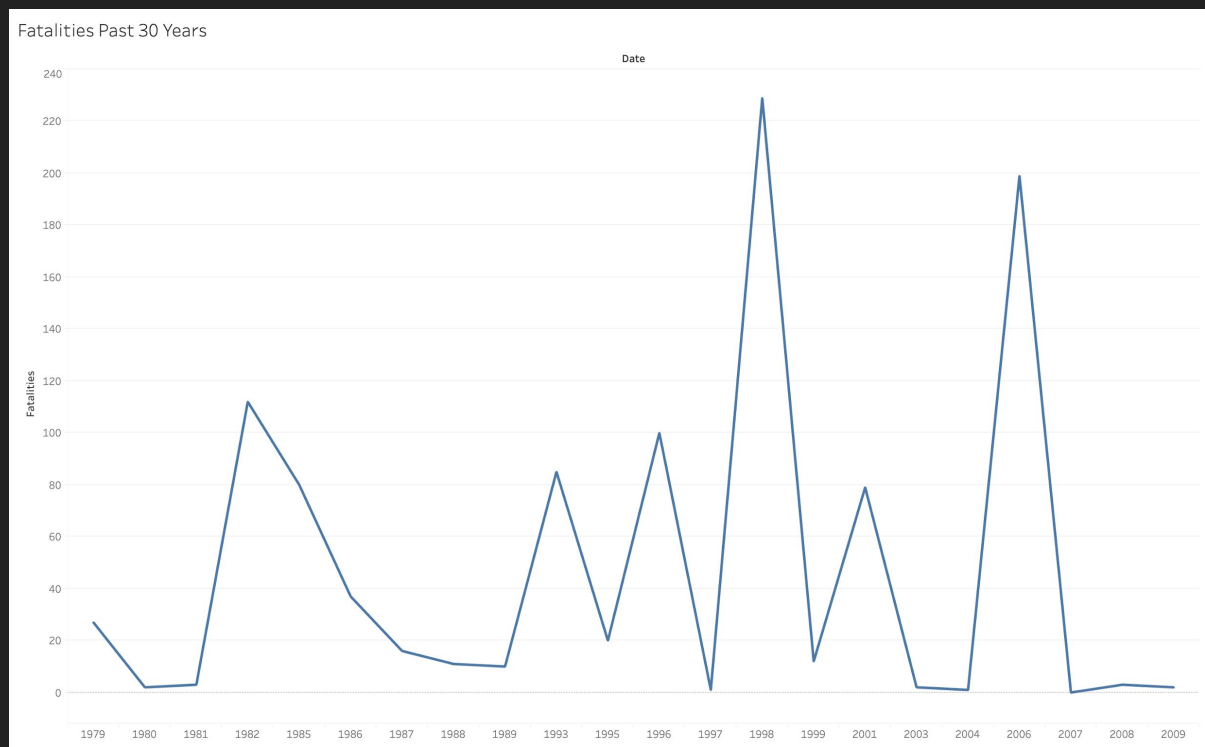


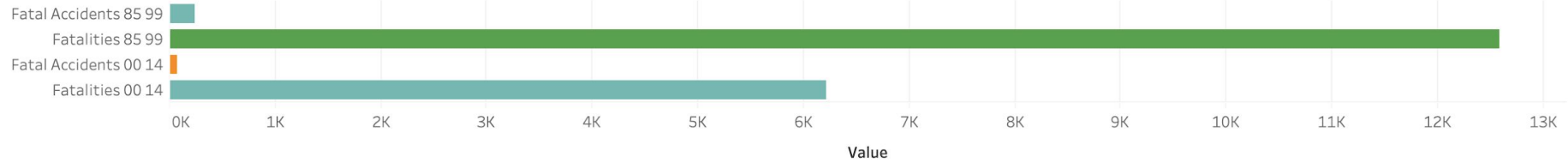
Executive Summary

David Suffolk



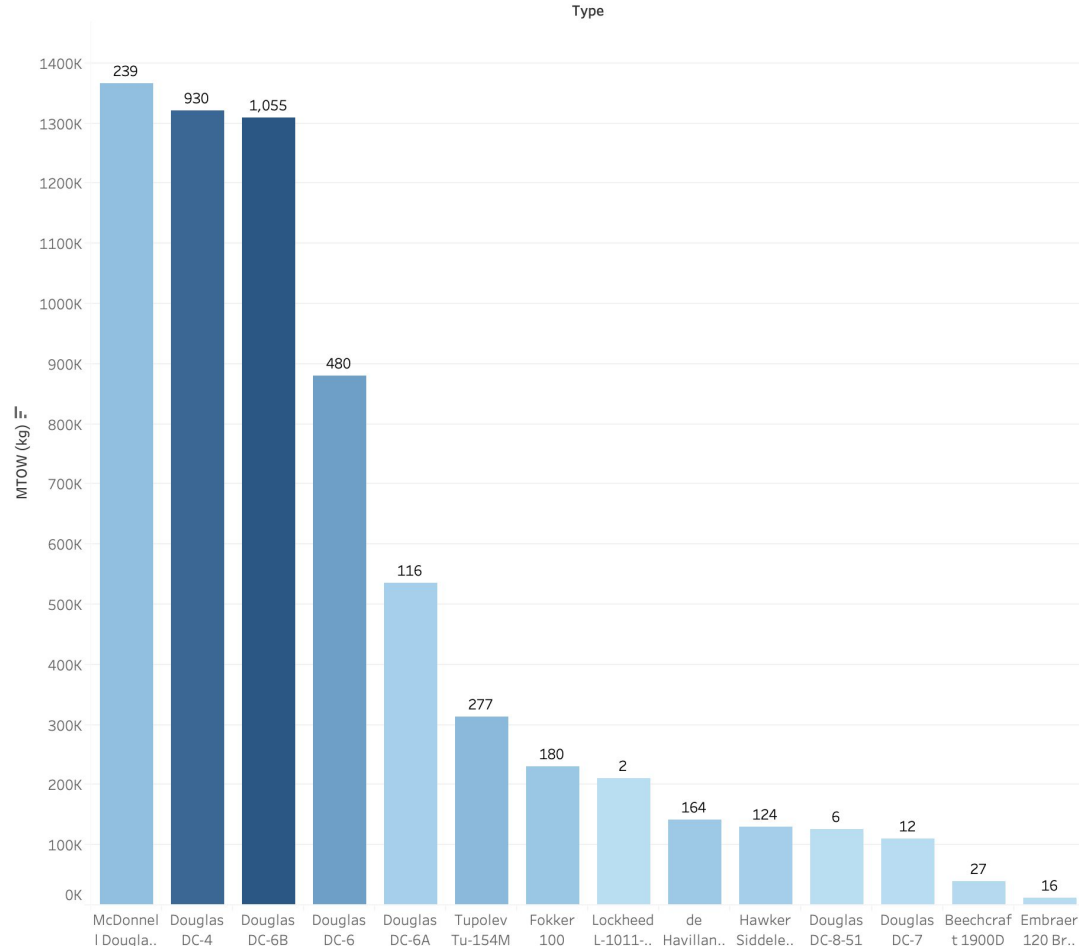
- First goal was to find out why there are reports of increased fatalities in air travel
- Since 1999, the number of fatalities have been close to zero. There are some years with clear exceptions that may be driving the media reports about unsafe air travel if the numbers are concentrated on one of those particular years.

Fatalities per 15 Years



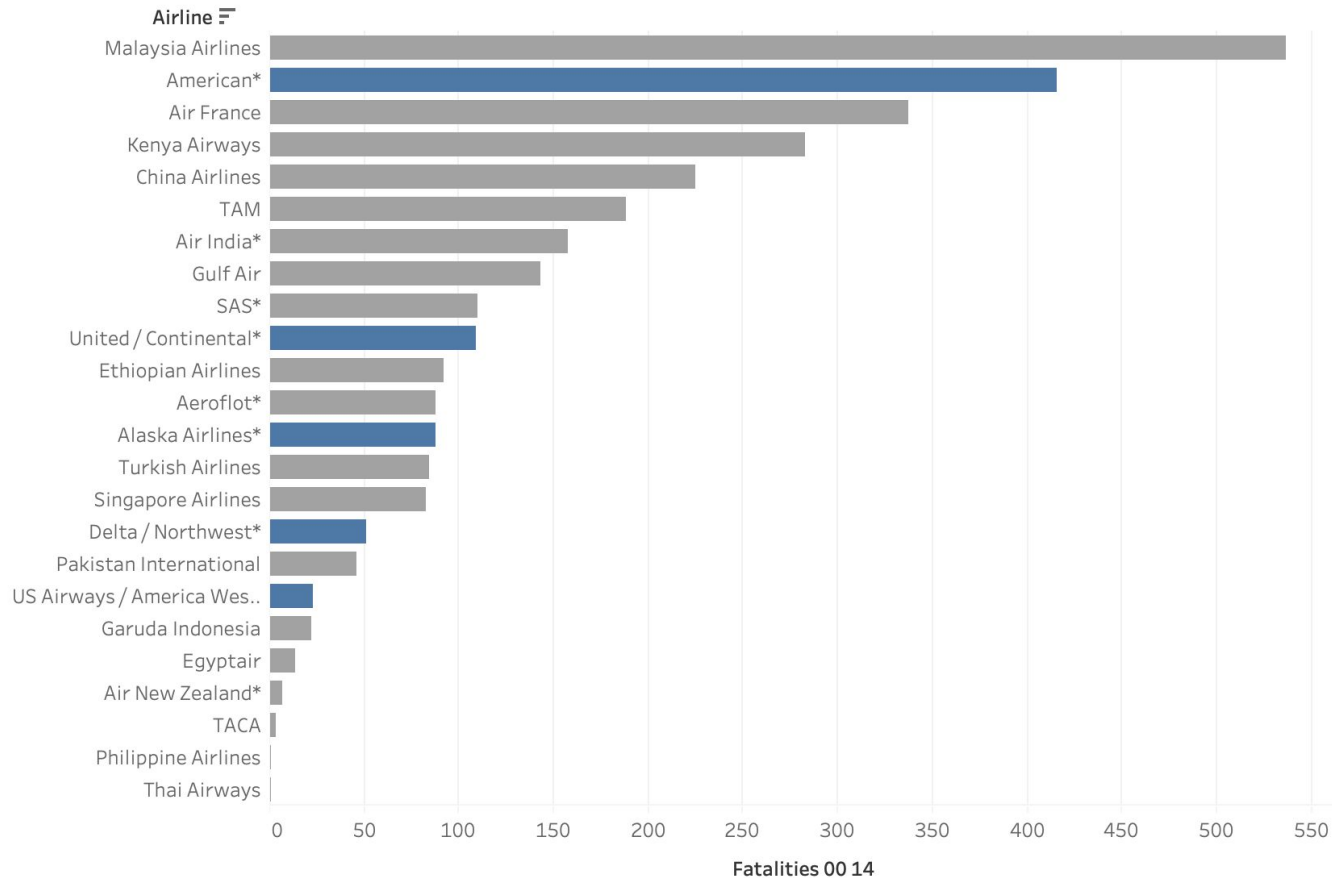
- Overall, airline travel fatalities have decreased overall.
- When comparing 15 year sets, we can see that fatal accidents and fatalities are much lower in the present day.

Aircraft Weight and Fatalities Count



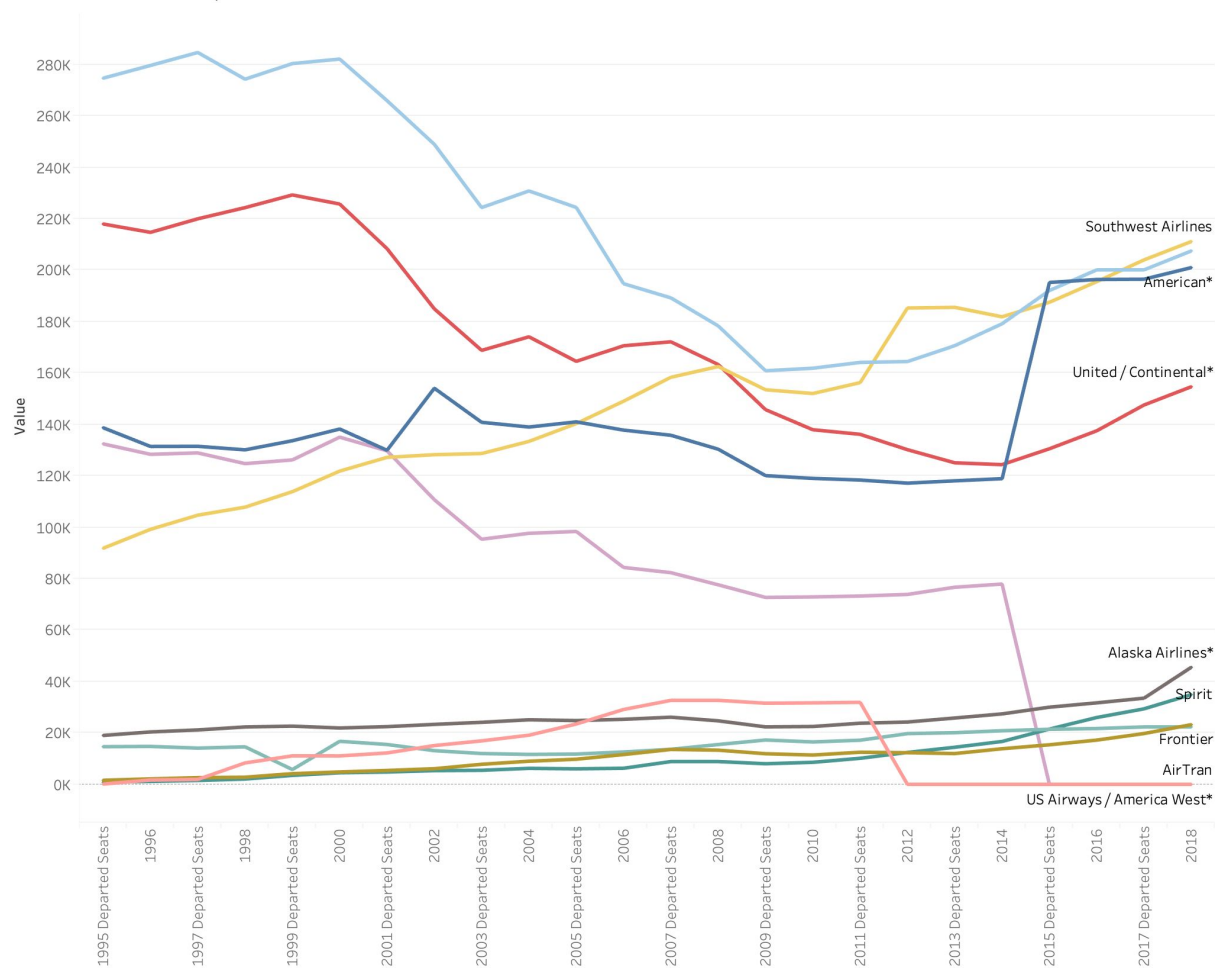
- There is a moderate relationship between the size of the aircraft and the number of fatalities
- Most airlines use large aircraft and most fatalities happen with large aircraft
- This is another indicator that the media reports may be using to indicate that safety in air travel has declined

Airlines with at least one fatality between 2000 and 2014



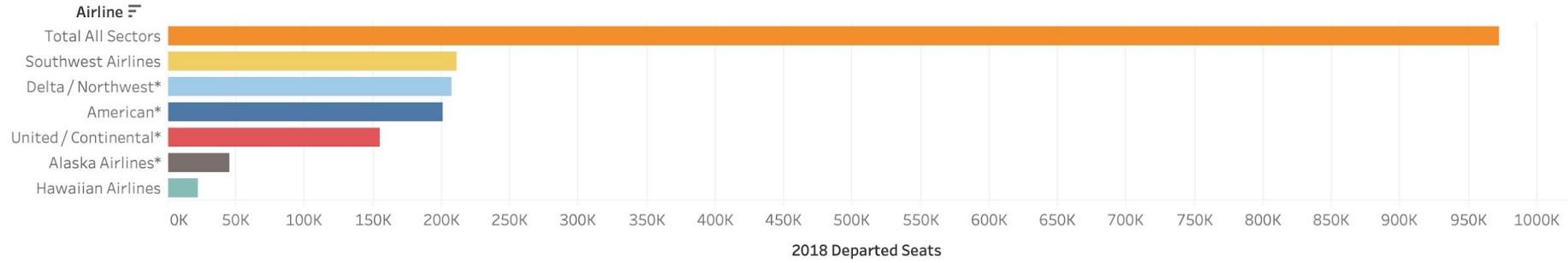
- Comparing airlines was also a possible method to indicators of where media reports were generating their theories. US airlines were also compared against international.
- One US Airline is a significant contributor to fatalities between 2000 and 2014 but ratio of fatalities to all passengers is low.
- Public messaging should focus on US airline safety

US Airline Seats Departed



- Since the previous metrics focused on airlines, it was important to consider how each US airline is doing for sales
- Many airlines showed a decrease in air travel from 1995 to 2011 but then started to increase again
- Four airlines are benefiting from growth in airline travel sales (Southwest, Delta, American, and United)

2018 Seats Sold per Airline



- In 2018, US based airlines held a significant portion of seats sold for the whole sector
- There are four major competitors for US based airlines as further demonstrated here
- From a business perspective, US airlines continue to be very competitive in sales in the airline sector
- Sales indicate trust from customers and is an important topic to discuss publicly along with the high safety rates of US airlines