Money Motivation Quiz
Source: Freed-Up Financial Living, Towner, Tofilon & Plate, 2012

Directions: For each of the questions below, circle the letter that best describes your response.

1. Money is important because it allows me to . . .
   a) Do what I want to do
   b) Feel secure
   c) Get ahead in life
   d) Buy things for others

2. I feel that money . . .
   a) Frees up my time
   b) Can solve my problems
   c) Is a means to an end
   d) Helps make relationships smoother

3. When it comes to saving money, I . . .
   a) Don’t have a plan & rarely save
   b) Have a plan & stick to it
   c) Don’t have a plan but manage to save anyway
   d) Don’t make enough money to save

4. If someone asks about my personal finances, I . . .
   a) Feel defensive
   b) Realize I need more education and information
   c) Feel comfortable & competent
   d) Would rather talk about something else

5. When I make a major purchase, I . . .
   a) Go with what my intuition tells me
   b) Research a great deal before buying
   c) Feel I’m in charge – it’s my/our money
   d) Ask friends/family first

6. If I have money left over at the end of the month, I . . .
   a) Go out and have a good time
   b) Put the money into savings
   c) Look for a good investment
   d) Buy a gift for someone
7. If I discover I paid more for something than a friend did, I . . .
   a) Couldn’t care less
   b) Feel it’s OK because I also find bargains at times
   c) Assume they spent more time shopping, and time is money
   d) Feel upset and angry at myself

8. When paying bills, I . . .
   a) Put it off and sometimes forget
   b) Pay them when due, but no sooner
   c) Pay when I get to it, but don’t want to be hassle
   d) Worry that my credit will suffer if I miss a payment

9. When it comes to borrowing money, I . . .
   a) Simply won’t/don’t like to feel indebted
   b) Only borrow as a last resort
   c) Tend to borrow from banks or other business sources
   d) Ask friends and family because they know I’ll pay

10. When eating out with friends, I prefer to . . .
    a) Divide the bill proportionately
    b) Ask for separate checks
    c) Charge the bill to my credit/debit card and have others pay me
    d) Pay the entire bill because I like to treat my friends

11. When it comes to tipping, I . . .
    a) Sometimes do and sometimes don’t
    b) Just call me Scrooge (no tip)
    c) Resent it, but always tip the right amount
    d) Tip generously because I like to be well thought of

12. If I suddenly came into a lot of money, I . . .
    a) Wouldn’t have to work
    b) Would have to worry about the future
    c) Could really build up my business
    d) Would spend a lot on family and friends and enjoy time with them more

13. When indecisive about a purchase, I often tell myself . . .
    a) It’s only money
    b) It’s a bargain
    c) It’s a good investment
    d) He/she will love it

    a) I do/will handle all the money and pay all the bills
    b) My spouse does/will take care of the finances
    c) I do/will pay my bills and my spouse will do the same
    d) We do/will sit down together to pay bills
Score: Tally your answers by the numbers of times you chose each letter and chart it on the graph below.

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Understanding Your Results
Money means different things to different people based on a variety of factors, such as temperament and life experiences. Often the meaning of money and the way it motivates us is subtle and something we are not always aware of.

This simple quiz is designed to give you an indication of how strongly you are influenced by the following money motivations: Freedom, Security, Power and Love. None are inherently good or bad, although each certainly has its dark side.

“A” Answers: Indicates that money relates to Freedom. To you, money means having the freedom to do what you like.

“B” Answers: Indicates that money relates to Security. You need to feel safe and secure, and you desire the stability and protection that money supposedly provides.

“C” Answers: Indicates that money relates to Power. Personal success and control are important to you, and you appreciate the power money sometimes provides.

“D” Answers: Indicates that money relates to Love. You like to use money to express love and build relationships.