

Money Personality Profile

General

- a. _____ Watching my savings grow gives me pleasure.
- b. _____ Wandering around stores puts me in a good mood.
- c. _____ Making my own financial decisions makes me happy.
- d. _____ Being free of rules and stereotypes is my dream.
- e. _____ The more money I have, the more I'll be able to do what I want.
- f. _____ I work hard and I want to be valued for the work I do.

Shopping

- a. _____ I know a real deal when I see one because I shop around.
- b. _____ I like everything I try on; it's hard not to buy it all.
- c. _____ Name brands fill my closets and drawers.
- d. _____ I like to make my own fashion statements.
- e. _____ When I go shopping, I buy something that will help me accomplish my goals; I buy with purpose.
- f. _____ I go shopping to make myself feel better.

Eating Out

- a. _____ When I eat out with others, everybody pays for their own food.
- b. _____ I order whatever I want and like to leave big tips.
- c. _____ I like to buy food for others because I have the money.
- d. _____ I prefer paying my own way.
- e. _____ I like to pay for others to impress them.
- f. _____ Paying for others helps me feel good about myself.

Lifestyle

- a. _____ I spend money when I need something rather than when I want something.
- b. _____ Spending now is definitely more important than saving for the future.
- c. _____ Having things that I want is my goal.
- d. _____ Possessions tend to drag me down so I don't own much.
- e. _____ Saving money gives me the freedom to do things that cost money in the future.
- f. _____ Having things helps people know who I am.

Saving

- a. _____ I have a secret stash of money just in case I need it.
- b. _____ Saving money is hard for me. I always have something I want to buy.
- c. _____ When I take charge of my money, I feel in control.
- d. _____ Saving money is easy because I'd rather be doing things that don't cost a lot.
- e. _____ The more money I have saved, the more options I have open to me.
- f. _____ Having a large amount of savings makes me feel valuable.

Gifts

- a. _____ It's easier to give gifts to others than to buy them for myself.
- b. _____ I love buying the perfect gift for someone.
- c. _____ I buy expensive gifts because it means more.
- d. _____ Handcrafted or homemade gifts have more meaning for me and people think they are special.
- e. _____ The gifts I give others say I like them or that I want them to like me.
- f. _____ The price of my gift earns me respect for being able to afford it.

Determining your scores:

- A. Add up all the numbers you put next to the “a” statements, and put the total here _____ to determine your tendency toward being frugal. Money is for security. You love to hold and save your money. You have a hard time spending money on luxury items or even on necessities. You save money because you believe money will offer protection from life’s uncertainties. You are good at budgeting, prioritizing and waiting until later to buy things. You buy used goods whenever possible and always search for low prices. You track spending and maintain a modest lifestyle.
- B. Add up all the numbers you put next to the “b” statements, and put the total here _____ to determine your tendency toward pleasure. Money is pleasure. You love to spend money on whatever will make you happy. You can’t keep money in your pocket. You have a hard time understanding there are limits on how much you can spend. You don’t like saving. You often borrow money from friends and family to spend now. You are generous to yourself and others and you enjoy life in the moment. You shop at prestigious stores. You tend not to track expenses and buy on impulse.
- C. Add up all the numbers you put next to the “c” statements, and put the total here _____ to determine your tendency toward success. Money is happiness. You are devoted to looking good and buying the highest quality available. You think that having money and brand name “things” bring you happiness and contentment. You always wish you had a little more money or a few more things because then you’d be happier. You assume people can’t be happy or successful without possessions. You are often the first to try new goods and services.
- D. Add up all the numbers you put next to the “d” statements, and put the total here _____ to determine your tendency toward unimportance. Money is unpleasant. You avoid money like the plague. Although you know money is a tool to use in the world, you would rather not place a lot of importance on money. You would much rather be spending time and resources on doing other things such as hobbies you enjoy, sports, theater or being outdoors.
- E. Add up all the numbers you put next to the “e” statements, and put the total here _____ to determine your tendency toward being powerful. Money is power. You aspire to make things happen. You view money as power and believe the most powerful people in the world are rich. The more money you have, the more you will be able to do anything you want. Money makes you feel in control of your life. You will take risks to have more money. You will work hard to make money so you can enjoy power.
- F. Add up all the numbers you put next to the “f” statements, and put the total here _____ to determine your tendency toward being tied to self-worth. Money is self-worth. You measure self-worth by how much money you have. You think that people judge you on the amount of money you have. Sometimes you feel guilty if you have more money than other people. You spend time calculating how much you should be paid for work. You feel better about yourself if you are doing something to make more money. You value how much you have accumulated, not your relationships or contributions to the lives of others.

Financial decisions are based on a variety of motivators or beliefs. Your scores will show which personality profiles you favor.

- ✓ The **higher the number** for each profile, the more this tendency may motivate your money behavior. It’s okay to be high in several profile areas. It just shows that your financial decisions are based on a variety of motivators or beliefs.
- ✓ The **closer together in number** the totals are, the more “balanced” you may be in your motivators.
- ✓ If you have **one or two profiles that have high numbers**, it may mean that your financial decisions are more strongly influenced by those motivators.

Your Money Personality

Your Bottom Line: You'll better understand what motivates your money decisions.

Understanding You and Money

Money is just a tool to help you reach your goals. By itself, money has no value. It is only when you use money that it assumes meaning. How you use money is influenced by your personality.

Each person is unique in how he or she makes decisions about money. What's important to you, how and where you grew up, your values, how your parents communicated about money and made financial decisions all influence your money personality.

Even people who are experienced at managing money can make mistakes. However, they learn from them, just as you will. You may gain new insight about how you value money, but don't stereotype yourself or others into a single category. The quiz can help you determine your money motivators.

How to Complete Your Money Personality Profile

Read all the statements carefully in each category and then rank them from 1 (least like you) to 6 (most like you). Try to use each number just once in each category. If you read a statement that you feel is absolutely not like you, place a "0" next to the statement. You can use the "0" option more than once in each category if necessary.