



RESISTING THE RULE OF THE SUPER-RICH

Methodology note

SUMMARY LIST OF ALL THE STATISTICS IN THIS DOCUMENT

Statistic 1. In 2025, billionaire wealth increased three times faster than the average annual rate over the previous five years.

Statistic 2. The combined wealth of world billionaires grew by US\$2.5 trillion in 2025, which is almost equivalent to the total wealth held by the bottom half of humanity, or 4.1 billion people.

Statistic 3. The amount of wealth gained by the world's billionaires over the last year is enough to give every person in the world US\$250, and still leave the billionaires more than US\$500bn richer.

Statistic 4. The world's 12 richest billionaires have more wealth than the poorest half of humanity, or more than four billion people.

Statistic 5. On average, a person in the richest 1% owns 8,251 times more wealth than a person in the poorest 50%. The poorest half of humanity holds just 0.52% of the world's wealth, while the richest 1% owns 43.8%.

Statistic 6. Between 2022 and 2023, the gap in terms of the share of wealth between the richest 1% and the poorest 50% widened or stagnated in countries where 78% of the world's population, or 6.4 billion people, live.

Statistic 7. The labour income of men is 2.4 times greater than that of women on average. Women's labour income share is just 29%.

Statistic 8. Reducing inequality by 2% annually accompanied by a 2% growth rate would shorten the time it would take to end global poverty by 144 years compared with a 2% growth rate alone.

Statistic 9. The number of people facing severe or moderate food insecurity increased by 42.6%, or 682.6 million, between 2015 and 2024.

Statistic 10. The food insecurity gap between men and women widened by 46% between 2023 and 2024.

Statistic 11. The cost of a healthy meal increased by nearly a third (30%) between 2020 and 2024. In the poorest countries it has gone up by 36%.

Statistic 12. Global South countries account for 32.5% of the world's wealth and 80% of the global population. In contrast, countries in the Global North hold 67.3% of the world's wealth and account for 19.3% of the world's population.

Statistic 13. Nine out of ten dollars of combined public and private wealth created since 1980 is private wealth, and only one dollar is public wealth.

Statistic 14. Just 65% of billionaires' wealth gained over the past year would end global poverty (defined at \$8.30 PPP per day). Their wealth gain could also eliminate extreme poverty (defined at \$3 per day) 26 times over.

Statistic 15. Only 13% of billionaires are women and they own just 13% of billionaires' total wealth.

Statistic 16. Billionaires are over 4,000 times more likely to hold political office than ordinary citizens.

Statistic 17. Seven of the ten largest media and press companies in the world have billionaire owners.

Statistic 18. Each day, the world spends 11.8 billion hours (equivalent to over one million years) consuming content on billionaire-owned social media platforms.

Statistic 19. The companies owned by the 10 richest men spent US\$88m lobbying in the USA, more than all trade unions – who represent 16 million workers – combined (US\$55m).

Statistic 20. Between 2018 and 2024, the number of people living in countries with closed or repressed civic space increased by two-thirds (67%).

Statistic 21. The share of the global population living in autocracies increased by almost 50% between 2004 and 2024. Globally, only three in 10 people are living in democracies compared to one in two in 2004.

Statistic 22. The 4 richest men are worth more than all the cows in the world.

Statistic 23. To make what the average person globally makes in a year, it would take: Elon Musk 4 seconds, Bernard Arnault 21 seconds and Carlos Slim 22 seconds.

Statistic 24. The world's billionaires could buy over 600 billion Labubu BlindBoxes – it would take almost 6 million years to unbox them all.

Statistic 25. Dropping a \$100 bill...

Statistic 26. Elon Musk would have to give away over \$4,500 every second for his wealth to decrease.

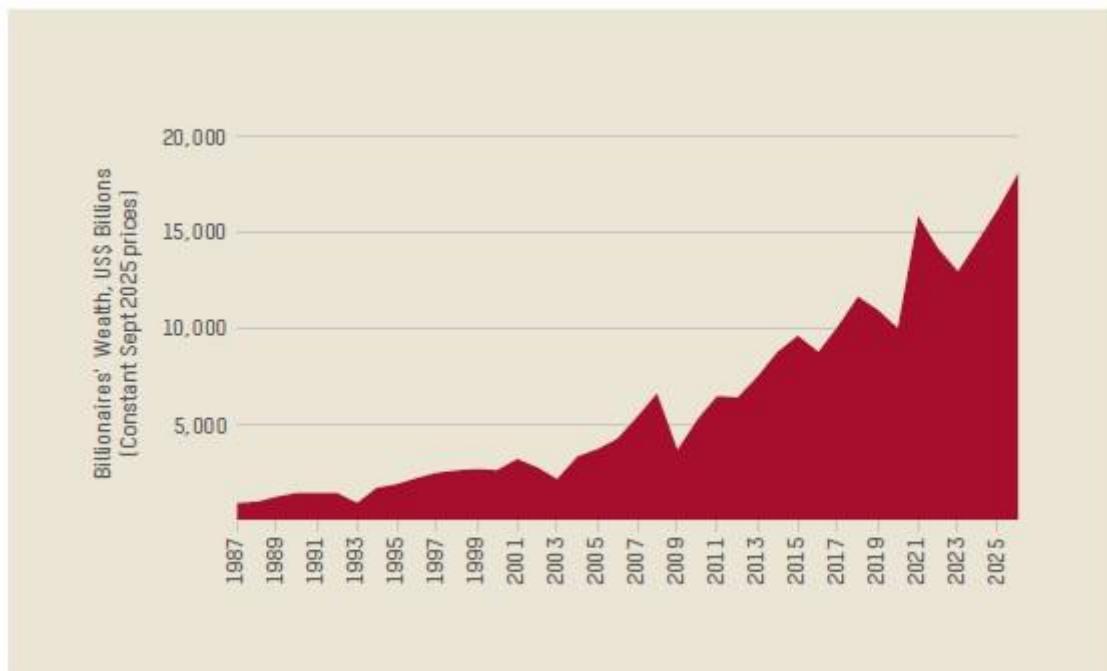
Statistic 27. Billionaires make, on average, \$6k during a 20-minute power nap and \$145k during an 8-hour sleep.

Statistic 1: In 2025, billionaire wealth increased three times faster than the average annual rate over the previous five years.

Billionaire wealth data is from the Forbes real-time billionaires list.¹ We adjusted all wealth to November 2025 prices.² On 31 December 2019, the inflation-adjusted billionaires' wealth was US\$12.47 trillion; at the end of November 2024 it was US\$15.73 trillion. That is an increase of US\$3.26 trillion over a five-year period, equivalent to an annualized growth rate of 4.8%.

Between 30 November 2024 and 30 November 2025, billionaires' wealth increased from US\$15.7 trillion (adjusted for inflation) to US\$18.3 trillion; this is an increase of US\$2.5 trillion or 16.2% annual growth. In other words, the annual growth for the year up to November 2025 was over three times faster than the annual increase for the five-year period to November 2024.

Figure 1. The evolution of world billionaires' wealth (November 2024 to November 2025)



Source: *Forbes Annual and Real-Time Billionaires Lists*.³

Since March 2020, billionaires' wealth has increased from US\$ 10.1 trillion (adjusted for inflation) to US\$ 18.3 trillion as of November 2025, an increase of US\$8.2 trillion, or 81%.

Statistic 2. The combined wealth of world billionaires grew by US\$2.5 trillion in 2025, which is almost equivalent to the total wealth held by the bottom half of humanity, or 4.1 billion people.

Between 30 November 2024 to 30 November 2025, the world's billionaires grew their wealth by US\$2.545 trillion (adjusted for inflation).⁴

Data from the World Inequality Database shows that the total personal wealth in the world was US\$479.7 trillion in 2024;⁵ this is equivalent to US\$493.7 trillion when adjusted to November 2025 prices.⁶ We apply this total wealth to the global wealth distribution in 2023 (as this had not been published in time for the publication in this report). The poorest 50% of the world population – or 4.1 billion people in 2024⁷ – held 0.52% of the global wealth, which is equivalent to US\$2.567 trillion when adjusted to November 2025 prices.

Table 1: World billionaires' wealth relative to the wealth held by the poorest 4.1 billion people

Percentile within global wealth distribution	Share of wealth, %	Total wealth, US\$ Billions (adjusted to Nov 2025 Prices where necessary)
Bottom 50%, 2024	0.52	2,567
Billionaires, 30 November 2024		15,731
Billionaires, 30 November 2025		18,276
Global wealth, 2024		493,676

Source: *Forbes*. (n.d). *The World's Real-Time Billionaires*, op. cit.; *World Inequality Database*. (n.d), op. cit; and authors' calculations.

Statistic 3. The amount of wealth gained by the world's billionaires in 2025 is enough to give every person in the world us\$250 and leave the billionaires more than US\$500bn richer.

With 8.2 billion people in the world in 2024,⁸ writing a US\$250 cheque to everyone would cost a total of US\$2.04 trillion. Between 30 November 2024 and 30 November 2025, billionaires' wealth rose from US\$15.731 trillion (inflation-adjusted) to US\$18.276 trillion, an increase of US\$2.545 trillion. This is US\$505 billion more than the total amount needed to give every person in the world US\$250.

Table 2: Impact on billionaires' wealth gain of giving everyone in the world a US\$250 cheque

World population (2024)	Inflation-adjusted wealth gained by billionaires in the 12 months up to 30 November 2025 (in US\$ trillions)	Total amount required to give US\$250 to everyone (in US\$ trillions)	Difference (in US\$ trillions)
8,161,000,000	2.545	2.040	0.505

Source: *Forbes*. (n.d). *The World's Real-Time Billionaires*; *World Inequality Database*. (n.d); and authors' calculations.⁹

Statistic 4. The world's 12 richest billionaires have more wealth than the poorest half of humanity, or more than four billion people.

As of the end of 30 November 2025, the richest 12 billionaires had combined wealth of US\$2.635 trillion.¹⁰ In 2024, the total personal wealth in the world was USD 479.7 trillion.¹¹ The poorest half of humanity held 0.52% of the total global wealth in 2023 (the 2024 distribution data was not available in time for publication of this report). This is equivalent to US\$2.567 trillion when adjusted for inflation to November 2025 prices.¹²

Table 3. Total wealth held by the 12 richest billionaires vs. the poorest half of humanity

Distribution	Wealth, US\$ billions (Nov 2025 Prices)
Bottom 50% of humanity (2024)	2,567
Richest 12 billionaires (as of 30 November 2025)	2,635

Source: *Forbes*. (n.d). *The World's Real-Time Billionaires*; *World Inequality Database*. (n.d); and authors' calculations.¹³

Statistic 5. On average, a person in the richest 1% owns 8,251 times more wealth than a person in the poorest 50%. The poorest half of humanity holds just 0.52% of the world's wealth, while the richest 1% owns 43.8%

In 2023, average wealth in the top 1% was US\$2,533,016 while in the poorest 50% it was only US\$ 307. This means that the richest 1% owns 8251 times more wealth than the poorest 50%.¹⁴

Table 4. Distribution of global wealth

Percentile	Average wealth in US\$	Total wealth (nominal) in US\$ bn	Share of wealth, %
Poorest 50%	307	2,494	0.52%
Richest 1%	2,533,016	210,013	43.78%
All	86,313	479,700	100

Source: *World Inequality Database*¹⁵ and authors' calculations.

Statistic 6. Between 2022 and 2023, the gap in terms of THE share of wealth between the richest 1% and the poorest 50% widened or stagnated in countries where 78% of the world's population, or 6.4 billion people, live.

Calculations using data from the World Inequality Database¹⁶ show that the ratio of the share of wealth of the richest 1% to that of poorest 50% increased or stagnated in 138 out 208 economies between 2022 and 2023. These 138 economies are home to about 6.4 billion people, or 78% of the world's total population.

Table 5. The number of people living in countries where the gap between the richest 1% and poorest 50% increased or stagnated between 2022 and 2023

Increased		Stagnated		Increased or stagnated	
Population (in billions)	Share	Population (in billions)	Share	Population (in billions)	Share
3.3	40.6%	3.04	37.3%	6.4	77.9%

Source: *World Inequality Database*¹⁷ and authors' calculations.

Statistic 7. The labour income of men is 2.4 times greater than that of women on average. Women's labour income share is just 29%.

According to the World Inequality Database,¹⁸ in 2023 the average population-weighted share of labour income accruing to women was only 29% for the 209 economies where data is available,¹⁹ which means that men captured 71% of the total labour income on average. The population data used to calculate the weighted share is for 2024.

Table 6: Population-weighted female labour income share

Category	Value
Sum of population-weighted labour income share in millions (2023)	806.4
Total adult female population (2024) in millions	2,762.7
Average weighted female labour income share (%)	29.2

Source: *World Inequality Database*²⁰ and authors' calculations.

Statistic 8. Reducing inequality by 2% annually accompanied by a 2% growth rate would shorten the time it would take to end global poverty by 144 years compared with a 2% growth rate alone.

Using poverty forecast data from the World Bank for 2025 and 2050,²¹ we estimate how long it would take to end global poverty at \$8.30 in purchasing power parity (PPP) per day. We first estimate the annual poverty reduction rate for the next 25 years to 2050 and then apply this rate to calculate how long it will take to end poverty.

Our calculations show that with a 2% annual inequality reduction accompanied by a 2% growth rate, it will take 158 years to end poverty, and 302 years at a 2% growth rate alone. We take the 3% poverty rate as the rate at which poverty is eliminated.²²

Table 7. Projected time to end poverty (at US\$8.30 PPP per day)

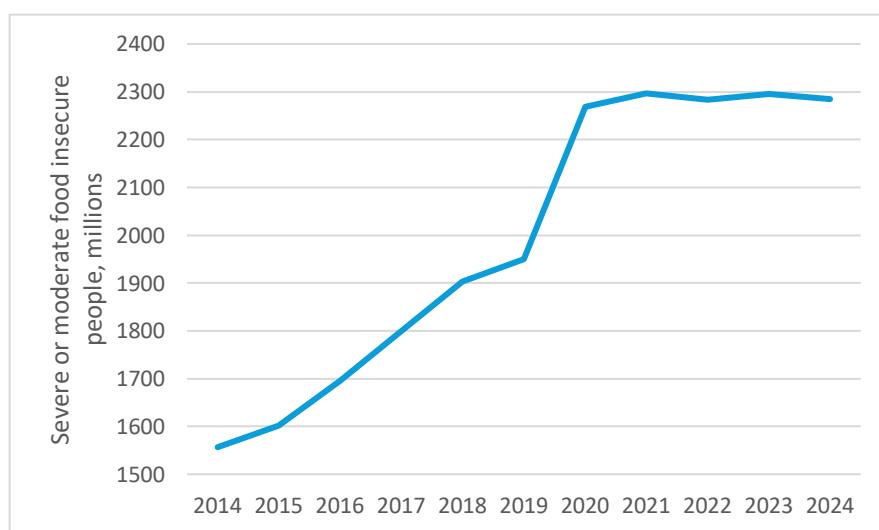
Year	Poverty headcount at \$8.30 per day	
	2% growth	2% growth + 2% Gini reduction
2025	45.53	45.53
2050	36.35	29.63
Annual reduction rate	-0.90%	-1.70%
Years to end poverty (less than 3%)	302	158

Source: Authors' calculations based on World Bank data: C. Lakner et al. (2025).²³

Statistic 9. The number of people facing severe or moderate food insecurity increased by 42.6%, or 682.6 million, between 2015 and 2024.

Figure 2 shows the trend in the number of people facing severe or moderate food insecurity in the world. In 2015, 1.602 billion people were food insecure, compared to 2.285 billion in 2024, a 42.6% jump. Data is from the Food and Agriculture Organization of the United Nations (FAOSTAT).²⁴

Figure 2. Number of people facing severe and moderate food insecurity in the world (2014–24)

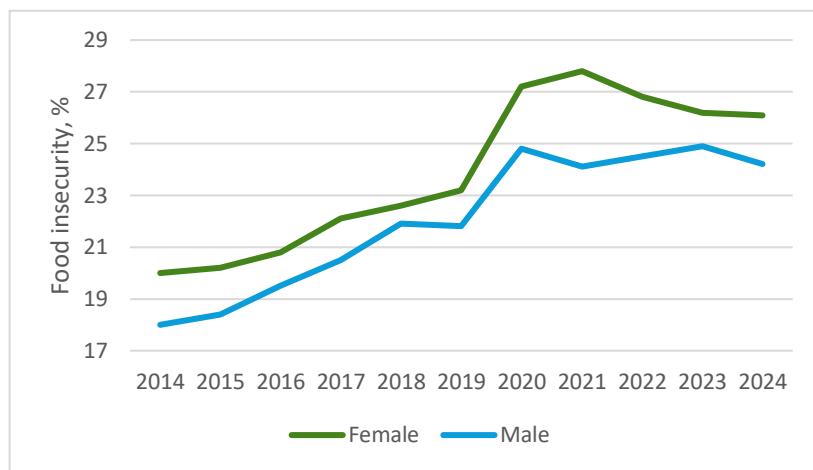


Source: FAOSTAT data.²⁵

Statistic 10. the Food insecurity gap between men and women widened by 46% between 2023 and 2024.

Data from the FAOSTAT²⁶ shows that food insecurity gap between men and women rose from 1.3% in 2023 to 1.9% in 2024. This is a percentage increase of 46%, or 0.6 percentage points increase.

Figure 3. Levels of severe and moderate food insecurity for male and female (2014–24)

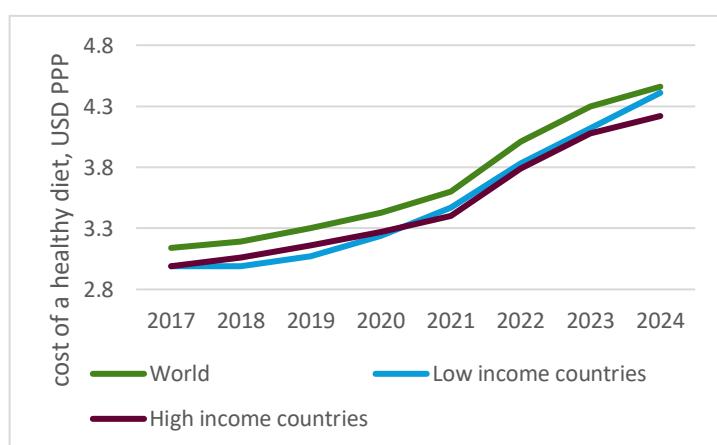


Source: FAOSTAT data.²⁷

Statistic 11. The cost of a healthy meal increased by almost a third (30%) between 2020 and 2024. In the poorest countries it has gone up by 36%.

Data is from the FAOSTAT²⁸ (see **Figure 4**). The cost of a healthy diet rose from US\$3.43 (in purchasing power parity; PPP) per person per day in 2020 to US\$4.46 in 2024. One in three people in the world cannot afford a healthy diet. In low-income countries, seven in 10 people cannot afford a healthy meal compared to one in 20 in high-income countries. As Figure 4 shows, food prices are higher in low income countries than high income ones.

Figure 4. The cost of a healthy diet disaggregated by the world, and low- and high-income countries



Source: FAOSTAT data.²⁹

Statistic 12. Global South countries account for 32.5% of the world's wealth and 80% of the global population. In contrast, countries in the Global North hold 67.3% of the world's wealth and account for 19.3% of the world's population.

Wealth data is from the World Inequality Database³⁰ for 2024. We aggregate the total personal wealth for all the countries. The Global South countries are based on the Finance Center for South-South Cooperation list; countries not included are assumed to be in the Global North.³¹ The results are tabulated in Table 8.

Table 8: Distribution of wealth between Global North and South

Region	Total wealth in US\$ trillion (2024)	Total population in billions (2024)	Wealth share (%)	Population share (%)
Global South	155.8	6.5	32.5	79.8
Global North	322.6	1.6	67.3	19.3
World	479.5	8.2		

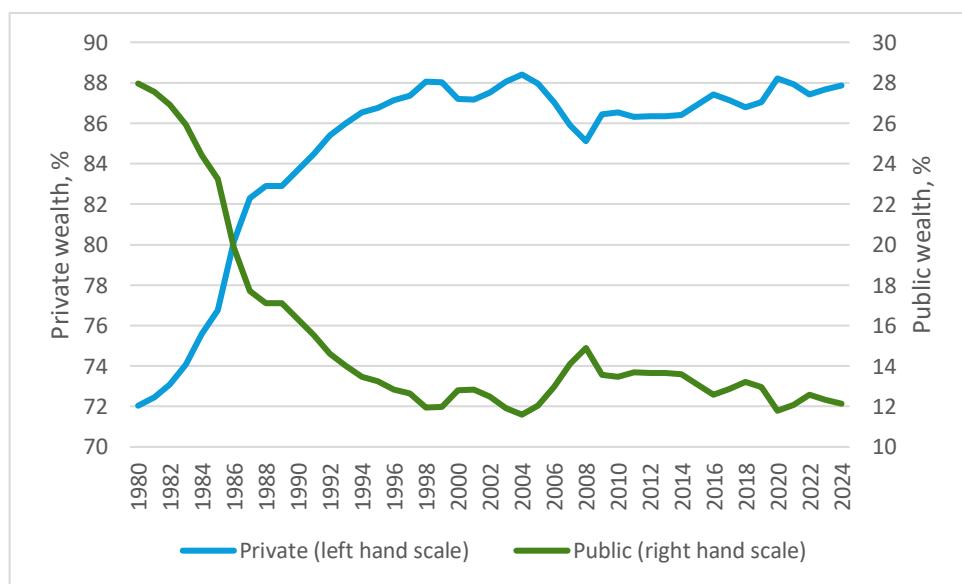
Source: *World Inequality Database*³² and authors' calculations. Note: The shares might not add up to 100 as we excluded a few countries not categorized as being in either the Global South or Global North.

Statistic 13. Nine out of 10 dollars of combined public and private wealth created since 1980 is private wealth, and only one dollar is public wealth.

Over the past four decades, the world has become significantly richer. Wealth all over the world increased from US\$107.5 trillion in 1980 to US\$575.1 trillion in 2024 (in constant 2024 US dollars, this is a 435% increase).³³ The share of public wealth (the wealth owned by local and central governments around the world: from hospitals, schools and roads to publicly owned companies) decreased from 28% in 1980 to just 12% in 2024. In sharp contrast, private wealth increased from 72% to 87.8%.

Of the total new private and public wealth created between 1980 and 2024, 91.5% was private wealth while only 8.5% was public wealth.

Figure 5: The evolution of public and private wealth as shares of total wealth



Source: *World Inequality Database* and authors' calculations.

Statistic 14. Just 65% of billionaires' wealth gained over the past year would end global poverty (defined at \$8.30 PPP per day). Their wealth gain could also eliminate extreme poverty (defined at us\$3 PPP per day) 26 times over.

In 2024, the world required about US\$1.65 trillion to end poverty at \$8.30 (PPP) per person for one year, and US\$96bn to end extreme poverty.

Billionaires gained about US\$2.545 trillion in wealth between 30 November 2024 and 30 November 2025. Just 65% of this gain is enough to end poverty defined at the \$8.30 poverty line. Their wealth gain is also enough to end extreme poverty, the \$3 day poverty line, 26 times over.

The poverty lines and national poverty gaps are from the World Bank and are in PPP.³⁴ For each country, we converted the two poverty lines into US dollars at the market exchange rate using the market exchange rates and purchasing power conversion factors from World Inequality Database.³⁵ For example, for country X with PPP conversion factor of 10 local currency unit (LCU) per US\$ PPP and 20 LCU per US\$ at market exchange rate, then $\$3 \text{ PPP} = (3 * 10 / 20) = \1.5 . So, the extreme poverty line for this country is \$1.5 at market exchange rate.

The amount needed to end poverty for one year is the product of the poverty gap, poverty line, population and 365 days. We then aggregated values for all the countries.

Statistic 15. Only 13% of billionaires are women and they account for only 13% of billionaires' total wealth.

In the 2025 Forbes annual billionaires' list,³⁶ there were 402 women billionaires out of 3,028 billionaires, accounting for 13.1% of the total population of billionaires. They held a combined wealth of US\$2.1 trillion, or 13.3% of the total wealth of billionaires. Globally, men own more than women.³⁷

Statistic 16: Billionaires are over 4,000 times more likely to hold political office than ordinary citizens.

Data on billionaire representation is based on a database of billionaires which combines the Forbes list of 2,027 billionaires with records of political activity and office.³⁸ Political offices are defined as a formal executive or legislative office, and do not include membership of official advisory bodies or unofficial positions of political power. The roles include democratically elected positions and appointed or selected positions in autocratic regimes. Individuals who have crossed the billionaire threshold after taking office, and as such have potentially accumulated their wealth as a consequence of holding political office, are excluded from the sample.

The database records that 242 of billionaires surveyed have held political office. Of these, we have included 74 currently holding offices at the time of data collection (2023), giving billionaires a 3.6% chance of holding a political office.

Table 9: The likelihood of holding political office as an ordinary citizen and as a billionaire

Only current officeholders		
	World population	Billionaires
Total adult population	6,066,602,349	2,072
Legislative parliamentarian seats	46,552	
Executive positions	5,279	
Total number of seats held	51,831	74
Share of population in national political positions	0.0009%	3.571%
The number of times billionaires are more likely to hold position	4,180	

Sources: D. Krcmaric, D. (2023). *Replication Data for: Billionaire Politicians: A Global Perspective*; UNDP and Inter-Parliamentary Union. (2012). *Global Parliamentary Report: The changing nature of parliamentary representation*; J. Nyrup. (2020). *Replication Data for: Who governs? A new global dataset on members of cabinets*; and UN DESA Population Division. (2024). *World Population Prospects 2024*.³⁹

The chance of holding political office for an average member of the world population is based on the total numbers of executive and legislative positions globally compared to the total adult population. The number of parliamentary positions is drawn from the global parliamentary report by the Inter-Parliamentary Union and United Nations Development Programme (UNDP),⁴⁰ which gives a total of 46,552 statutory seats.⁴¹ The number of executive positions is drawn from the WhoGov Database of all executive positions, drawing on the most expansive definition, giving a total of 5,279 positions.⁴²

The chances of an average global citizen holding a political office is 0.0009% (i.e. total numbers of political offices compared to the global adult population (15+)). The population for 2023 is drawn from the UN population prospects.⁴³

Statistic 17. Seven of the 10 largest media and press companies in the world have billionaire owners.

The list of the 10 largest publicly listed media and press companies in the world by market capitalization as of October 2025⁴⁴ was compared against the billionaire lists⁴⁵. Some seven out of the 10 companies were identified as having billionaire ownership – all owning more than 10% of the company.

Table 10: Seven out of the 10 biggest media companies have a billionaire as significant owner

Company	Billionaire owned?
Comcast	Yes ⁴⁶
Thomson Reuters	Yes ⁴⁷
Naspers	Yes ⁴⁸
Warner Bros. Discovery	No
Fox Corporation	Yes ⁴⁹
Bell Canada Enterprises Inc.	No
Paramount Skydance	Yes ⁵⁰
Rogers Communications	Yes ⁵¹
News Corp	Yes ⁵²
<i>New York Times</i>	No

Source of company ranking: CompaniesMarketCap. *Largest media and press companies by market cap*; Forbes. (n.d). *The World's Real-time billionaires list*⁵³ and Maclean's. (2024). *Canada's Richest People*. <https://macleans.ca/society/canadas-richest-people/>

Statistic 18. Each day, the world spends 11.8 billion hours (equivalent to over one million years) consuming content on billionaire-owned social media platforms.

Table 11 shows the number of hours spent per month on some of the world's largest social media platforms. Usage data from TikTok, YouTube, Facebook, WhatsApp, Instagram, X, Facebook Messenger and Snapchat is from SOAX,⁵⁴ while WeChat⁵⁵ and Douyin⁵⁶ are from different sources.

Meta⁵⁷ (which owns Facebook, Instagram and WhatsApp), X⁵⁸ (formerly Twitter), YouTube (owned by Alphabet⁵⁹), TikTok (owned by ByteDance⁶⁰), Snapchat,⁶¹ WeChat⁶² and Douyin⁶³ all have billionaires as significant investors as identified in the Forbes billionaire profiles. Table 11 shows the monthly time spent per user, the number of users and the total hours spent (time spent multiplied by active users).

Table 11: Hours spent on key billionaire-owned social media platforms

Platform	Minutes per month per user	Number of users (billions)	Total hours per month, billions
TikTok	2,040	1.60	54.40
YouTube	1,685	2.50	70.21
Facebook	1,187	3.10	61.33
WhatsApp	1,026	2.00	34.20
Instagram	950	2.00	31.67
X/Twitter	280	0.61	2.85
Snapchat	213	0.80	2.84
Facebook Messenger	201	1.00	3.35
WeChat	2494	1.48	61.56
Douyin	3,650	0.60	36.50
<i>Total monthly hours</i>			358.9
<i>Total annual hours</i>			4,306.9
<i>Per-day hours</i>			11.8
<i>In years</i>			0.00135

Source: SOAX. (11 March 2025). *What are the top social media platforms in the world?*; R. Lee. (19 Sept 2025). *WeChat Statistics 2025: How Engagement & Payments Drive Expansion*. SQ Magazine.; CMC. (n.d). *How Do Chinese Consumers Use Douyin*.⁶⁴

Statistic 19. The companies owned by the 10 richest men spent US\$88m lobbying in the USA, more than all trade unions – who represent 16 million workers – combined (us\$55m).

The companies which are associated with the top 10 richest billionaires (as of October 2025) as per their Forbes billionaire profile were cross-referenced against the 2024 lobby spending amounts, as per OpenSecrets,⁶⁵ and totalled to reach US\$87.8 million. According to OpenSecrets, labour unions spent US\$55 million lobbying in 2024.⁶⁶ Sixteen million workers were unionised in the USA in 2024.⁶⁷

Table 12. Lobbying spending by billionaire-owned companies in the USA

Billionaire	Company	Lobby spending in 2024 (Open Secrets; US\$ millions)
Elon Musk	Tesla, SpaceX, X, xAI, Boring Company, Neuralink	4.32
Larry Ellison	Oracle, Paramount Skydance	11.86
Mark Zuckerberg	Meta	24.43
Jeff Bezos	Amazon, <i>Washington Post</i> , Blue Origin	19.14
Larry Page & Sergey Brin	Alphabet	14.86
Bernard Arnault and family	LVMH	0.42
Steve Ballmer	Microsoft, Los Angeles Clippers	5.23
Warren Buffett	Berkshire Hathaway	6.86
Jensen Huang	Nvidia	0.64
Total		87.75

Source: OpenSecrets. (n.d). *Lobbying Data Summary: Top Spenders*⁶⁸; ¹ Forbes. (n.d). *The World's Real-Time Billionaires*. Accessed October 30 2025. <https://www.forbes.com/real-time-billionaires/-7ab197573d78>

Statistic 20. Between 2018 and 2024, the number of people living in countries with closed or repressed civic space increased by two-thirds (67%).

The data on civic space is based on data from the CIVICUS index⁶⁹ which categorizes countries' civic space as open, narrowed, obstructed, repressed and closed.

Using data from the World Bank,⁷⁰ we added together the populations of all countries with closed or repressed civic space and compared these with the total global population for 2018 and 2024, respectively. In 2018, 3.55 billion people globally lived in countries with closed or repressed civic space, and this rose to 5.92 billion by 2024. This is an increase of 2.4 billion people or 67%.

Table 13: The number of people living in closed or repressed civic space (2018 and 2024)

Population in closed or repressed civic space, millions				
Year	Total population (millions)	Repressed	Closed	Closed or repressed
2018	7,664	1,468	2,077	3,545
2024	8,108	3,475	2,445	5,920

Source: A. Firmin et al. (2025). *2025 State of Civil Society Report*; World Bank. (n.d). *Population, total*.⁷¹

Statistic 21. The share of the global population living in autocracies increased by almost 50% between 2004 and 2024. Globally, only three in 10 people are living in democracies compared to one in two in 2004.

The data is drawn from the V-Dem 2025 report.⁷² The report highlights that the proportion of the global population living in autocracies rose from 49% to 72% between 2004 and 2024, while those living in democracies fell from 51% to just 28%.

Statistic 22: The 4 richest men are worth more than all the cows in the world

The world's 4 richest men were worth \$1.24 trillion as of 30th November 2025. The estimated value of global farmed animals is \$1.61 trillion, the share of cattle value is 75%⁷³ meaning the total value of the world's cattle is \$1.21 trillion.

Name	Net worth \$bn
Elon Musk	482.5
Larry Page	262.2
Larry Ellison	253.4
Jeff Bezos	244.6
TOTAL	1242.7

Statistic 23: To make what the average person globally makes in a year, it would take: Elon Musk 4 seconds, Bernard Arnault 21 seconds and Carlos Slim 22 seconds.

According to the World Inequality Database⁷⁴, the global average pre-tax income (at market exchange rate, 2024) is \$16,641. The difference between the 2024 (real wealth) and 2025 wealth of the billionaires was calculated and divided by the number of seconds in a year 31,536,000 (365*24*60*60) – as shown in the table below.

Name	Net worth 30th November 2025 \$bn	Net worth 30th November 2024 \$bn	Increase between 2024-2025 \$bn	Increase per second	Billionaire wealth increase divided by 16,641 (global average income 2024 USD)
Elon Musk	482.5	339.8	142.7	4524	4
Bernard Arnault & family	189.7	165.1	24.6	779	21
Carlos Slim Helu & family	107.1	83.0	24.1	765	22

Statistic 24: The world's billionaires could buy over 600 billion Labubu BlindBoxes – it would take almost 6 million years to unbox them all.

As of 30th November 2025, total billionaire wealth is \$18.276 trillion.

A Labubu Blindbox costs around \$30⁷⁵ meaning you could buy 609,200,000,000 boxes.

Assuming it takes 5 minutes to unbox each doll it would take 5.8 million years to unbox them all.

Statistic 25: Dropping a \$100 bill...

- a. If Elon Musk dropped \$100, he may as well leave it, because by the time he'd lent down to pick it up he'd have made almost \$9,000.
- b. If Bernard Arnault dropped \$100, he may as well leave it, because by the time he'd lent down to pick it up he'd have made almost \$1,500.
- c. If Carlos Slim dropped \$100, he may as well leave it because, by the time he'd lent down to pick it up he'd have made over \$1,400.

The billionaire wealth gains are shown in the table below. We assume that it takes 2 seconds to bend over and pick up a \$100 note, with \$100 subtracted from the wealth increase during these 2 seconds.

Name	Net worth 30th November 2025 \$bn	Net worth 30th November 2024 \$bn	Increase between 2024- 2025 \$bn	Increase per second	2 seconds wealth minus \$100
Elon Musk	482.5	339.8	142.7	4524	8,948
Bernard Arnault & family	189.7	165.1	24.6	779	1,458
Carlos Slim Helu & family	107.1	83	24.1	765	1,430

Statistic 26: Elon Musk would have to give away over \$4,500 every second for his wealth to decrease.

As per the table above, Elon Musk's wealth increased by \$4,523.79 per second between 30th November 2024-2025 (in real terms), and so he would have to give away more than this much for his net wealth to start to decrease.

Statistic 27: Billionaires make, on average, \$6k during a 20-minute power nap and \$145k during an 8-hour sleep.

Average billionaire wealth increased by \$159,707,301.42 between 30th November 2024-2025 in real terms.

- Per minute this equates to \$18,231.43 per hour or \$303.86 per minute.
- Per minute gain multiplied by 20 minutes = \$6,077.14
- Per hour gain multiplied by 8 hours = \$145,851.42

30/11/2024			30/11/2025		
Net worth (real) \$USD	Number of billionaires	Average billionaire wealth \$bn	Net worth (real) \$USD	Number of billionaires	Average billionaire wealth \$bn
15731	2769	5.68	18276	3129	5.84
Average increase	159,707,301				
Increase per hour	18,231				
Increase per minute	304				

Increase in 8 hours	145,851
Increase in 20 minutes	6,077

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