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(54) Title: METHODS AND SYSTEMS FOR ASSESSING FINANCIAL PERSONALITY

(57) Abstract: One or more aspects comprise a computer system comprising one or more servers that: (a) provide a financial personality assessment questionnaire to a user; and (b) receive data describing said user's responses to one or more questions in said questionnaire; and one or more processors in communication with said one or more servers that: (a) based on said data describing said user's responses, assess said user's investment-related attitudes across a plurality of scales and produce a multi-dimensional financial personality identifier for said user; and (b) construct a user risk profile for said user derived from said multi-dimensional financial personality identifier.

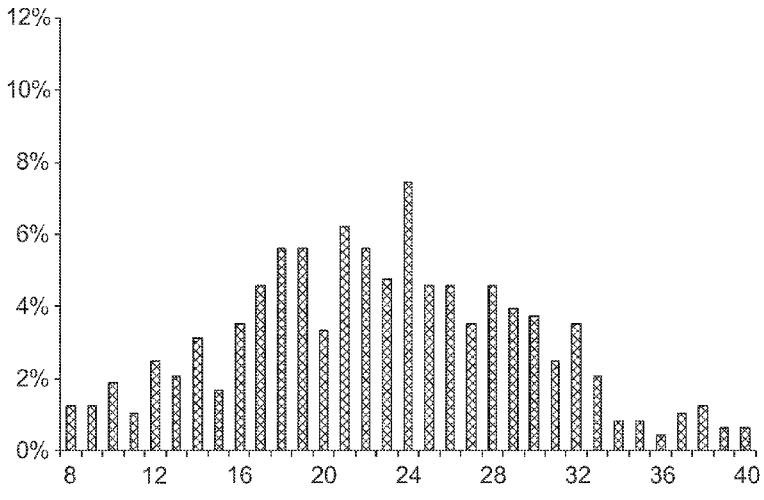


FIG. 2

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