

STUDENT-FRIENDLY CREDIT CARDS

Post-secondary students who always pay off outstanding balances can take on the high rate of interest that accompanies the perks of rewards cards. But if you know you'll carry a balance at any point, stick with a low-rate card. Here are MoneySense's top-rated student cards in each category.

Scotiabank
Scene Visa

Best
Rewards



Annual
Fee
\$0

Interest
Rate
19.99%

This card makes going to the movies more affordable, plus you can use the points for dinner before the show.

TD
Emerald Visa

Best Low
Rate



Annual
Fee
\$25

Interest
Rate
4.5%

This is a no frills card, but the low interest rate could come in handy if you're still learning how to manage your money.

RULE OF THUMB CHALLENGE

What's the best asset allocation for your age?

Conventional wisdom suggests the percentage of equities in a portfolio should equal 100 minus your age—so 40% stocks if you're 60 years old. But in our low-rate environment, coupled with the fact people are living longer, this outdated equation may not provide the returns needed for a comfortable retirement.

$$\times 100 - \text{age} = \text{EQUITY ALLOCATION}$$

A more aggressive guideline is to subtract your age from 120 for more stock growth that should make your money last longer—so 60% stocks if you're 60 years old. Conservative investors can use 110.

$$\checkmark 120 - \text{age} = \text{EQUITY ALLOCATION}$$

FINANCIAL LESSONS FROM THE

Even rich kids can't count on inheritances these days. Music mogul and TV star **Simon Cowell** plans on giving away all his millions to charity, meaning his soon-to-be-

BIG BROTHER IS INSURING YOU

To save on car premiums, would you let your insurance provider monitor how safely you drive? Courtesy of Desjardins



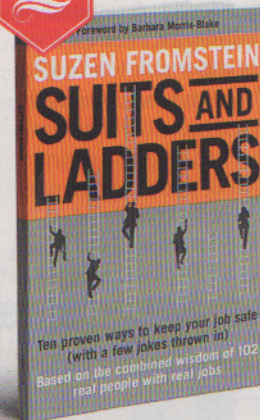
and its subsidiary The Personal, usage-based insurance (UBI) has arrived in Ontario and Quebec, promising drivers up to 25% off their monthly premiums if they don't mind having a small wireless device installed in their vehicle. The instrument measures distance travelled, daytime versus nighttime driving, as well as frequency of sudden braking and acceleration to determine if you're worthy of a lower rate. Employees in the Desjardins pilot project saved 12% on average, which translates to an average annual auto insurance saving of \$150 in Ontario. So, any downside? Although insurers don't keep tabs on where you go, the devices do record a lot of personal driving information—so participants should ask how the data will be used. However, insurers can't use the data to raise premiums, deny claims or drop customers, say regulatory agencies. With savings opportunities on the table for drivers, it won't be long before more insurance providers offer UBI across Canada in an effort to gain a competitive edge. In fact, Deloitte Canada technology expert Duncan Stewart says he wouldn't be surprised if 50% of Canadian vehicles were using UBI by 2018. **STEFANIA MORETTI**



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WIN THE WORK GAME



Suzen Fromstein surveyed 102 corporate survivors (including yours truly) to see what it takes to survive salaried employment. Based on interviews with middle and senior managers, equally divided between the sexes, she arrived at 10 sure-fire techniques for avoiding those dangerous snakes that send you back to the starting line.

JONATHAN CHEVREAU

