



## Section 4: Cryptic Intelligence Quiz

☑ Check the box with the correct answer; there may be more than one answer.

1. To retire comfortably, I will need

- Social Security.
- \$1,000,000.
- It depends on what I want my retirement to look like.
- \$500,000.

2. To avoid the trap of money messages, I must

- Stop listening to radio and TV.
- Turn off my hearing aids.
- Become a hermit.
- Build cryptic intelligence.

3. A typical advertising message influences me

- A long, long time.
- In the moment.
- 3 months.
- 3 years.

4. The name of the type of marketing that starts at birth is

- Cradle-to-grave marketing.
- Baby marketing.
- In the ad womb
- Nursery room advertising.

5. Which of these support consumerism?

- GDP reports.
- Shopping malls.
- Our government.
- Advertising moguls.

6. My spending choices are made by

- My school.
- The Internet.
- Unconscious beliefs.
- My mother.

7. Money radar is

- Very expensive.
- A credit card program that tracks your spending.
- A new money program to stop you from spending.
- Cryptic intelligence.

8. Spending

- Dooms me to endless stress.
- Is all about choice.
- Makes me irresponsible.
- Makes me happy.

9. I need to pay attention to cultural money messages because

- They are not consistent.
- They are often based on fear and negativity.
- I want choices based on my own messages.
- They use spin.

10. To change my money habits, I must

- Change my thinking.
- Feel bad about myself.
- Listen to the experts.
- Do the right thing.

Answers:

1. It depends on what I want my retirement to look like.
2. All
3. All
4. Cradle-to-grave marketing.
5. All
6. Unconscious beliefs.
7. Cryptic intelligence.
8. Is all about choice.
9. All
10. Change my thinking.