How Rich Are You?
by Jeanine Skowronski
Tuesday, May 11, 2010

You're richer than you think.

At least according to Poke, a London-based creative company that specializes in interactive media. Their website, The Global Rich List, generates a wealth ranking for its users based on their annual income.

For example, if you make $52,000 a year (the median American household income for 2009), you are the 58,252,719 richest person in the world (or in the top 0.97 percentile of all moneymakers).

So in case you're missing the subtlety here ... the site doesn't exist just so you can tell all of your friends just how rich you are.

These calculations are based on figures from the World Bank Development Research Group. To calculate an individual's position on the list, Poke assumes that the world's total population is 6 billion and the average worldwide annual income is $5,000.

The site uses your wealth ranking to invite you to share your wealth with others. It told me, for example, I could buy 25 fruit trees for Honduras for just $8 (as opposed to 12 organic oranges for the same price) or a $30 first aid kit for a village in Haiti (instead of an ER DVD box set). However silly these suggestions may be (who spends $30 to watch ER?), charitable giving is clearly the point.

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