

What's your financial persona?

Your persona is the version of you that you present to others. Your financial persona began forming in childhood and has been shaped and developed throughout your life based on your experiences. Your persona is not your financial situation or current circumstances. Instead, your persona is how you approach your personal finances.

This exercise will help you identify your financial persona and see how it relates to your current relationship with money. When you're finished, take some time to think about whether your persona fits your current outlook and if so, consider whether that's the persona you want as you walk into your financially free future.

To complete this exercise, decide to what extent you agree with each of the statements. If you need to skip a question (for example if you don't have a spouse), select the Unsure category.

	Strongly disagree	Disagree	Unsure /neutral	Agree	Strongly agree
1. I feel well-equipped to make financial decisions and to teach my children about money.					
2. I'd be happier if I had more money.					
3. When I buy myself something I want, I feel guilty because I could be spending my money more wisely.					
4. I feel anxious if I don't have money in the bank or a backup method to pay for things.					
5. Sometimes I hide my financial success from others because I don't want them to think I'm bragging.					

	Strongly disagree	Disagree	Unsure /neutral	Agree	Strongly agree
6. As a child, I was encouraged to save any money I received or earned.					
7. My parents didn't talk about money growing up.					
8. Money doesn't seem to stretch as far as I think it will. I often run out before my next paycheck.					
9. Investing isn't for me. It seems too complicated and I'm afraid I'll lose my money.					
10. My finances haven't turned out the way I thought they would when I was growing up.					
11. If I had more money, I'd use it for good.					
12. Banks and financial advisors have my best interests at heart.					
13. Money is important, but I don't spend a lot of time thinking or worrying about it.					
14. If fewer people worried about growing their personal wealth, there would be a lot more money to go around.					
15. Budgets are for poor people so they can make their paycheques last.					
16. With the way things are going, I'll never be able to retire.					
17. My partner and I fight about money a lot. It's a huge stress in our relationship.					
18. Sometimes when I'm tired, I order takeout, then feel guilty for wasting money.					
19. I make up excuses when I'm invited out because I don't want anyone to know I'm broke.					
20. I believe I can change my current circumstances and live a financially free life.					

Scoring

Using the tables below, go back to the quiz and write the corresponding points for each question. Then tally them up. Your final score will tell you which persona matches you the best, based on the answers provided.

For questions 1-5, give yourself these points:

	Strongly disagree	Disagree	Unsure /neutral	Agree	Strongly agree
Points	1	2	3	4	5

For questions 6-7, give yourself these points:

	Strongly disagree	Disagree	Unsure /neutral	Agree	Strongly agree
Points	2	1	5	3	4

For questions 8-14, give yourself these points:

	Strongly disagree	Disagree	Unsure /neutral	Agree	Strongly agree
Points	5	4	3	2	1

For questions 15-20, give yourself these points:

	Strongly disagree	Disagree	Unsure /neutral	Agree	Strongly agree
Points	3	4	1	5	2

Total your answers to find your financial persona:

1-20 points	21-40 points	41-60 points	61-80 points	81-100 points
Purple	Blue	Green	Yellow	Orange

Your Financial Persona

Purple

- › Financially laid back but know you could be doing better
- › Carry debt and pay too much in late fees, bank fees and interest
- › Avoid discussing money and finances

Blue

- › Financially curious and perceptive but cautious
- › Spend money freely and sometimes feel shame for spending too much
- › Willing to learn about money and take small steps to improve your wealth

Green

- › Mostly comfortable making financial decisions but likely have an advisor or managed accounts
- › Follow the status quo & don't think about money
- › Spend money responsibly and plan to retire at 65

Yellow

- › Interested in personal finance but money doesn't control you
- › Understand investing and look for new ways to build your wealth
- › An idealist who takes risks

Orange

- › Find comfort in having money and spend considerable time on your wealth strategy
- › Still worry you don't have enough
- › Slightly risk avoidant and stubborn but this has served you well financially