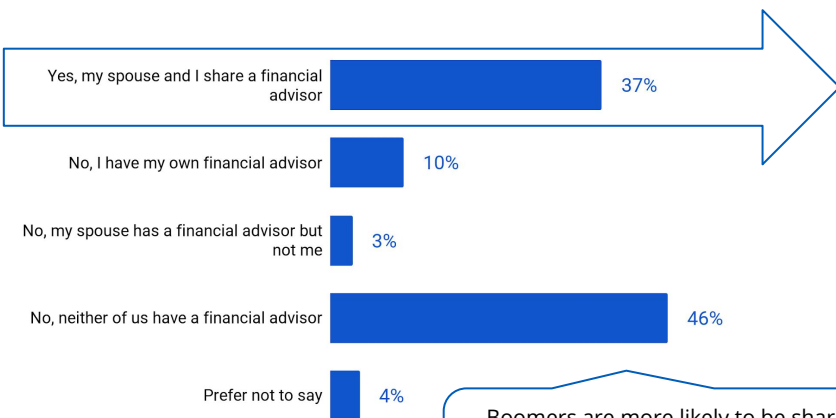
Familiar
(Top-2-Box)
70%

Significantly higher than other subgroup.

Sharing Dedicated Financial Advisor With Spouses (Among Albertans Who Are Married/Common Law)

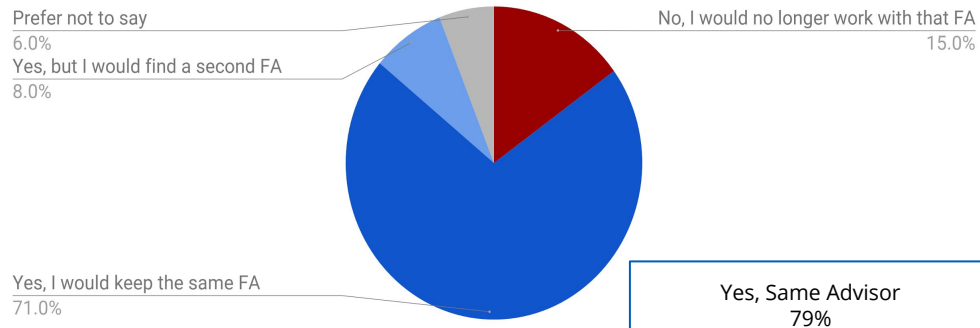
- One-half (46%) of married/common law Albertans do not currently have a financial advisor, nor does their spouse. Four-in-ten (37%) share one with their spouse while one-in-ten (10%) have their own dedicated financial advisor.
- Similarly, Boomers are more likely to have a shared financial advisor likely due to their shared financial arrangements with their spouse.
- The majority of married/common law Albertans say they would still keep the same financial advisor if they were to separate from their spouse (79%).

Shared Financial Advisor



Boomers are more likely to be sharing a financial advisor with their spouse (51% vs. 21% for Millennials and 33% for Gen-X) while Gen-Xers (50%) and Millennials (61%) are more likely to not have one at all (vs. 32% for Boomers)

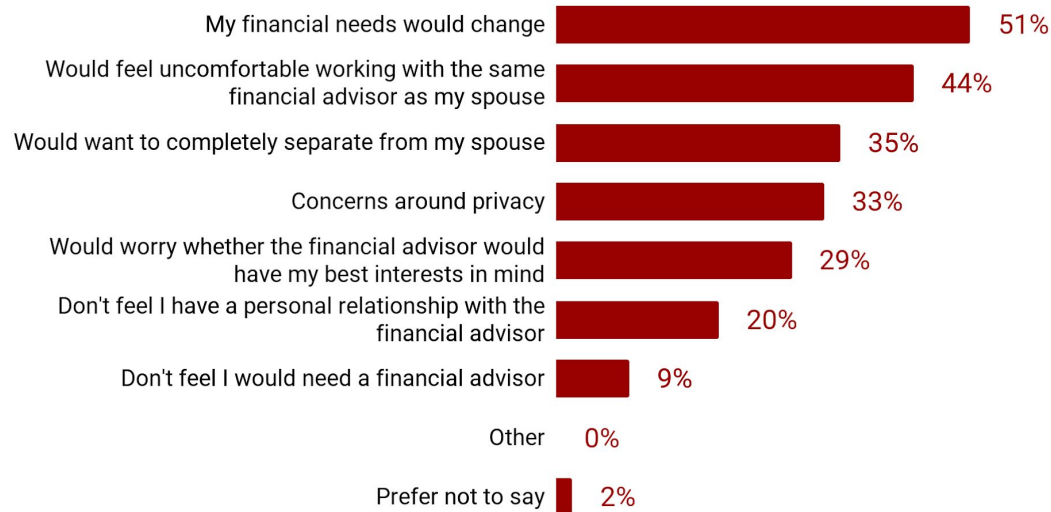
Anticipated Relationship With Shared Financial Post Separation



Yes, Same Advisor
79%

Potential Reasons For Not Working With Shared Financial Advisor Post Separation (Among Albertans Who Are Married/Common Law)

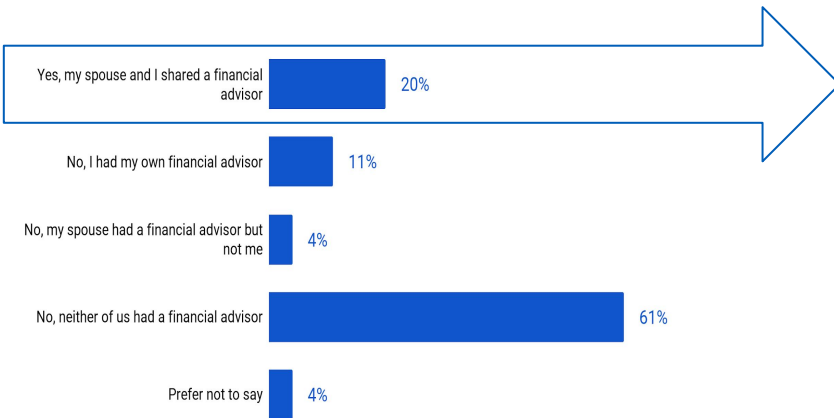
- Among the small proportion (15%) of married/common law couples who indicate they would no longer work with the same shared financial advisor if they were to separate, the top reasons for doing so include thinking that their financial needs would change and feeling uncomfortable working with the same advisor as their spouse.
- It is interesting to note that there are also some concerns around the relationship with the shared financial advisor - 29% worry whether the financial advisor would have their best interests in mind and 20% don't feel they have a personal relationship with the financial advisor.



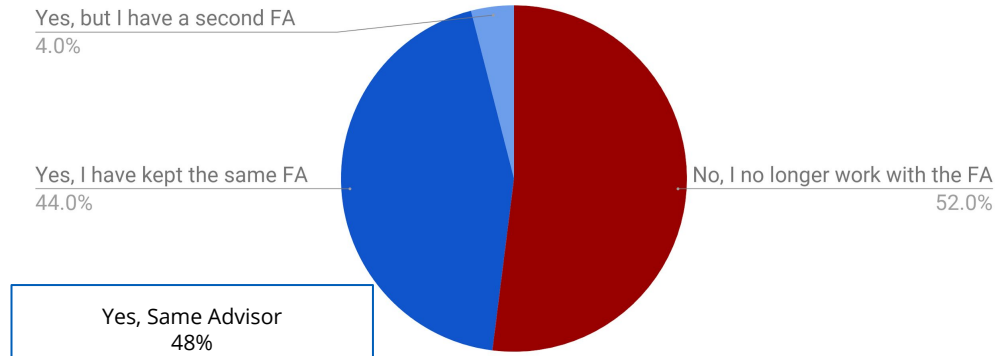
Sharing Dedicated Financial Advisor With Spouses (Among Albertans Who Are Divorced/Widowed)

- Likely due to how their finances were managed, only one-in-five (20%) divorced/widowed Albertans had a shared financial advisor with their spouse. Many (60%) did not have one at all, and neither did their spouse.
- Among the small proportion of divorced/widowed Albertans who used to have a shared financial advisor with their spouse, one-half (48%) say they are still keeping the same financial advisor. This is much lower than what the married/common law couples anticipated they would do if they were to separate.

Shared Financial Advisor

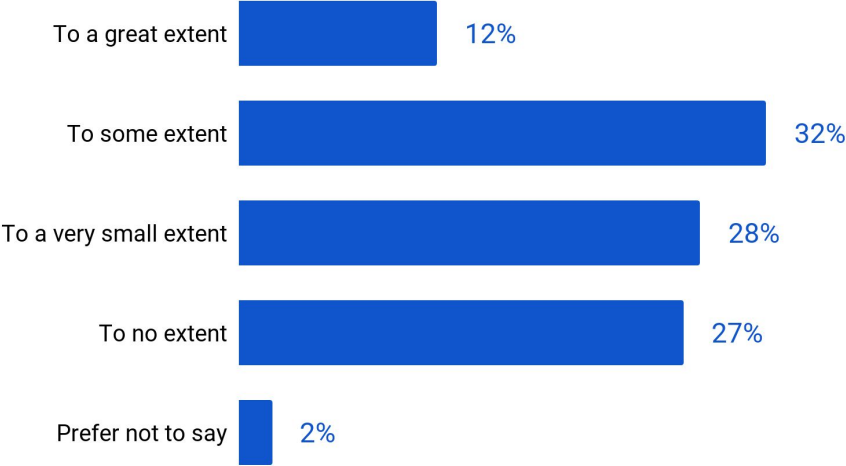


Relationship With Shared Financial Advisor Post Separation



Financial Discussions With Parents

- Only one-in-ten (12%) Albertans indicate that their parents taught them about finances to a great extent, and one-third (32%) say their parents taught them to some extent. Over half (55%) indicate their parents taught them about finances to a very small extent or none at all.
- Boomers were taught the least about finances, while the new generation of Millennials were taught the most about finances. This may be because financial options have changed with more investing options, in addition to being a generation that is more open to financial discussions.



Age		
18 to 34 (n=337) [A]	35 to 54 (n=376) [B]	55+ (n=287) [C]
14%	11%	10%
43% BC	29% C	22%
28%	29%	28%
13%	29% A	39% AB
2%	2%	1%

Base: All respondents (n=1,000)
QAH13. To what degree did you parents talk to or teach you about finances?

ABC Significantly higher than group represented by letter.



Differences in Financial Management Style Against Parents

- Albertans feel they are more open to talking about money and asking for professional advice compared to their parents. This is particularly true for Boomers.
- Gen-Xers (30%) are more likely than Millennials (23%) and Boomers (23%) to be in more debt than their parents. This may be due to the fact they are in a lifestage with more expenses (e.g. kids, mortgage).

Spending

■ Spend more ■ Spend the same ■ Spend less ■ Don't know



Risk with Investments

■ More risky ■ Same level of risk ■ Less risky ■ Don't know



Savings

■ Save more ■ Save the same amount ■ Save less ■ Don't know



Talking about Money

■ More open ■ As open ■ Less open ■ Don't know



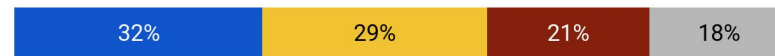
Debt

■ In more debt ■ In the same amount of debt ■ In less debt ■ Don't know



Ask for Professional Advice

■ More likely ■ As likely ■ Less likely ■ Don't know

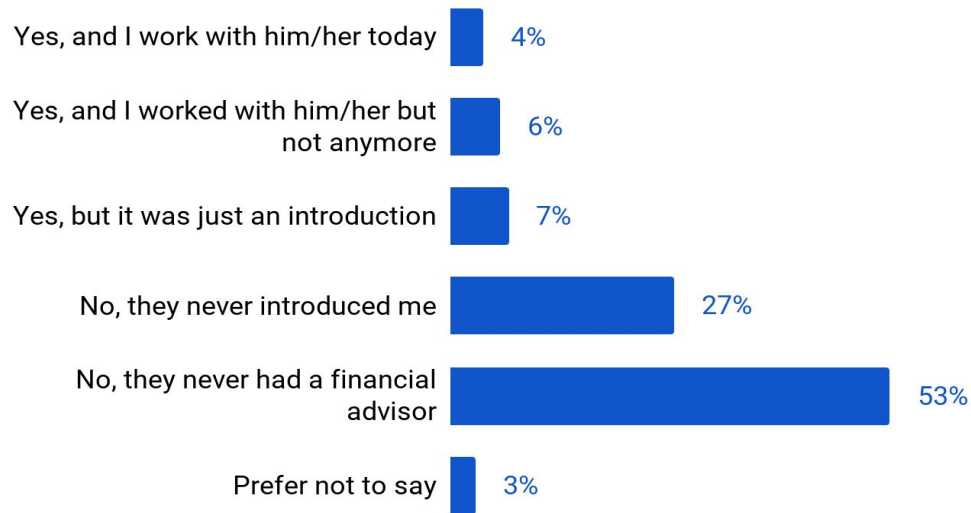


Base: All respondents (n=1,000)

QA11. Which of the following ways are you similar or different from your parents when it comes to managing your finances?

Introduction to Parents' Financial Advisor

- The likelihood of being introduced to their parents' financial advisor correlates with age given that parents of Millennials are more likely to have a financial advisor compared to their older counterparts.
- While there may be an introduction, most say it was just an introduction and very few are working with their parents' financial advisor.

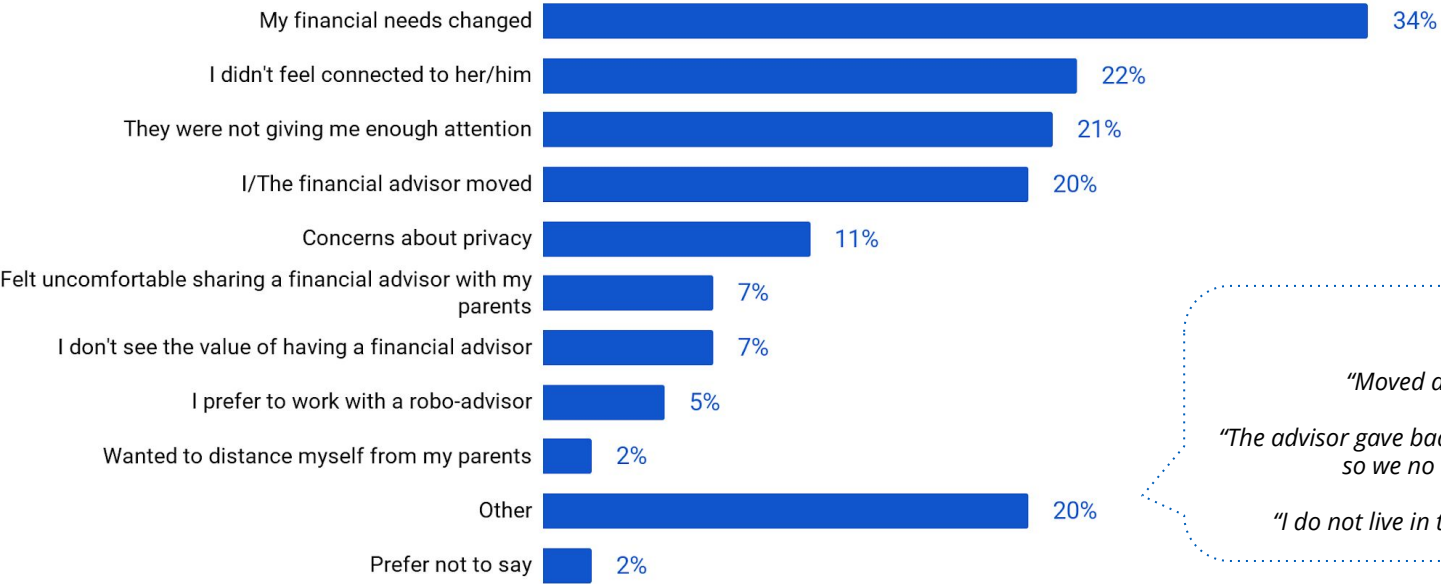


Age		
18 to 34 (n=337) [A]	35 to 54 (n=376) [B]	55+ (n=287) [C]
7% BC	3%	2%
9% BC	5%	3%
12% BC	7% C	2%
29% C	30% C	22%
40%	51% A	70% AB
3%	4% C	1%

ABC Significantly higher than group represented by letter.

Reasons For Not Working With Parents' Financial Advisor

- Among the small number of Albertans who previously worked with their parents' financial advisor but no longer do, other than situational reasons (change in financial needs, relocation), some say it was because they didn't feel connected to the advisor (22%) or that they did not receive enough attention (21%). This suggests that there may be opportunities for advisors to establish a more personal relationship as they are being introduced.



"She retired."

"Moved and advisor deceased."

"The advisor gave bad advice and caused financial loss, so we no longer work with him."

"I do not live in the same country as they did"

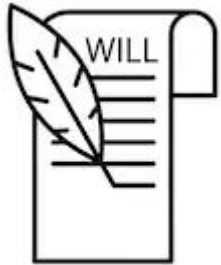
* Small base size (<100), interpret with caution.
Base: Among Albertans who worked with parents' financial advisor (n=57)*
QAH12b. Why do you no longer work with the financial advisor your parents introduced you to?



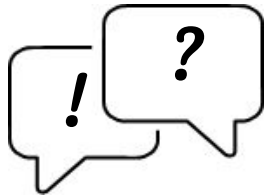
Named Recipient of Will(s)

- Four-in-ten Albertans have been named as a recipient in someone's will. It is not surprising that Boomers were more likely to be named recipient (65% vs. 28% for Millennials and 32% for Gen-Xers).
- Only 15% experienced a dispute over their claim, primarily over money. The younger age cohorts are more likely to have experienced a dispute and this may be related to their openness in having money discussions with others.

40%
Have been named as a recipient in someone's will



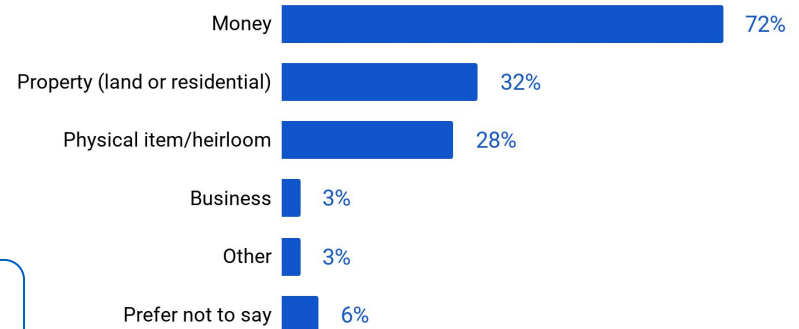
15%
Experienced a dispute over their claim



Millennials (19%) and Gen-Xers (19%) are more likely to have experienced a dispute than Boomers (10%).



Reason for Dispute



Base: All respondents (n=1,000) QAH10. Have you ever been named as a recipient in someone's will, that is someone gifted money, property, or physical items to you after their passing?

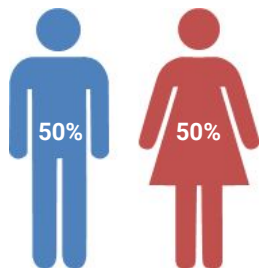
Base: Among those who have been named as a will recipient (n=403) QAH10b. When settling the will that you were named in, was there ever any dispute over your claim that you were aware of?

* Small base size (<100), interpret with caution. Base: Among those who had a dispute (n=60)* QAH10c. What was the dispute over?

Demographics & Profiling

ATB

listens in

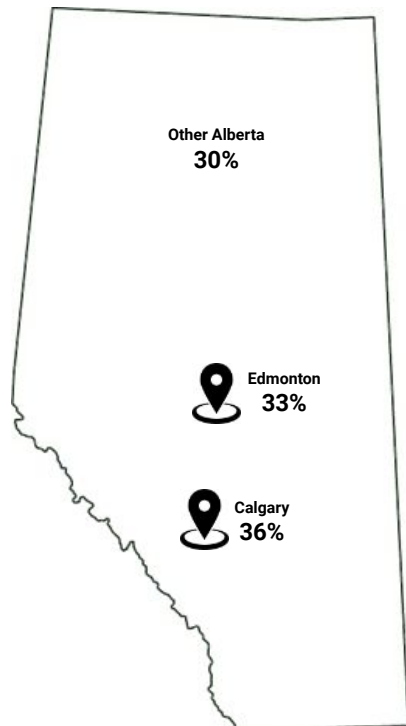


Gender split consistent across all waves.



18 to 34 33% 35 to 54 38% 55+ 29%

Age consistent across all waves.



Regional split consistent across all waves.

Base: All respondents (n=1,000)

D1. Please indicate your gender.

D2. Which age range do you belong to?

D3. In which area of Alberta do you live?

D7. Which of the following best describes your total household income?

D8. Which best describes your total financial savings and investments? This includes savings deposits, stocks, bonds, mutual funds, other investments and cash, inside or outside registered accounts, but excluding the value of your home(s)?



Q3 2018 (n=1,001)	Q4 2018 (n=1,000)	Q1 2019 (n=1,000)	Q2 2019 (n=1,000)	Q3 2019 (n=1,000)
----------------------	----------------------	----------------------	----------------------	----------------------

Household Income					
\$30K or less	14%	12%	14%	15%	14%
\$30K to \$50K	15%	16%	15%	14%	13%
\$50K to \$80K	19%	20%	19%	21%	22%
\$80K to \$100K	13%	13%	15%	13%	13%
\$100K to \$150K	18%	16%	16%	16%	16%
\$150K to \$250K	6%	6%	6%	7%	8% ▲
\$250K or more	2%	3%	1%	2%	1%
Prefer not to say	11%	12%	12%	11%	10%
Don't know	3%	1%	2%	2%	3%
Investible Assets					
None to <\$25K	33%	36%	35%	37%	36%
\$25K to <\$100K	19%	17%	18%	17%	20%
\$100K to <\$500K	21%	19%	20%	20%	19%
\$500K+	10%	11%	10%	10%	8%
Prefer not to say	14%	14%	15%	12%	14%
Don't know	3%	4%	3%	4%	4%

▲ / ▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).

□ / ○ Significantly higher/lower than previous wave.

Appendix

Progress on Achieving Financial Goals

ATB

listens in

Progress of Achieving Financial Goals

Saving for ...	Behind (net)					Ahead (net)					On Track				
	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019
Children's/grandchildren's education	32%	47%	44%	42%	48% ▲	18%	10%	8%	14%	12%	45%	35%	41%	36%	33% ▼
Your education	44%	41%	52%	38%	45%	16%	13%	8%	15%	15%	36%	34%	34%	36%	32%
Vacation	41%	48%	47%	48%	43%	13%	11%	11%	10%	9%	39%	32%	35%	32%	40%
Retirement	45%	51%	52%	50%	52% ▲	13%	10%	10%	10%	9% ▼	37%	35%	33%	32%	33%
Major purchase (car, TV, etc.)	49%	54%	48%	53%	58% ▲	11%	7%	6%	7%	10%	33%	28%	36%	29%	23% ▼
House renovation	51%	53%	58%	46%	54%	8%	6%	6%	11%	6%	36%	33%	27%	31%	31%
House	56%	55%	59%	53%	55%	11%	8%	4%	8%	7%	24%	22%	24%	20%	25%
Money in case of an illness/death in family	50%	59%	58%	57%	58%	9%	7%	6%	7%	6%	33%	26%	28%	27%	27%
Wedding/honeymoon/baby*	50%	49%	51%	48%	50%	15%	6%	11%	4%	8% ▼	24%	24%	25%	23%	26%
Second property*	51%	41%	48%	55%	53%	11%	12%	7%	7%	10%	33%	29%	32%	22%	22%
Buying proper life insurance coverage	42%	51%	47%	40%	43%	11%	14%	9%	14%	10%	34%	24%	27%	22%	29%
Managing day-to-day finances	33%	37%	39%	37%	41% ▲	13%	13%	12%	12%	13%	53%	49%	47%	48%	45% ▼
Reducing your spending	46%	50%	42%	44%	51%	11%	9%	11%	9%	10%	41%	39%	45%	44%	37%
Making charitable donations	31%	31%	37%	33%	40%	14%	14%	11%	17%	12%	51%	49%	50%	42%	44%
Accumulating an estate	41%	38%	51%	41%	54% ▲	13%	13%	9%	17%	8%	39%	37%	29%	33%	31%
Starting or owning a business	50%	46%	42%	47%	53%	9%	11%	4%	10%	11%	28%	28%	40%	27%	22%
Reducing the amount of tax you pay	39%	46%	53%	50%	52% ▲	9%	6%	6%	10%	8%	44%	36%	35%	35%	33% ▼
Paying down debt	47%	50%	50%	53%	54% ▲	10%	9%	9%	9%	10%	40%	39%	37%	35%	34% ▼
Building up an emergency fund	54%	61%	59%	59%	59%	8%	7%	8%	6%	6%	33%	26%	26%	27%	28%

* Small base size (<100) in current wave, interpret with caution.

Base: Financial goals selected (n=varies)

Q15. How do you feel about your progress in achieving your financial goals?

▲/▼ Significantly higher/lower than previous year (Q3'18 vs. Q3'19).
 □/○ Significantly higher/lower than previous wave.



To learn more about ways our investing philosophy is helping Albertans, please contact: Chris Turchansky, President of ATB Wealth at christurchansky@atb.com