



The Color of Money Key

What Does Money Mean to You? Your Economic Values

(Companion summary key to The Color of Money activity)

Yellow- Not concerned about money

Don't worry about it

Someone will help

Green- Status and prestige are important

Wants designer labels & high quality

Buys expensive items

Orange- Money is not important

Values the fulfillment that \$ buys

Happier with fewer "things"

Red - Having things in place is important

May forget to check on things

Blue- Could be self-indulgent (spends on self)

Has a great urgency of wants

Wants new & trendy

Pink- Money is a symbol of security

Things don't have to be fancy or expensive

Doesn't like debt

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