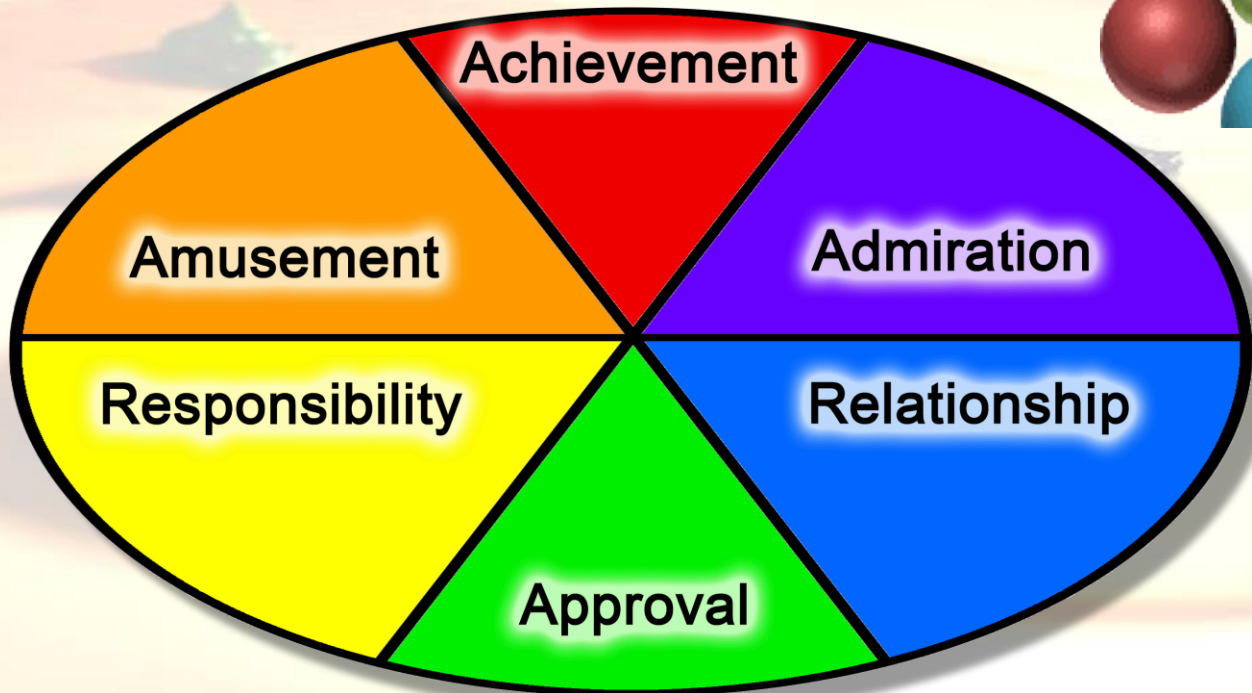




Spending by Color

Why We Choose to Spend In Our Own Colorful Ways



Value-Based Spending

RED

Achievement

- Self-improvement
- Lifetime learner
- Continuing education and certification
- Hobbies and skills

BLUE

Relationship

- Focused on others
- Generous
- Does not expect to personally benefit

YELLOW

Responsibility

- Feels obligation and/or duty
- Donates to charity and/or church (does not know individual beneficiaries)

Value-Based Spending

PURPLE

Admiration

- Image-based
- Attempts to impress but not related to social organization
- Can be present in spending on children

GREEN

Approval

- Concerned with place in a relationship or social group (family, community, etc)
- Expectation to personally benefit

ORANGE

Amusement

- Seeks physical pleasure or thrill
- Feels entitled to spend on self