

YOU ARE WHAT YOU RISK



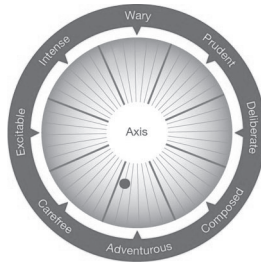
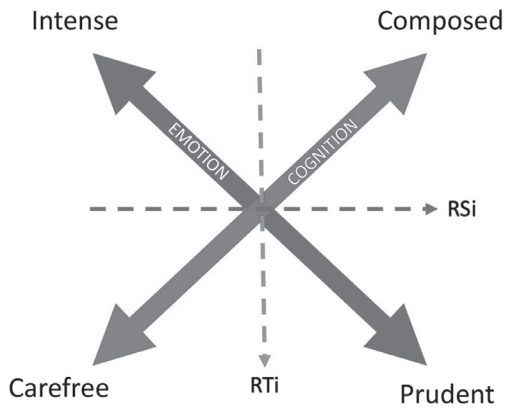
The New Art and Science of
Navigating an Uncertain World

Michele Wucker



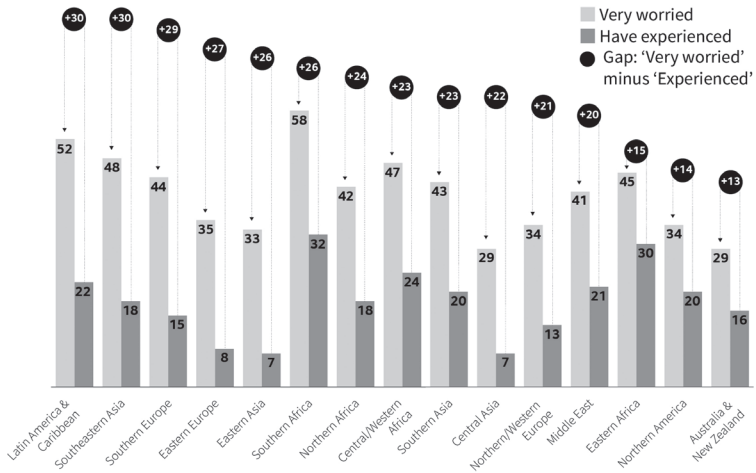
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The risk perception gap by region



The Worry and Experience Index shown by region. The indices measure worry and experience across seven everyday hazards. (region index scores out of 100)

| Risks Measured in Micromort | |
|---|------------------------------------|
| Activity Worth One Micromort, by Specific Cause of Death | |
| Getting out of bed (age 18) | Too many potential to list here |
| Drinking 0.5 liter of wine | Cirrhosis of the liver |
| Smoking 1.4 cigarettes | Cancer or heart disease |
| Living 2 months with a smoker | Cancer or heart disease |
| Traveling 1000 miles (1600 km) via jet airplane | Plane crash/accident |
| Traveling 6000 miles (9656 km) via train | Accident/crash |
| Traveling 6 miles (9.7 km) by motorbike | Accident/crash |
| Traveling 17 miles (27 km) by foot | Accident (fall, vehicle, etc.) |
| Risks Measured by Number of Micromorts | |
| Traveling 230 miles by automobile | 1 micromort per trip |
| Rock climbing | 3 micromorts per climb |
| Hang Gliding | 8 micromorts per trip |
| Playing football | 20 micromorts per game |
| Giving birth | 170 micromorts per birth |
| Being born | 430 micromorts (first day of life) |
| Getting out of bed (age 90) | 463 micromorts |
| Ascending Mount Everest | 37,932 micromorts |

Source: Visualcapitalist.com; TitleMax;
<https://understandinguncertainty.org/micromorts>; Ronald A. Howard. "On making life and death decisions." in J. Richard; C. Schwing, and Walter A. Albers (eds.), *Societal Risk Assessment: How Safe Is Safe Enough?* General Motors Research Laboratories. New York: Plenum Press, 1980.

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| Lifetime odds of death for selected causes, United States, 2018 | |
|--|---------------|
| Cause of Death | Odds of Dying |
| Heart disease | 1 in 6 |
| Cancer | 1 in 7 |
| All preventable causes of death | 1 in 25 |
| Suicide | 1 in 86 |
| Opioid overdose | 1 in 98 |
| Motor-vehicle crash | 1 in 106 |
| Fall | 1 in 111 |
| Gun assault | 1 in 298 |
| Pedestrian incident | 1 in 541 |
| Motorcyclist | 1 in 890 |
| Drowning | 1 in 1,121 |
| Fire or smoke | 1 in 1,399 |
| Choking on food | 1 in 2,618 |
| Bicycle accident | 1 in 4,060 |
| Gun accident | 1 in 9,077 |
| Cataclysmic storm | 1 in 54,699 |
| Lightning | 1 in 180,746 |

Source: National Safety Council estimates based on data from National Center for Health Statistics—Mortality Data for 2018. <https://injuryfacts.nsc.org/all-injuries/preventable-death-overview/odds-of-dying/data-details/>.

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