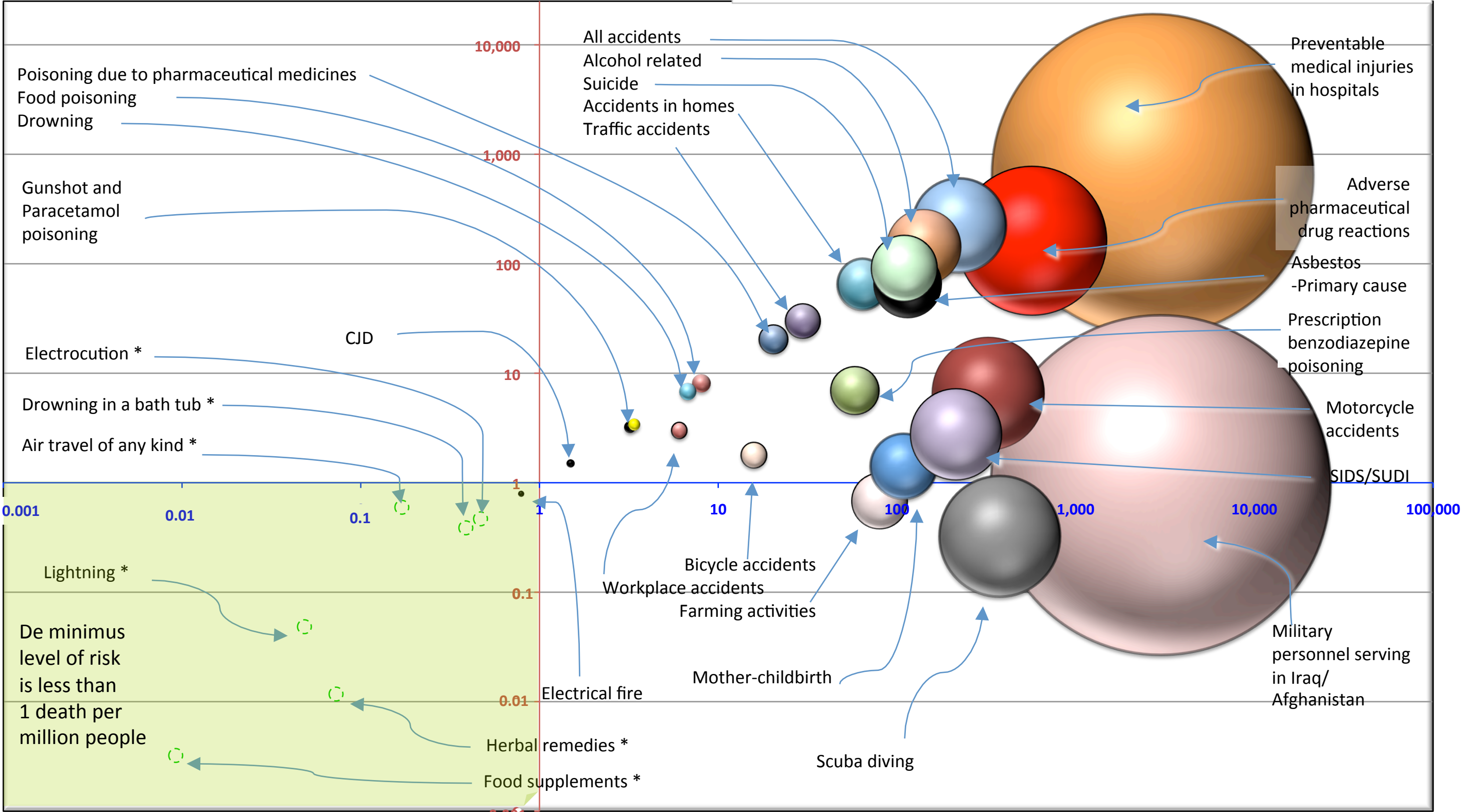


Societal vs Individual Risk of Death in the United Kingdom

Societal risk is represented as the risk of death per million total population. Individual risk is represented as the risk of death per million exposed to that hazard. Bubble size represents the relative risk to an individual. By way of example, the bubbles representing deaths due to preventable medical injuries in hospitals and military personnel in Iraq/ Afghanistan are a similar size because the risk of death to a patient in a UK hospital is similar to that for a soldier deployed to a war zone. Medical injury poses a greater risk to society simply because vastly more citizens are exposed to that risk and hence die. **Note: Log scales.**

Societal Risk: Fatalities per 1 million total population (Log scale)



* Note: Green dotted circles represent bubbles/dots too small to print