

Rational Optimism

Reasons to Be Optimistic about Living Today

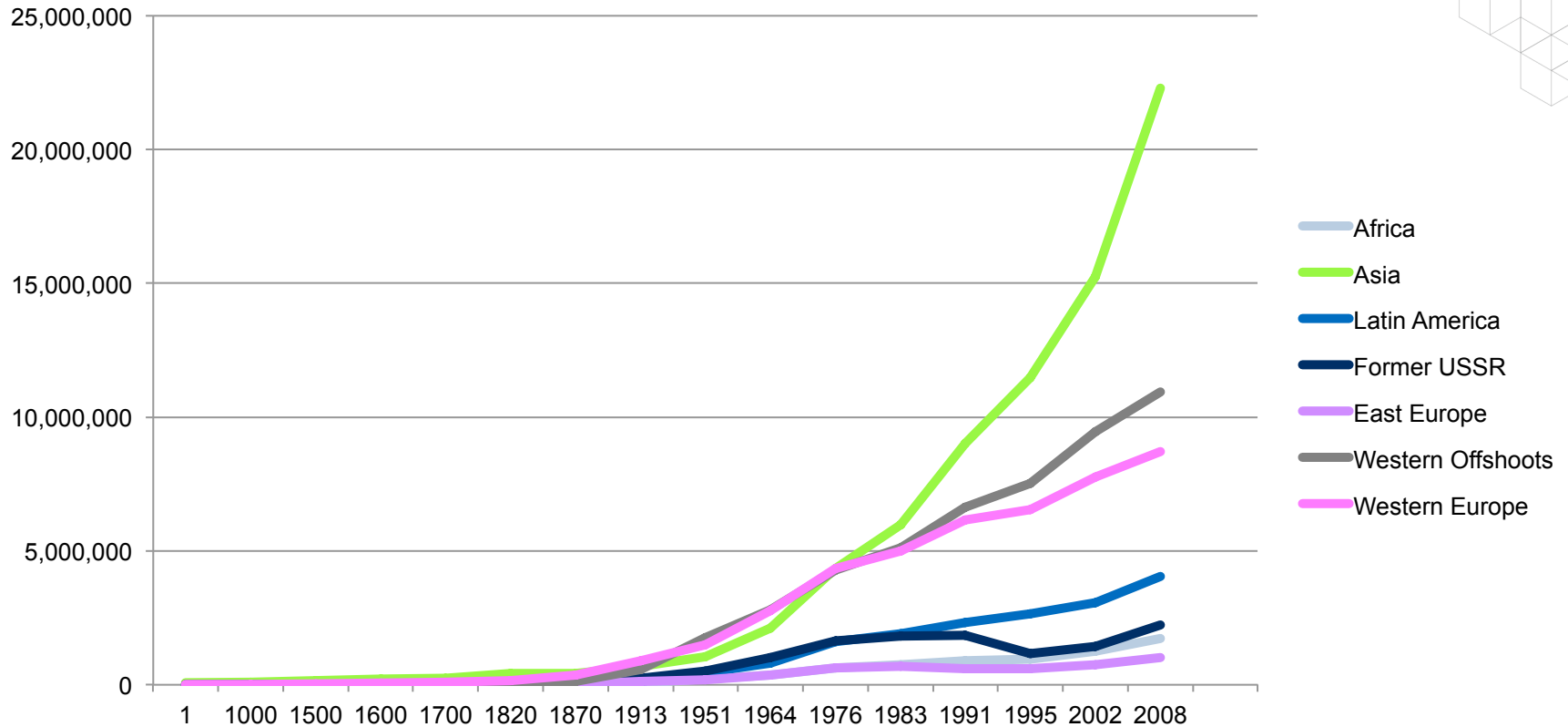


NOT CONFIDENTIAL OR PROPRIETARY – ENTIRELY SHAREABLE
Purpose+, Amstel 95, Amsterdam, The Netherlands

PURPOSE⁺

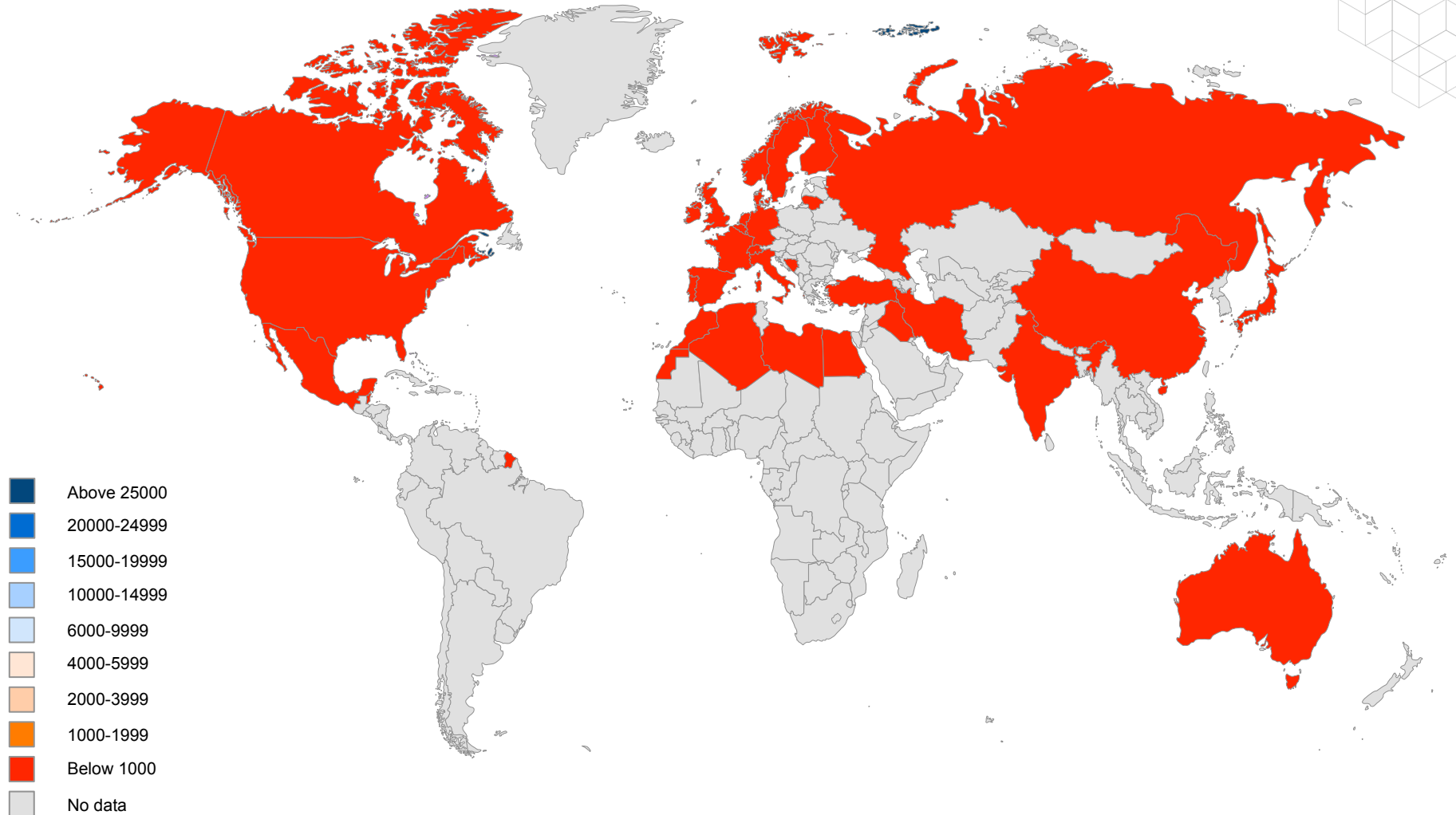
We are richer than ever before, with unparalleled GDP growth in recent decades...

Real GDP over time in 1990 dollars by major world area; note that timescale is not linear



...rising much of our population out of the poverty that was considered normal for thousands of years...

GDP per Capita, year 1

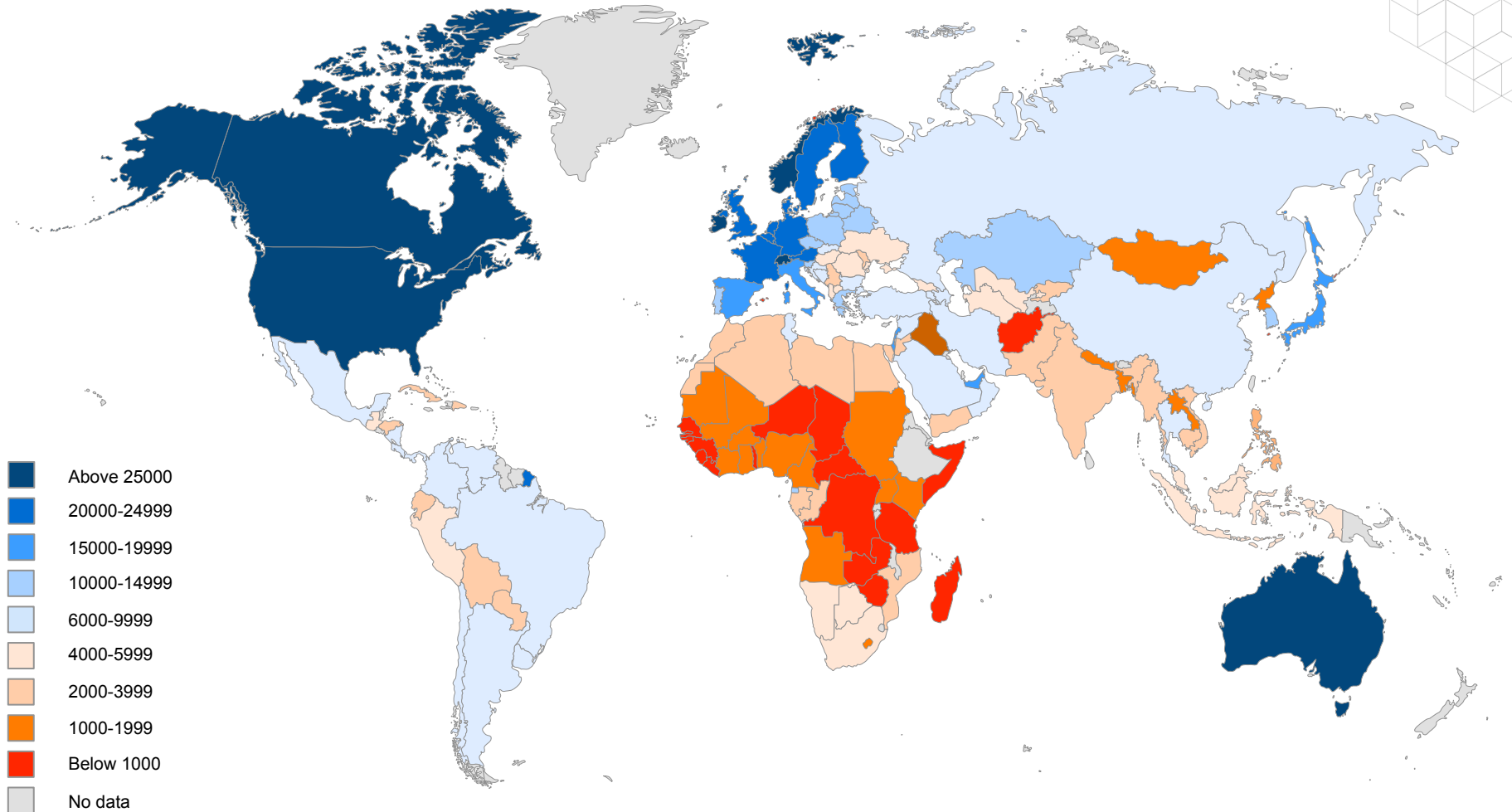


Source: Angus Maddison Historical Statistics (www.ggdc.net), www.ourworldindata.org

PURPOSE⁺

...into a state where poverty can theoretically be eradicated within the next 20 years*

GDP per Capita, year 2008






* Prediction by the UN

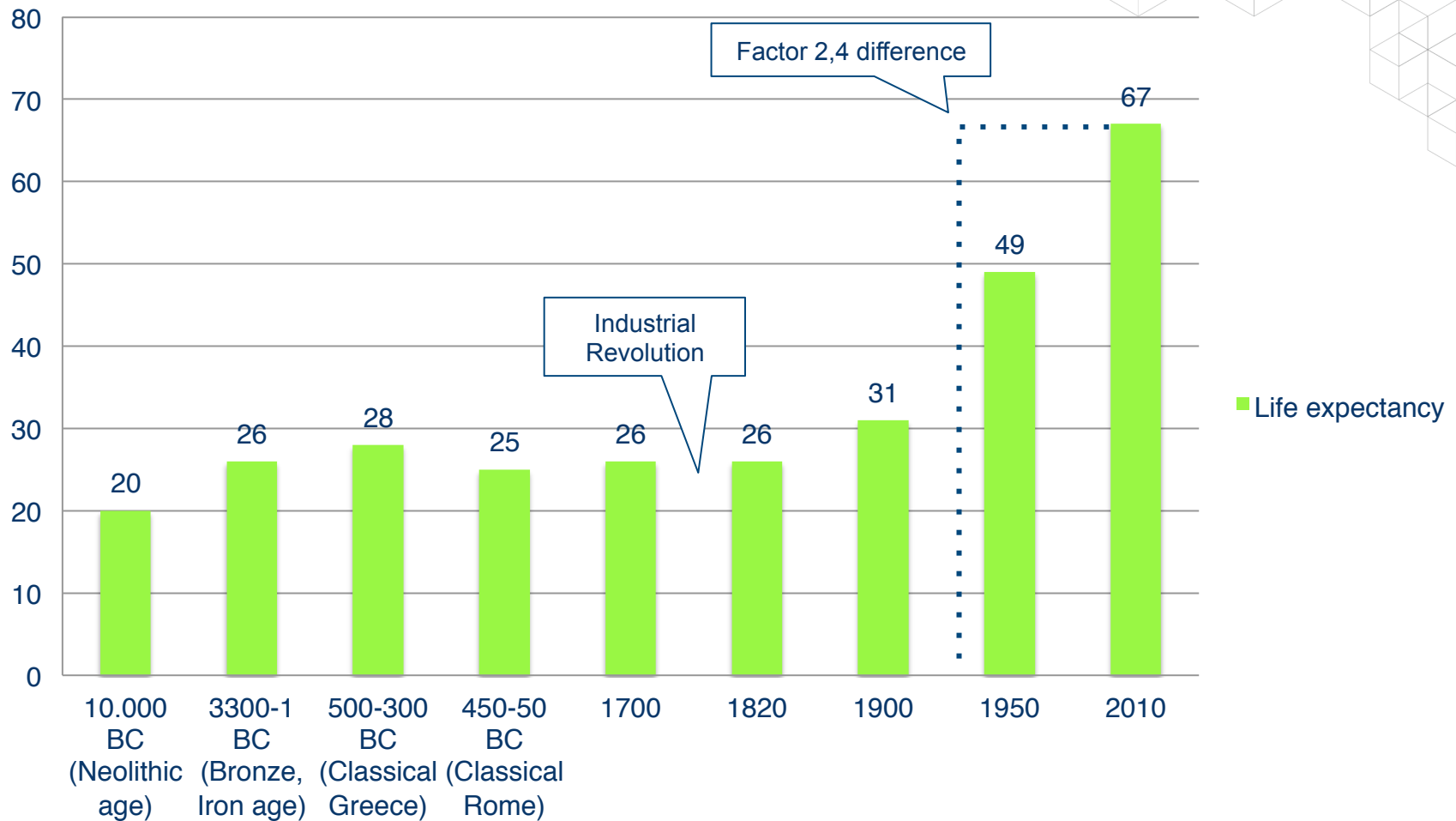
Source: Angus Maddison Historical Statistics (www.ggdcd.net), www.ourworldindata.org

PURPOSE⁺

The pace of our growth keeps accelerating as well – doubling our world economy in years where it used to be centuries

The type of society...	...time it took to double the world economy...	...and future predictions based on the trend
 Pleistocene hunter-gatherer society	224.000 years	<p>Assuming a similar growth rate of the economy as in the last 50 years will make us:</p> <ul style="list-style-type: none">• 4,8 times richer than today in 2050• 34 times richer than today in 2100.
 Farming society	909 years	
 industrial society	6,3 years	

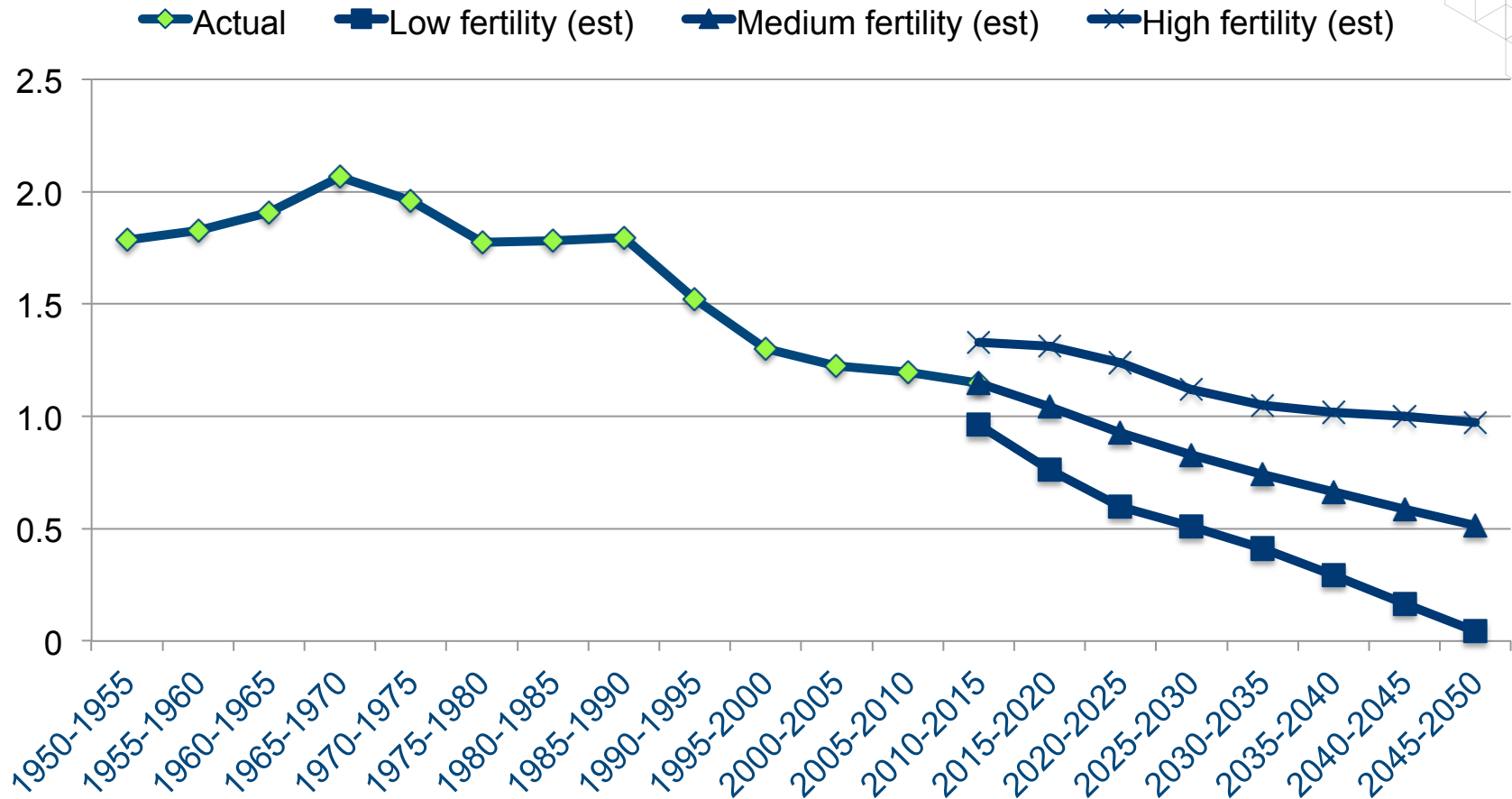
Our life expectancy has increased more in the last century than in all of the previous evolution combined...



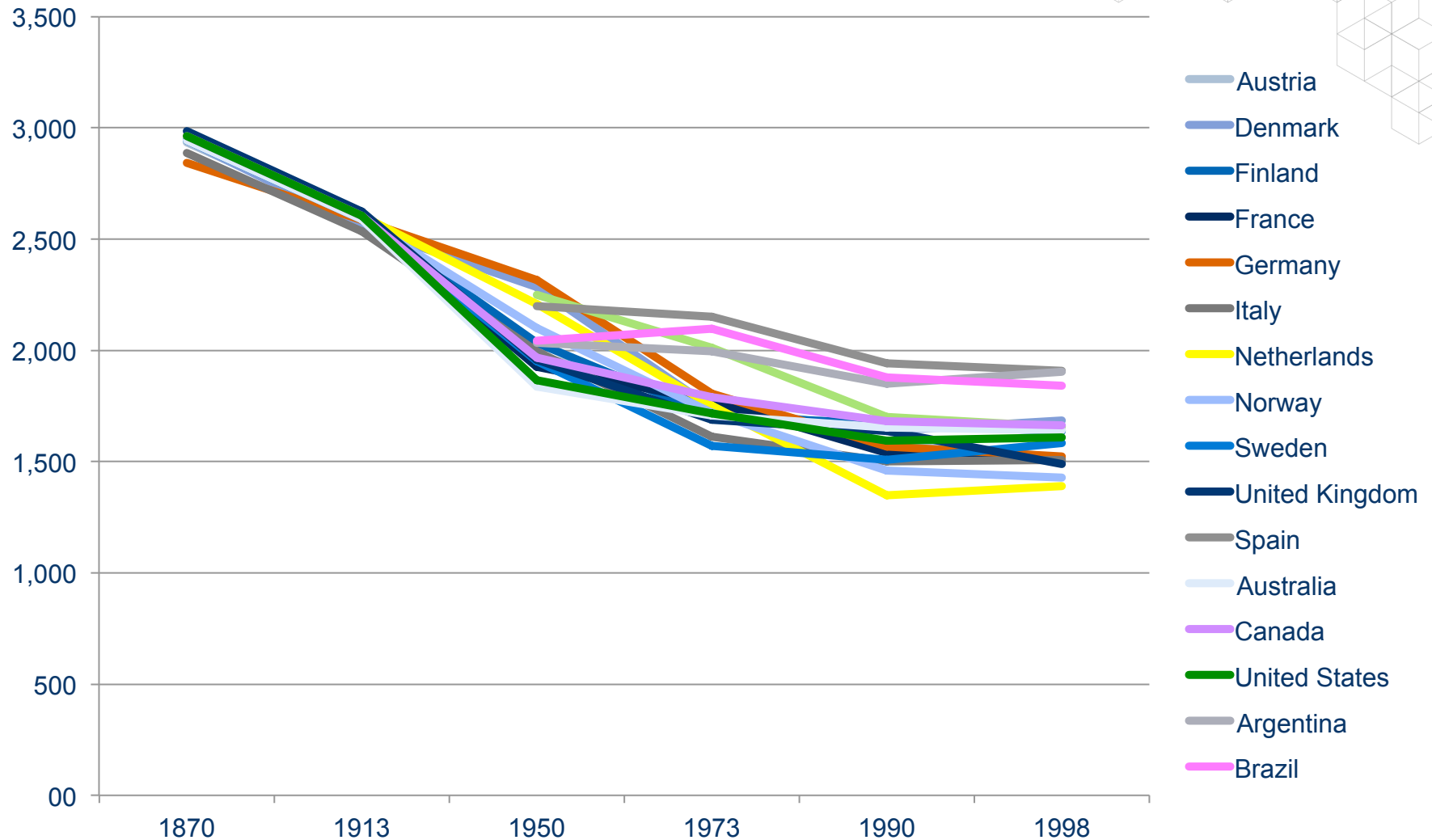
Source: Galor et al. (2007) The Neolithic Revolution and Contemporary Variations in Life Expectancy; www.ourworldindata.org; Frier (2001) More is worse: some observations on the population of the Roman empire; www.wikipedia.org; CIA The World Factbook

...and our global population is expected to reach it's plateau before 2050

Average annual rate of population growth

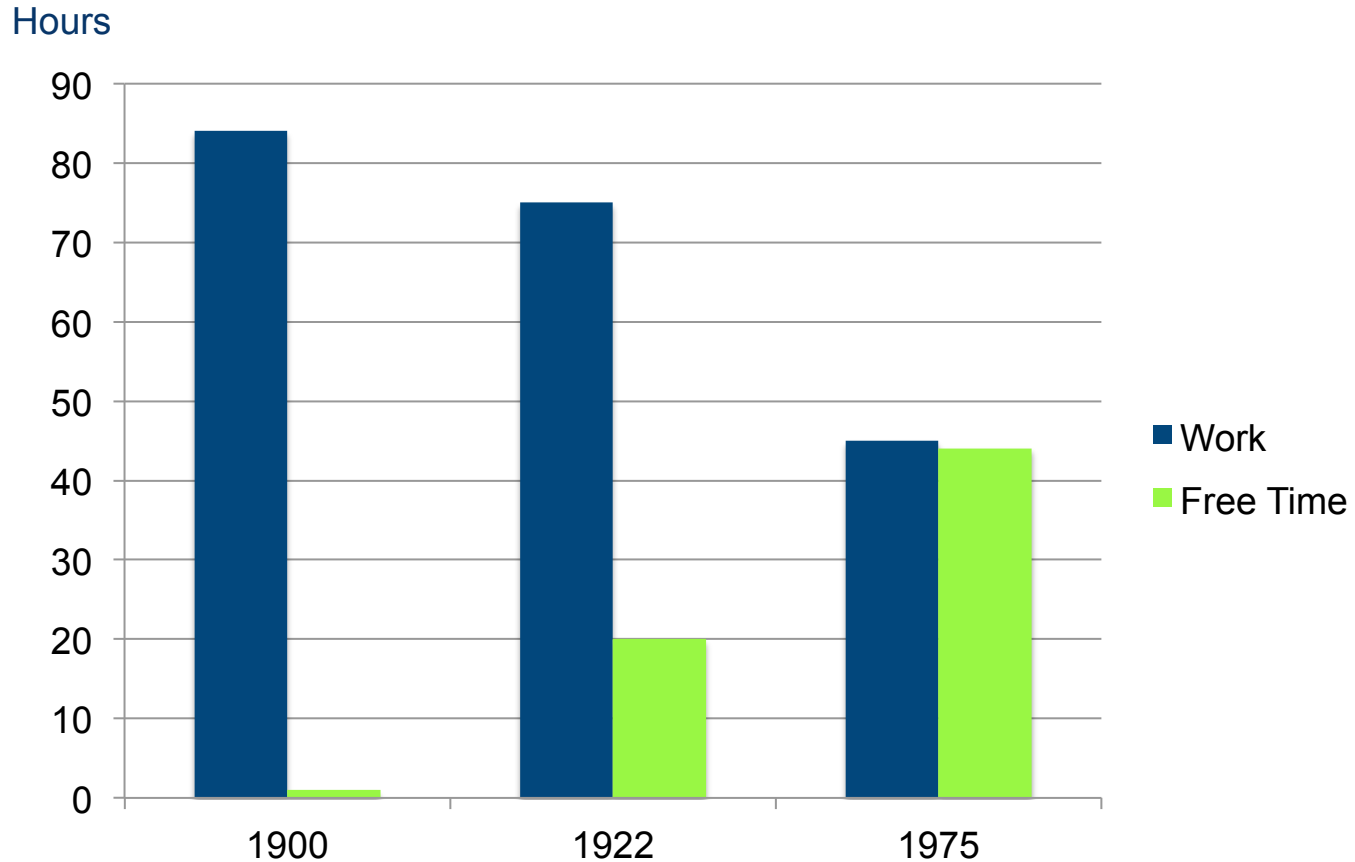


Working hours have almost declined by half since the industrial revolution...



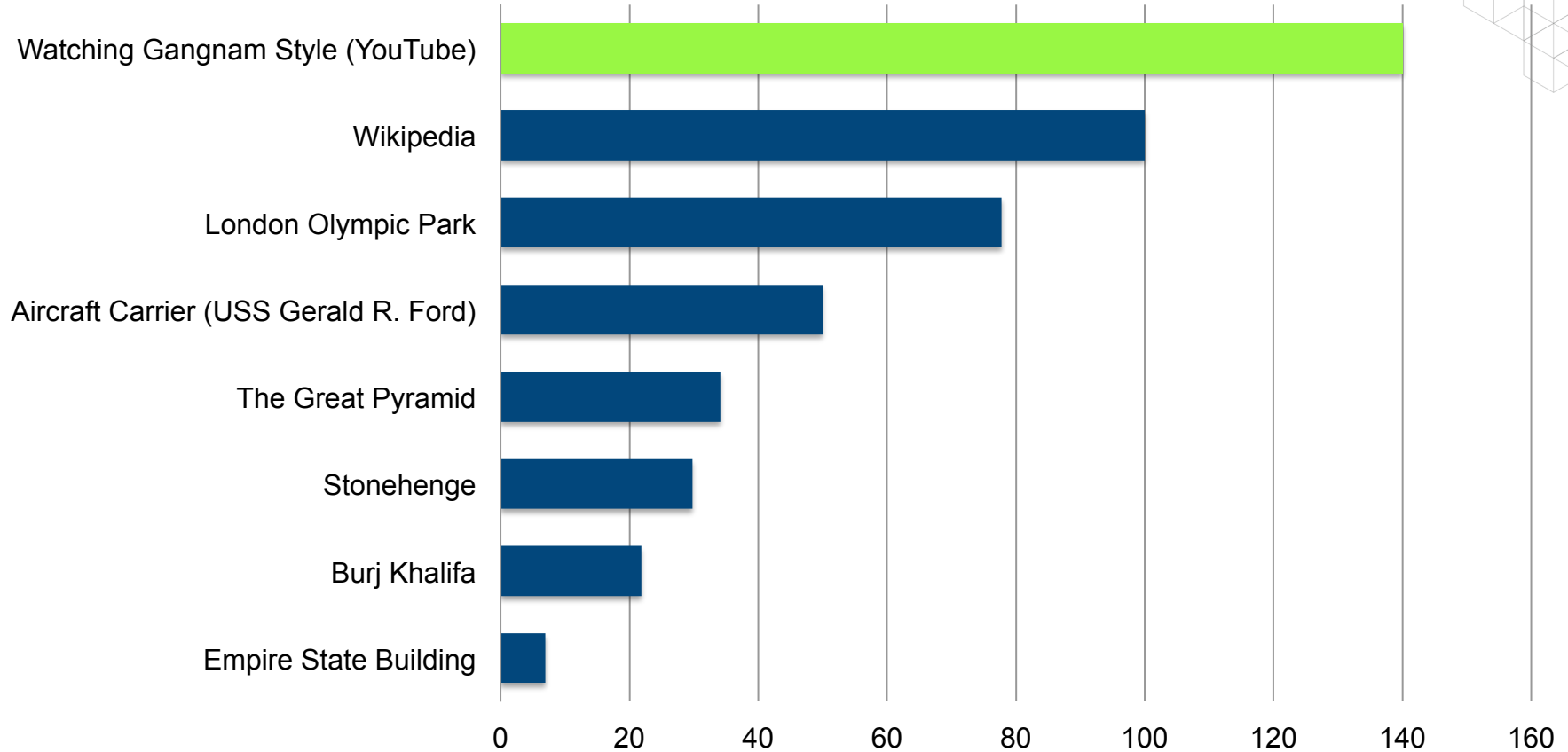
...allowing us to have more free time than ever before...

Average number of hours homemakers spend on work and free time



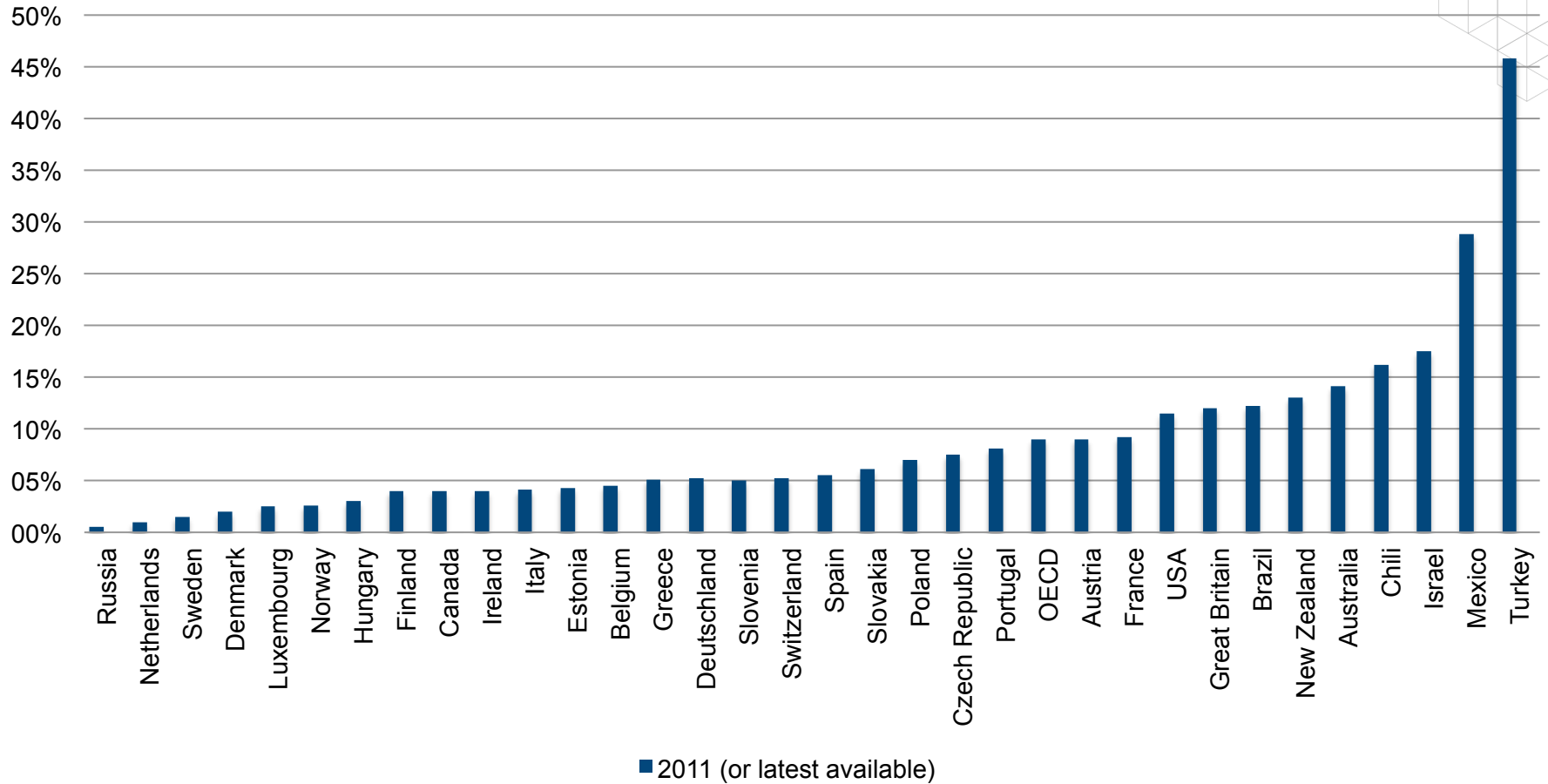
...which can free up time for things that are just fun to do

Time spent watching 'Gangnam Style' on Youtube, in million man hours, data between July 2012 and June 2014



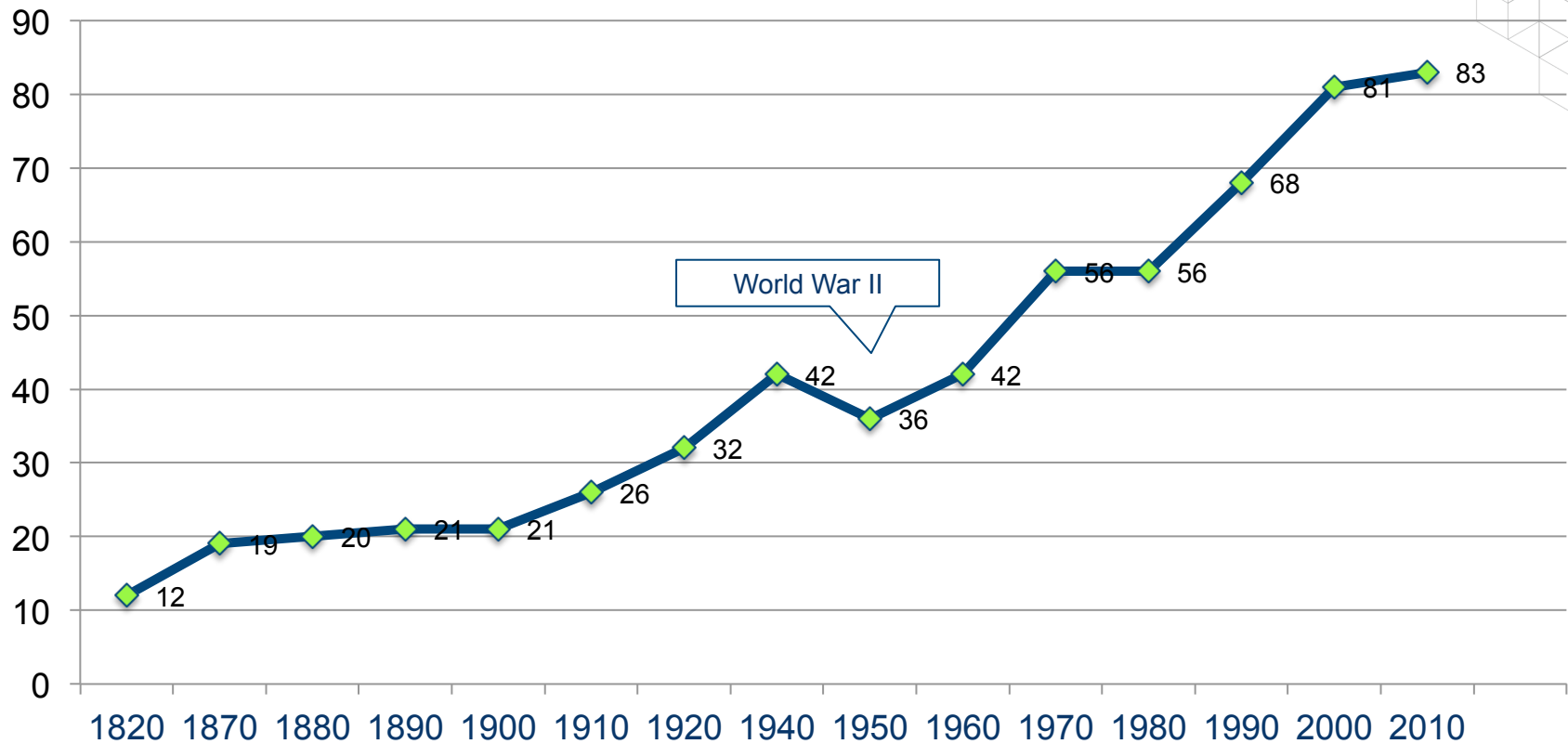
Just over 5% of our population works over 50 hours per week

Employees working long hours, % working more than 50 hours a week



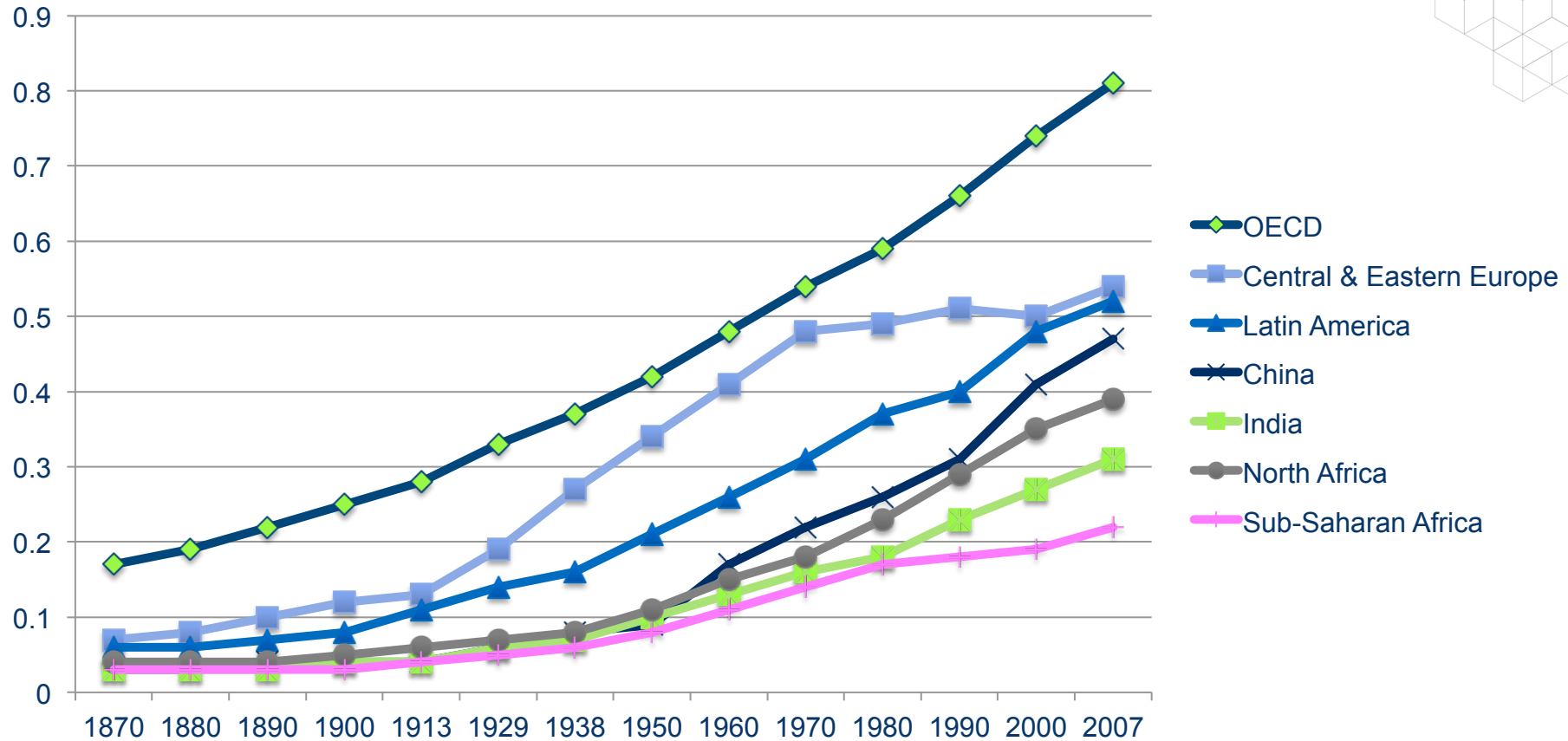
The literacy rate for the world has never been higher, with over 83% of the population literate

World literacy rate, % over time

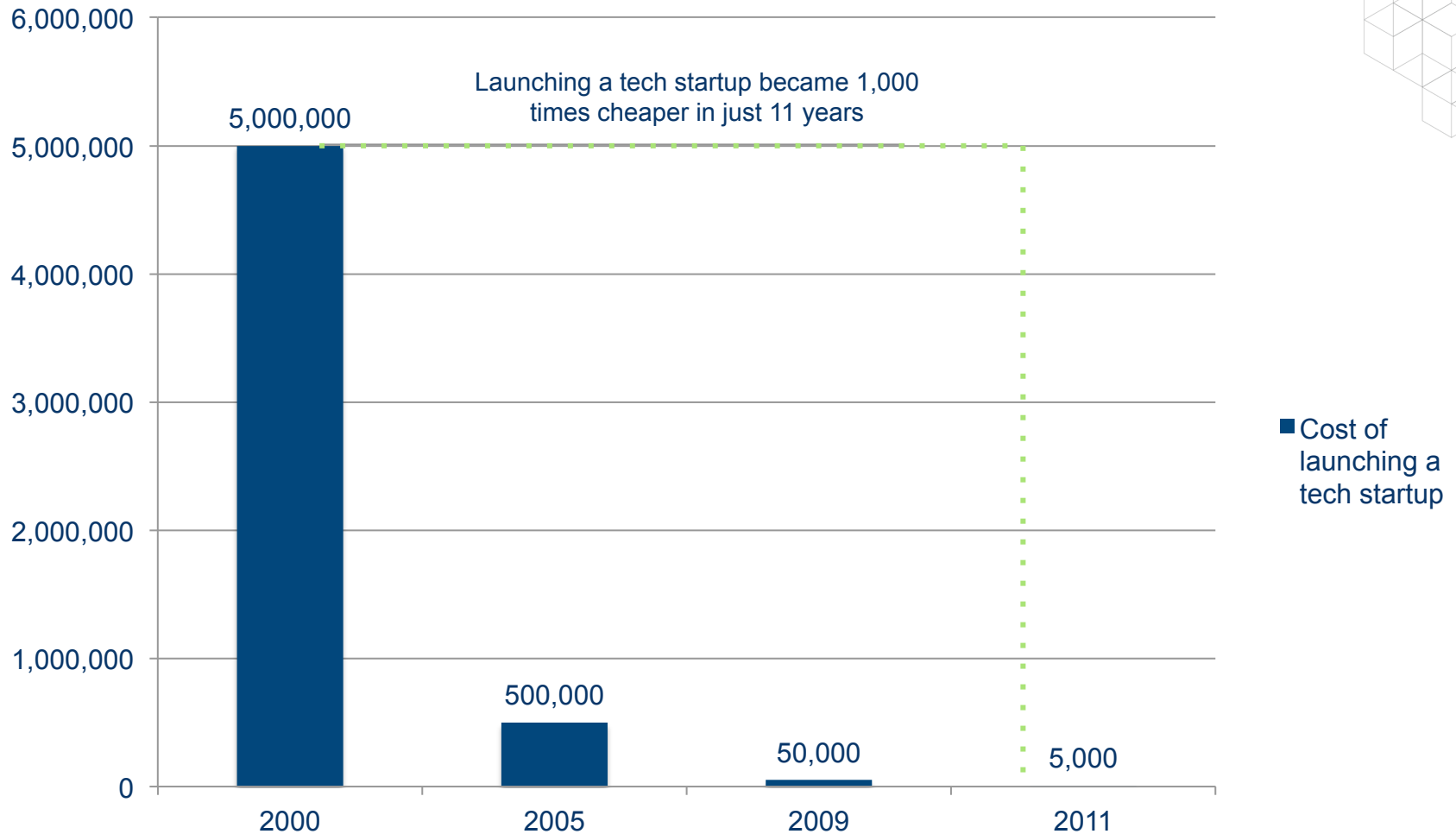


Human development – a composite measure of three key developmental trends - is growing rapidly all around the world...

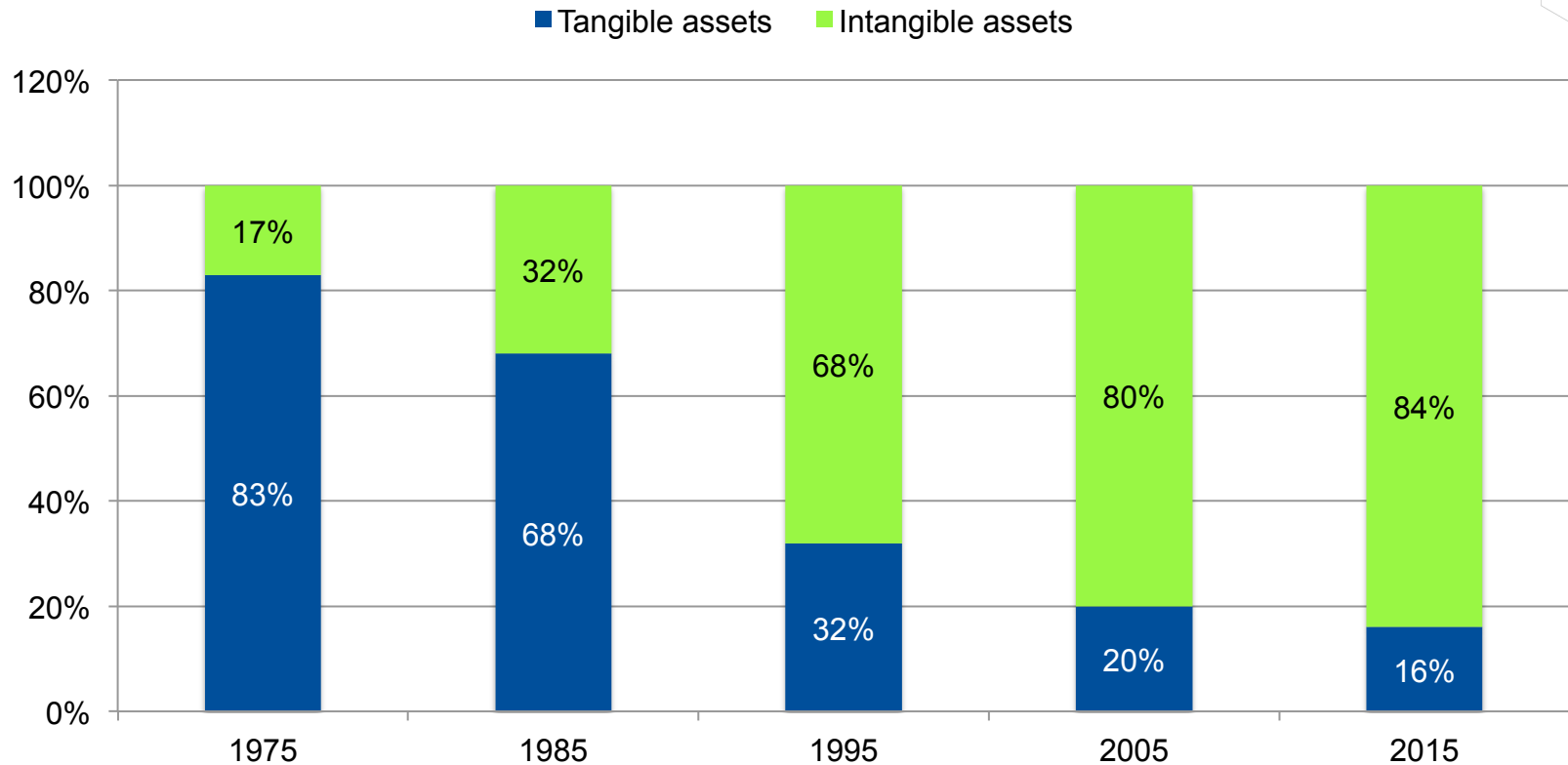
Human Development Index: composite measure of life expectancy, literacy and education, GDP growth



Everybody can start a business today – with the costs of a new tech startup a factor ~1000 lower than a decade ago...

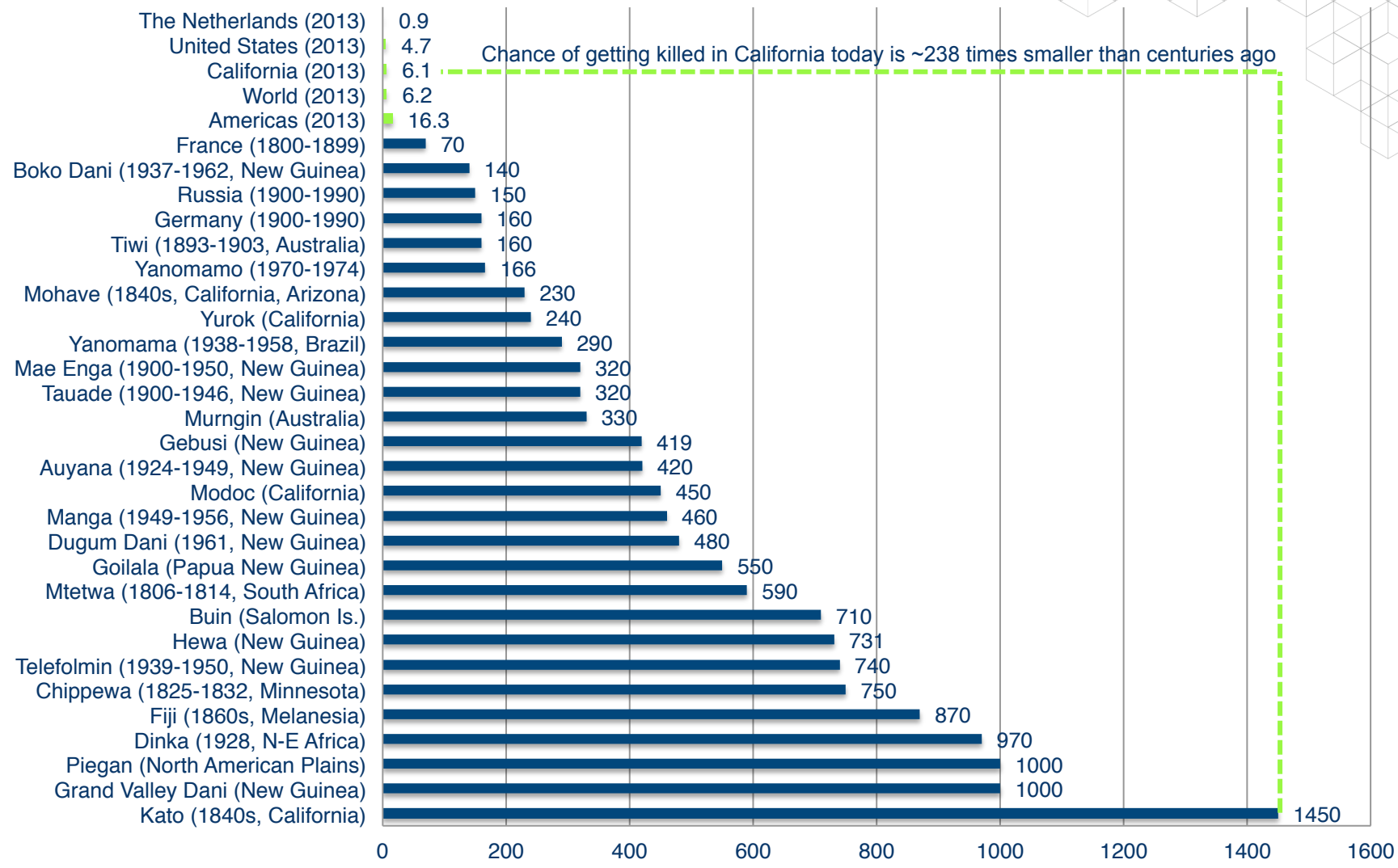


...with the value of companies increasingly driven by intangibles, rather than the tangible assets companies possess

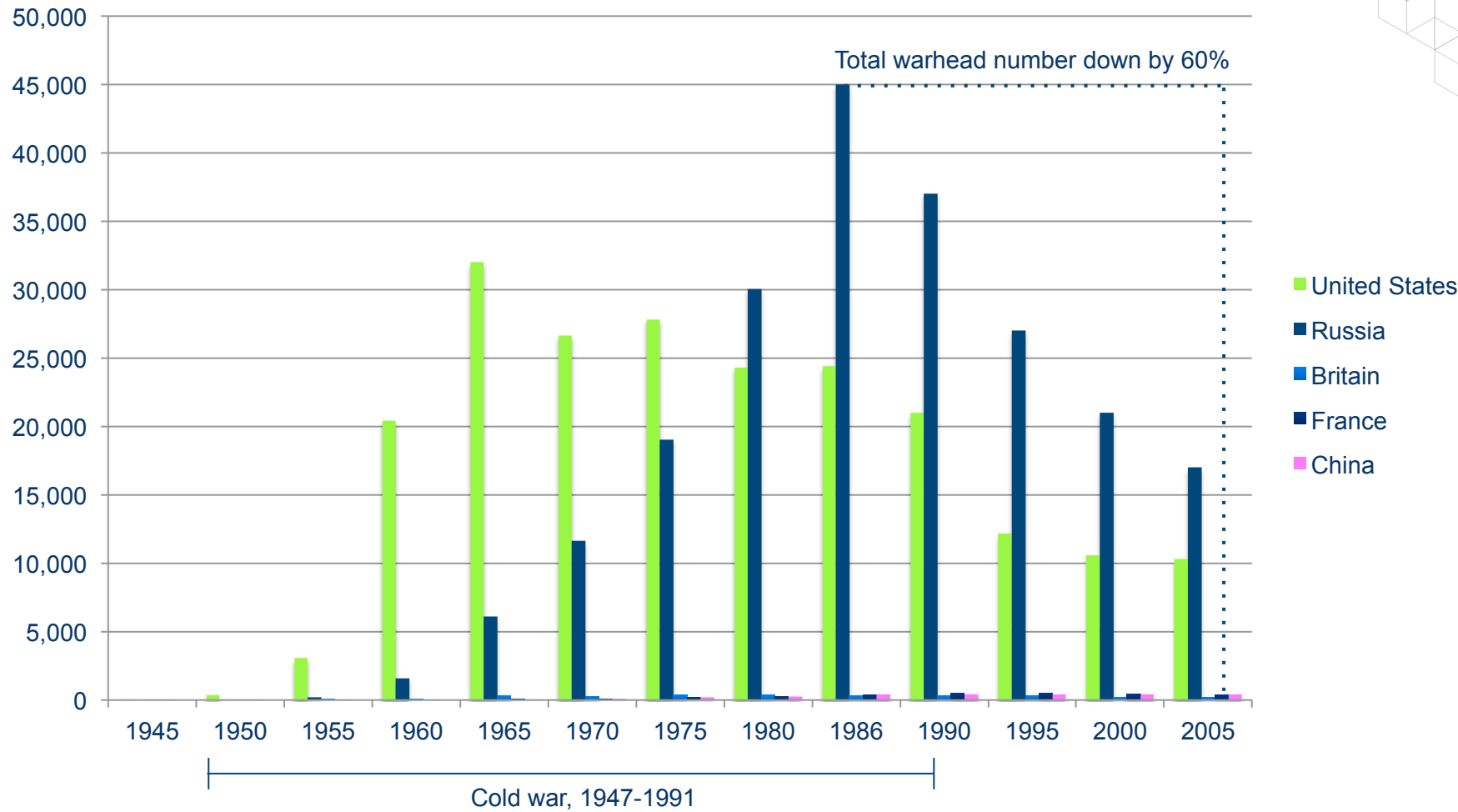


We are less violent that ever before – with a chance of dying violently that is just a fraction of what it used to be

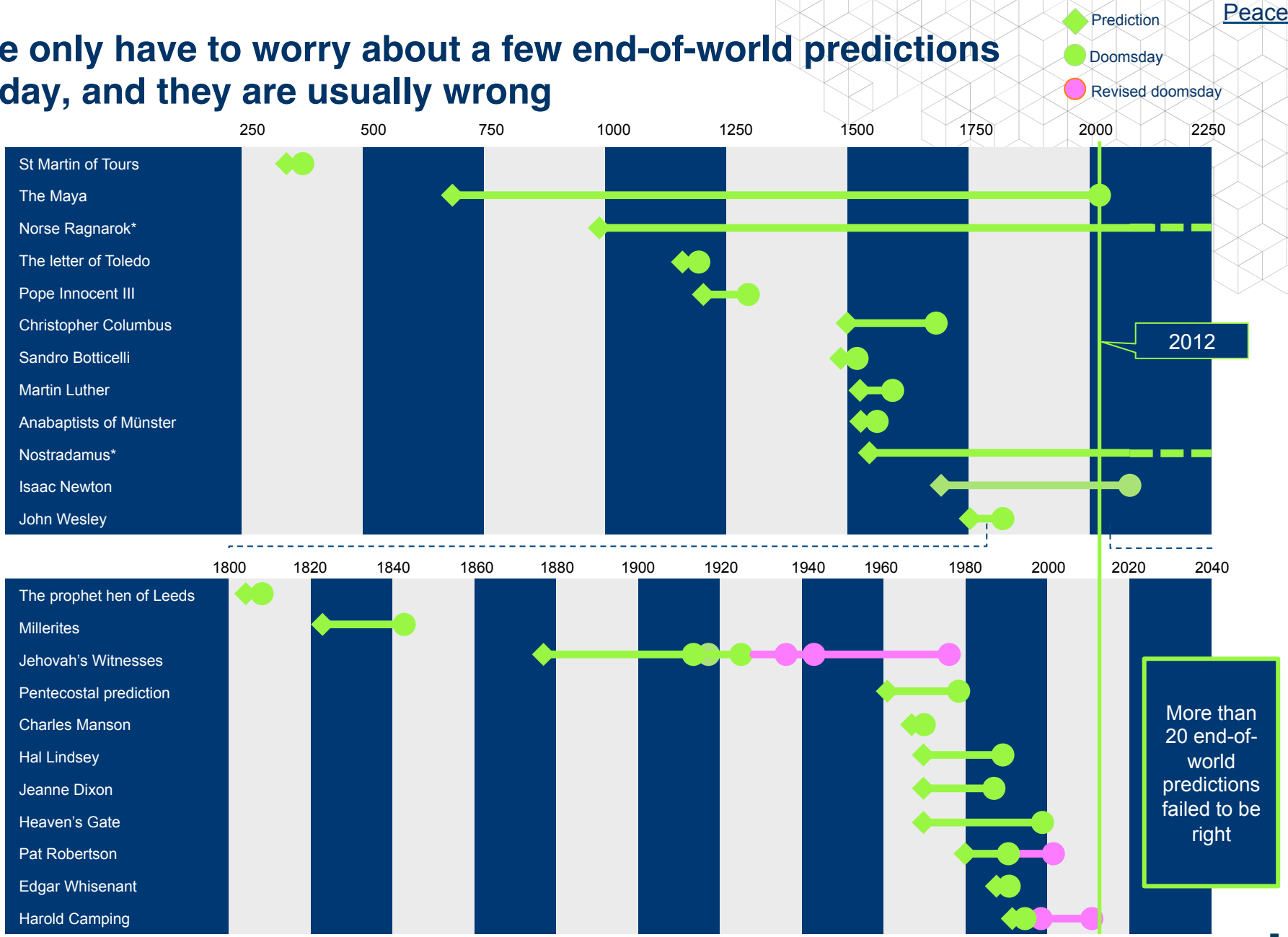
Number of violent deaths per year, per 100,000 individuals



The risks of nuclear warfare have gone down significantly in the last decades – with nuclear stock diminishing in all areas



We only have to worry about a few end-of-world predictions today, and they are usually wrong

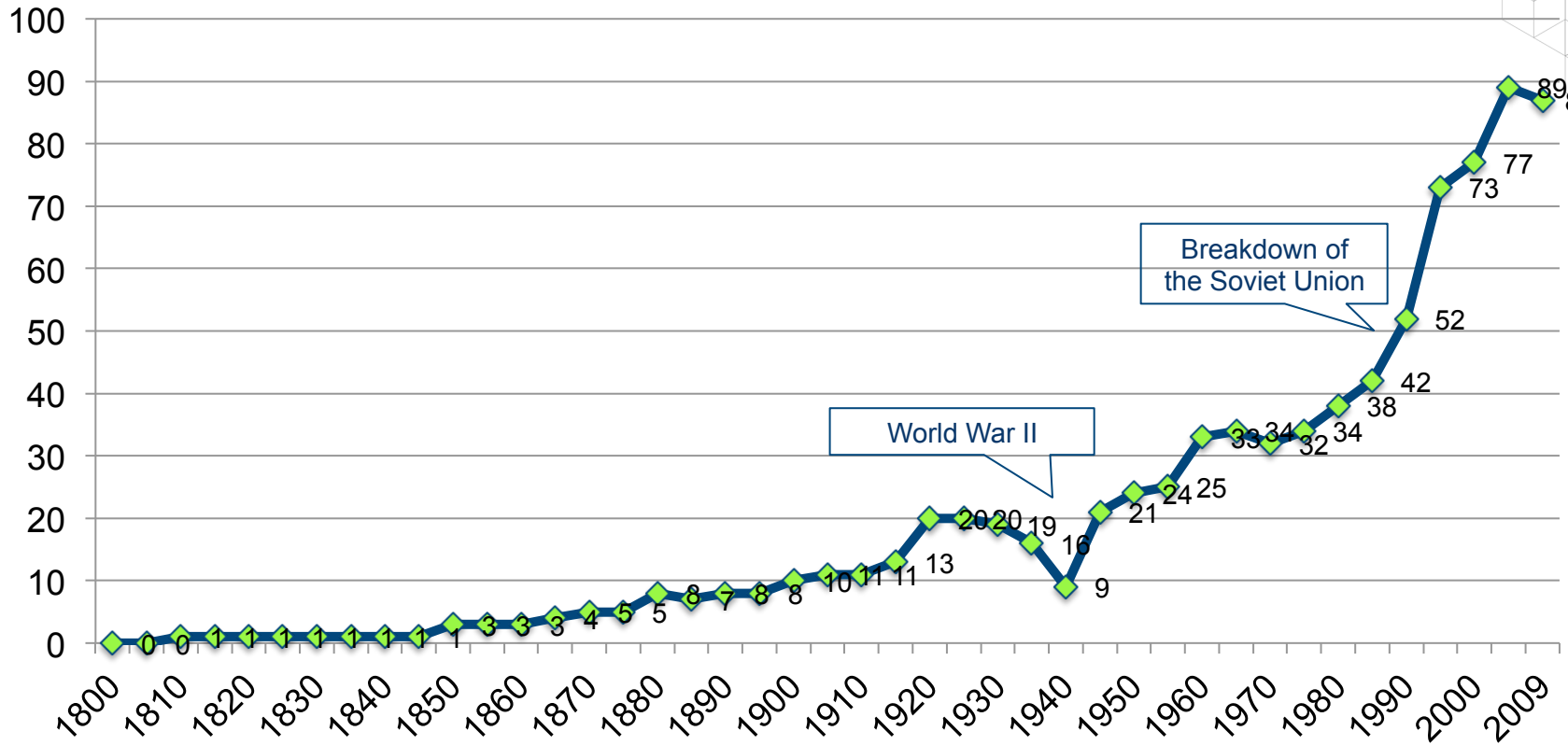


* No doomsday date given

Source: the Economist, 2012

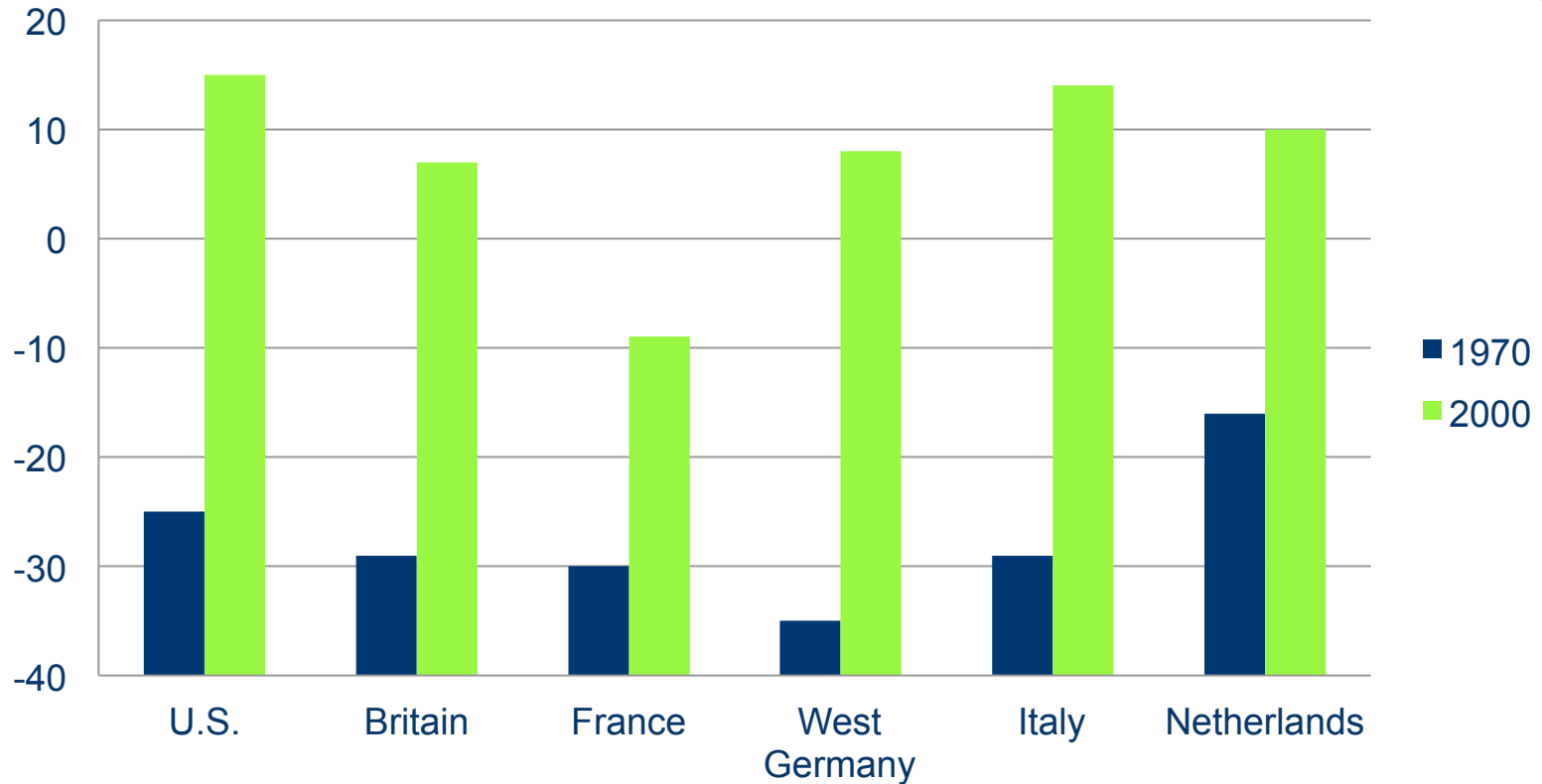
The number of democracies is on the rise, and has gone up specifically since the 1970s

Amount of democracies globally, absolute numbers over time



Compared to the 1970s there is also a strong shift towards post-materialistic values

% post-materialist minus % materialists





hello@purposeplus.com

PURPOSE⁺