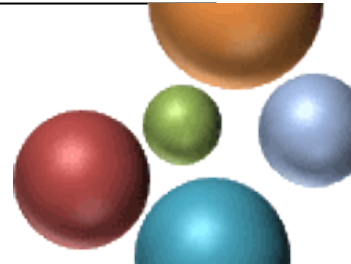


Spending by Color™ Evaluation*



Rate yourself on the likelihood that you would spend your money or time on the item and/or experience below. Consider each choice independently.



BE HONEST WITH YOURSELF. Transfer answers to “Results Sheet.”

#	Rating	Item or Experience
1.		Learn to play a musical instrument
2.		Buy a Rolex
3.		Let spouse decide how to spend it
4.		Always insist on paying for your friend’s dinner when you go out
5.		Donate to public library
6.		Go skydiving, on a rappelling/rock climbing trip, or do other “extreme” activity
7.		Hire a professional to help you with your finances
8.		Upgrade your cell phone to the latest model with all the bells and whistles
9.		Purchase life insurance policy to cover your family in case you pass away
10.		Lend money to a co-worker
11.		Contribute supplies to a local school
12.		Buy a ski boat or all-terrain vehicle
13.		Pay for a gym membership or a home gym
14.		Update my wardrobe to be more stylish
15.		Give gift to a loved one “just because”
16.		Throw a neighborhood party
17.		Give to a charity or a church
18.		Buy yourself a season ticket to a ski resort, amusement park, sporting event...
19.		Take an adult education class (such as pottery, cooking, art, finance, health...)
20.		Buy new rims or a new paint job for your vehicle
21.		Purchase playground equipment for children in my family
22.		Give a friend a gift certificate to their favorite retail store
23.		Do volunteer work and cover your own expenses
24.		Get a new gaming system
25.		Join a book club and build your personal library.
26.		Cosmetic improvement or surgery
27.		Give an anonymous gift to a family member
28.		Buy something a friend is selling even if you don’t need it or want it
29.		Give to a nonprofit fundraising event
30.		Purchase the latest iPod and regularly purchase songs off the Internet

*This evaluation is meant to provide insight into consumer behaviors. It is not a psychological or personality test.