



**Now's the time to stay focused on long-term goals.**

Since Investor Beat's first survey six months ago, retirement goals for many Albertans feel more out of reach than they did before July 2015. This is not surprising as the trajectory of their RRSPs and overall investment portfolios have likely levelled off or taken a dip since we last checked in. The overall mood is also affected by employment opportunities, real estate prices and the perceived negative aspects of a falling loonie.

For some, this cloud has a silver lining. Softening of real estate markets will allow younger Albertans to enter the real estate market for the first time. The lower Canadian dollar will also provide a boost to tourism and make Albertan exporters in some sectors happy too.

For more affluent, experienced investors the current economic downturn is having less of an impact on their confidence compared to younger respondents. This is likely due to the fact that they have been here before, weathering previous downturns.

In this edition, we also ask Albertans how much they think they will need to retire comfortably and probe their knowledge of global stock markets.

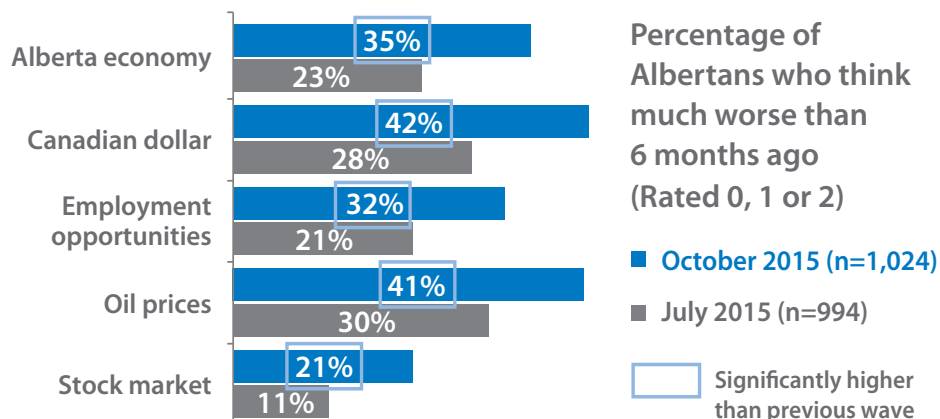
Amidst this volatility, one thing is certain; financial institutions need to step up and help Albertans stay focused on their long-term investment and savings goals. As an industry, we've got to take stock of a client's complete picture and vision for their future, their life stage, and investment horizon. Too few Albertans have dedicated advisor relationships and holistic financial plans.

Now is a great time for Albertans to talk to their advisors – either to start a plan or revisit an existing one to examine new investment opportunities. Based on the responses to questions in this survey, Albertans need to bone up on a variety of topics, such as mutual fund fees, the stock market and retirement needs. Ultimately, Albertans should meet their advisors a couple times a year, ensuring their plans are on target with life goals.

**WHAT A DIFFERENCE A QUARTER MAKES**

As a swift economic recovery has failed to materialize, the number of Albertans who think key economic and market factors are worse than six months ago is significantly higher than last quarter.

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## YET THROUGH TURBULENT TIMES, ALBERTANS ARE STAYING THE COURSE

Despite the prevailing downbeat mood, almost a third (31%) of Albertans think now is a good time to save or invest, while only 10% believe it is a bad time to do so. These areas did not change from July to October 2015. Among those positive respondents, 44% credit their optimistic view to the various investment products available to them. On the other hand, 28% of those who believe now is a bad time, say it is so because of the economy.

**“IT IS ALWAYS A GOOD TIME TO SAVE AND/OR INVEST. THERE IS NEVER A BAD TIME.”**

– Male, 18-34, Calgary

**“I AM LOOKING TOWARDS THE FUTURE AND NOW IS THE TIME TO START. DO NOT PUT IT OFF.”**

– Male, 55+, Calgary

**60%**

OF ALBERTANS FEEL NEUTRAL ON IT BEING A GOOD OR BAD TIME TO SAVE/INVEST

**84%**

OF ALBERTANS DON'T EXPECT THE OUTLOOK TO CHANGE OVER THE NEXT 3 TO 6 MONTHS FOR SAVING/INVESTING

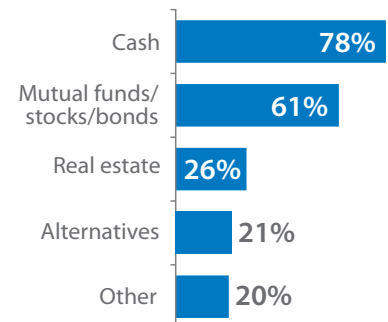
## WHAT'S IN THE SAVING AND INVESTMENT MIX

Most Albertans intend to keep the same saving/investment product mix in the next 3-6 months. The only notable change from three months ago is that respondents are less likely to say they will keep the same amount of savings/investments in real estate; 86% in Oct 2015 vs. 89% in July 2015. This could reflect the actual decrease in value of real estate holdings or perhaps a desire to sell off investment properties.

**83%**

OF ALBERTANS HAVE SOME TYPE OF SAVINGS OR INVESTMENTS

Percentage of Albertans who have these investment products



## WHEN IT COMES TO FINANCIAL GOALS, MANY ALBERTANS ARE STRUGGLING TO STAY ON TRACK

**48%**

OF ALBERTANS SAVING FOR RETIREMENT SAY THEY ARE BEHIND ON THEIR RETIREMENT GOALS

Top financial priorities for Albertans include saving for retirement (51%) and managing day-to-day finances (41%). Nearly half (48%, up from 40% since July) of Albertans saving for retirement say they are behind on their retirement savings goals, and just over one-quarter (26%) find themselves behind on managing day-to-day finances. Among those Albertans who say they are behind, cost of living (58%) and unexpected expenses (43%) are the two most common reasons preventing them from being on track.

## HOW MUCH DO YOU NEED TO RETIRE? DEPENDS ON WHOM YOU ASK

While Albertans expressed a wide range in both the amount they need to live comfortably in retirement, and exactly when to retire, many know that they are simply not putting away enough or are unsure of how much they need to put away to reach their retirement goals.

# 38%

OF ALBERTANS WHO HAVE SAVINGS/INVESTMENTS SAY THEY ARE NOT SAVING ENOUGH FOR RETIREMENT

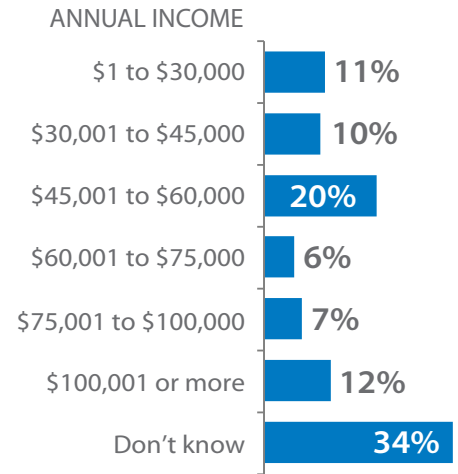
# 34%

OF ALBERTANS WHO HAVE SAVINGS/INVESTMENTS DON'T KNOW HOW MUCH THEY WILL NEED IN RETIREMENT

# 67

IS THE AVERAGE AGE MOST ALBERTANS WHO HAVE SAVINGS/INVESTMENTS THINK THEY WILL RETIRE

### We asked how much Albertans think they need per year to retire



## ALBERTANS ARE FEELING THE PINCH AND TIGHTENING BELTS

Consistent with the first edition of Investor Beat in July 2015, in October, a majority of Albertans agree that the drop in oil has impacted Alberta's economy and many have felt a personal impact. The household cost cutting measures we saw back in July continue as many Albertans hunker down for what appears to be a persistent downturn.

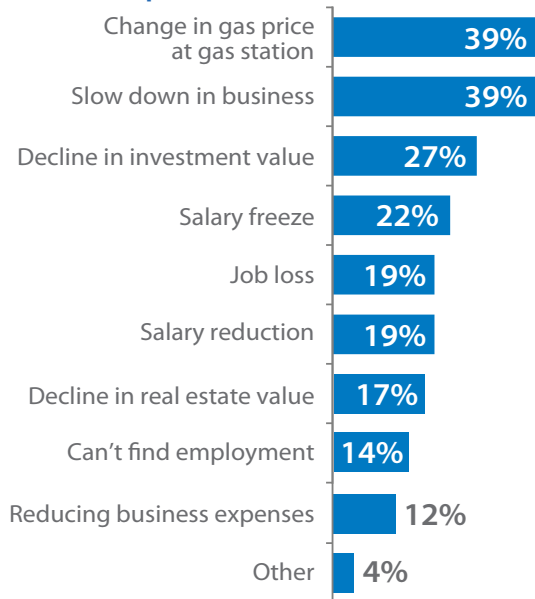
# 67%

AGREE THAT THE DROP IN OIL HAS HAD A STRONG IMPACT ON THE ALBERTA ECONOMY

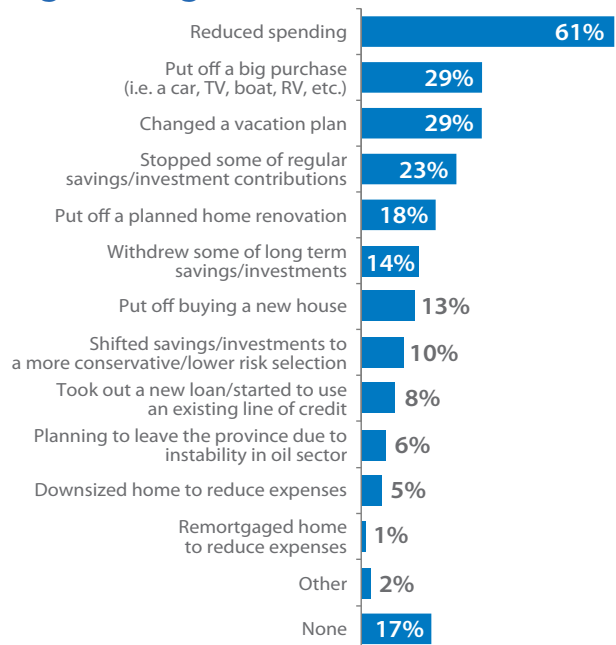
# 45%

OF ALBERTANS SAY THEY HAVE BEEN PERSONALLY IMPACTED

### Ways Albertans have been impacted



### How Albertans are tightening their belts



# TAKING STOCK: NEARLY HALF OF ALBERTANS DON'T FOLLOW THE STOCK MARKETS

**47%**

**OF ALBERTANS SAY THEY FOLLOW THE NEWS REGARDING VARIOUS STOCK MARKETS 'LESS THAN MONTHLY' OR 'NEVER'**

When it comes to the world's stock markets, many Albertans are in the dark. When asked whether their value has been declining or growing, one-third of respondents didn't know. Furthermore, when asked what influences stock market performance, roughly half said they didn't know that either. Only 22% of Albertans said that the news regarding stock markets affects their decision making regarding investments.

**22% say the news affects their investment decisions either very or somewhat strongly**

Albertans aged 55+ (49%) are more likely than those aged 18-54 (26%) to follow the news about stock markets at least weekly. Men are more likely than women to pick up on stock market news at least a few times a month (59% vs. 34% respectively).

## WHAT ALBERTANS (DON'T) KNOW ABOUT FEES

Across Alberta, men are more likely than women (76% vs. 53%) to say they are very or somewhat familiar with the fees associated with their investments in mutual funds, stocks and bonds. Meanwhile, Albertans in the 35 to 54 age bracket are not very/not at all familiar with the fees they pay (40%).

**22%**

**OF ALBERTANS WITH MUTUAL FUNDS, STOCKS OR BONDS ARE VERY FAMILIAR WITH THEIR ASSOCIATED FEES**

**56% of Albertans who have savings/investments don't have a dedicated financial advisor**

As Albertans near retirement age, they are more likely to have a dedicated advisor relationship. 56% of those aged 55 or older have an advisor compared to 34% for those aged 18 to 34 and 41% for those in the 35 to 54 age bracket.

## ABOUT INVESTOR BEAT

For more information on this report or the next ATB Investor Beat edition, please write us at [investorbeat@atb.com](mailto:investorbeat@atb.com). You can also visit [atb.com/investorbeat](http://atb.com/investorbeat) to be included on the mailing list.

### About ATB Investor Services

ATB Financial ([atb.com](http://atb.com)) is the largest Alberta-based financial institution, with assets of \$43.1 billion. ATB offers investor services, as well as retail, business, agricultural and corporate financial services to more than 710,000 Albertans across 244 communities in our province.

ATB Investor Services is the wealth management arm of ATB Financial. Our goal is to sort through the clutter and make investing easier to understand so our clients can focus on the things that really matter in life.



To learn more about ways our investing philosophy is helping Albertans, please contact:  
**Chris Turchansky**, President of ATB Investor Services at [christurchansky@atb.com](mailto:christurchansky@atb.com)

### Who did we talk to?

Ipsos ([www.ipsos-na.com](http://www.ipsos-na.com)) is the third largest market research company in the global industry providing a full range of market research services. In North America, Ipsos has more than 2,100 research professionals and support staff located in 33 offices, with eight offices in Canada.

These findings are from an online survey conducted from June 29-July 13, 2015 and October 2-19, 2015 using Ipsos' i-Say panel. The 994 respondents are representative of Albertans 18 years of age and older based on age, gender and region. Using a Bayesian credibility interval the survey is considered accurate to within +/- 3.5 percentage points had all adults in Alberta been polled.

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