



For Immediate Release

42 Percent of Canadians Prefer Technology Stocks

***Quicken.ca Whaddya Know About Money? Survey Tracks
Canadian Financial Habits***

Toronto, ON (November 6, 2000) – In the face of volatile stock markets and predictions that the technology boom is coming to an end, over two in five (42%) Canadians with money to invest would still choose technology stocks over natural resources, blue chip or consumer product companies. Canadians' allegiance to technology stocks was uncovered by a recent Ipsos-Reid survey*, commissioned by Quicken.ca in conjunction with its *Whaddya Know About Money?* Contest, which starts this week.

"Canadians are traditionally a conservative group when it comes to investing, so it's interesting to see the appetite for the volatile technology sector," says Lee Horigan, General Manager, Quicken.ca. "With the increasing attention in the media about Canadian success stories, this data shows Canadians have confidence in the technology industry."

According to the survey, 42 percent of Canadians would invest in technology stocks if they had \$10,000 at their disposal compared with twenty percent who would place their money in blue chip stocks, and 15 percent who would select natural resources companies. Only four percent would opt for consumer product companies. And, virtually the same number of Canadians would prefer not to invest in stocks at all (5%) or in consumer product companies (4%).

Quebec Opts for IT

On a regional level, 46 percent of Quebec residents favoured technology companies as investments, making them the most likely of all the provinces to support IT stocks. Quebec is followed closely by Ontario, with 44 percent of respondents choosing to invest in hardware and software firms.

Alberta Chooses Natural Resources

Of those who selected natural resource companies as their most likely investment option, Alberta topped the list, with 27 percent of respondents choosing oil and gas and precious metal companies.

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Corporate Stock Options Not a Preference

When asked if they would choose to invest in their own company through stock options, only 11 percent of respondents chose this as their preference.

"Since our site provides financial information, opinions and tools to a Canadian audience, we make it a point to track Canadians' investment preferences and knowledge in order to tailor our content," adds Horigan.

Whaddya Know About Money?

Quicken.ca commissioned this national survey to coincide with the launch of its *Whaddya Know About Money?* Contest, which runs November 6 until December 8. The contest will test Canadians' financial knowledge and showcase the financial information and resources available at the Quicken.ca site. Over the five-week period, participants will receive a daily financial question that will require them to visit the Quicken.ca site to research or calculate the answer. For each correct answer, participants will receive Virtual Quick Bucks, which can be used to buy and trade Virtual Quick Shares, which fluctuate to simulate real market conditions. Participants can use the Virtual Quick Bucks to bid on prizes on a weekly basis. There are over 30 prizes to be won. Prizes range from sweatshirts and leather luggage to Palm III Pilots and laptop computers. To find out more or to register for the *Whaddya Know About Money?* Contest, please visit www.quicken.ca. The contest is open to Canadians over the age of 18.

About Quicken.ca

Quicken.ca is Canada's leading personal finance and investment Web site. By logging on to www.quicken.ca visitors can access breaking news, track their investments, get insight on stocks and mutual funds or check the best rates on loans and mortgages. Quicken.ca is operated by Rogers iMedia under an exclusive licence from Intuit Canada Limited. Rogers iMedia is Canada's leading interactive media company with a portfolio of products serving the needs of Canadians on the Internet.

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*Ipsos-Reid (formerly the Angus Reid Group) surveyed 1,502 adult Canadians from across Canada, including Quebec. The survey was conducted during October 2000. More details are available upon request.

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