

Executive Summary

DSC 640

Ajuni Sohota

People use cars for day to day travel as well as for long distances. Using a car to get from place to place doesn't exactly invoke a stigma or fear for most, but air travel does. People are worried about dying in plane crashes, perhaps because they are not using air travel as often as car travel as well as not being educated about the reality of the statistics on related fatalities. Air travel has been hit hard due to the Covid-19 outbreak, which created travel restrictions and plummeted the revenue for air travel. For this reason, it is important that we find funding to provide information about the safety of air travel over traveling by car, especially now that people are being vaccinated. We need to make sure that the public knows that it is not only safe, but safer to travel by air than it is to travel by car.

Seat belts were only put in cars as recently as 1968. Despite this implementation, car related fatalities still have remained very common, with 1 in 107 people having the odds of being in one in one year (NSC Injury Facts, 2021). In 2020, over 39 thousand people were killed in motor vehicle related crashes (NSC Injury Facts, 2021). Even though the rate of fatalities per 100,000 people is on a downward trend, fatalities still remain high. One might also consider the rate of fatalities in car crash in respect to miles driven, which also indicates the further you drive the less fatalities occur. Despite this, the fatalities over the years have also remained high. This indicated that no matter how far or how the population increases, fatalities from motor vehicles still remain high.

This is not to say that air travel is without any risks. There has been a history of plane crashes and fatalities, but the odds of dying in a car crash are so low that they cannot even be compared to how common it is to die in a car crash. Despite the obvious distinction in how much riskier it is to travel by car than by airplane, another point needs to be made due to the Covid-19 outbreak. It has been shown that the probability of dying from Covid which you contracted while flying is less than 1 in 4.7 million, which should especially ease the minds of travelers (Garrick, 2021). In order to target potential airline affiliates that would benefit from our travel safety outreach, I have shown the top 6 airlines that have had the highest fatalities over the past 30 years. These include the following airlines: China, Japan, Korean Air, Malaysia, America, and Air France. Because these airlines have had the highest fatalities, they will benefit the most from this outreach project. These are the companies we should focus on funding our project.

References:

Garrick Blalock, V. K. (2021, March 15). *Opinion | Flying is safer than driving, even during the pandemic. These statistics show why*. The Washington Post.

<https://www.washingtonpost.com/opinions/2021/03/15/flying-safer-than-driving-pandemic/>

.

NSC Injury Facts. (2021, March 29). *Deaths by Type of Incident*. Injury Facts.

<https://injuryfacts.nsc.org/motor-vehicle/historical-fatality-trends/deaths-by-type-of-incident/>.