



ATB Investor Services

Alberta Investor Beat Tracking
Research
Q3 2017

August 2017



The ATB logo consists of the letters "ATB" in white, bold, uppercase font, centered within a dark blue rectangular box.

Purpose

1

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

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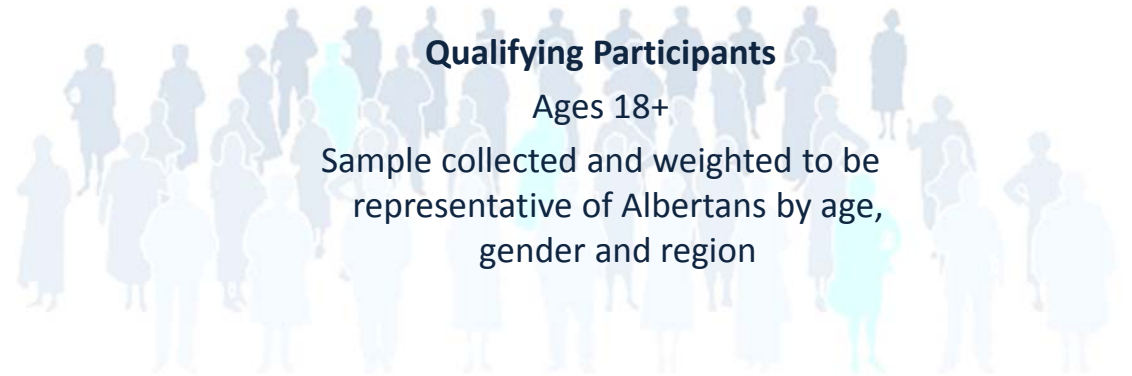
To inform business strategy and showcase ATBIS' deep understanding of Albertans.



Methodology



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



Qualifying Participants

Ages 18+

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

Field Dates

Q3 2017	July 20 – 29, 2017
Q2 2017	April 3 – 13, 2017
Q1 2017	January 3 – 11, 2017
Q4 2016	October 11-20, 2016
Q3 2016	July 25–Aug 4, 2016
Q2 2016	April 11–18, 2016



Online (Ipsos Panel)
1,004 completes in Q3 2017

Executive Summary



Albertans Perceptions on Investing & Factors: ATB Optimism Index

- The ATB Optimism Index is stable quarter-over-quarter, with a score of 57 points in Q3'17. Albertans continue to be the most optimistic towards 'balanced mutual funds' (54 points), whereas 'real estate' investments have taken a tumble, down three points to 51 versus 54 points last quarter.
- Sentiments towards economic factors continue to move up, with significant increases on the Optimism Index for both the provincial and national economy.
- Macro-economic factors are generally stable this wave, although there is a softening in optimism towards interest rates, with a decline of three points.
- The average index score for Micro-Economic Factors surged ahead this quarter, increasing by 9 points (39 in Q3'17 vs. 30 in Q2'17). This is driven by significant gains in optimism towards the Canadian dollar and employment opportunities.



Albertans Financial Portfolio Mix & Financial Goals

- While Albertans continue to place most of their money in cash holdings, it has decreased significantly this quarter, and all other financial products have incremental gains. This may represent a shift towards having more investment products in Albertans' financial portfolio over savings, and will be monitored in subsequent waves.
- Saving for retirement continues to lead the way as the top financial goal for Albertans, significantly increasing compared to last quarter and Q3'17. Paying down debt stays in second place, rebounding slightly after last quarter's decrease. Vacation savings has increased significantly as a personal goal compared to the same time in the previous year.
- Building up an emergency fund and saving for a house are the financial goals Albertans still feel most behind on. In fact, saving for a house is up 10 percentage points versus the same time last year (58% in Q3'17 vs. 48% in Q3'16). Cost of living and unexpected expenses continue to be the main obstacles among Albertans who are behind in their financial goals.

Executive Summary cont'



Impact of Drop in Oil Prices

- Similar to last wave, over five-in-ten (54%) Albertans claim they have been personally impacted by the reduction in oil prices. Cost of living continues to be the top reason for Albertans to feel impacted by the drop in oil prices. Slow down in business ranks second – however, this is significantly down from a year ago (34% in Q3'17 vs. 44% in Q3'16).



Ad-Hoc Section: Sentiments Towards Investing and Finances

- Approximately three-in-ten Albertans are familiar with the risk of their investments, understand the types of investments they hold, and are comfortable managing money online.
- Boomers tend to have a better understanding of their investments compared to their younger counterparts. Despite this Millennials are most comfortable managing money online.
- Those engaged with online investing overall have a better understanding of their investments compared to those not engaged. They are also more likely to indicate they are happy with their current financial situation.



Ad Hoc Section: Technology Usage for Investing

- Close to six-in-ten (57%) Albertans view their investment accounts online, with under half of this group checking their accounts online weekly or more often. Millennials and Boomers check their online accounts more frequently than Gen-Xers, with half from the youngest and oldest age segments doing so at least weekly.
- Among those who check their accounts online, two-in-ten have changed their investment products or bumped up their contributions after checking their balances. However, the largest proportion do nothing different.
- In comparison, buying/selling investments online is completed less frequently, with under one-quarter (23%) having ever completed this activity. From the age groups, Millennials are buying or selling investments online the most frequently, with three-in-ten claiming to do so weekly or more often.
- Among Albertans who buy/sell investments online, low fees and its flexible schedule are the top reasons for choosing this option.

Investor Beat Investing Optimism Index

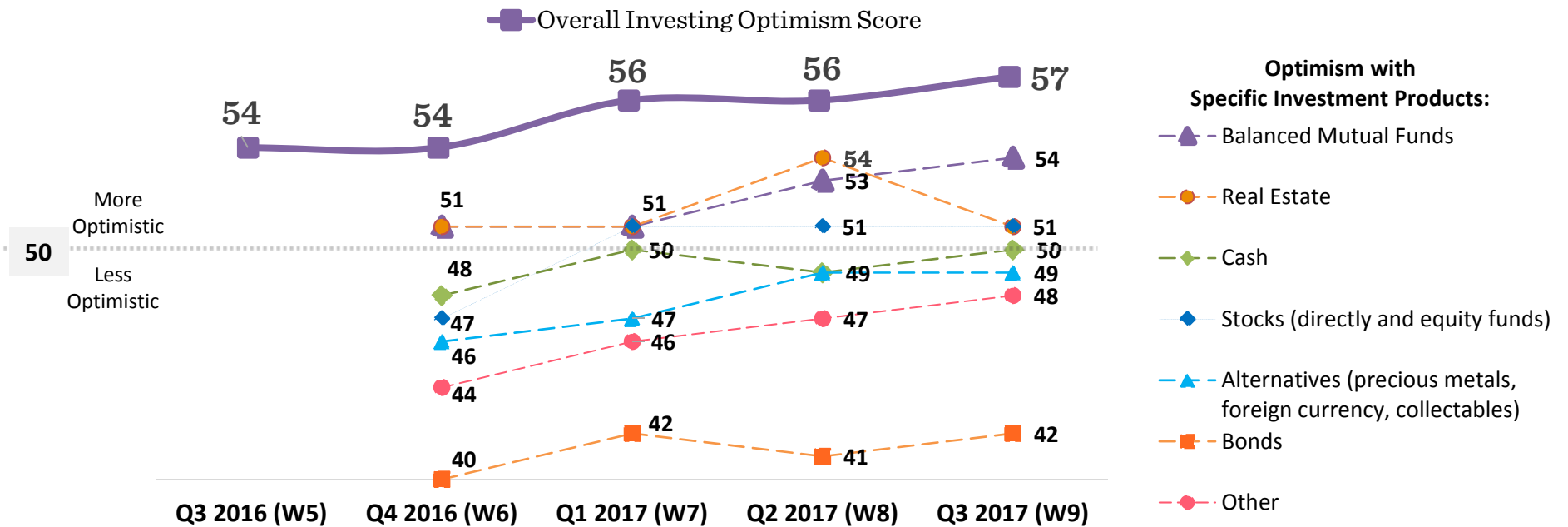
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Methodology

- 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

- **Optimism toward investing remains stable quarter over quarter.** From the investment products evaluated, Albertans continue to be the most optimistic towards **'balanced mutual funds'**. **'Real estate'** investments have taken a tumble, down three points versus Q2 2017.
- **Millennials** continue to **feel more positive towards investing in cash** versus Gen-Xers or Boomers.
- **Males** are more likely to be optimistic about investing into stocks, bonds and balances mutual funds compared to females.



8

Base: All respondents

Taking everything into consideration, is now a good time or bad time to invest your money? (Q2NEW)
 Specific Products: More specifically, is now a good time or bad time to invest in the following? (Q2NEWa)

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Index Range: 0 to 100.

Reasons that it's a Good Time to Invest

- For Albertans who feel that it is currently a good time to invest, there is a significant increase in mentions of the perception of a **better/stable economy**. Having a general positive sentiment towards investing remains the top mention. Other reasons that have popped up this quarter include perception of investments being on sale, good interest rates and the improving Canadian dollar.

	Q3 2016 (n=100)	Q4 2016 (n=152)	Q1 2017 (n=195)	Q2 2017 (n=155)	Q3 2017 (n=157)
Investment Products – Net	52%	45%	35%	49%	48%
Good time to invest	27%	29%	15%	25%	24%
Low stock market	26%	19%	12%	16%	8%
Investments are on sale	5%	-	1%	-	6%
Good/high interest rates	-	-	-	-	6%
Improvement in the stock market	2%	-	1%	8%	4%
Economy – Net	27%	43%	36%	22%	35%
Market is getting better	-	9%	12%	8%	8%
Poor/unstable economy	19%	16%	10%	5%	6%
Better/stable economy	1%	5%	5%	4%	14%
Low costs of goods/services	6%	14%	5%	3%	5%
Dollar is improving	-	-	1%	-	5%
Because I have the money to do it	-	3%	3%	-	4%

Note: Only mentions of 4% or higher for Q3 2017 are shown.

Reasons that it's a Bad Time to Invest

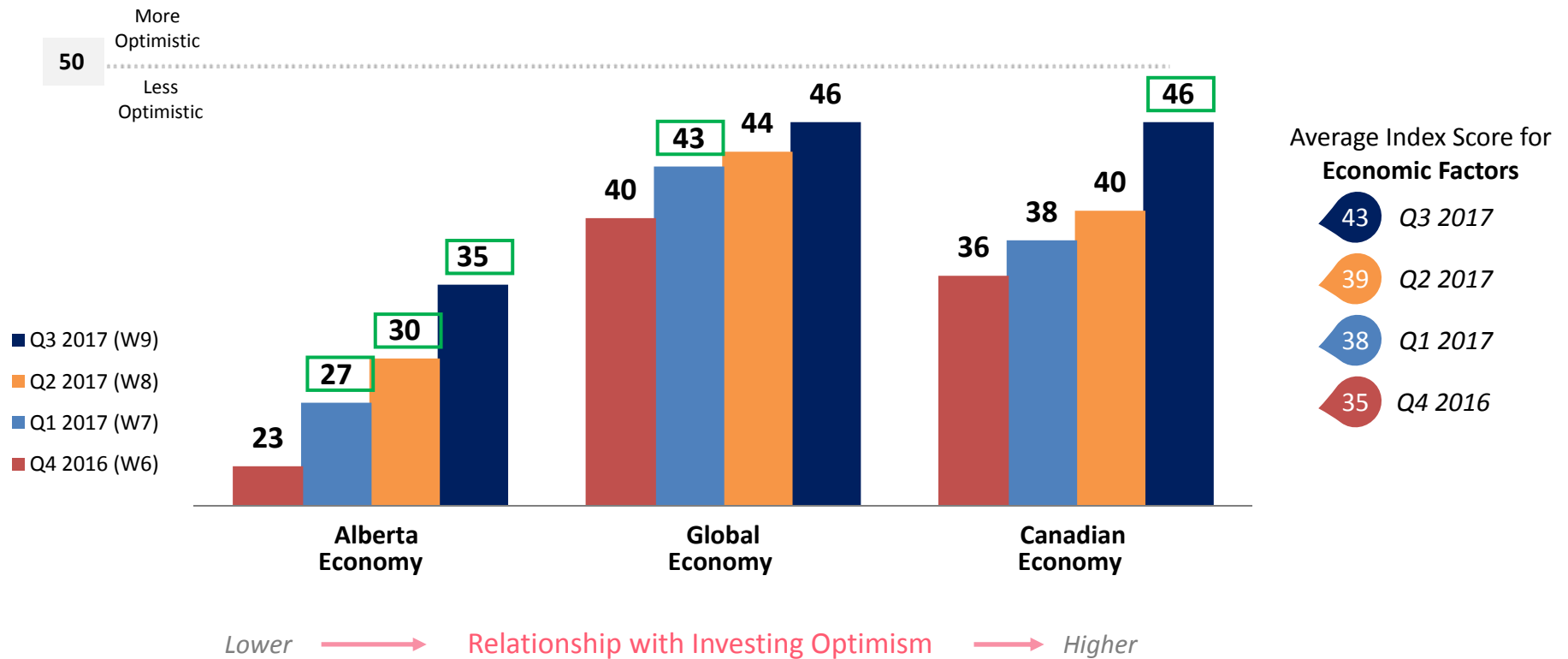
- Consistent quarter-over-quarter, the **poor economy** and **not having additional money to invest** are the main barriers to investing.

	Q3 2016 (n=82)*	Q4 2016 (n=156)	Q1 2017 (n=140)	Q2 2017 (n=123)	Q3 2017 (n=132)
No money – Net	25%	26%	33%	32%	34%
No extra money to invest	17%	22%	29%	23%	23%
Fixed income/low income	5%	5%	3%	4%	10%
Economy – Net	18%	42%	37%	28%	34%
Poor economy	14%	33%	26%	18%	24%
Unemployment	5%	10%	10%	11%	12%
Investment – Net	26%	15%	8%	8%	15%
Low interest rates	13%	9%	5%	2%	8%
Poor time to invest	6%	4%	1%	3%	4%
Low return on investment	-	-	-	-	4%
Miscellaneous – Net	10%	20%	24%	23%	16%
Current political atmosphere	4%	6%	9%	4%	5%
Debt	-	1%	3%	2%	4%

Note: Only mentions of 4% or higher for Q3 2017 are shown.
* Small base size, interpret with caution

Investor Beat Optimism Index Economic Factors

- Sentiment towards economic factors continue to trend up. There are significant increases in positive perception towards the **Alberta and Canadian economy**.
- **Millennials** continue to have **more positive outlooks on all economic factors** than their counterparts.



Index Range: 0 to 100.

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

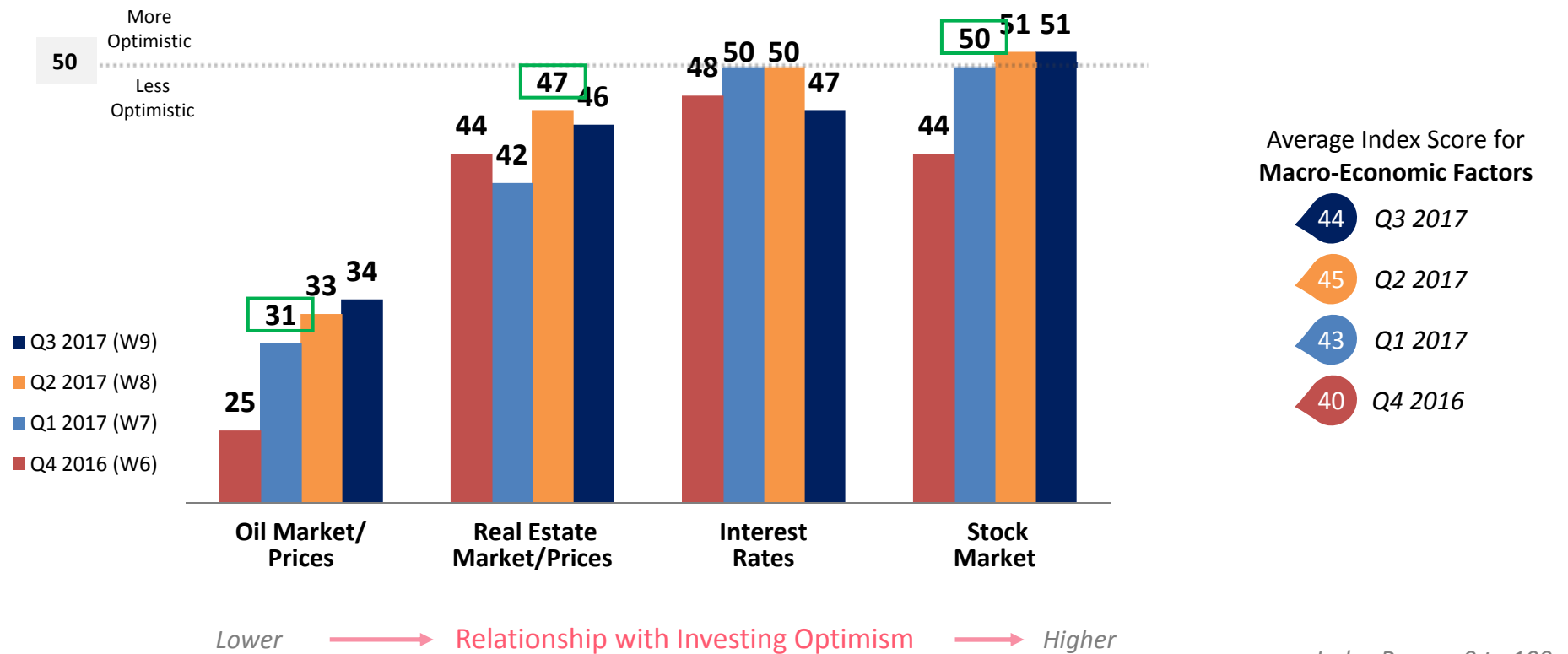
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□ / ○ Significantly higher/lower than previous wave

Investor Beat Optimism Index

Macro-Economic Factors

- After the jump seen last quarter, the Optimism Index for Real Estate Market/Prices is flat this wave. Optimism towards **interest rates** is softening, with a decline of three points.
- Millennials** continue to be the most **positive about oil market/prices** compared to the other two age cohorts. **Men have a more optimistic outlook** on most macro-economic factors than women, except for the real estate market.



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

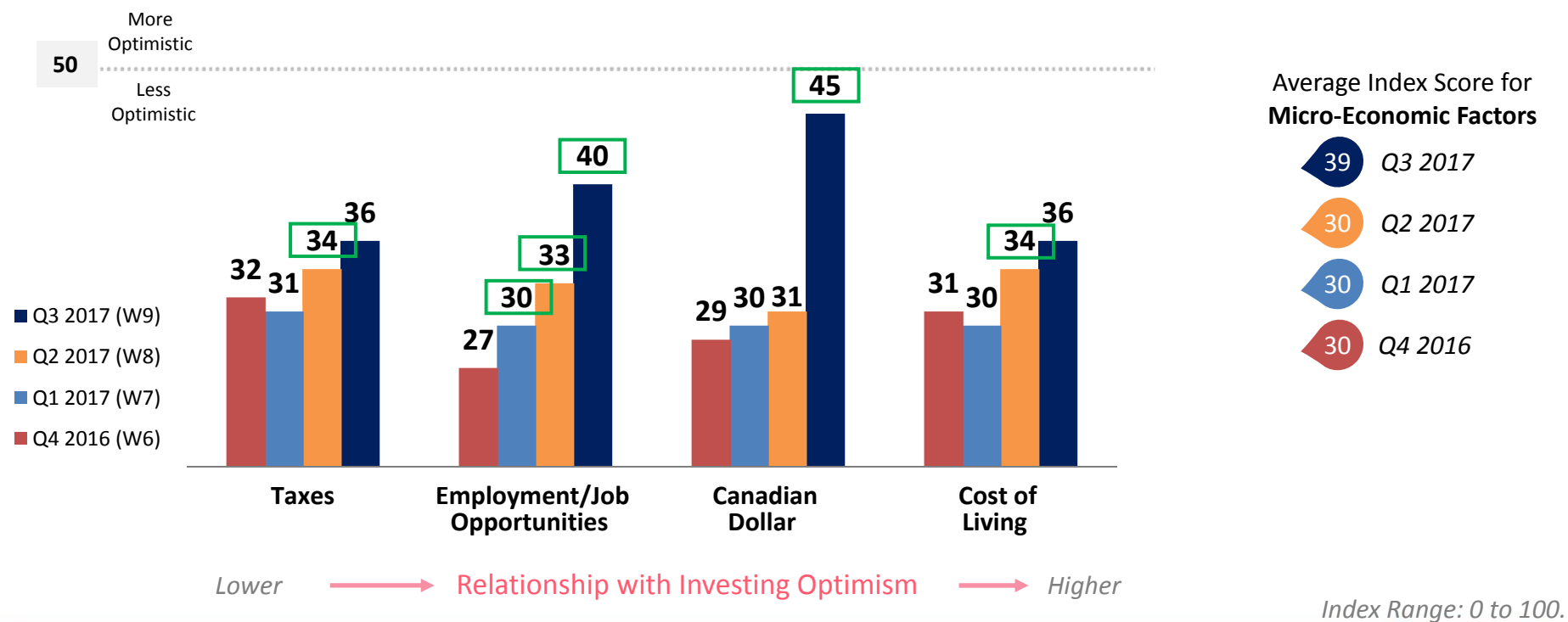
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□ / ○ Significantly higher/lower than previous wave

Investor Beat Optimism Index

Micro-Economic Factors

- The average index score for Micro-Economic Factors surged ahead this quarter, **increasing by 9 points**. This is driven by the significant gains in optimism towards the **Canadian dollar and employment opportunities**. In fact, all four micro-economic factors are trending upwards.
- **Boomers and Gen-Xers** continue to hold more **negative perceptions for taxes and job opportunities** than Millennials. **Women** have a **more pessimistic view of all micro-economic factors** than men.



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

ATB

□ / ○ Significantly higher/lower than previous wave

Investor Beat

Understanding Albertans Deeper Savings & Investment Goals

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Understanding Albertans Deeper

Savings & Investment Portfolios

- Similar to the past three waves, **eight-in-ten (80%) Albertans** report holding at least one of the savings or investment products evaluated. Cash holdings remain the highest, and has declined significantly compared to a year ago. On the other hand, balanced mutual funds has increased significantly year-over-year (42% in Q3'16 vs. 47% in Q3'17).
- Albertans with investible assets less than \$25K continue to put most of their money/earnings towards cash savings, whereas stocks and bonds play more of a role in the financial portfolio of those with \$100K or more in assets.

	Have ANY savings or investments product					% of Albertans with this product					% of Albertans total savings/investments by product				
	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017
Cash						84%	76%	79%	75%	74% ▼	50%	45%	44%	46%	42% ▼
Balanced mutual funds						42%	45%	47%	45%	47% ▲	17%	21%	22%	21%	23%
Stocks (directly and equity funds)						39%	39%	40%	41%	38%	13%	13%	14%	14%	15%
Bonds	89%	82%	83%	82%	80%	17%	19%	22%	18%	20%	3%	4%	4%	3%	4%
Real estate (excl. primary residence)						22%	20%	24%	21%	24%	8%	8%	8%	7%	8%
Alternatives						21%	18%	19%	17%	19%	3%	3%	3%	2%	4%
Other						17%	17%	19%	17%	15%	6%	7%	5%	6%	5%

15

Base: Q3 2016: (n=1,003); Q4 2016: (n=1,003), Q1 2017: (n=1,004), Q2 2017: (n=1,008), Q3 2017: (n=1,004) Q8 (Q8_new in W4). What percentage of your savings and investments are in the following types of products?

ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

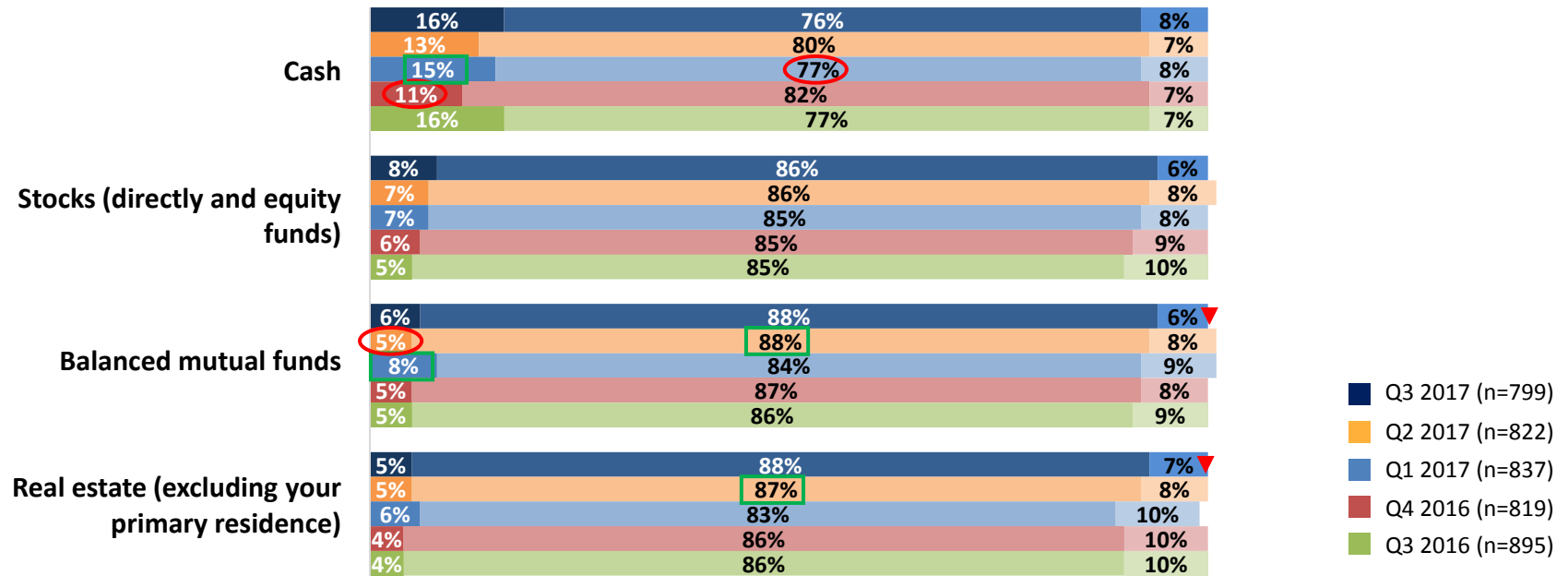
□ / ○ Significantly higher/lower than previous wave

Understanding Albertans Deeper

Savings & Investment Portfolios

- Consistent with previous quarters, the majority of **Albertans intend to keep the same amount of investments in their cash, stocks mutual funds and real estate financial products** in the short term future.
- However, there is a significant decline in the intention to decrease investments in mutual funds and real estate compared to a year ago.

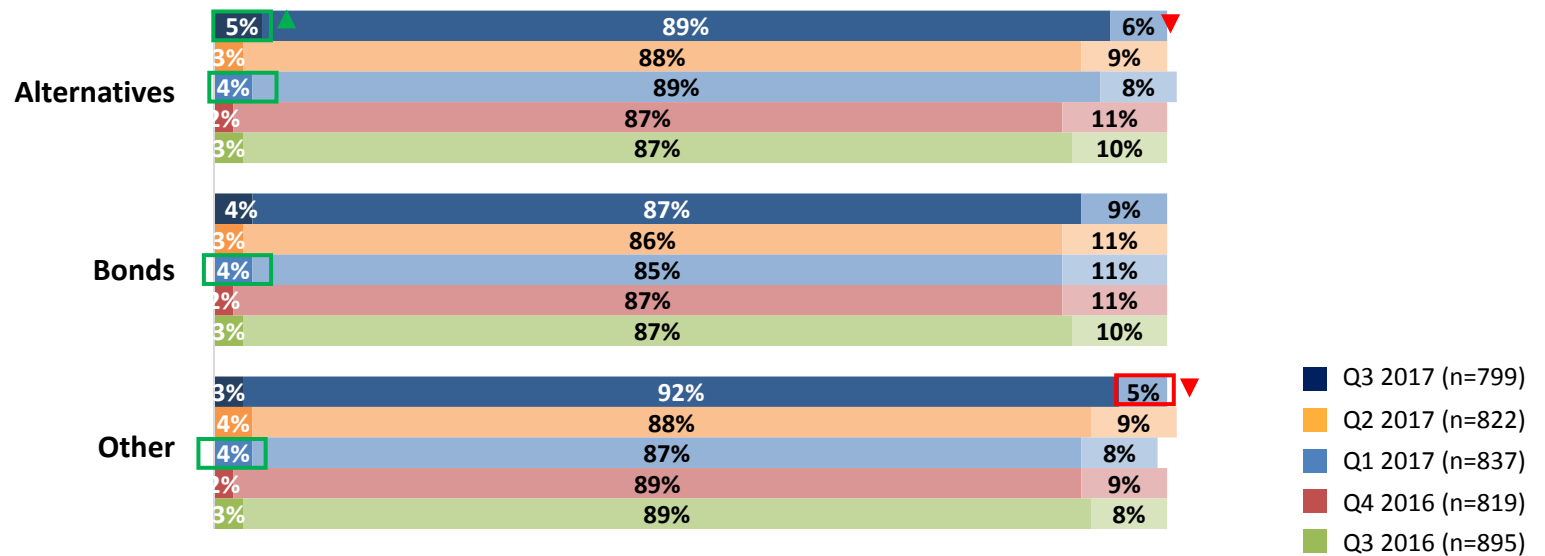
Intent to increase savings/investments (rated 8, 9, 10)
 Keep the same amount of savings/investments (rated 3, 4, 5, 6, 7)
 Intent to decrease savings/investments (rated 0, 1, 2)



Understanding Albertans Deeper Savings & Investment Portfolios

- Albertans intend to keep the same amount of investments in alternatives, bonds and other financial products in the short term future – this is consistent quarter-over-quarter.

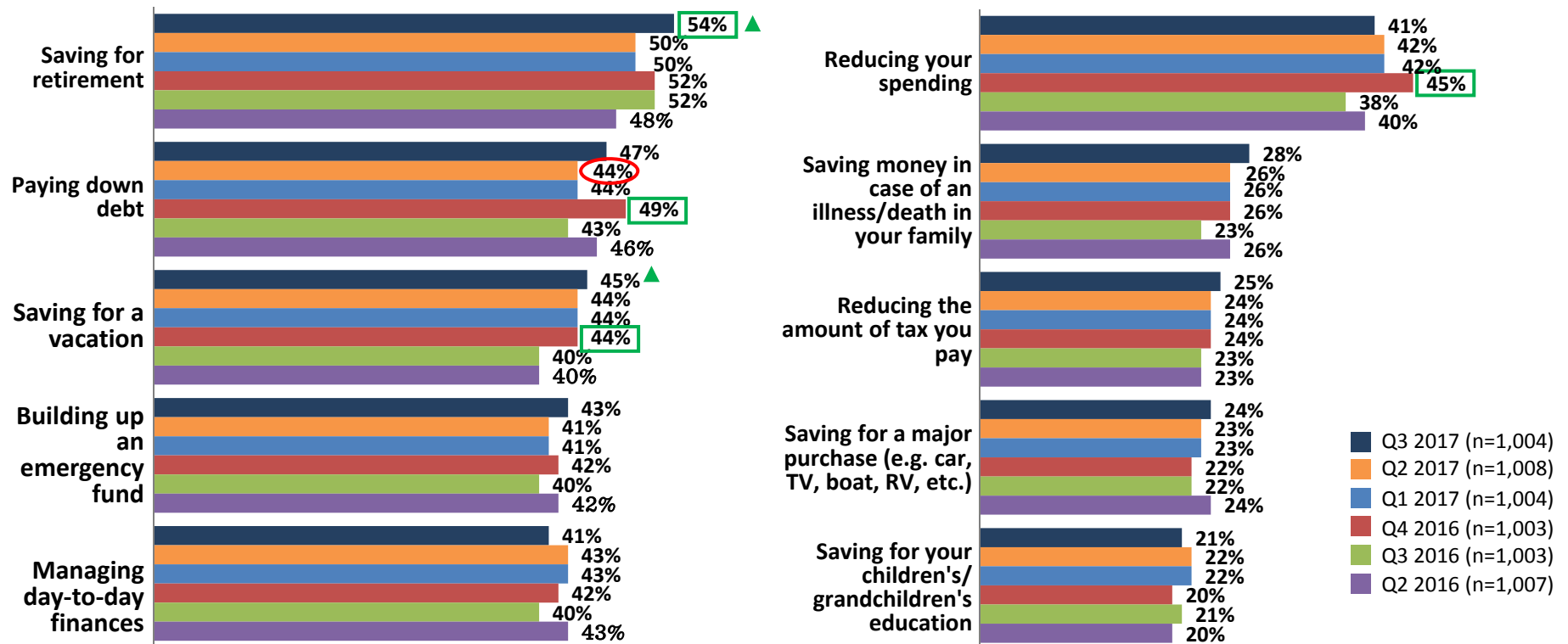
Intent to increase savings/investments (rated 8, 9, 10)
 Keep the same amount of savings/investments (rated 3, 4, 5, 6, 7)
 Intent to decrease savings/investments (rated 0, 1, 2)



Understanding Albertans Deeper

Top 10 Personal Financial Goals

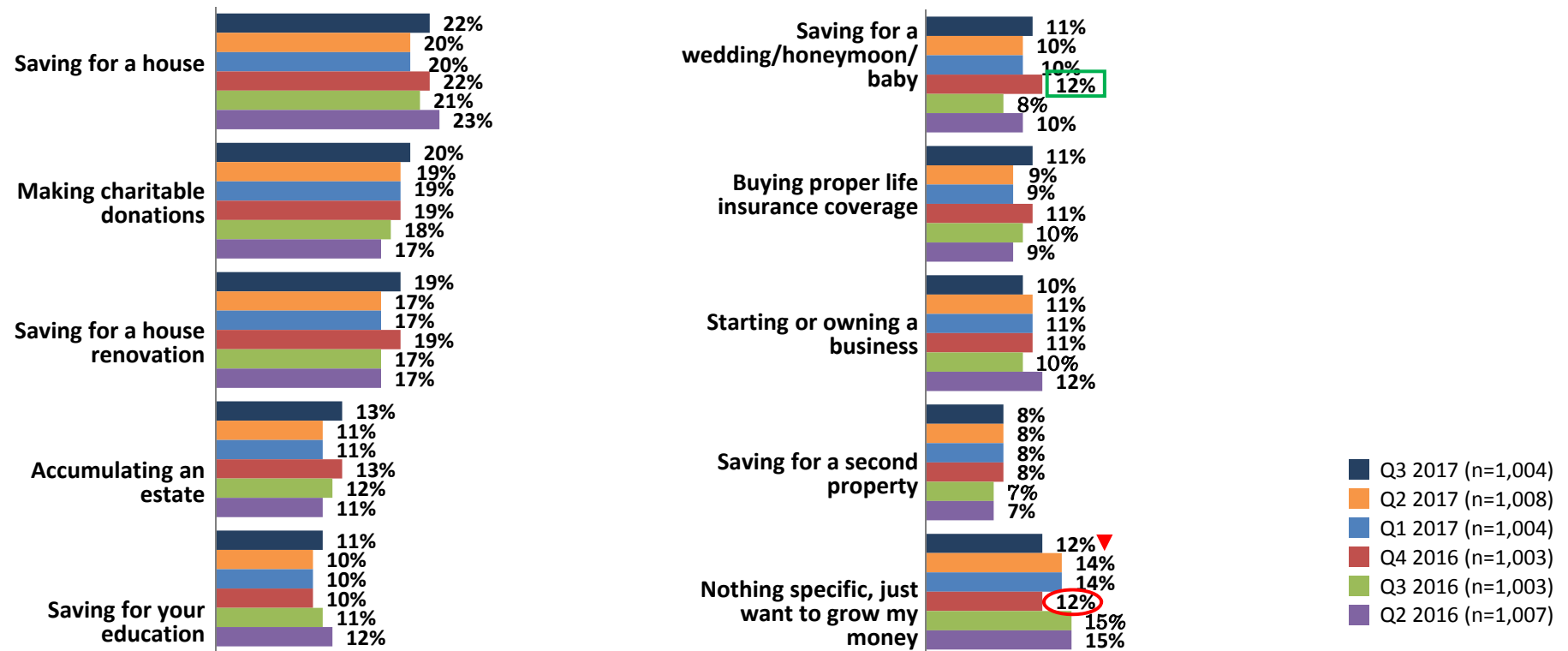
- Saving for retirement** continues to lead the way as the top financial goal for Albertans, with significant increase versus the last quarter and previous year. **Paying down debt** stays in second place, rebounding slightly after last quarter's decrease. **Vacation savings has increased significantly** as a personal goal compared to the previous year.



Understanding Albertans Deeper

Other Personal Financial Goals

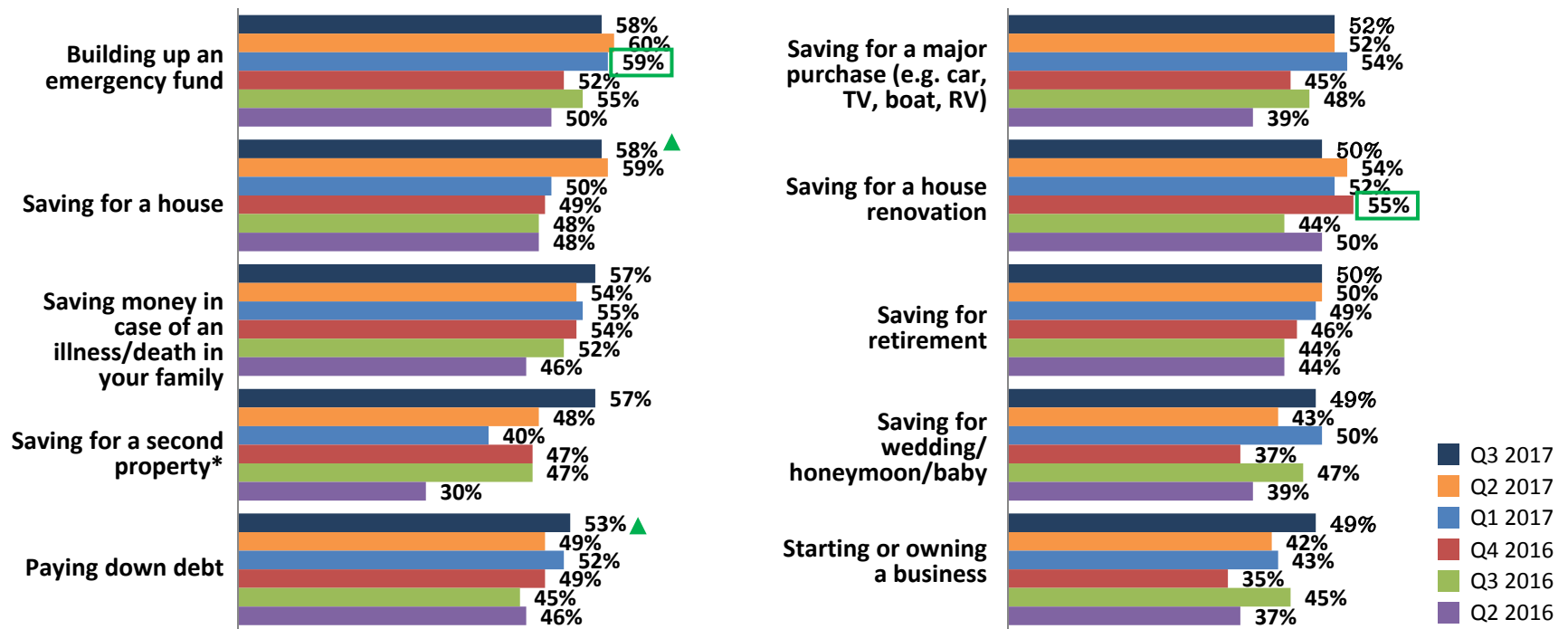
- Financial goals outside of the top 10 are unchanged compared to the previous quarter and year.



Understanding Albertans Deeper

Top 10 Financial Goals Albertans Feel Behind On

- **Building up an emergency fund** and **saving for a house** continue to be the financial goals Albertans feel most behind on. In fact, saving for a house is up 10 percentage points versus the same time last year. **Saving for a second property** has climbed into the top five for the first time this quarter.
- **Paying down debt** and **saving for retirement** are the most important financial goals for Albertans, yet half continue to feel behind on meeting these expectations.



20

Base: Financial goals selected, only results for Behind/far behind are shown (n=varies); *small base size <100 Q15. How do you feel about your progress in achieving your financial goals?

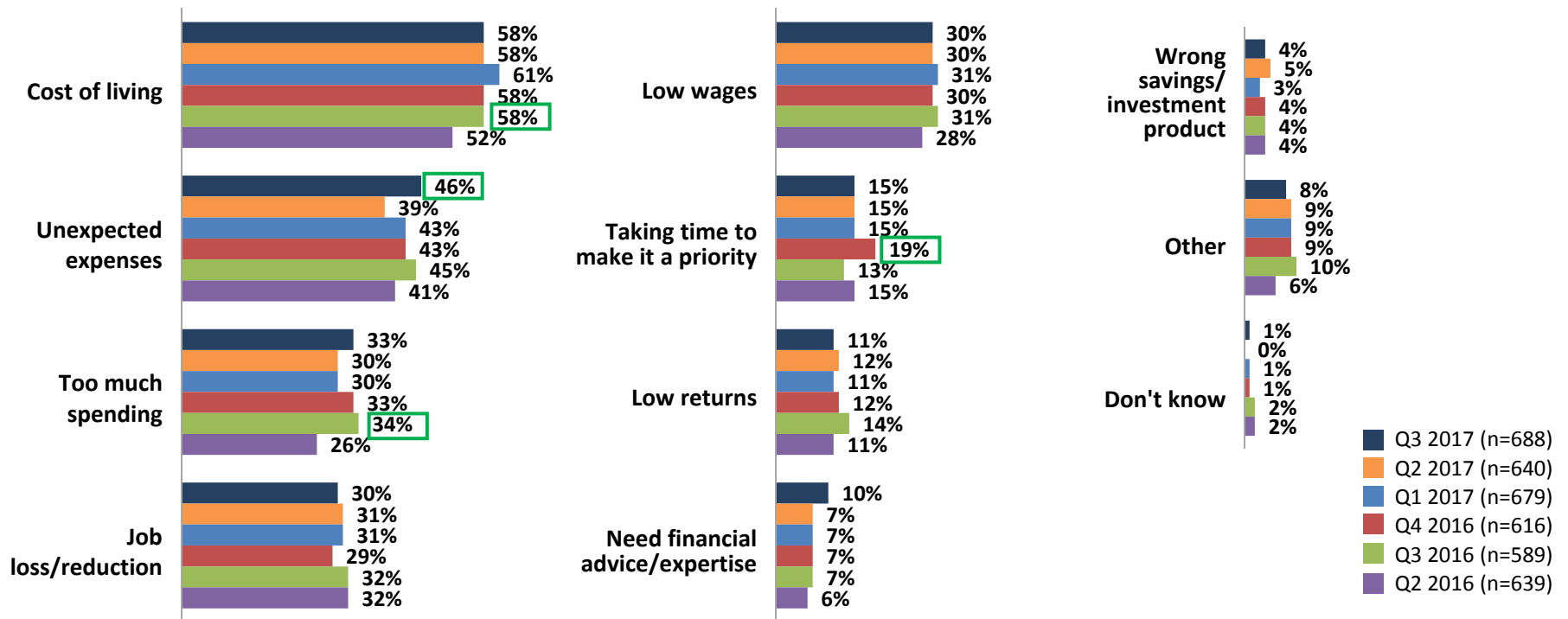
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▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave

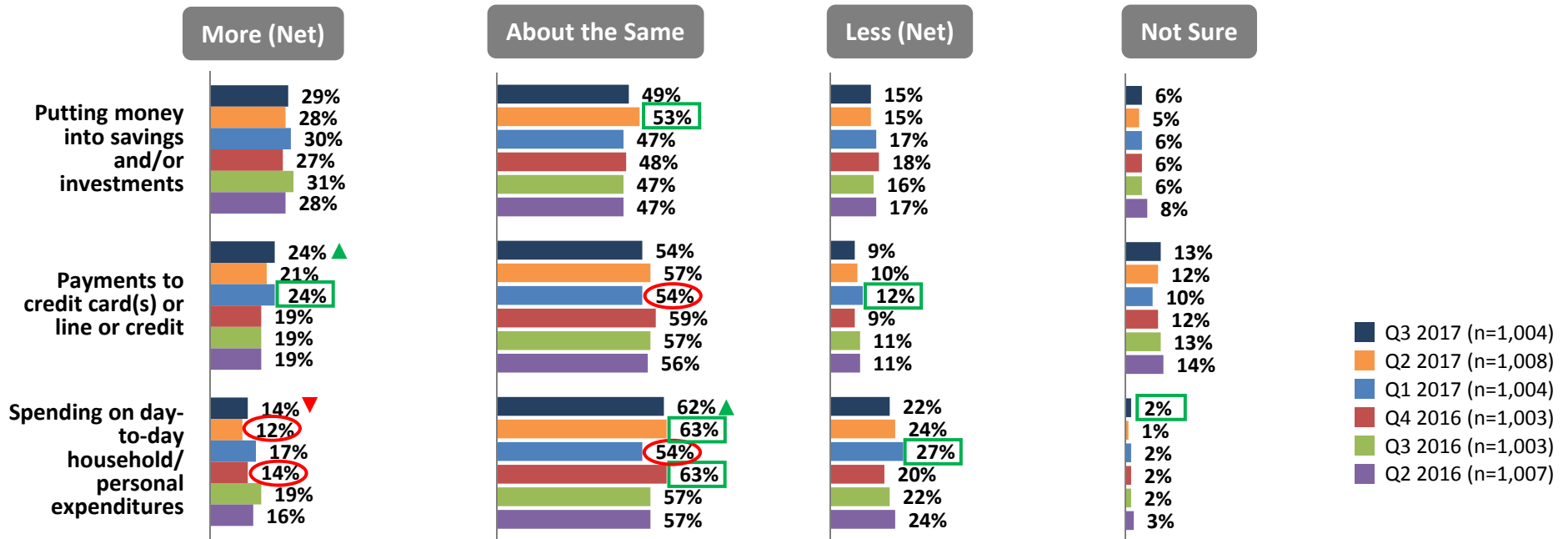
Reasons for Falling Behind on Goals

- Consistent wave-over-wave, **cost of living and unexpected expenses continue to be the main obstacles** among Albertans who are behind in their financial goals.
- Unexpected expenses** has increased significantly compared to last quarter as barrier to meeting financial goals for Millennials (36% in Q2'17 vs. 52% in Q3'17).



Anticipated Change in Spending

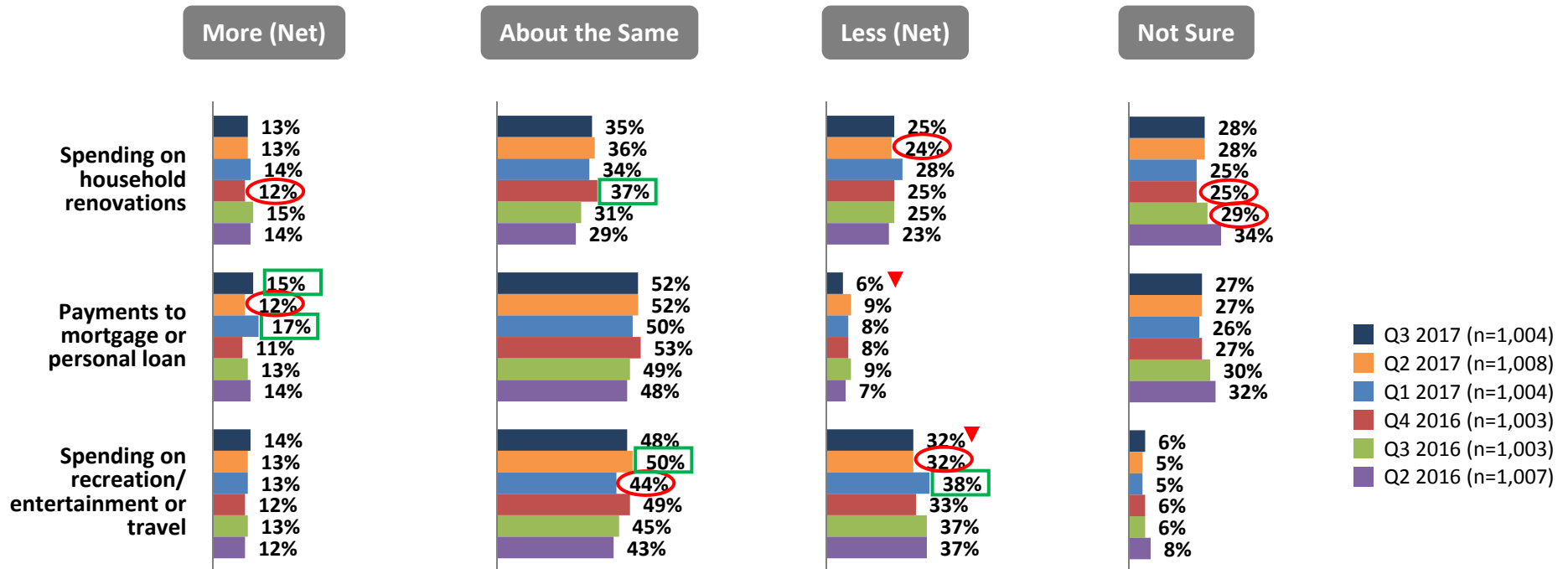
- Significantly more Albertans are anticipating that they will **make more payments to credit cards/lines of credits** compared to the same time in the previous year (24% in Q3 2017 vs. 19% in Q3 2016). Millennials and Gen-Xers continue to be more likely to do this than Boomers.
- Projected spending on day-to-day purchases** remains unchanged in the short term, with six-in-ten Albertans stating that they will spend the same amount as they already are. This is significantly up compared to Q3 2017.



Understanding Albertans Deeper

Anticipated Change in Spending

- Albertans anticipate they will put **significantly more payments towards a mortgage or loan** in the near future versus the previous quarter. Millennials and Gen-Xers are more likely to do so compared to the Boomer age group.
- Significantly less Albertans will spend **less on travel and entertainment** compared to last year at the same time. Spend on household renovations remains steady with previous waves, with just over one-third (35%) stating they will spend the same amount.



23 Base: All respondents
Q17. How do you anticipate your spending to change in the next 3-6 months?

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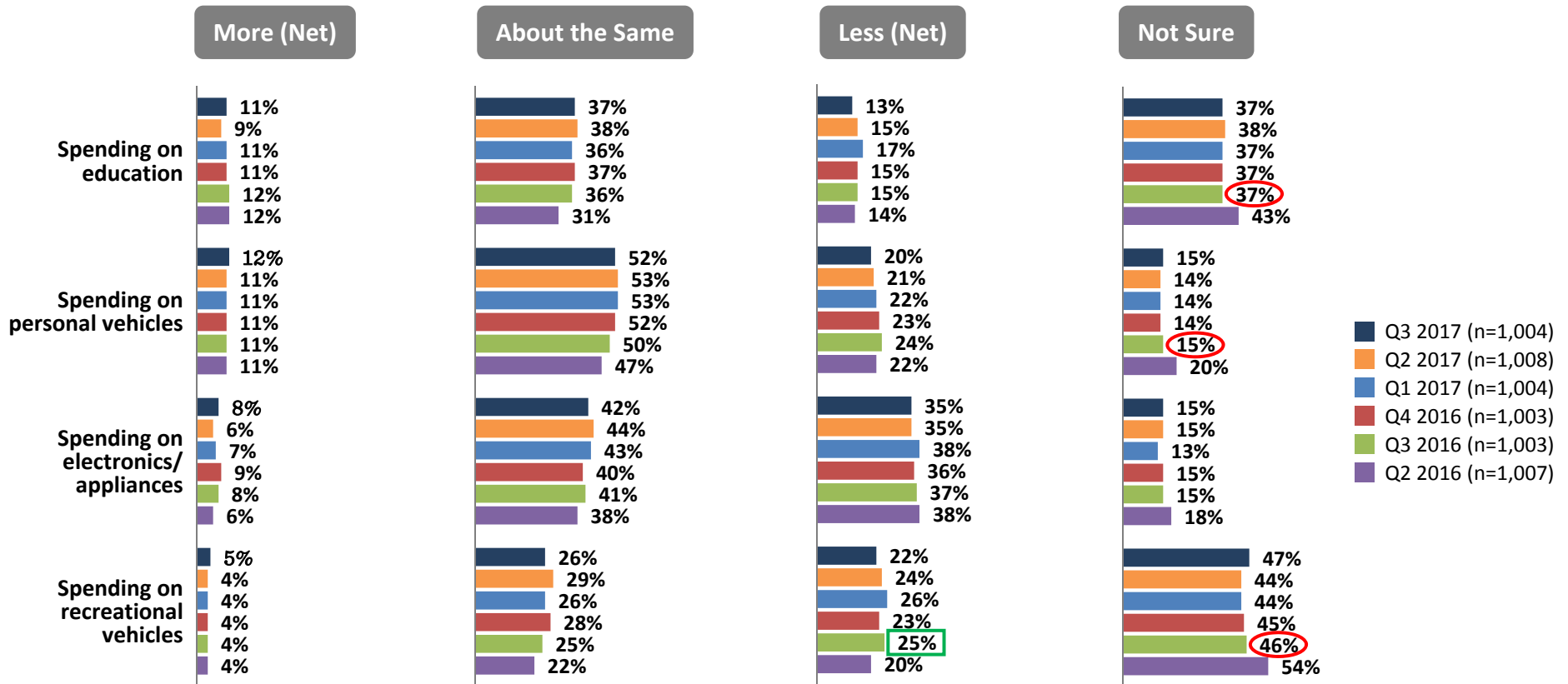
▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave

Understanding Albertans Deeper

Anticipated Change in Spending

- Consistent with previous waves, Albertans say they will spend **about the same** on education, personal or recreational vehicles and electronics/appliances.



24 Base: All respondents
Q17. How do you anticipate your spending to change in the next 3-6 months?

ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

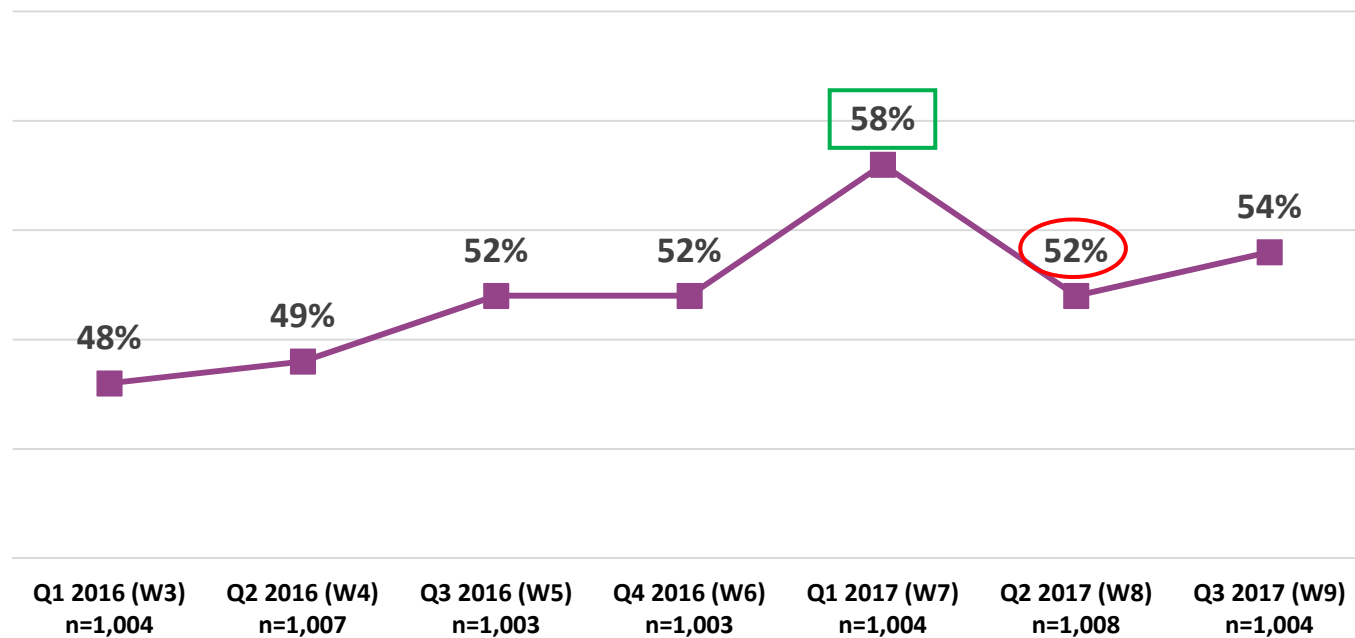
□ / ○ Significantly higher/lower than previous wave

Investor Beat Impact of Drop in Oil Prices

Impact by Drop in Oil Prices

- Similar to last wave, **five-in-ten** Albertans claim they have been **personally impacted** by the reduction in oil prices.
- **Gen-Xers (59%)** are more likely than Boomers (47%) to feel the effects of the drop in oil prices, while **Millennials (54%)** are directionally more likely than Boomers to feel affected by the drop in oil prices.

Percent of Albertans Impacted by the Drop in Oil Prices



26

Base: All respondents
Q21. Have you personally been impacted by the recent drop in oil prices?

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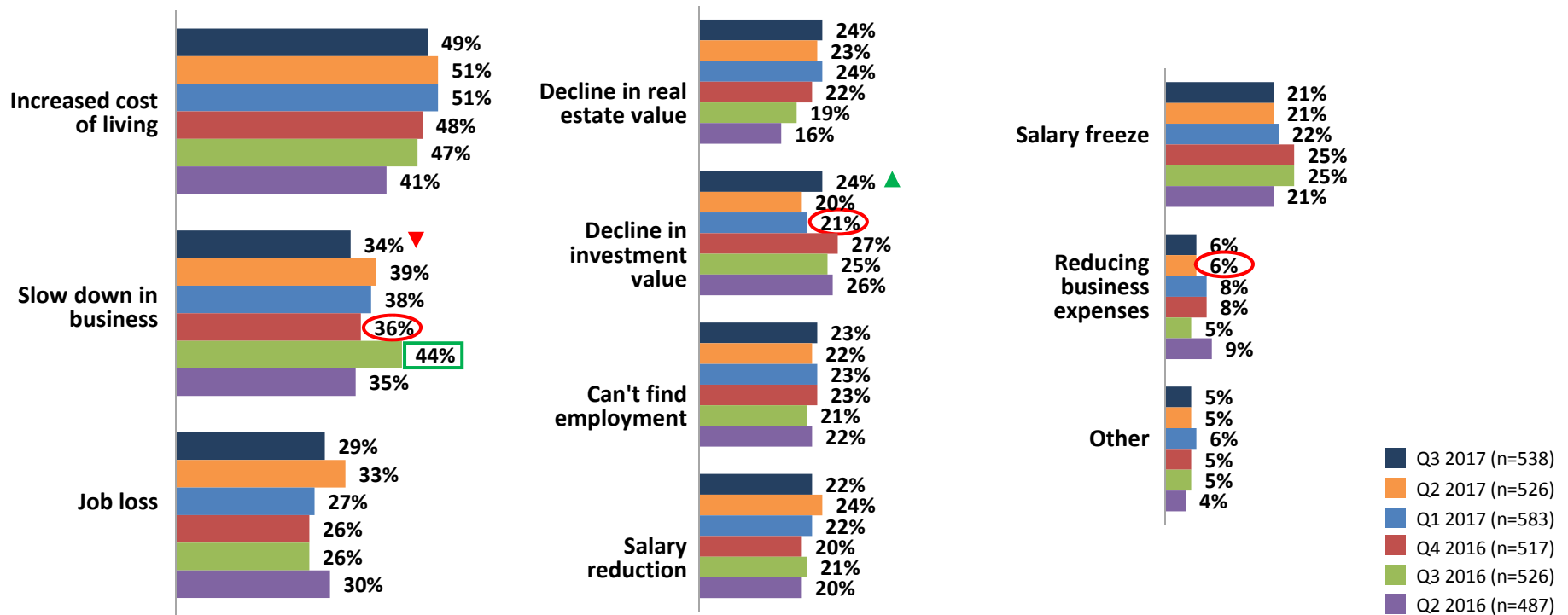
▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave

Impact by Drop in Oil Prices

Ways Albertans are Impacted

- Consistent with the last five waves, **cost of living** continues to be the top reason for Albertans to feel impacted by the drop in oil prices. **Slow down in business** also ranks highly – however, this is significantly down from a year ago (Q3'16).
- Boomers (57%)** are more likely than Millennials (43%) to indicate increased cost of living, while **Millennials (23%)** and **Gen-Xers (24%)** are more likely than Boomers (13%) to indicate salary freeze as a reason for feeling impacted by the drop in oil prices.



27

Base: Impacted by the recent drop in oil prices
Q22. In what ways have you personally been impacted by the recent drop in oil prices?

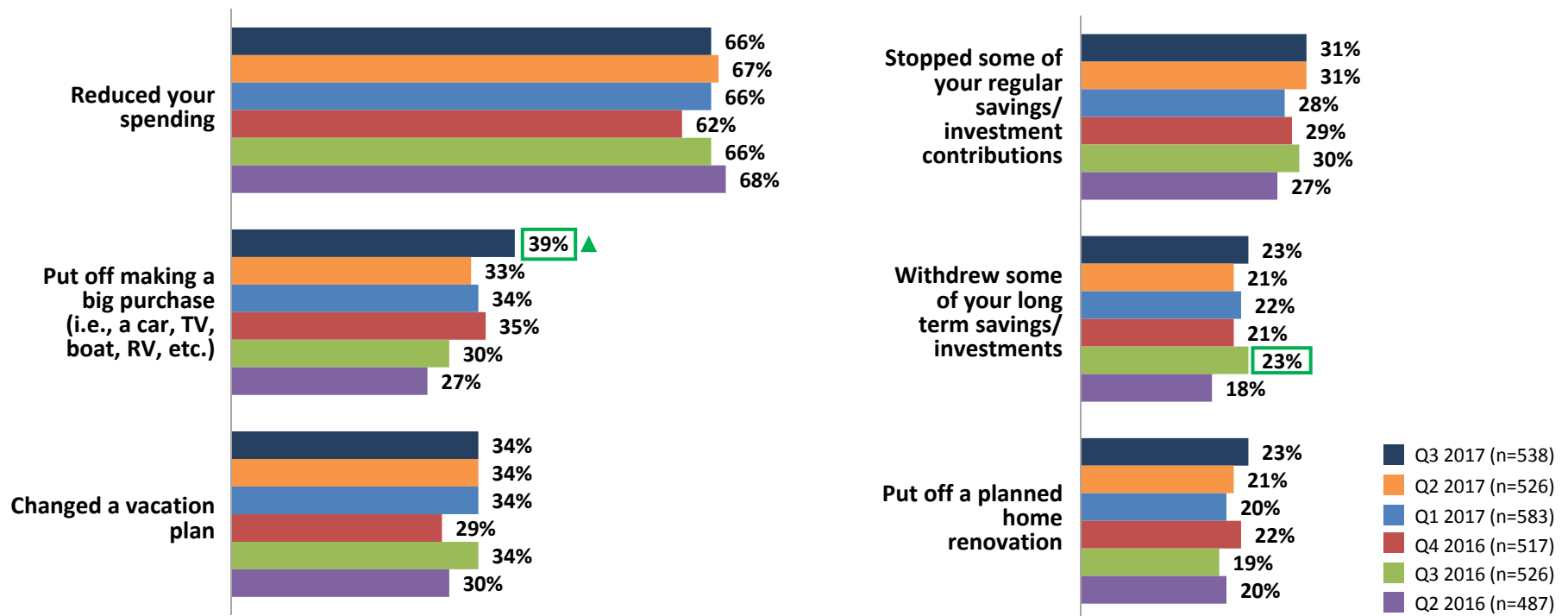
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▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

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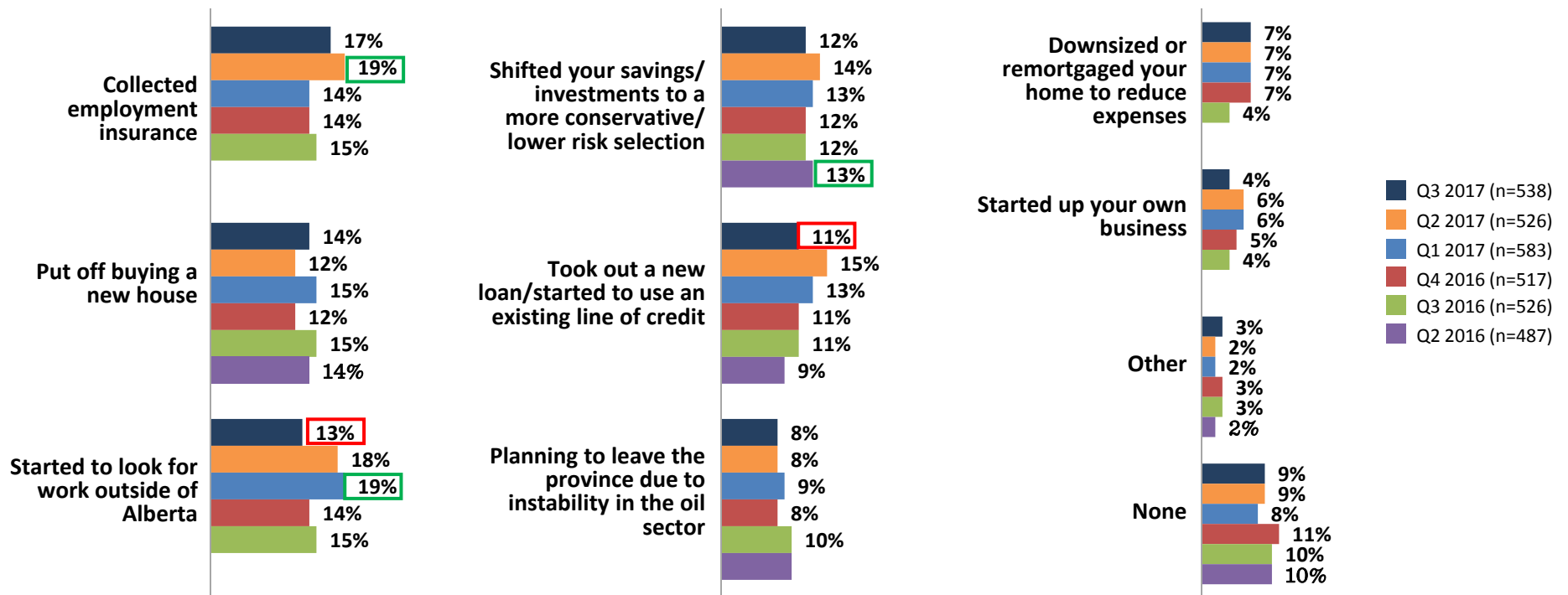
Top 5 Changes Albertans Have Made

- Consistent wave-over-wave, **reducing spending** continues to be the top change made by Albertans who are impacted by drops in oil prices. Up significantly from last wave and a year ago, **putting off making a big purchase** is another top change.
- Similar with the last two waves, **women (70%)** are more likely than men (62%) to reduce spending. **Boomers (41%)** are more likely to change a vacation plan than Millennials (28%).



Other Changes Albertans Have Made

- Among those impacted by the drop in oil prices, **significantly less** Albertans started to look for work outside of the province and took out a new loan/used an existing line of credit compared to last wave.
- Millennials (21%)** and **Gen-Xers (12%)** are more likely than Boomers (5%) to begin looking for work outside of Alberta.



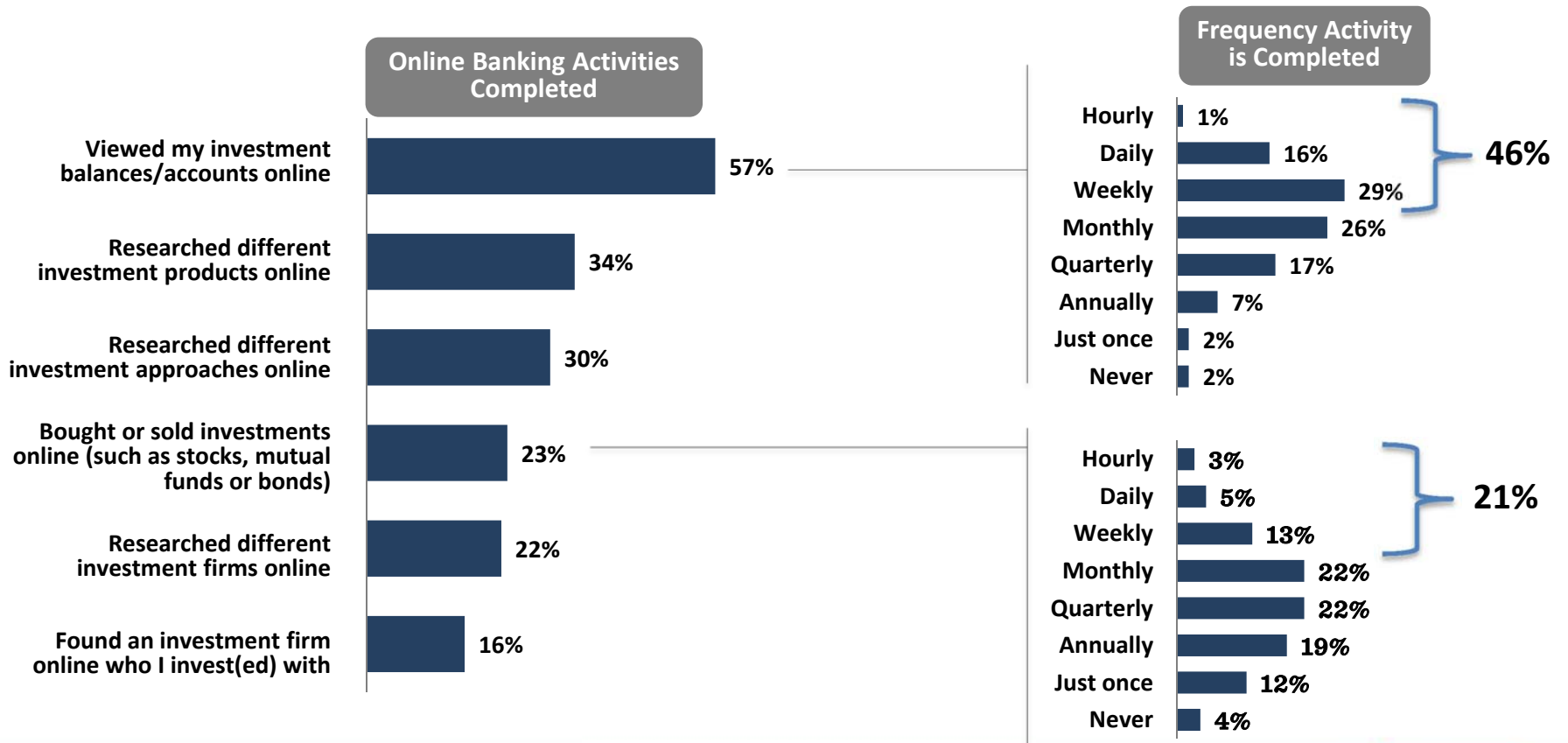
Investor Beat Ad Hoc

Technology Usage for Investing

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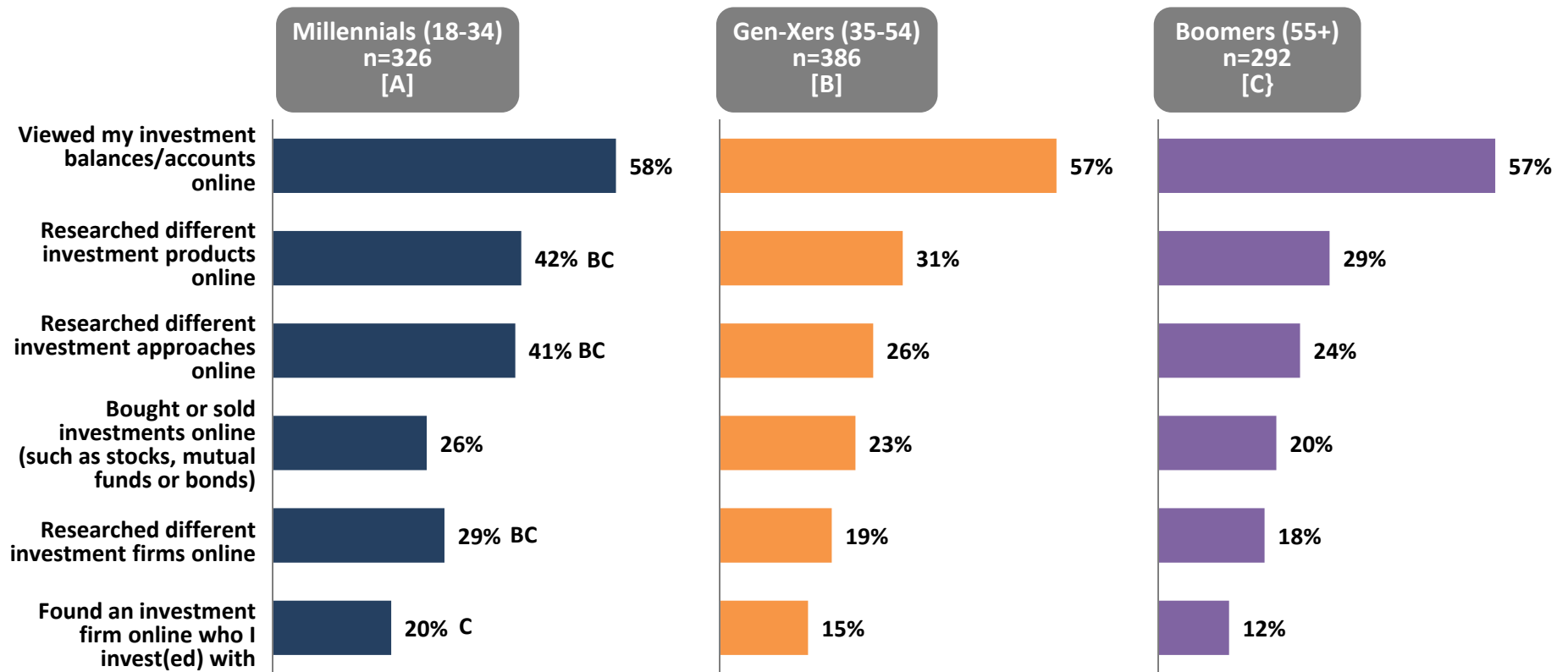
Online Account/Investing Activities

- Close to six-in-ten (57%) Albertans view their investment accounts online, with under half of this group checking their accounts online on a weekly basis or more often. In comparison, buying investments online is completed less frequently with just under one-quarter (23%) having ever done so.



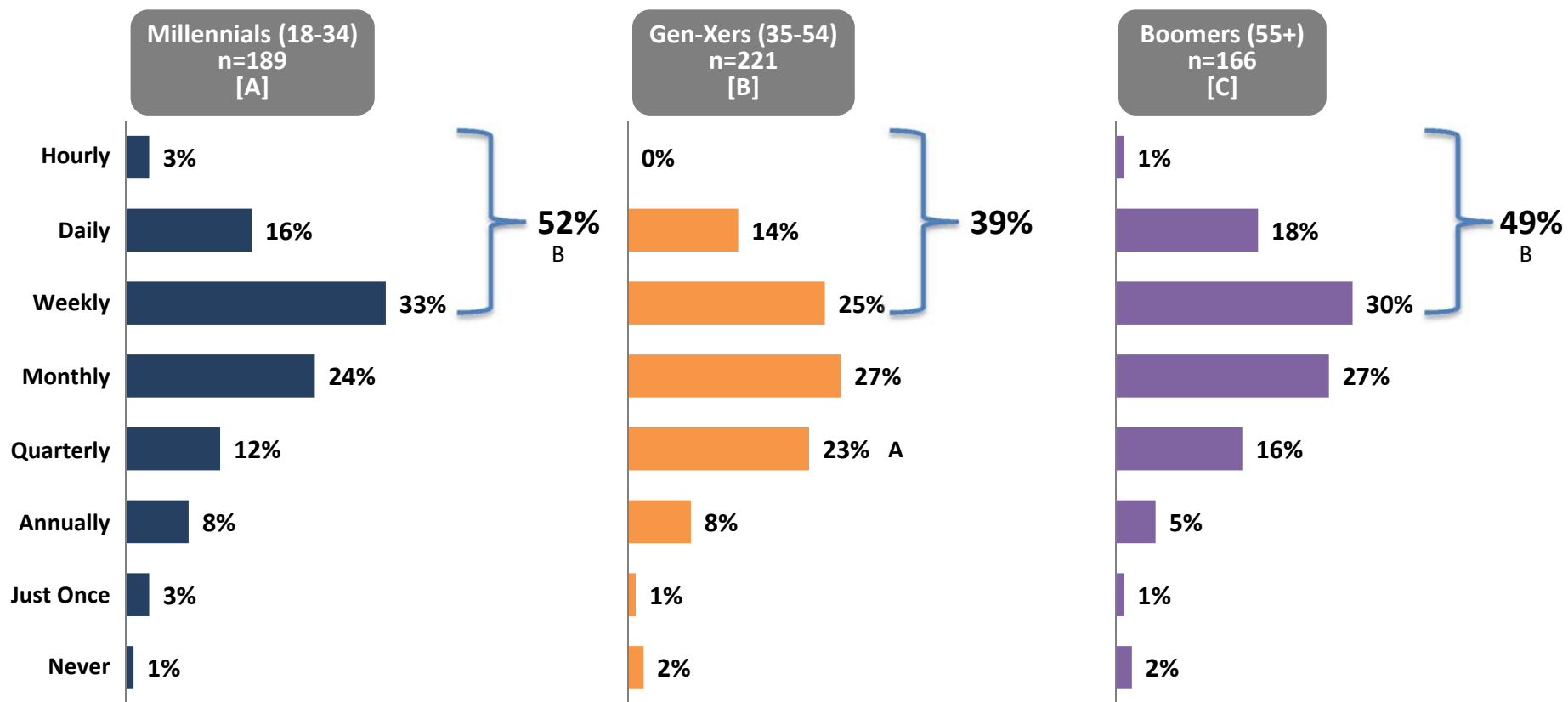
Online Account/Investing Activities

- Viewing investment balances online is commonly completed across all age groups. However, Millennials are more invested in online research focused activities than their counterparts, such as researching investment products, approaches and firms.



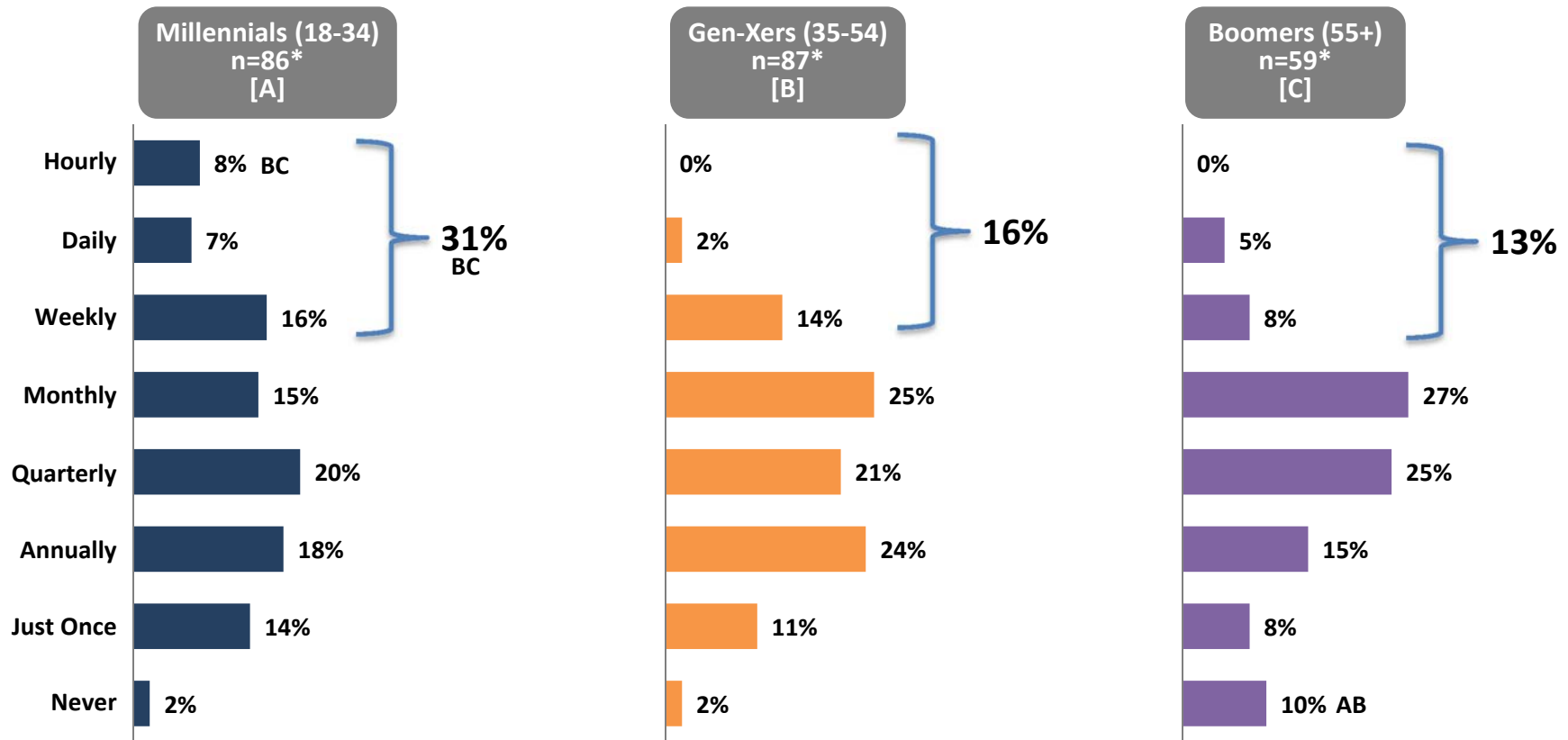
Frequency of Viewing Balances/Accounts Online

- Millennials and Boomers are engaging more frequently in viewing their investment accounts online than Gen-Xers, with half from these age segments viewing their accounts online at least on a weekly basis.



Frequency of Buying/Selling Investments Online

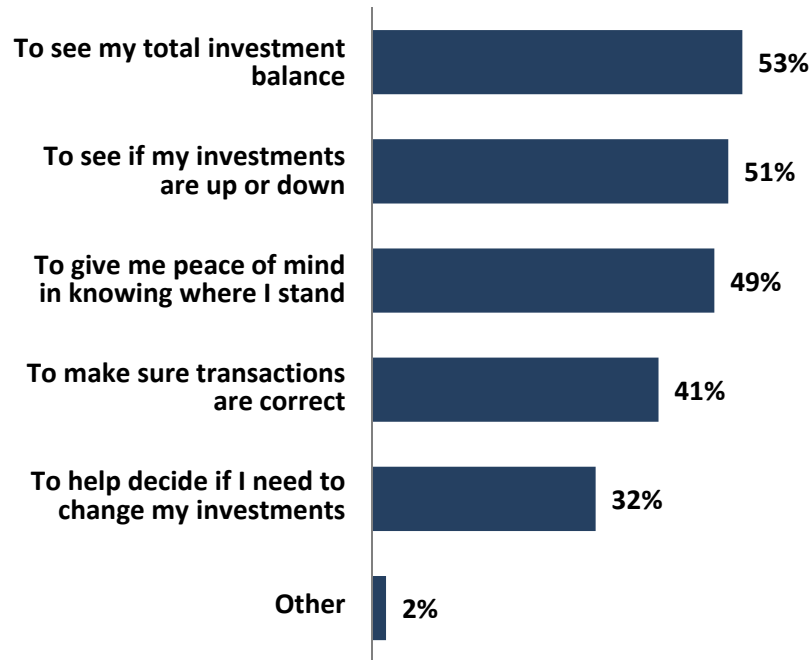
- The frequency of buying or selling investments online is highest for Millennials, with three-in-ten claiming to do so weekly or more often.



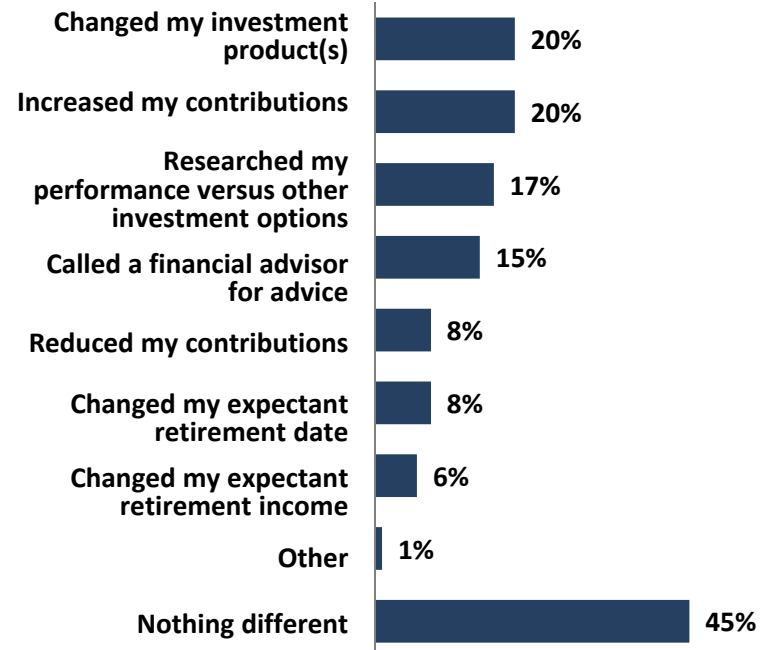
Viewing Accounts Online: Usage Behaviours

- For those who have viewed their investment balances via the Internet, it is primarily to check their total investment balance and to see if this has increased or decreased as well as provide a peace of mind.
- Two-in-ten have changed their investment products or bumped up their contributions** after checking their balances. However, the largest proportion choose to do nothing different.

Reasons for Viewing Balances/Accounts Online

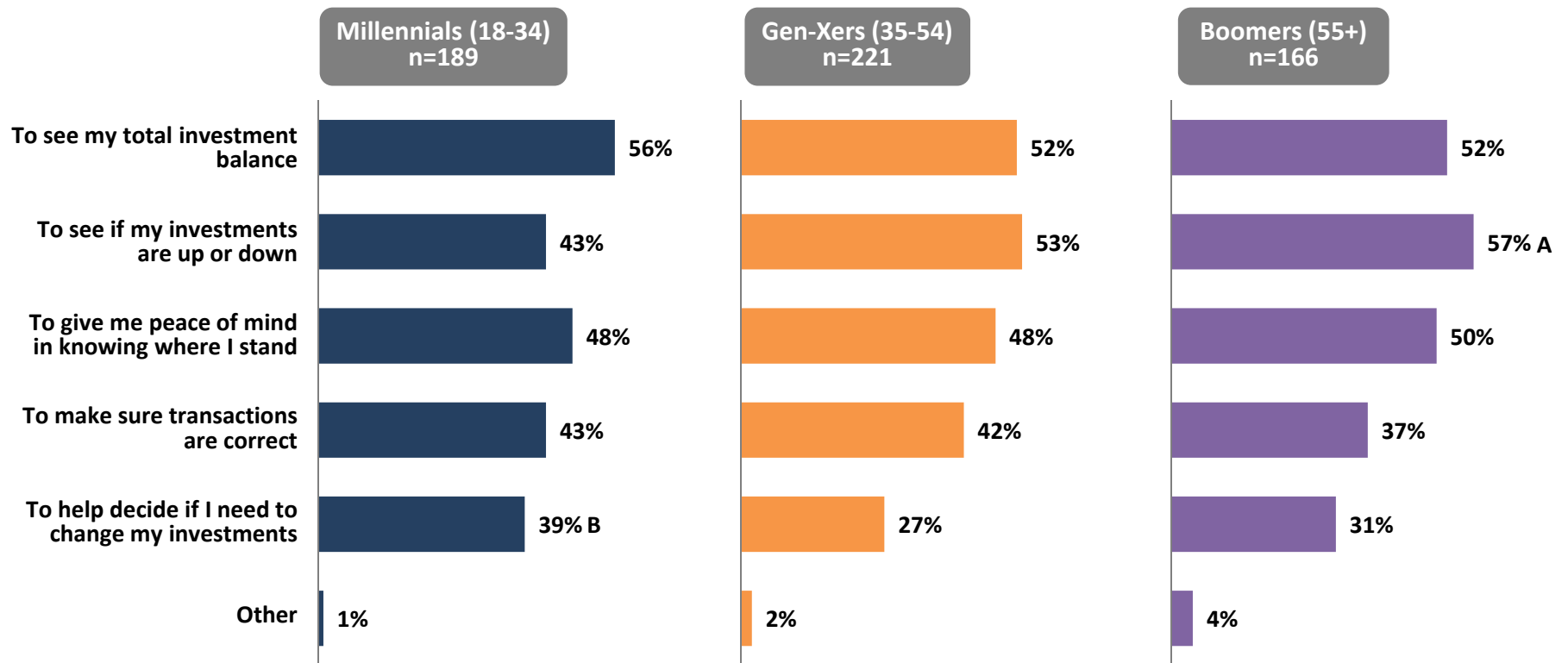


Actions Taken



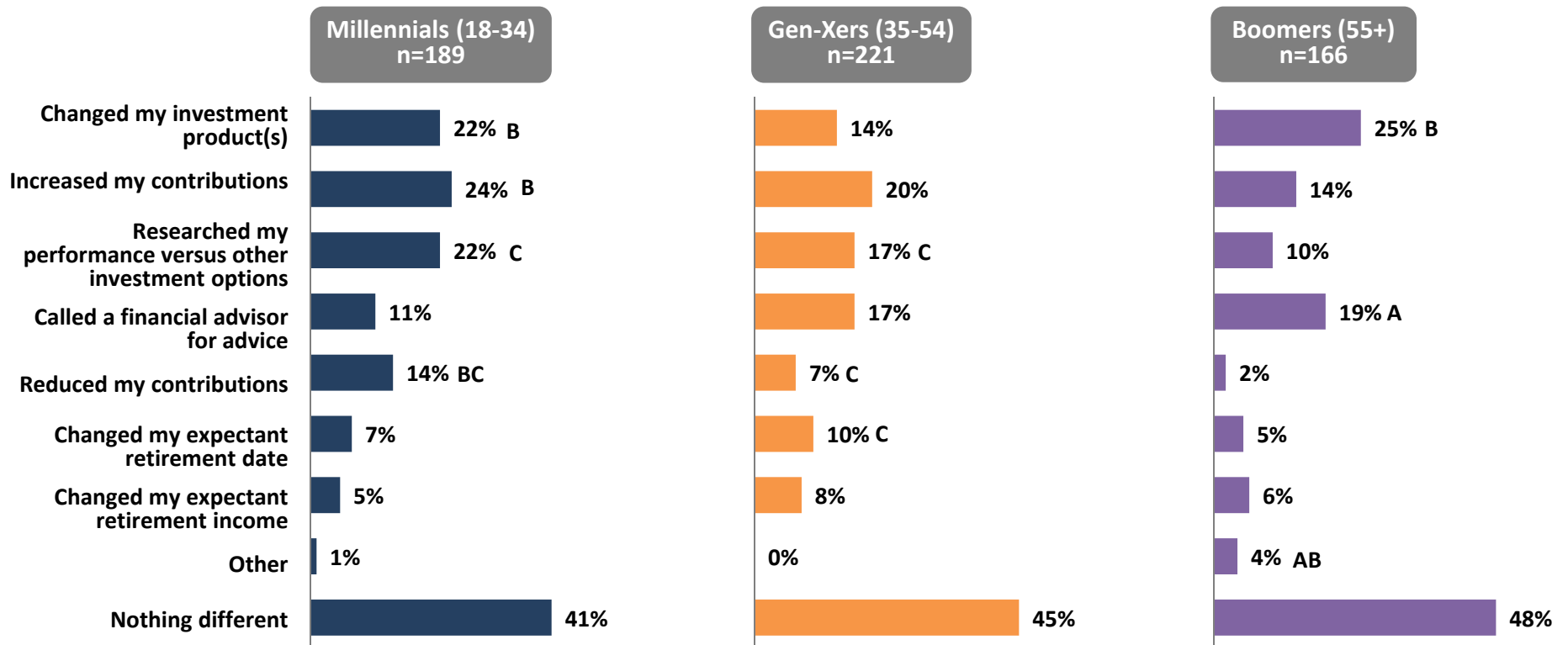
Reasons for Viewing Balances/Accounts Online

- Consistent with the overall results, checking total balances, providing a peace of mind and seeing if investments have gone up or down are the top reasons to view online investment accounts.



Actions Taken from Viewing Balances/Accounts Online

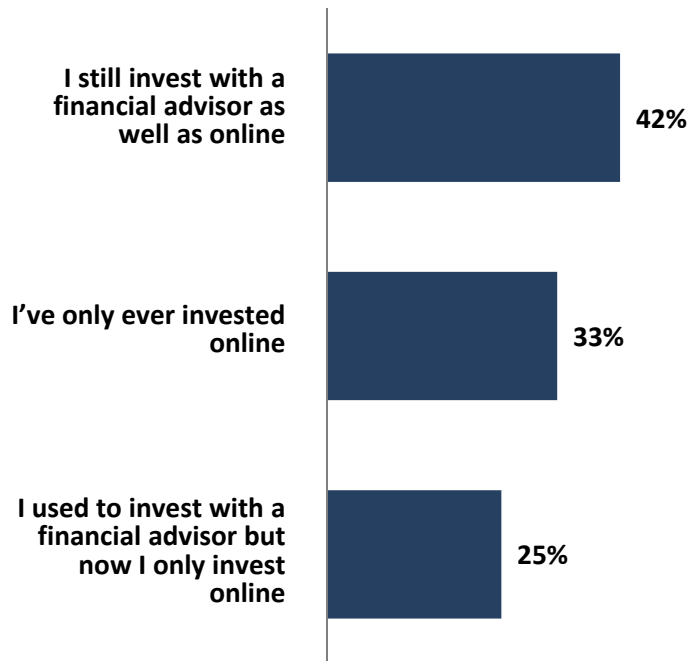
- Millennials are most likely to reduce their contributions after looking at their investment accounts online.



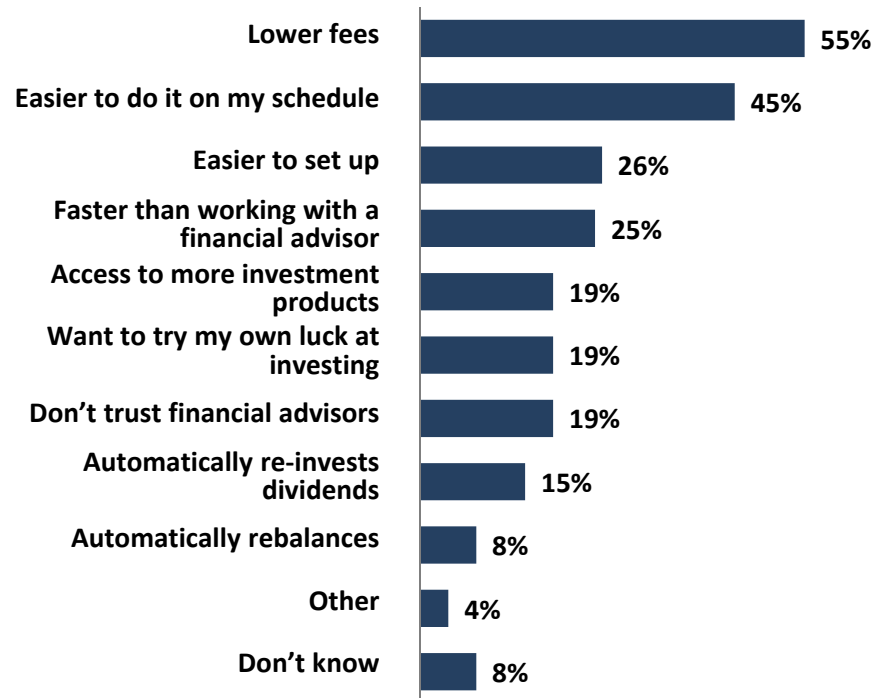
Online Investing Behaviour

- Among those who buy/sell investments online, **four-in-ten (42%)** claim to work with a financial advisor to complement their online investing. However, there appears to be a shift to online only investing, with 58% doing so.
- The low fees and flexible schedule are the top reasons for choosing to invest online.

Investing Online vs. with Financial Advisor

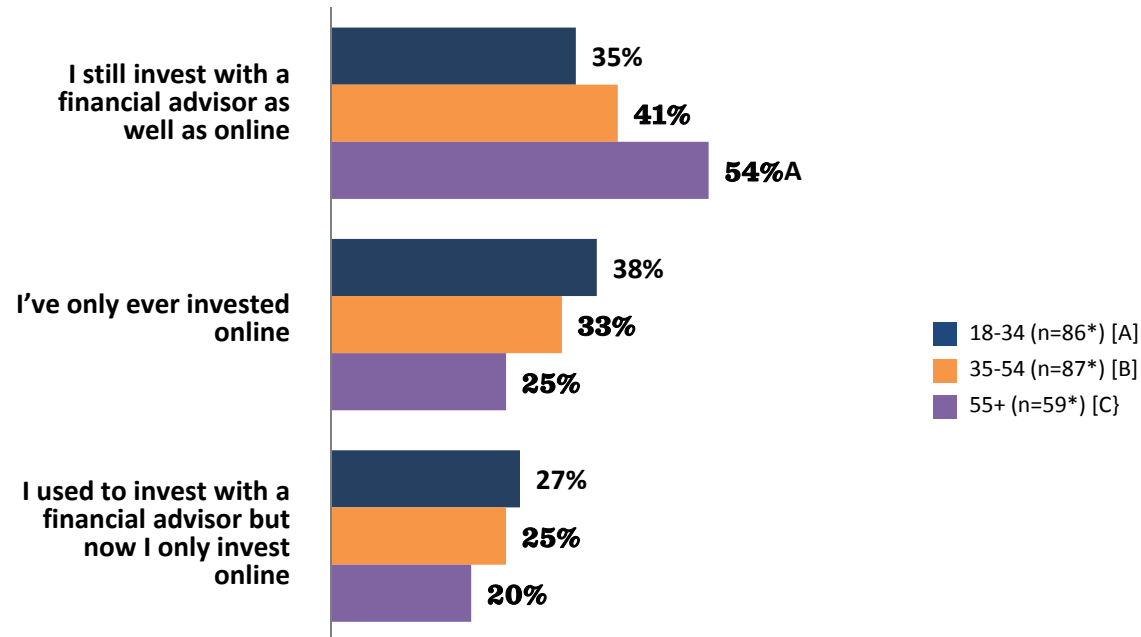


Reasons for Investing Online



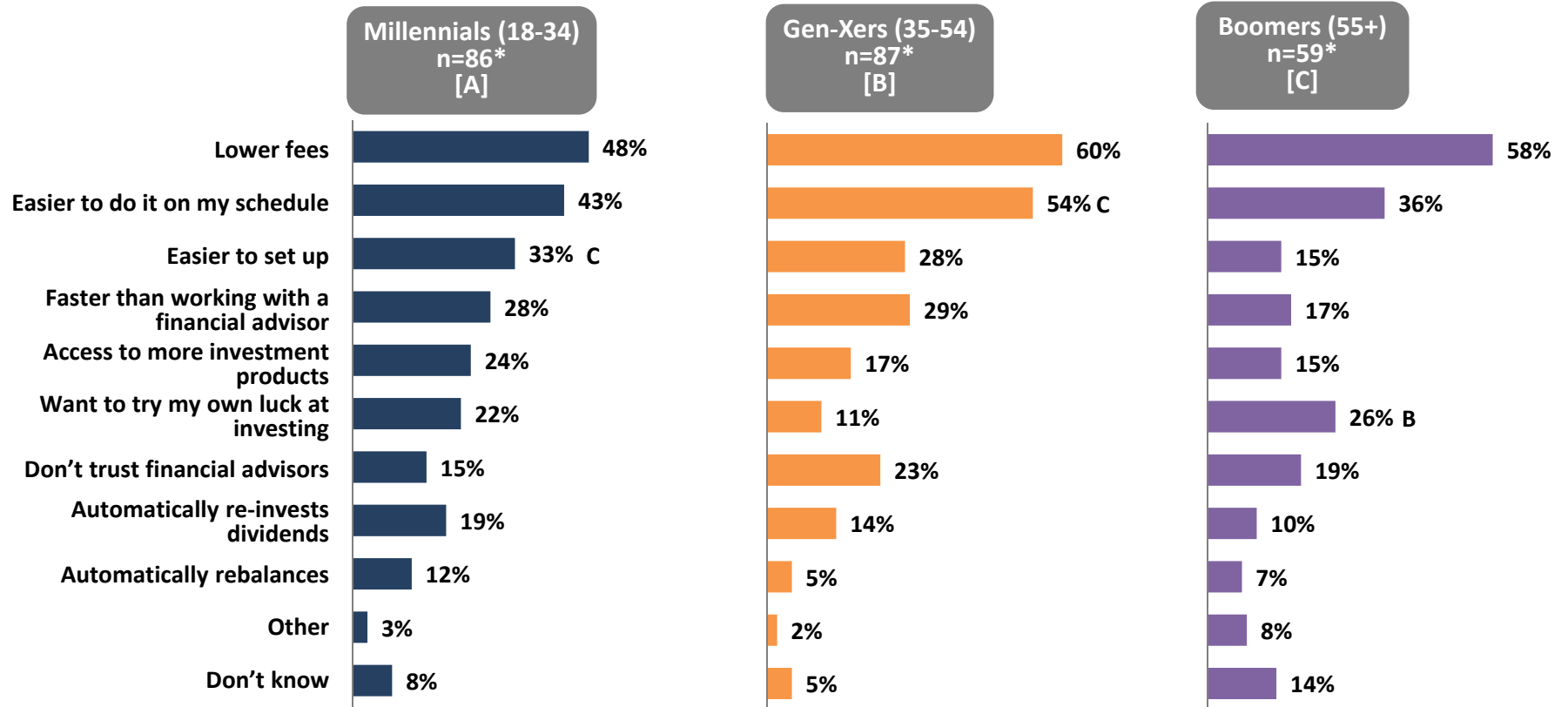
Investing Online vs. with Financial Advisor

- Boomers who buy or sell investments online have the highest proportion who maintain the services of a financial advisor compared to the other two age cohorts.



Reasons for Investing Online

- The three age segments share the same top sentiments for choosing to invest online, with lower fees and the flexible schedule rising to the top.



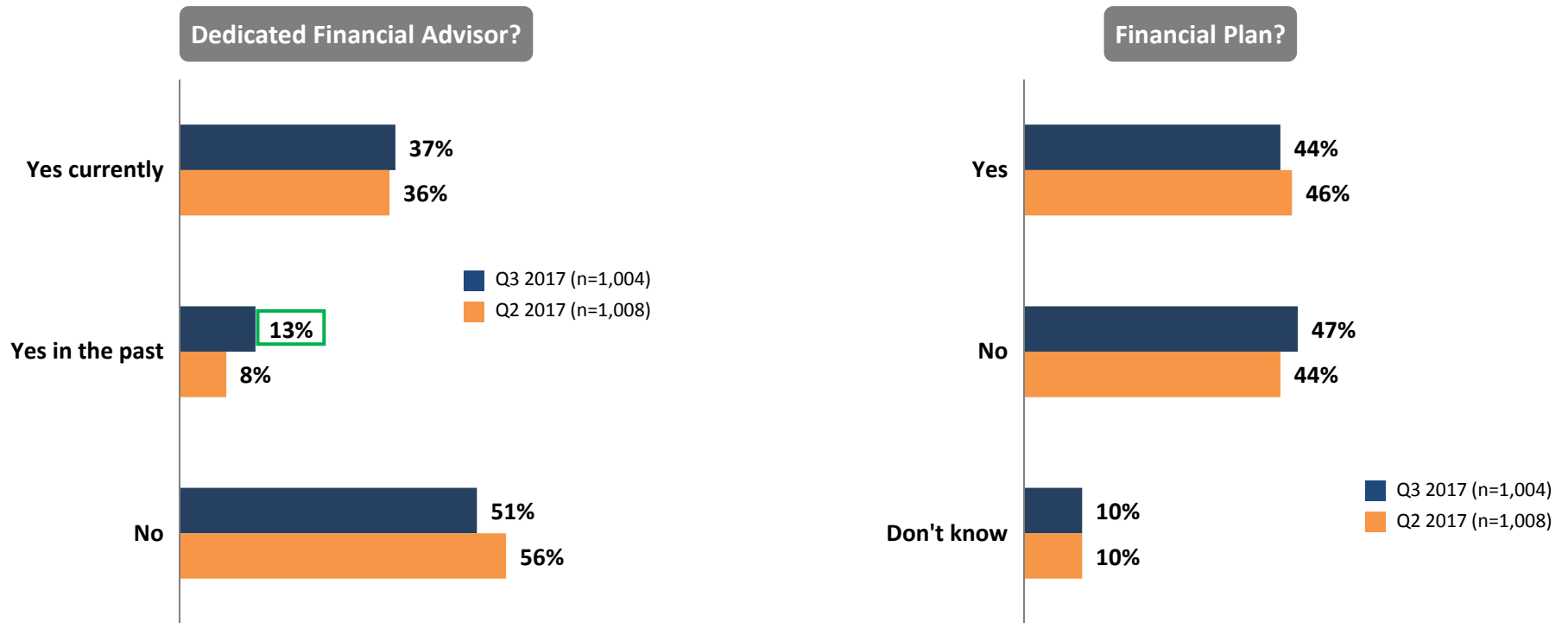
Investor Beat Ad Hoc

Sentiments Towards Investing and Finances

ATB

Financial Advisor and Financial Plan Usage

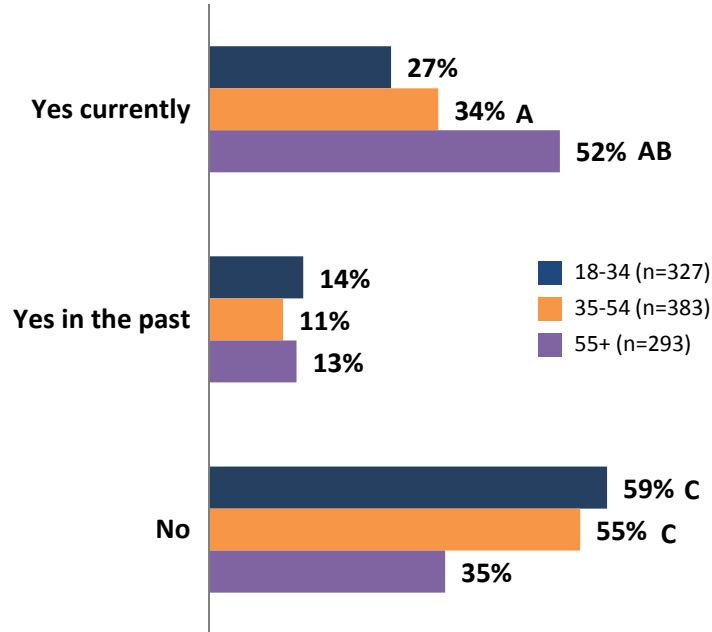
- Current use of a dedicated financial advisor is consistent with last quarter, as is whether Albertans have a financial plan in place.



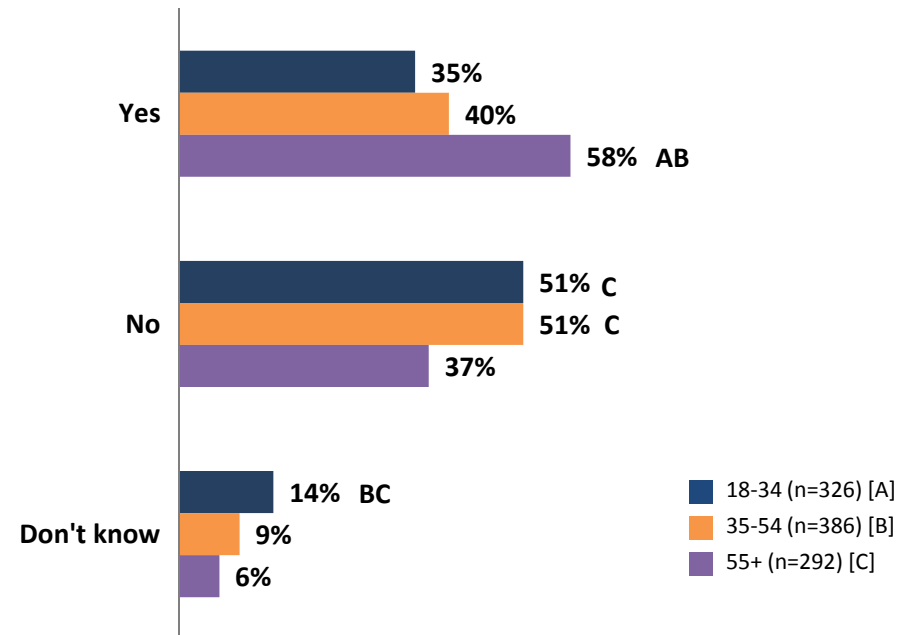
Financial Advisor and Financial Plan Usage

- Boomers (50%) are more likely than their younger counterparts to currently have a dedicated financial advisor, and also having a financial plan.
- A small proportion of Millennials are unaware if they have a financial plan, and may benefit from advice and communications on what this involves.

Dedicated Financial Advisor?



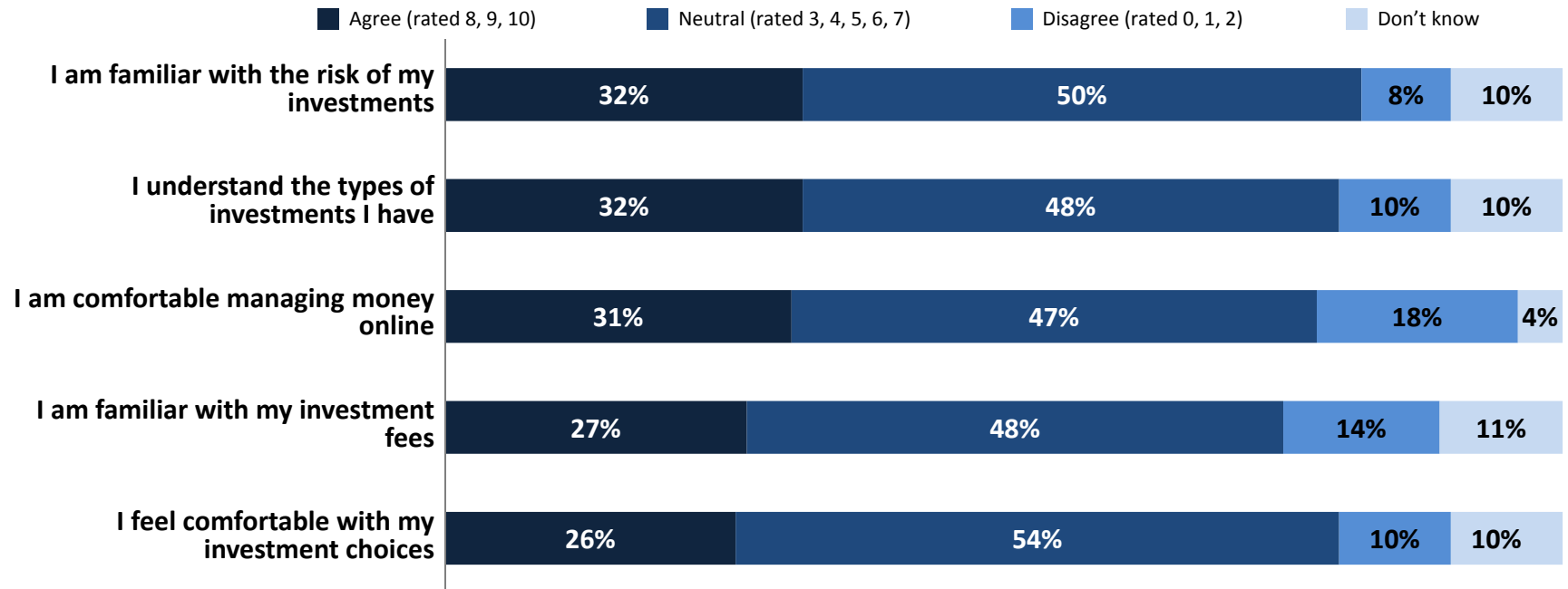
Financial Plan?



Ad Hoc Section

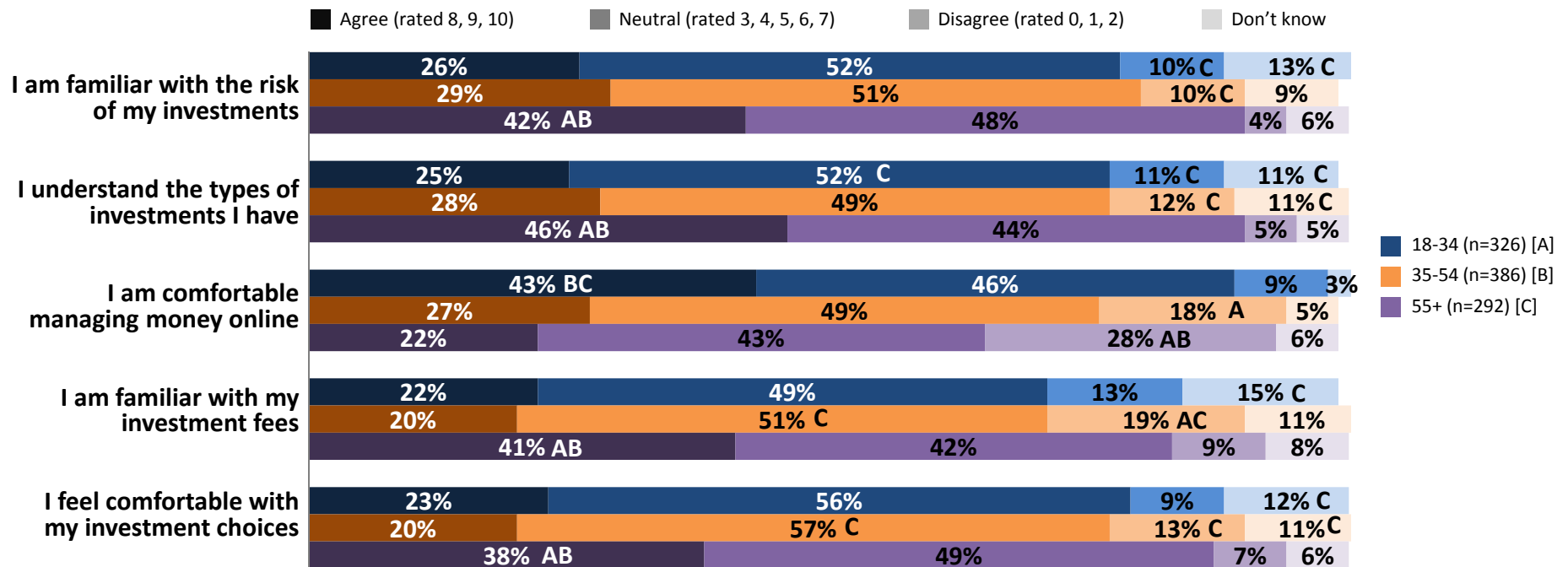
Agreement with Investing & Money Management Statements

- **Three-in-ten** Albertans are familiar with the risk of their investments, understand the types of investments they hold, and are comfortable managing money online.
- About **one-quarter** are familiar with their investment fees and feel comfortable with their investment choices overall.



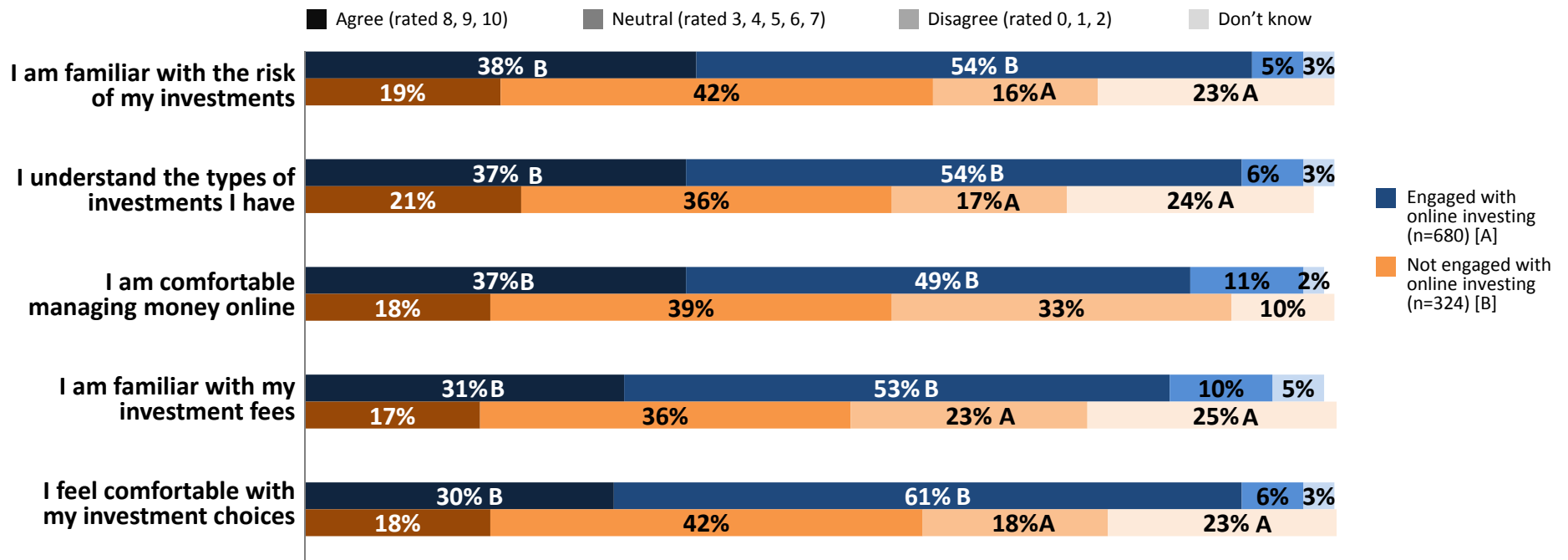
Agreement with Investment & Money Management Statements

- **Boomers** tend to have a better understanding of their investments compared to their younger counterparts, including the risk level and fees associated.
- On the other hand, **Millennials (43%)** are more comfortable managing money online than both Gen-Xers (27%) and Boomers (22%).



Agreement with Investment & Money Management Statements

- Those **engaged with online investing** overall have a better understanding of the types, risk levels and fees of their investments compared to those not engaged with online investing.
- Of those who are engaged with online investing, **three-in-ten** are comfortable with their investment choices.



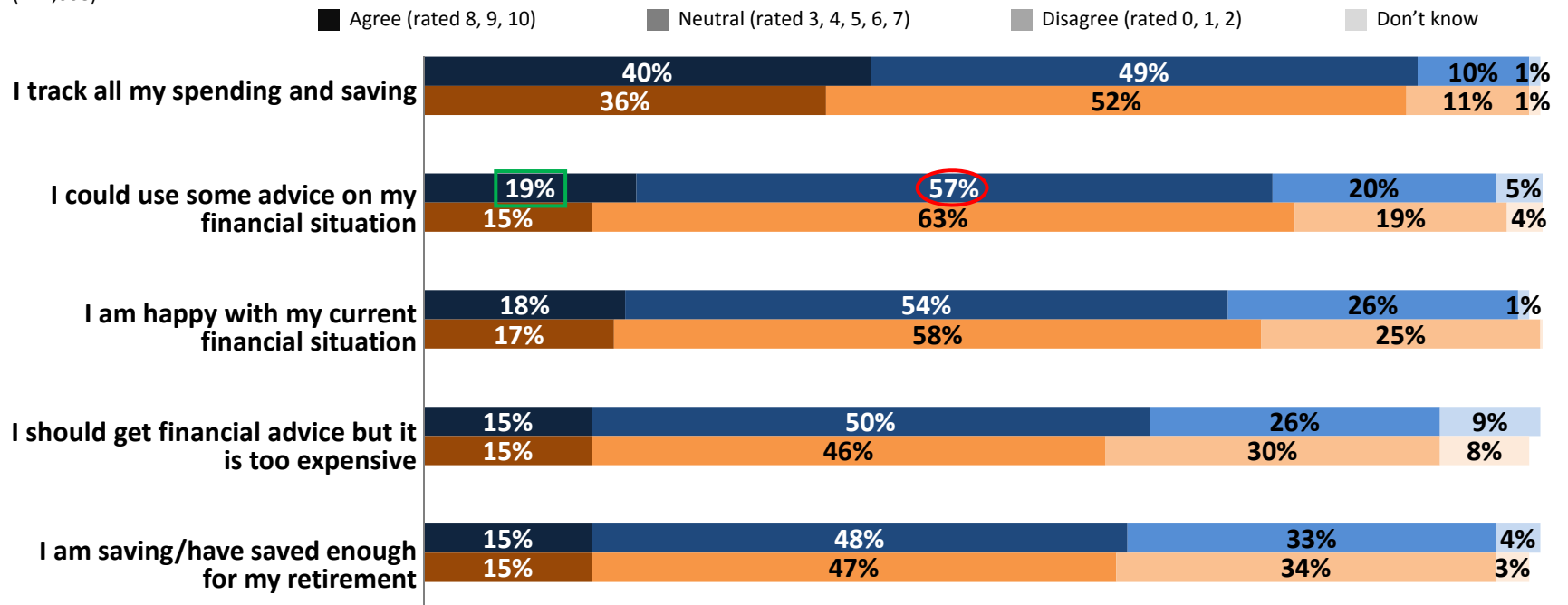
Ad Hoc Section

Agreement with Financial Situation/Advice Statements

- **Four-in-ten** Albertans track all their spending and saving, directionally up from last wave.
- Shifting from neutral to stronger ratings compared to Q2, **two-in-ten** could use some advice on their financial situation.

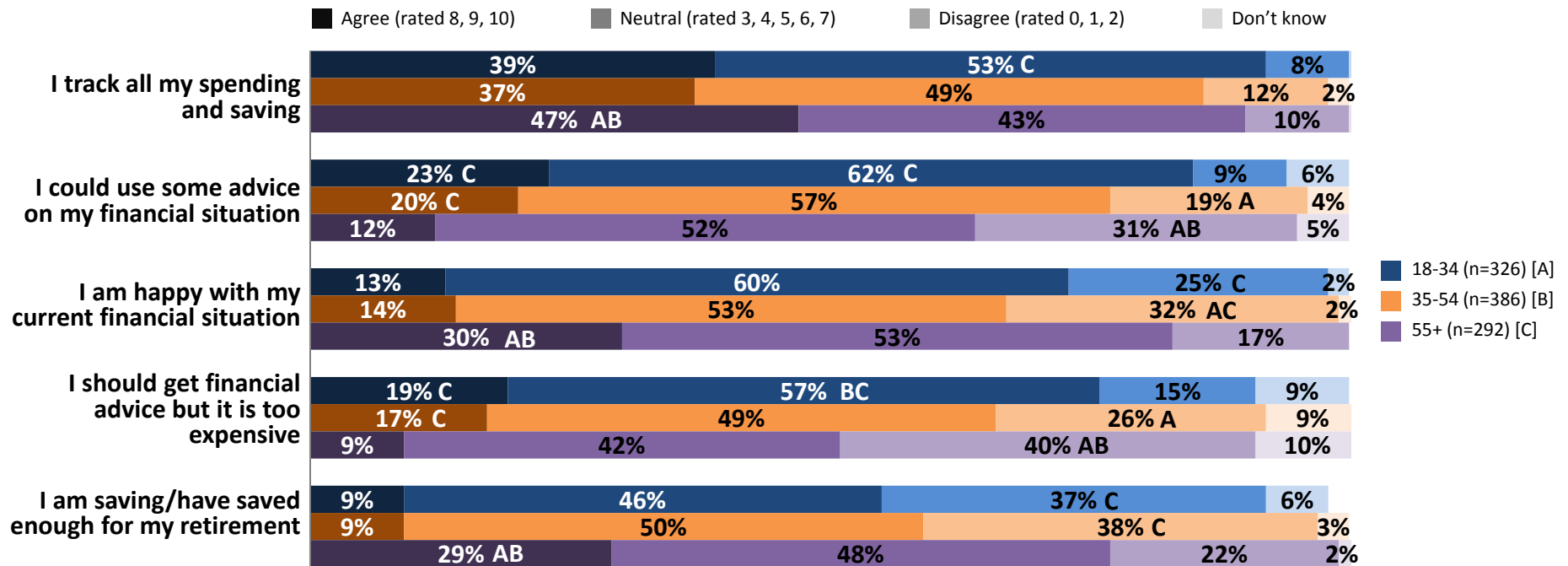
■ Q3 2017 (n=1,004)

■ Q2 2017 (n=1,008)



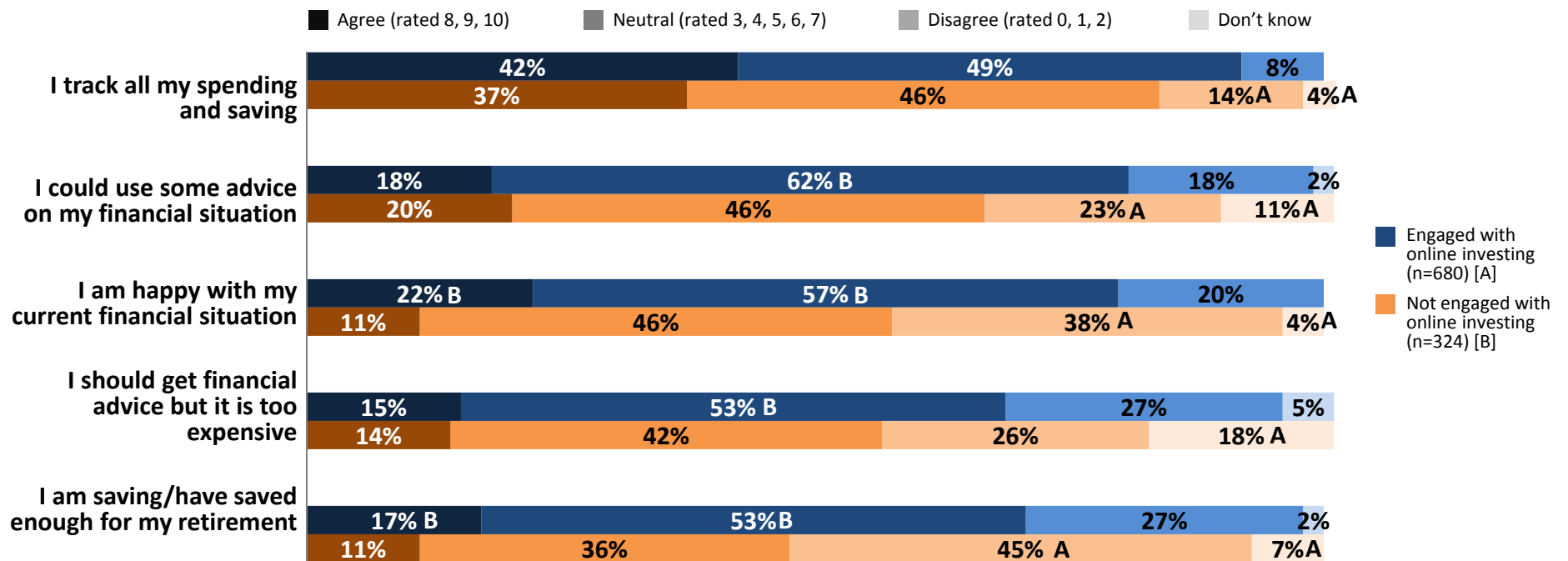
Agreement with Financial Situation/Advice Statements

- **Nearly half (47%) of Boomers** track all their spending and saving and **three-in-ten** are happy with their current financial situation and feel that they have saved enough for retirement, significantly higher than their younger counterparts.
- **Millennials** and **Gen-Xers** are more likely than Boomers to indicate they could use some advice on their financial situation, yet also have a higher proportion that are in agreement that financial advice is too expensive.



Agreement with Financial Situation/Advice Statements

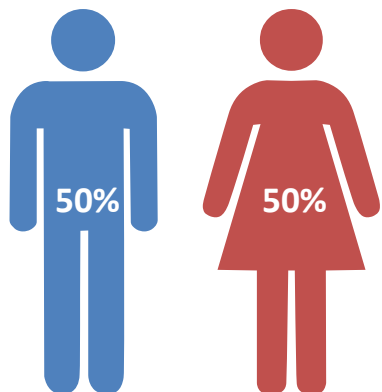
- Those **engaged with online investing** are more likely than those not engaged with online investing to indicate they are happy with their current financial situation (**22% vs. 11%**) and that they are saving/have saved enough for retirement (**17% vs. 11%**).



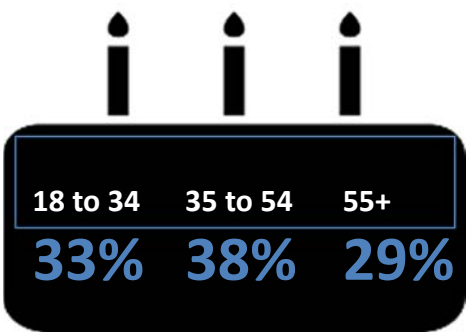
Investor Beat Demographics

ATB

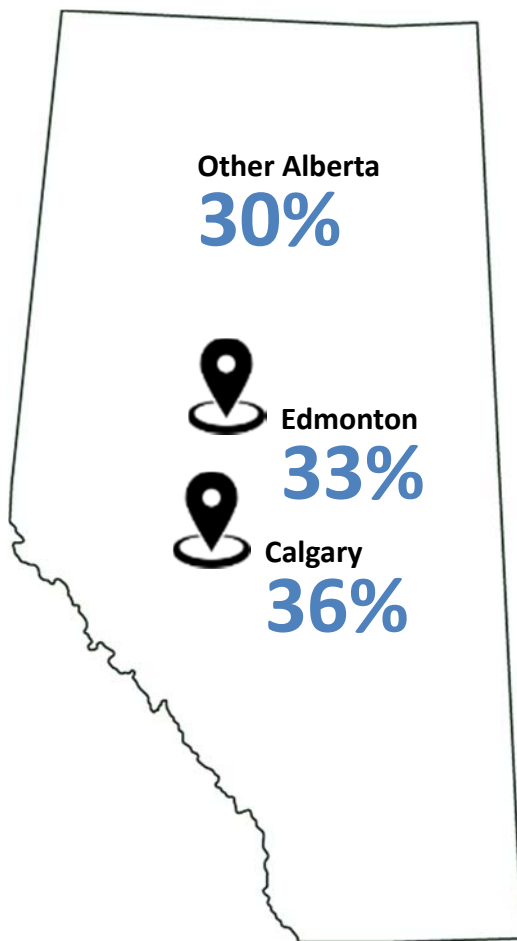
Demographics



Gender split consistent across all waves



Age split consistent across all waves



Regional split consistent across all waves



- Q3 2017 (n=1,004)
- Q2 2017 (n=1,008)
- Q1 2017 (n=1,004)
- Q4 2016 (n=1,003)
- Q3 2016 (n=1,003)
- Q2 2016 (n=1,007)

Household Income

\$30K or less	14%	12%	11%	12%	11%	12%
\$30K to \$50K	12%	14%	14%	17%	16%	17%
\$50K to \$80K	18%	20%	21%	20%	21%	22%
\$80K to \$100K	12%	14%	11%	13%	14%	11%
\$100K to \$150K	17%	16%	19%	15%	17%	17%
\$150K to \$250K	6%	6%	8%	8%	7%	5%
\$250K or more	3%	2%	2%	1%	1%	2%
Prefer not to say	15%	12%	12%	11%	11%	11%
Don't know	2%	3%	3%	3%	2%	2%

Investible Assets

None - <\$25K	31%	35%	31%	35%	32%	36%
\$25k-<\$100k	18%	17%	17%	20%	18%	19%
\$100k-<\$500k	19%	19%	22%	19%	22%	18%
\$500k+	9%	10%	9%	9%	9%	10%
Prefer not to say	20%	15%	15%	13%	14%	13%
Don't know	4%	4%	5%	4%	5%	4%

Investor Beat

Appendix

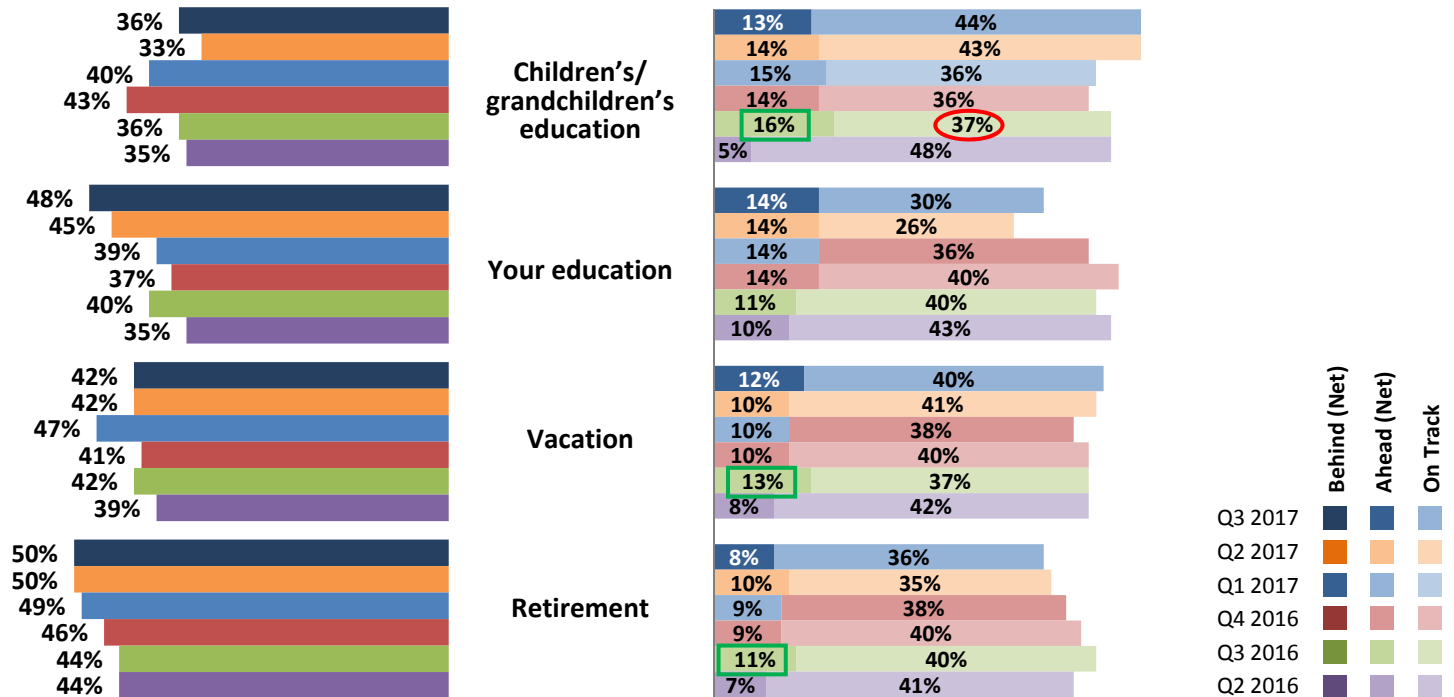
Progress on Achieving Financial Goals

ATB

Understanding Albertans Deeper

Progress of Achieving Financial Goals

Savings for ...



53 Base: Financial goals selected (n=varies)
Q15. How do you feel about your progress in achieving your financial goals?

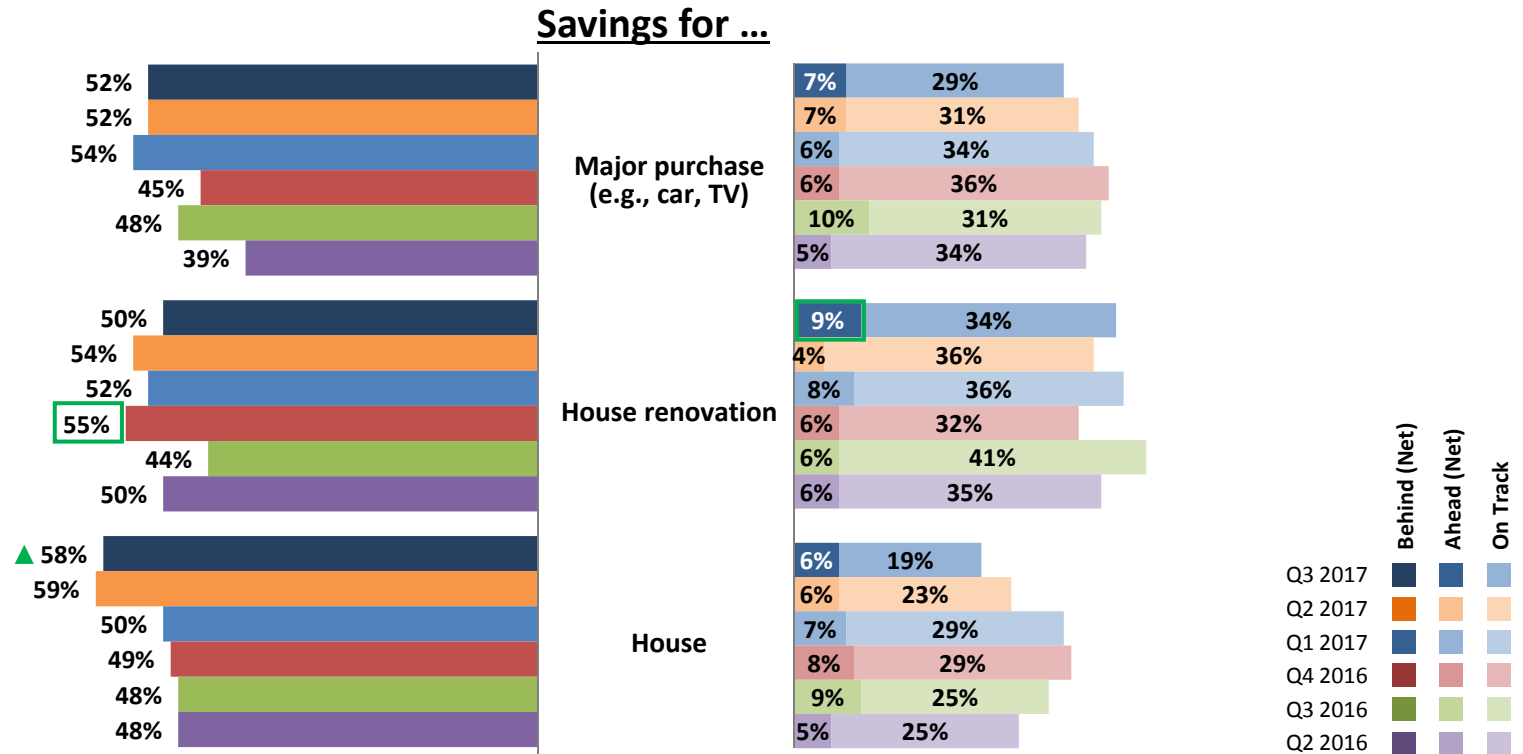
ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave

Understanding Albertans Deeper

Progress of Achieving Financial Goals



54

Base: Financial goals selected (n=varies)
Q15. How do you feel about your progress in achieving your financial goals?

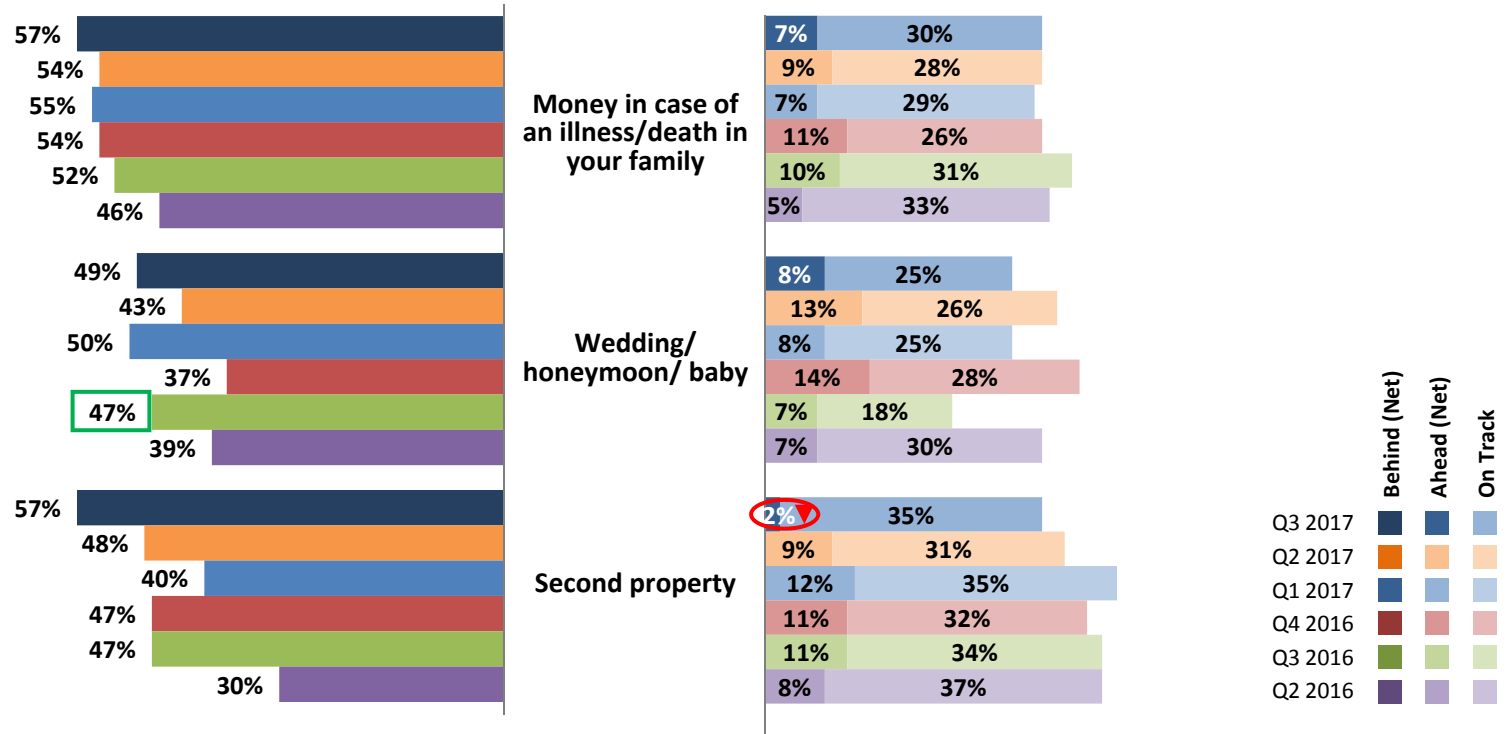
ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

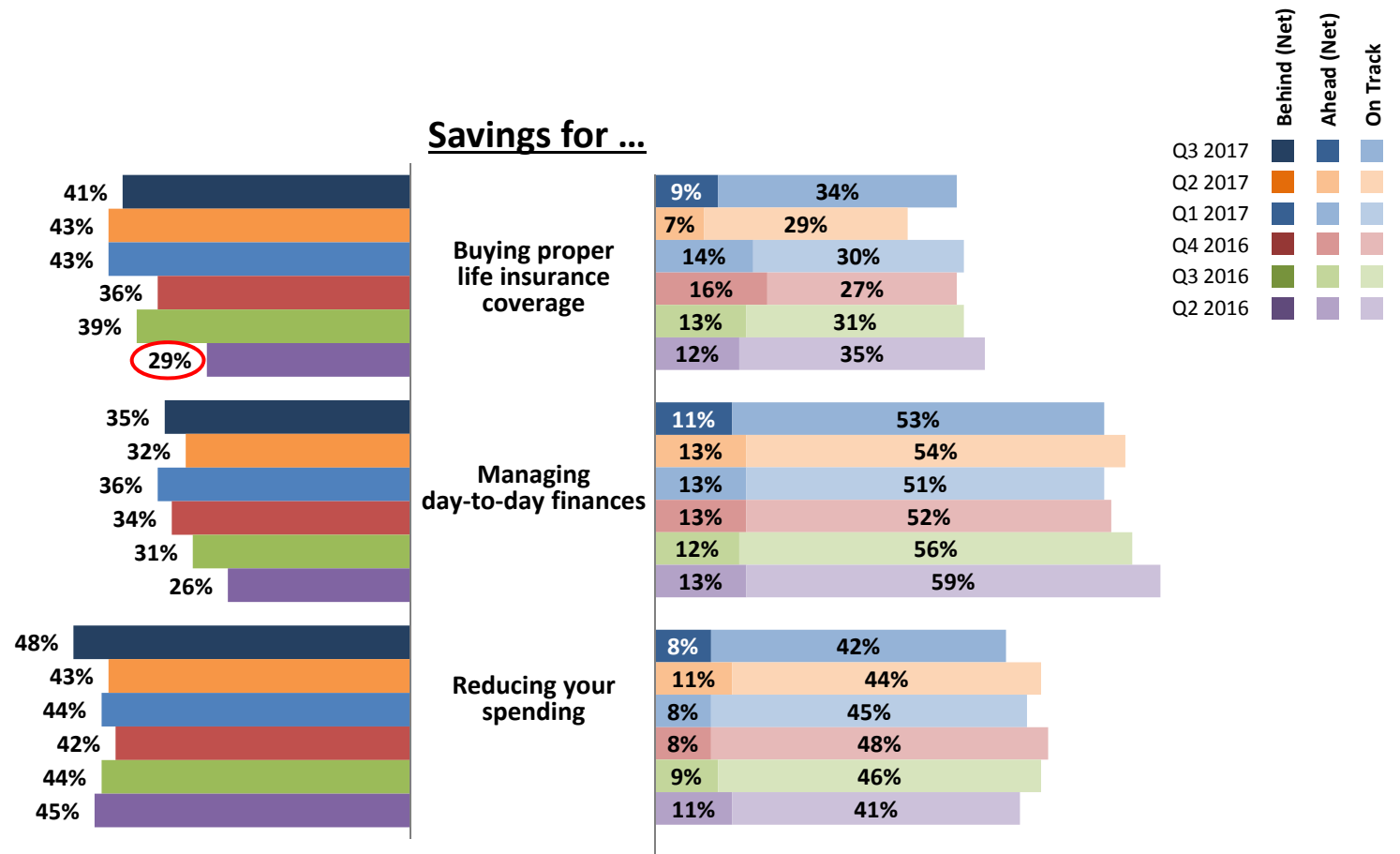
□ / ○ Significantly higher/lower than previous wave

Progress of Achieving Financial Goals

Savings for ...



Progress of Achieving Financial Goals



56

Base: Financial goals selected (n=varies)
 Q15. How do you feel about your progress in achieving your financial goals?

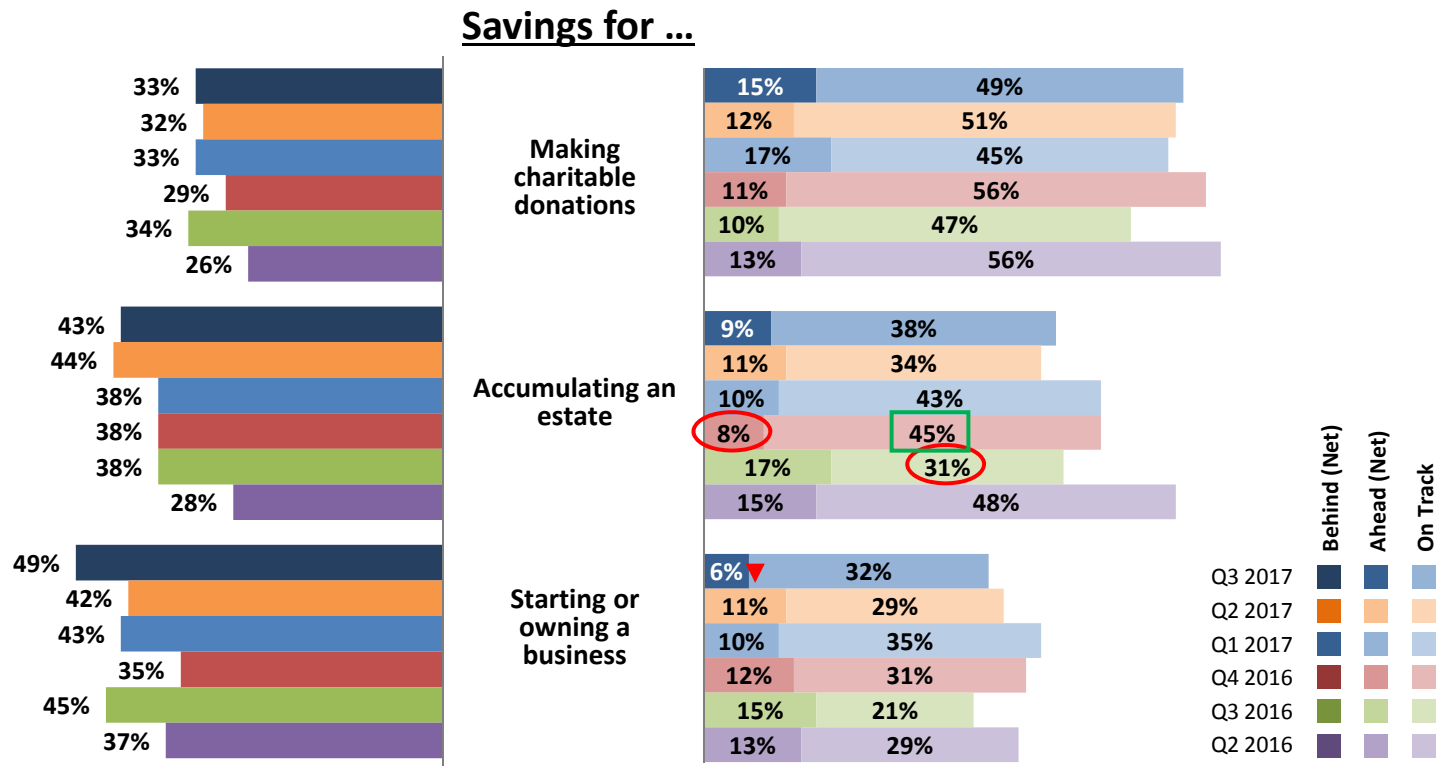
ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave

Understanding Albertans Deeper

Progress of Achieving Financial Goals



57

Base: Financial goals selected (n=varies)
Q15. How do you feel about your progress in achieving your financial goals?

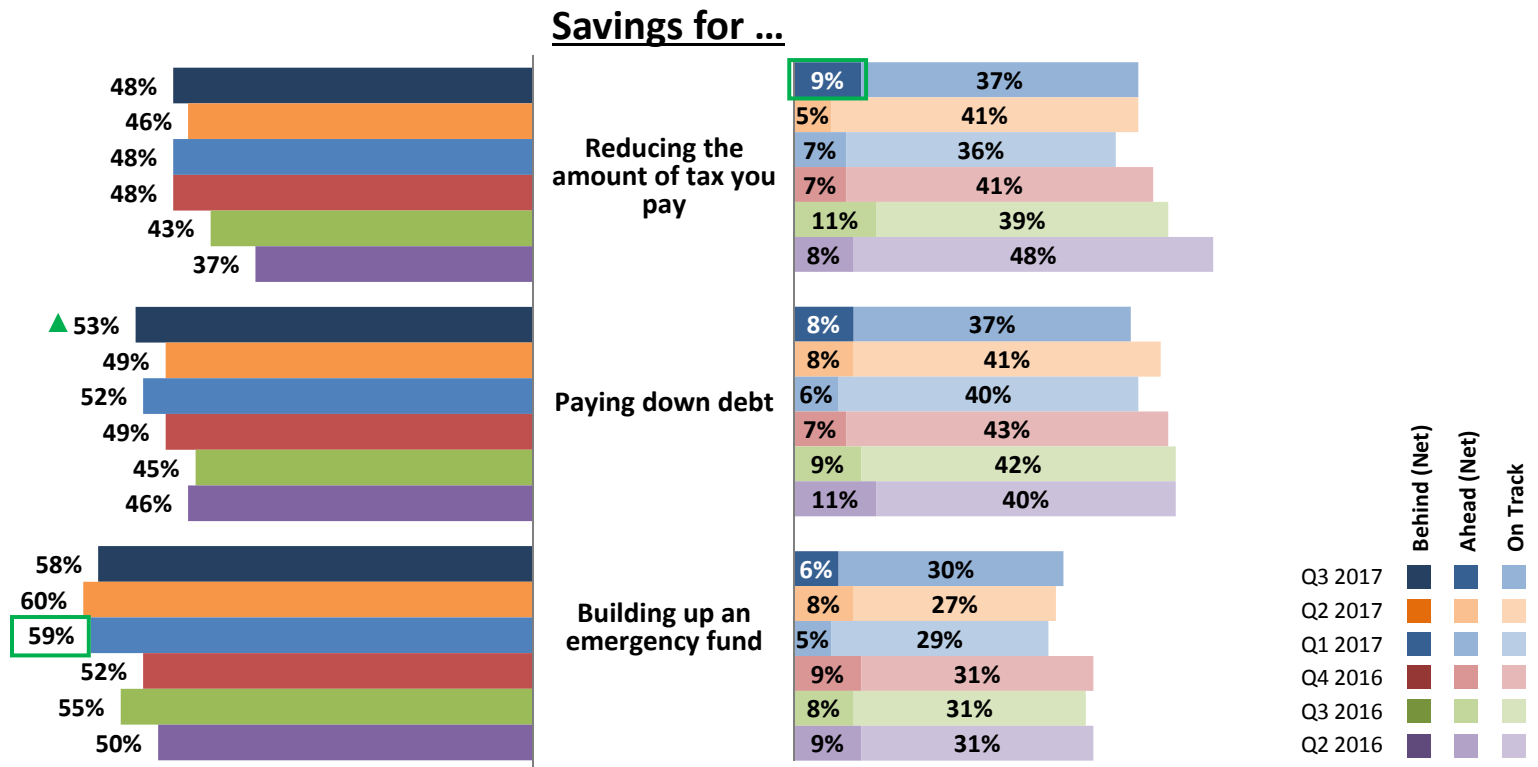
ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave

Understanding Albertans Deeper

Progress of Achieving Financial Goals



58

Base: Financial goals selected (n=varies)
 Q15. How do you feel about your progress in achieving your financial goals?

ATB

▲ / ▼ Significantly higher/lower than previous year (Q3'17 vs. Q3'16)

□ / ○ Significantly higher/lower than previous wave



To learn more about ways our investing philosophy is helping Albertans, please contact:
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christurchansky@atb.com

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