

## Rethinking GDP: Quality of Life

GDP is a sum of prices ... *it measures everything, in short, except that which makes life worthwhile*...Robert Kennedy (1968). But it may be worth considering what made life worthwhile for our hominid ancestors. Think not of a sunset (enjoyable a million years ago) but of a sunset photograph showing someone on a beach, in a shirt and swimsuit, sipping an iced drink, or of a similar image taken through a window on a cool evening. Photographs, clothes, beverages, and shelter, the quality of the equipment we use to intercede between raw nature and us surely makes our quality of life far superior to theirs. And that positive can be enumerated, not by summing prices, but by rethinking GDP into a Quality of Life equal to the (current) total of man-made usefulness; as defined by its fit to our perceived physiological, psychological and sociological needs at purchase. And not having to identify that in detail is the big thing that can only be seen through a Macroscope.

Indices of Quality of Life (from DINTEC™ data using the MELF) compared with GDP (1965- 2001)

