

# **A Wealth of Opportunity:**

**A comprehensive analysis and market sizing of  
America's Wealthy Consumers based on the  
Federal Reserve Board's Survey of Consumer  
Finances**



**The Knowledge of Luxury, The Luxury of Knowledge**

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# About the Survey of Consumer Finances

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- The Survey of Consumer Finances (SCF) is conducted every three years to provide detailed information on the finances of U.S. families. No other study for the country collects comparable information. Data from the SCF are widely used, from analysis at the Federal Reserve and other branches of government to scholarly work at the major economic research centers.
- The study is sponsored by the Federal Reserve Board in cooperation with the Department of the Treasury. Since 1992, data have been collected by the National Organization for Research at the University of Chicago (NORC).
- To ensure the representativeness of the study, respondents are selected randomly using procedures described in the technical working papers on this web site: (<http://www.federalreserve.gov>). A strong attempt is made to select families from all economic strata.
- Participation in the study is strictly voluntary. However, because only about 4,500 families are interviewed in the main study, every family selected is very important to the results. To retain the scientific validity of the study, interviewers are not allowed to substitute respondents for families that do not participate. Thus, if a family declines to participate, it means that families like theirs may not be represented clearly in national discussions.
- The confidentiality of the information provided in the study is of the highest importance to NORC and the Federal Reserve. Strenuous efforts are made to protect the privacy of participants, and in the history of the survey, there has never been a leak. The names of the participants in the survey are known only to NORC, which has more than 50 years of successful experience in collecting confidential information.

Source: <http://www.federalreserve.gov/pubs/oss/oss2/about.html>

# Research Notes

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- All data reported herein are custom tabulations prepared by the Luxury Institute from the “extract” of the 2004 survey as published on the Federal Reserve web site.\*
- In some cases, statistics reported herein may differ slightly from published results available from the Federal Reserve Board, due to variations in rounding, weighting of survey data, and other factors.
- However, in general, the Federal Reserve has very little published research profiling wealthy U.S. households on various demographic and financial criteria, other than general statistics measuring the concentration of wealth and income over time.
- While the underlying integrity of the survey data is clearly the domain of the Federal Reserve Board, these custom tabulations and analysis are strictly the work of the Luxury Institute, LLC.

\*<http://www.federalreserve.gov/pubs/oss/oss2/2004/scf2004home.html>

# Defining the Luxury Consumer

By Net Worth



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# Wealth Concentration, by Net Worth

- Strictly looking at household net worth, the top 10% of households are those with a net worth of at least \$834,000, the top 5% are those with a net worth of at least \$1.4 million and the top 1% are those with a net worth of at least \$6.4 million.

