

The image displays three overlapping screenshots from the website burnrate.ca. The top-left screenshot features a hole in a piece of paper with the text "WHAT'S *your* BURN RATE?". The top-right screenshot shows a pair of jeans and a flip phone with the text "= BURN RATE". The bottom screenshot shows three buttons with the text "CAN YOU AFFORD *to keep* YOUR HUSBAND?", "CAN YOU AFFORD *to keep* YOUR WIFE?", and "CAN YOU AFFORD *to keep* YOUR KIDS?".

BURNRATE.CA

THE WEBSITE ILLUSTRATED HOW EVEN A FEW WISE CHOICES CAN REALLY ADD UP DURING THE COURSE OF A YEAR. THE VISITOR IS GIVEN A SERIES OF PURCHASING SCENARIOS. DEPENDING ON WHICH CHOICES ARE MADE, THE SITE THEN TABULATES HOW MUCH MONEY THE VISITOR COULD HAVE SAVED, AND HOW MUCH THOSE SAVINGS WOULD BE WORTH AFTER TEN YEARS IF THEY HAD BEEN INVESTED IN A MACKENZIE MUTUAL FUND.