



## On the level: Albertans' sentiments reach a plateau.

Over the last few issues of Investor Beat, it's become apparent that Alberta has reached a plateau of sorts. Negative sentiment on Alberta's economy remains, but the average Albertan's outlook for the Canadian and global economy is in a much more positive state. This is a step in the right direction, however, we'll need another quarter, or two, to be sure.

Confidence in the markets is slowly creeping back, and as we shift into RRSP season, we are heartened to find that saving for retirement is still the top goal for Albertans. This corresponds with many Albertans indicating they will both reduce their holdings in cash and start to increase investment into mutual funds. We also see that the number of Albertans making withdrawals from long-term savings to pay for day-to-day expenses is leveling off, which is another positive indicator.

Unemployment rates in Edmonton and Calgary are beginning to diverge, with Calgary now taking the brunt of this downturn. Though still far removed from the optimistic days of 2014, we find there is more appetite for Albertans to spend discretionary funds, possibly on things they have been putting off doing for a while.

On the whole, it seems like we might be through the worst of it. But we're keeping an ear to the ground, and will continue to check in with Albertans over the coming quarters. Stay tuned.

## Albertans' attitudes shift into neutral

**15%**

**BELIEVE IT'S A GOOD TIME TO INVEST (DOWN FROM 20%)**

**68%**

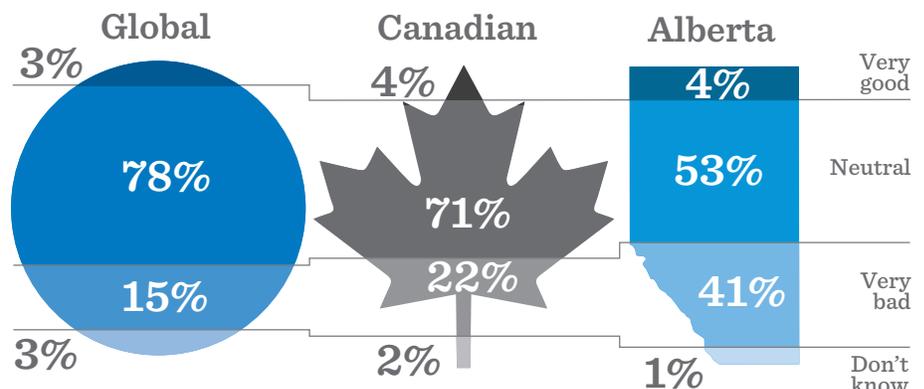
**ARE NEUTRAL ON INVESTING (UP FROM 64%)**

**16%**

**BELIEVE IT'S A BAD TIME TO INVEST (REMAINS THE SAME)**

Although significantly fewer Albertans think it is a good time to invest now (15%) compared to three months ago (20%), the shift is towards a neutral perception of investing. Men in general, Calgarians, and those with investible assets over \$25K are more likely to feel that it is a good time to invest than their counterparts.

### Perceptions of the economy



## Albertans' perceptions of the economy

Albertans view Alberta's economy poorly compared to the global and Canadian economies. Gen-Xers and Boomers are more likely to have negative perceptions of the provincial economy than Millennials.

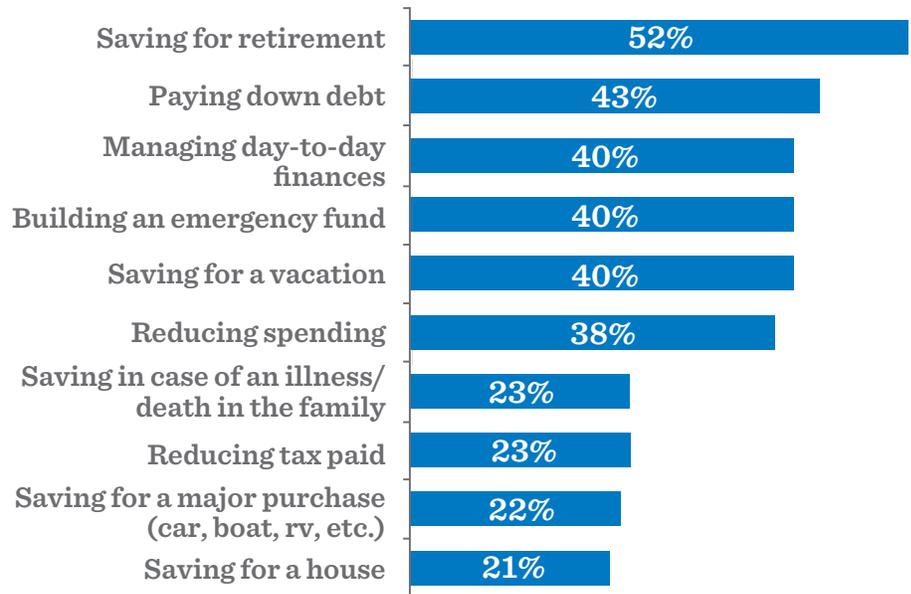
The number of Albertans impacted has finally stabilized at 52%, the same amount as three months ago. Over the last year, however, this represents a 7% increase in those affected. About a third of those polled think that oil prices are

still very bad. The percentage of those experiencing a slow down in their own business has decreased to 36% from 44% three months ago.

**52%**

OF ALBERTANS IMPACTED BY THE DROP IN OIL PRICES.

## Top 10 personal financial goals



Consistent wave over wave, saving for retirement and paying down debt are the top two financial goals for Albertans. In fact, the top 10 financial goals have remained in the same ranking year over year. Compared to a year ago, paying down debt, saving for a vacation or a major purchase and reducing spending have shown significant increases.

## To pay down debt or save for a rainy day?

### ADVICE

**Deciding between the two, if you must choose, often depends on the type of debt it is, and weighing the benefits of the interest rate charged on debt versus the potential rate of return on an investment factored against the number of years until you retire.**

Among those who are behind in their financial goals, cost of living (58%) and unexpected expenses (43%) continue to be the top reasons mentioned as roadblocks in achieving financial objectives. Spending too much is more of an issue with Millennials (43%) than Gen-Xers (29%) and Boomers (22%), as is low wages (Millennials: 41% vs. Gen-X: 27% vs. Boomers: 16%).

**49%**

OF ALBERTANS SAY THEY ARE ON TRACK OR AHEAD FOR RETIREMENT SAVINGS.

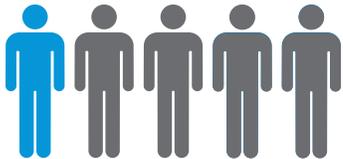
**50%**

OF ALBERTANS SAY THEY ARE ON TRACK OR AHEAD FOR PAYING DOWN DEBT.

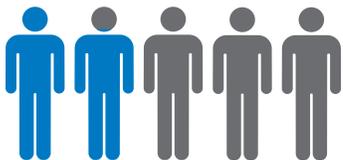
# Albertans and their retirement savings: better late than never

## ADVICE

No matter how old you are, it is never too late to invest. But the younger you start the more beneficial compound interest is for you.

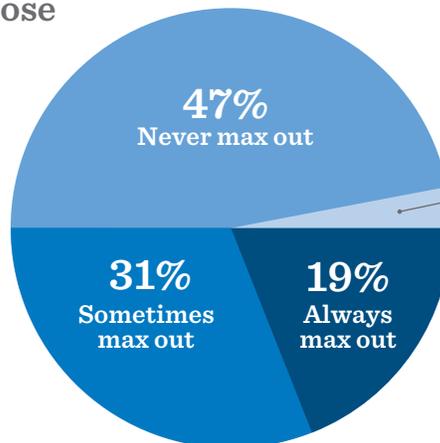


■ One-in-five Albertans who are not currently retired believe they would need between \$45K to \$60K annually in order to retire comfortably.



■ A larger proportion (37%) report not knowing what amount they would need.

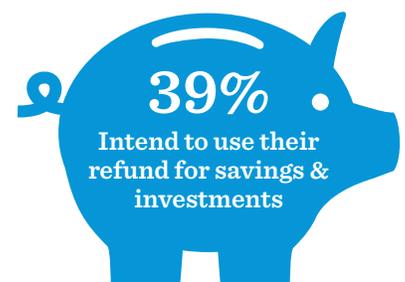
Surprisingly, Baby Boomers and Millennials are less likely to have an RRSP compared to Gen-Xers, or those born between 1961 and 1981.



Albertans with an RRSP who intend to max out their contribution this year

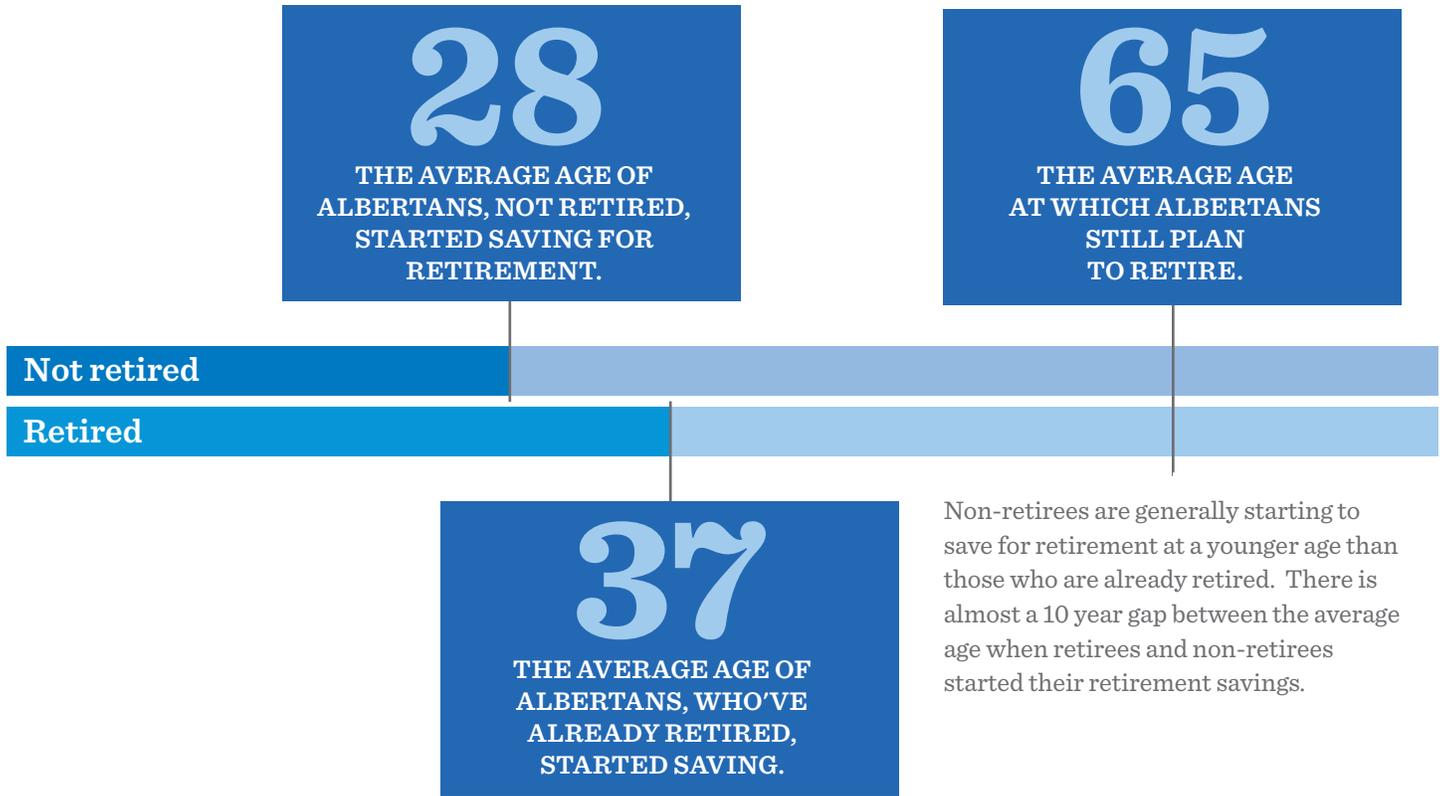
More Millennials and Gen-Xers expect to receive a tax refund, while Boomers expect to pay.

### Albertans receiving refunds intend to...



96% of Albertans with an RRSP are aware that there is a contribution limit, only 19% maximize each year.

## Average age Albertans start retirement savings



## 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:  
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### 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 October 11-20, 2016 using Ipsos' i-Say panel. The 1003 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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