

# MONEY PERSONALITY

UNDERSTANDING CLIENT MONEY MINDSET BASED ON  
THE FIVE-FACTOR MODEL OF PERSONALITY

| Factor   | Description  |
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| <b>O</b><br>Openness to Experience               | <ul style="list-style-type: none"><li>• Intellectualism, variety, and creativity</li><li>• High scores = open to new ways of doing things, new types of experiences, and different types of methods</li><li>• Associated with lower diligence related to financial management, potential impulsivity related to spending, and higher unemployment, but also with a long-term approach to investing</li></ul> |
| <b>C</b><br>Conscientiousness                    | <ul style="list-style-type: none"><li>• Characteristic includes diligence, work ethic, organization, and attention to detail</li><li>• Robust predictor of success in many different jobs</li><li>• Positively related to savings rate and net worth, but also reluctance to spend in retirement</li><li>• Lower scores often equate to less adherence to plans or budgets</li></ul>                         |
| <b>E</b><br>Extraversion                         | <ul style="list-style-type: none"><li>• Factor that includes being energized by being around other people, assertiveness, and outgoingness</li><li>• Often associated with success in sales-related activities or careers</li><li>• Can be associated with higher income levels</li><li>• Often associated with higher consumption and lower net worth (and, lower savings rate)</li></ul>                   |
| <b>A</b><br>Agreeableness                        | <ul style="list-style-type: none"><li>• Encompasses compassion for others, kindness, and friendliness</li><li>• Often negatively related to savings rate and positively related to consumption</li><li>• Lower scores are often associated with higher net worth</li></ul>   |
| <b>N</b><br>Neuroticism<br>(Emotional Stability) | <ul style="list-style-type: none"><li>• How negative emotions (fear, anxiety, worry) are experienced</li><li>• High scores = may exhibit negative money behaviors because of feelings (e.g., selling during a downturn in the market)</li><li>• Low scores = fewer emotional reactions, especially during times of stress or change</li></ul>  |

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## CLIENT INTERVIEW GUIDE BY FACTOR

| Factor   | Questions   |
|--|---|
| <b>O</b><br>Openness to Experience               | <p>Even with the best plans in place, the unexpected can happen. Please share an example from your life where you had to adapt quickly to changes.</p> <p>What happened? How were you able to adjust?</p>   |
| <b>C</b><br>Conscientiousness                    | <p>Sometimes striking a balance between the big picture of our financial lives and the details required to manage them can be challenging. Please share with me your approach to money management in your household.</p> <p>What tends to be a challenge for you, and how do you overcome that challenge?</p> |
| <b>E</b><br>Extraversion                         | <p>Describe for me a time you had to be around others for an extended period of time, for example, at a business conference or all-day event.</p> <p>What was challenging about being around others? What benefits did you receive from being around others?</p>  |
| <b>A</b><br>Agreeableness                        | <p>Describe a time when you agreed to do something or take on a role that cost more time or resources than you had initially thought.</p> <p>What were some of the challenges, and how did it turn out? What would you do differently next time?</p>  |
| <b>N</b><br>Neuroticism<br>(Emotional Stability) | <p>Sometimes we have to make decisions without all the information or time we want (or need!).</p> <p>Think about a time you had to make a quick but important financial decision. What were the emotional challenges, and how did overcome them?</p>   |