**Title: Supporting Documentation**

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**Course: DSC640**

**Date: February 21, 2021**

**Description: Explanation of data used in infographic, link to Github repository**

There are many different metrics used to quantify ‘fear of flying.’ Most people who have a fear of flying do not have a try phobia. “Between 33 and 40% of all people experience some form of anxiety when it comes to flying.” [Fear of Flying Statistics (2020 Data) (stratosjets.com)](https://www.stratosjets.com/blog/fear-of-flying-statistics-trends-facts/)

Actual incidents involving major domestic carriers is so low that they are generally not reported as single years. [Aviation Safety Network > ASN Aviation Safety Database (aviation-safety.net)](https://aviation-safety.net/database/)

Other than the attacks of 9/11 in 2001, air travel has been safer than automobile travel (in terms of deaths per 100,000 passenger miles) for *years*. Auto data is from <https://injuryfacts.nsc.org/motor-vehicle/overview/introduction/> Aviation data is from <https://www.ntsb.gov/investigations/data/Pages/Data_Stats.aspx> - Table 5

The Centers for Disease Control and Prevention (CDC) has made clear guidance available for both air travel passengers and employees, including separate fact sheets for customer service and gate agents, air baggage and cargo handlers, airport custodial staff, airport passenger assistance workers, and aircraft maintenance workers. Selected items from these recommendations are included on the infographic. <https://www.cdc.gov/coronavirus/2019-ncov/travelers/airline-toolkit.html>

While the empty middle seat is not required, this airline hopes to make it clear to passengers how much it values their wellbeing, even at the expense of profit during COVID-19. **The goal is to headhunt frequent business travel passengers from other airlines that do not offer the automatic empty middle seats and have some degree of trepidation of flying during the pandemic, with the understanding that some percentage of them will remain with this airline after the pandemic is over.** This is a strategic business move that does not require a lot of data to be shared with the public. Afraid people do not care to see multiple charts; They want to see what this airline will do to prevent them from contracting COVID-19 while in the air.

Past market rebounds have occurred from one to three years post travel recessionary period. <https://www.bts.gov/content/us-passenger-miles>

Estimated U.S. air transportation revenue, COVID-19 notwithstanding, shows no signs of slowing. From Service Annual Survey Historical Tables (census.gov) at [https://www.census.gov/data/tables/2018/econ/services/sas-naics.html](https://www.census.gov/data/tables/2018/econ/services/sas-naics.html*) \*

\*supplemental dataset

Jolene’s Github repository:

<https://github.com/jobranch2019/DSC640_Airline_Safety>