

Passenger Safety Awareness:

U.S. Airways Flight 1549

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NTSB Docket Management System

<http://www.nts.gov/Dockets/Aviation/DCA09MA026/default.htm>

Loss of Thrust in Both Engines After Encountering a Flock
of Birds and Subsequent Ditching on the Hudson River

US Airways Flight 1549

AirbusA320-214, N106US

Weehawken, New Jersey

January 15, 2009

NTSB/AAR-10/03



Data Collection

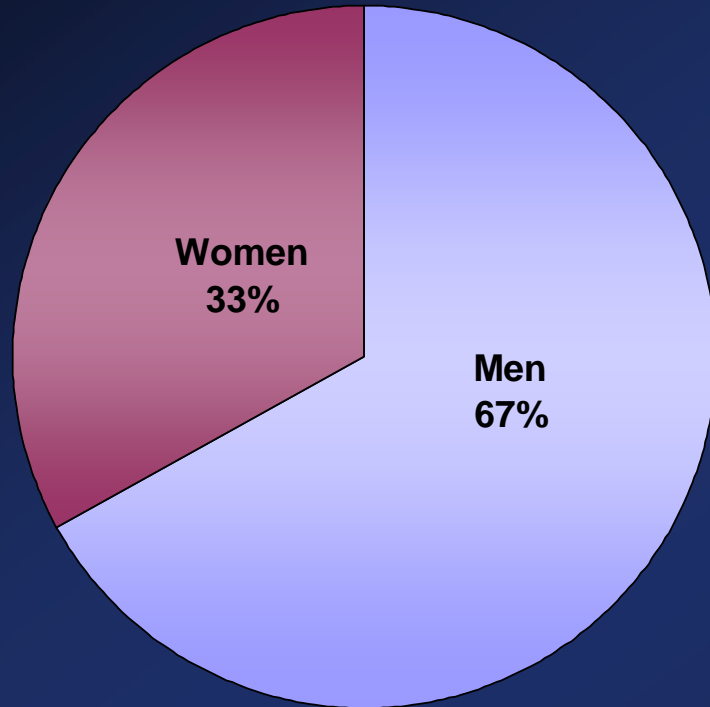


✈ ***N = 142***

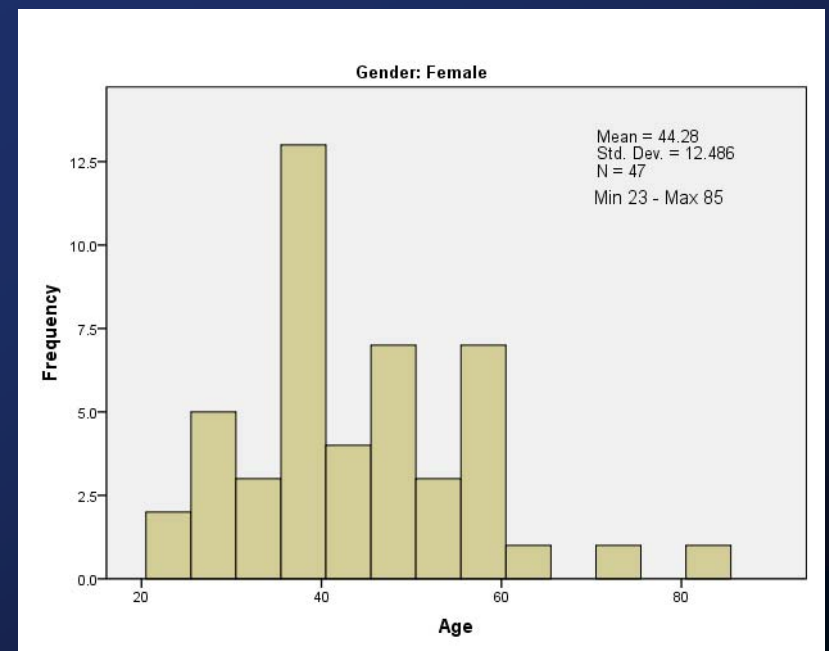
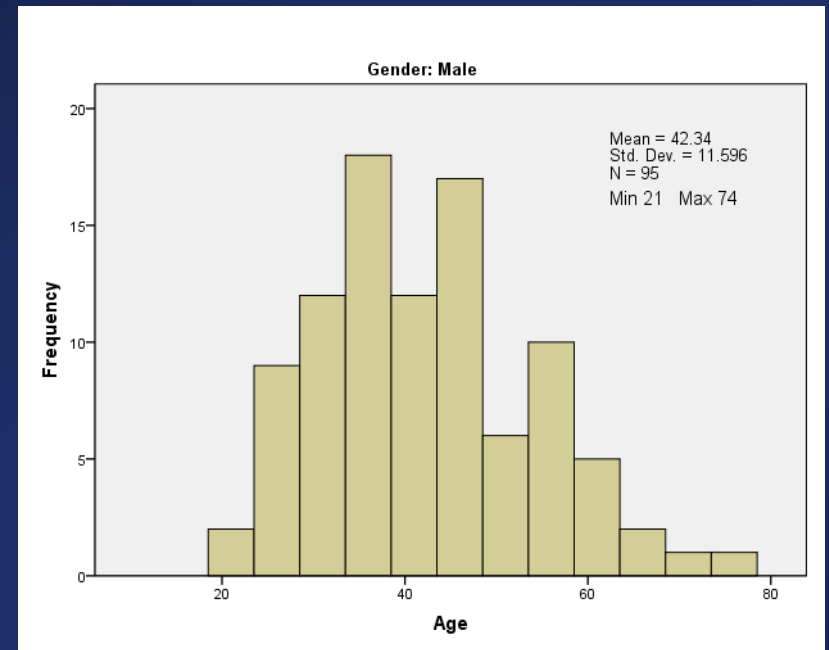
- *(150 passengers) – (3 children) – (1 Passenger incomplete responses) – (4 No response) = 142*
- *77 completed questionnaires (Ex. 6-I, File ID 420160, 420166)*
- *65 interview transcripts (Ex. 6-A, File ID 420151)*



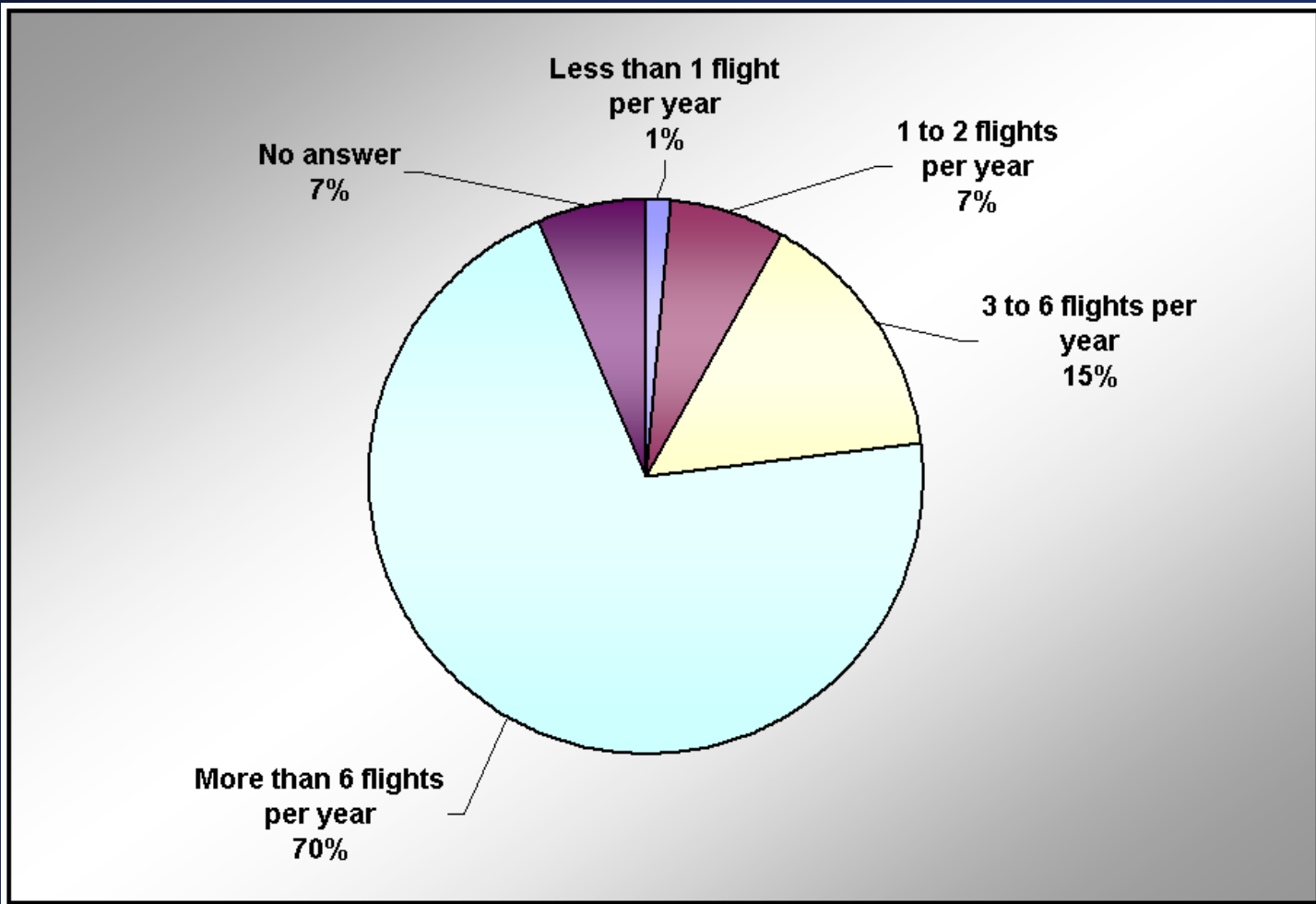
Passenger Demographics



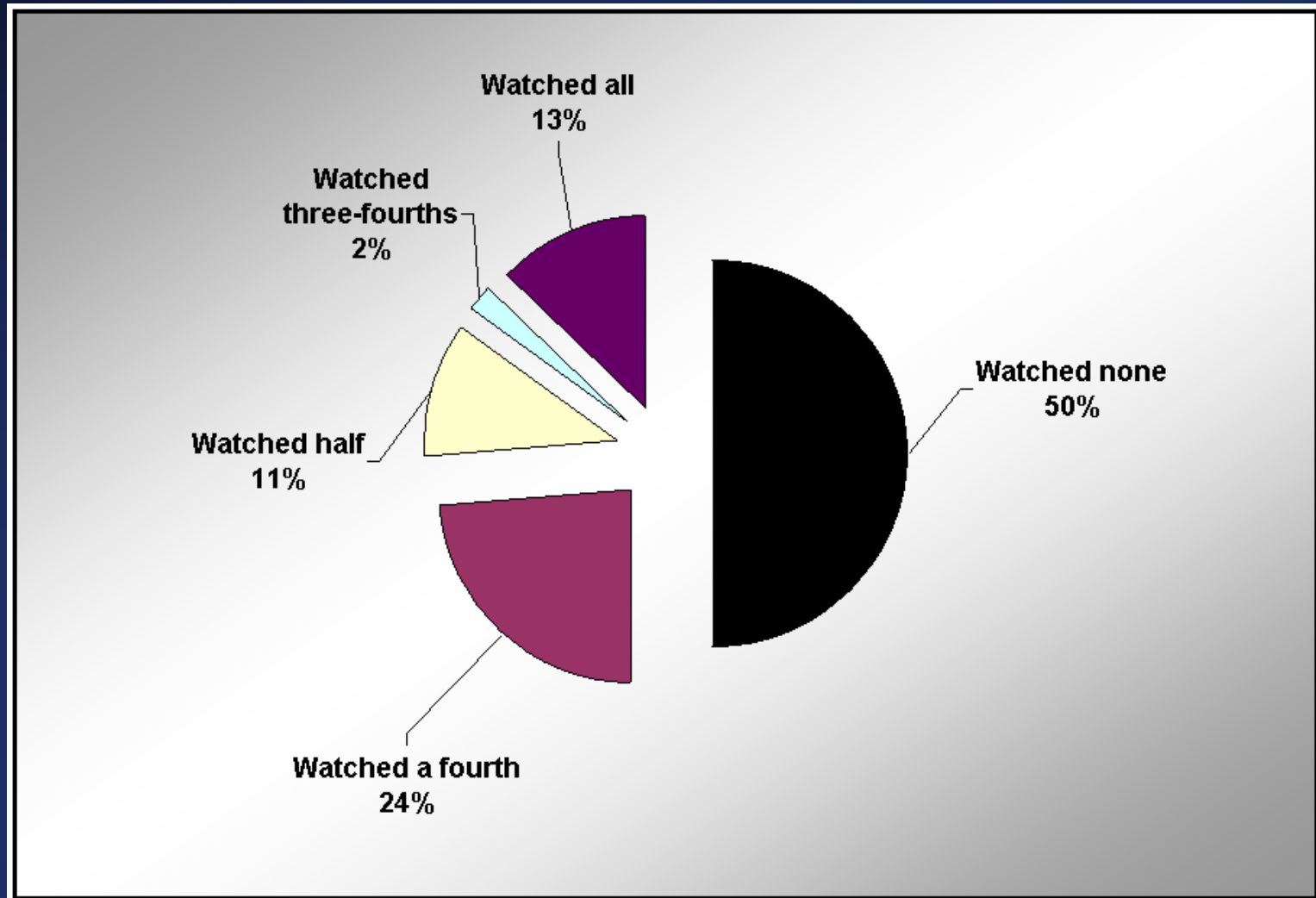
3 Men and 1 Woman had evacuated an aircraft before.



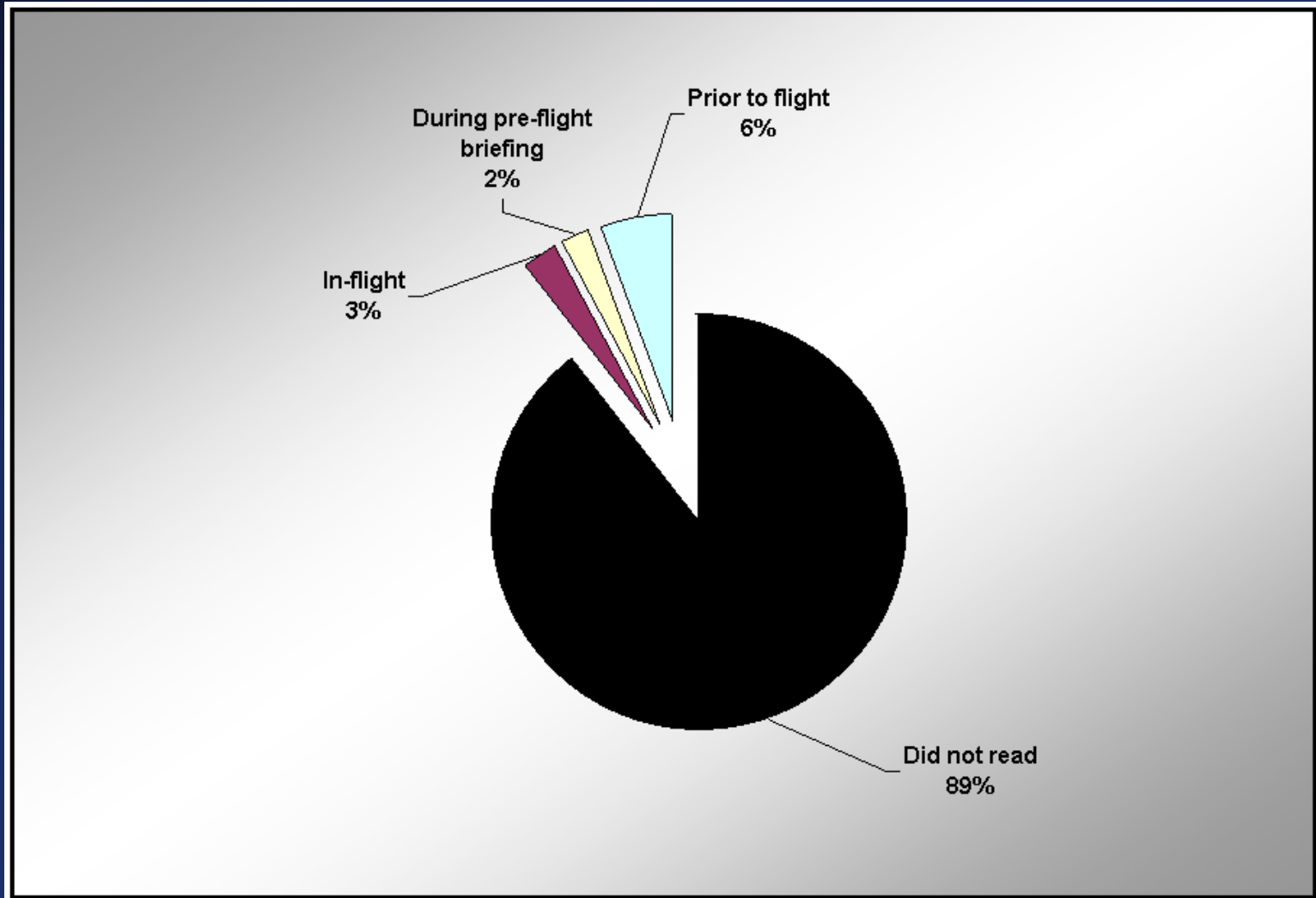
How often do you travel by air?



How much of the preflight safety presentation did you watch?



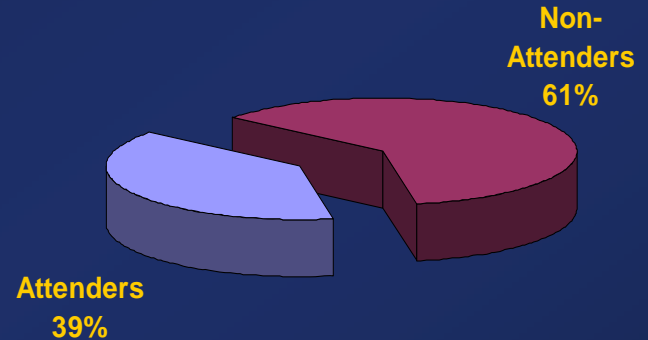
When did you read the safety instruction card in the seatback in front of you?



Passenger Safety Awareness: Still Ignorant After All These Years

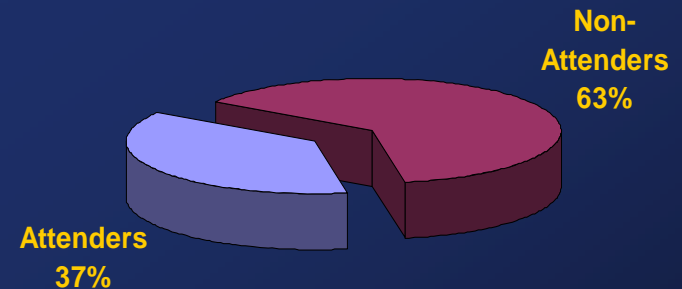
➔ Phase 1

- Apr 2000 through Jun 2000 (Pre-9/11)



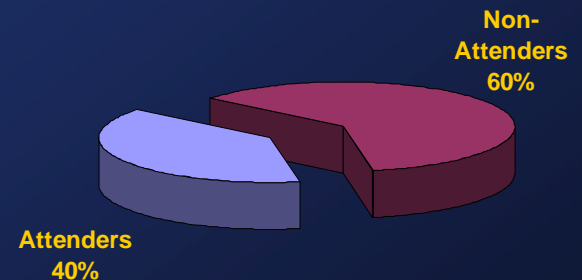
➔ Phase 2

- Nov 2002 through Aug 2003 (Post-9/11)



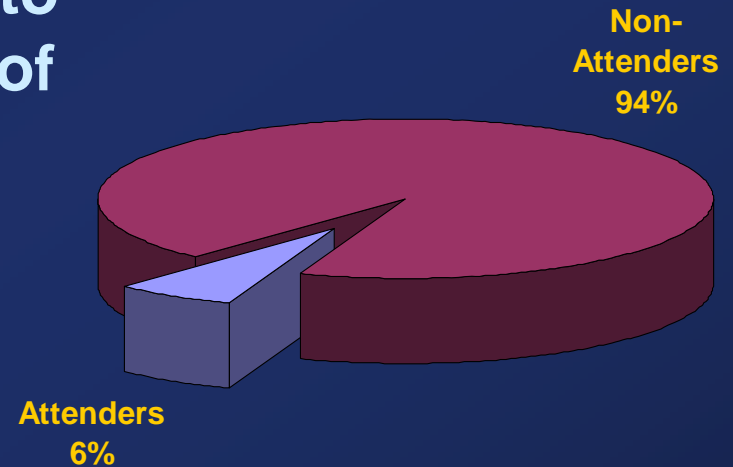
➔ Phase 3

- Jul 2004 through Feb 2006 (Later)

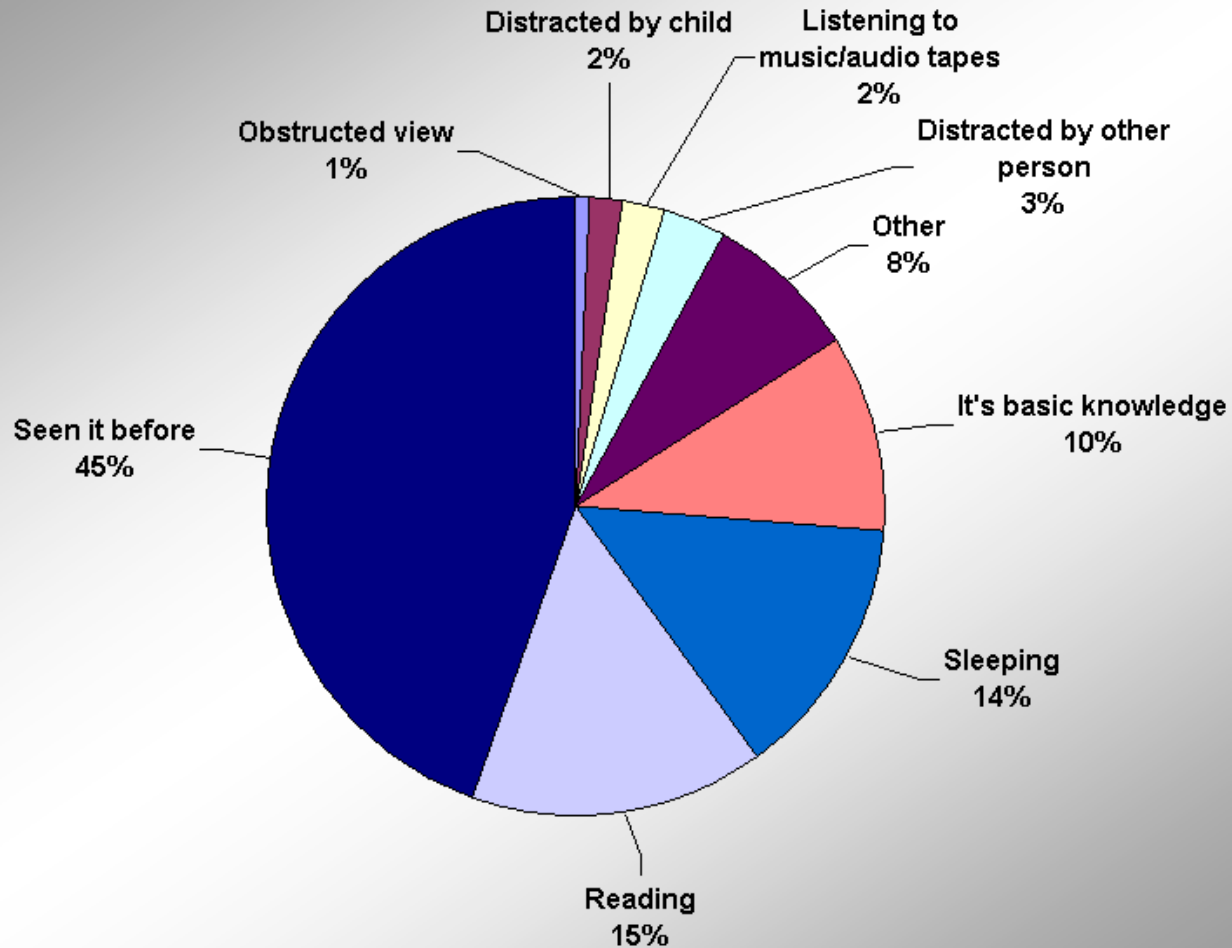


Passenger Safety Awareness

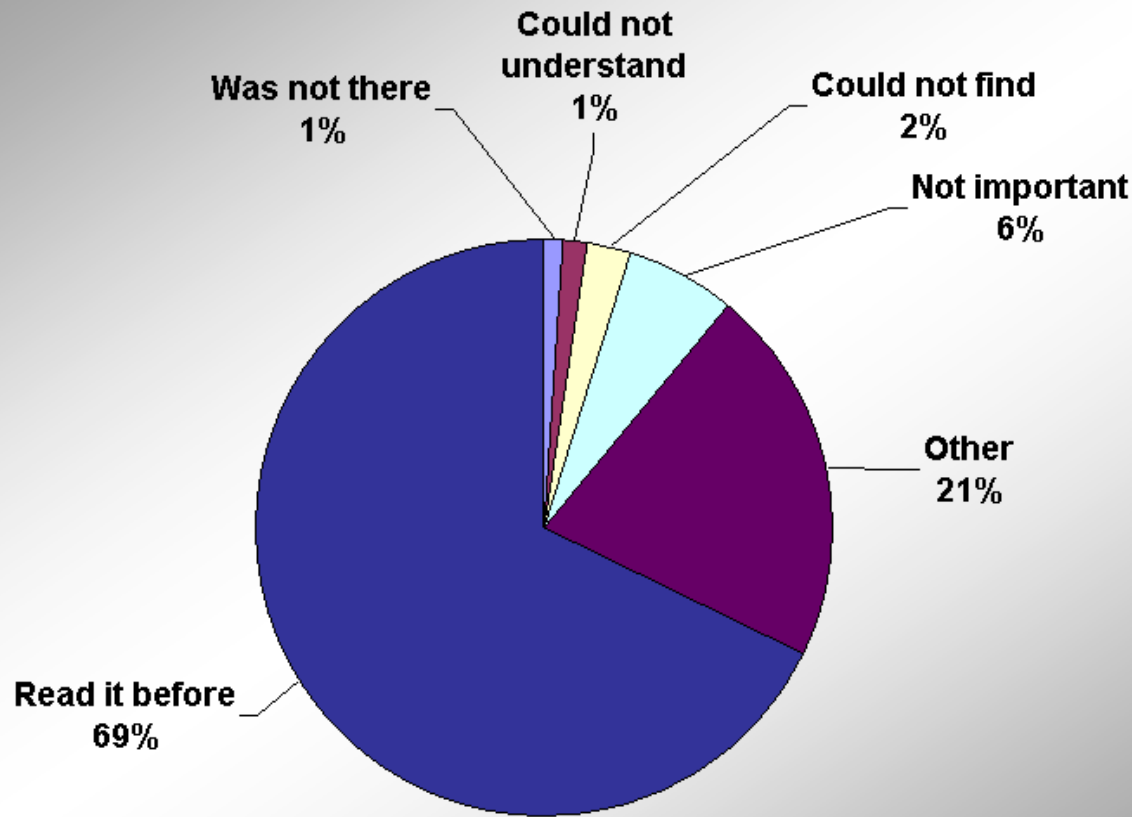
- ➔ Only 9 passengers reported to have watched at least some of the safety presentation AND read the briefing card.
- ➔ That is, only 6% of the passengers might have been classified as “Attenders” by previously-used measure.



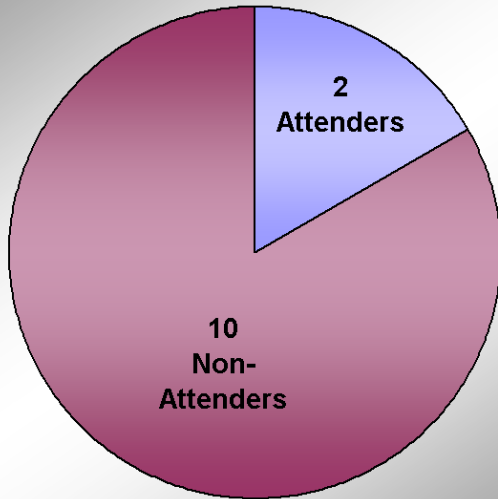
Indicate why you did not watch the whole presentation. (125 responses)



Why did you not read the safety card? (81 Responses)



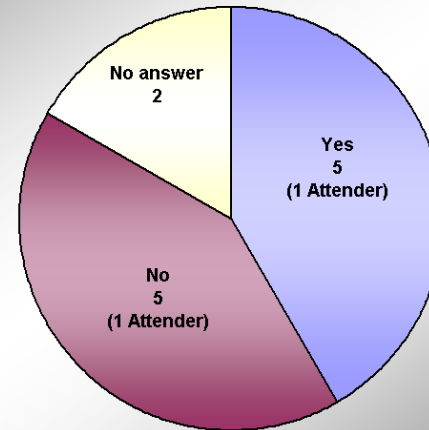
Exit Row Passengers



Did you read the instructions for operating the exit?



Did you receive a personal briefing by a flight attendant on your emergency exit responsibilities?

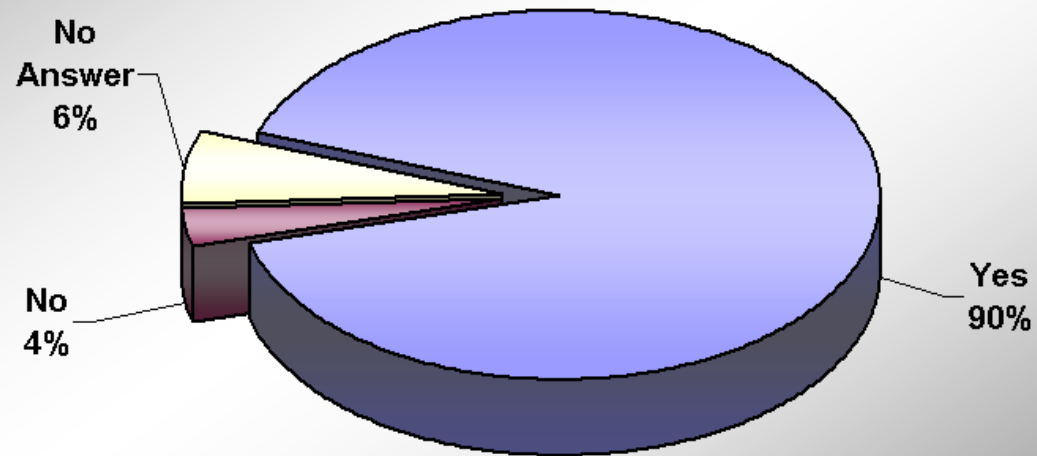


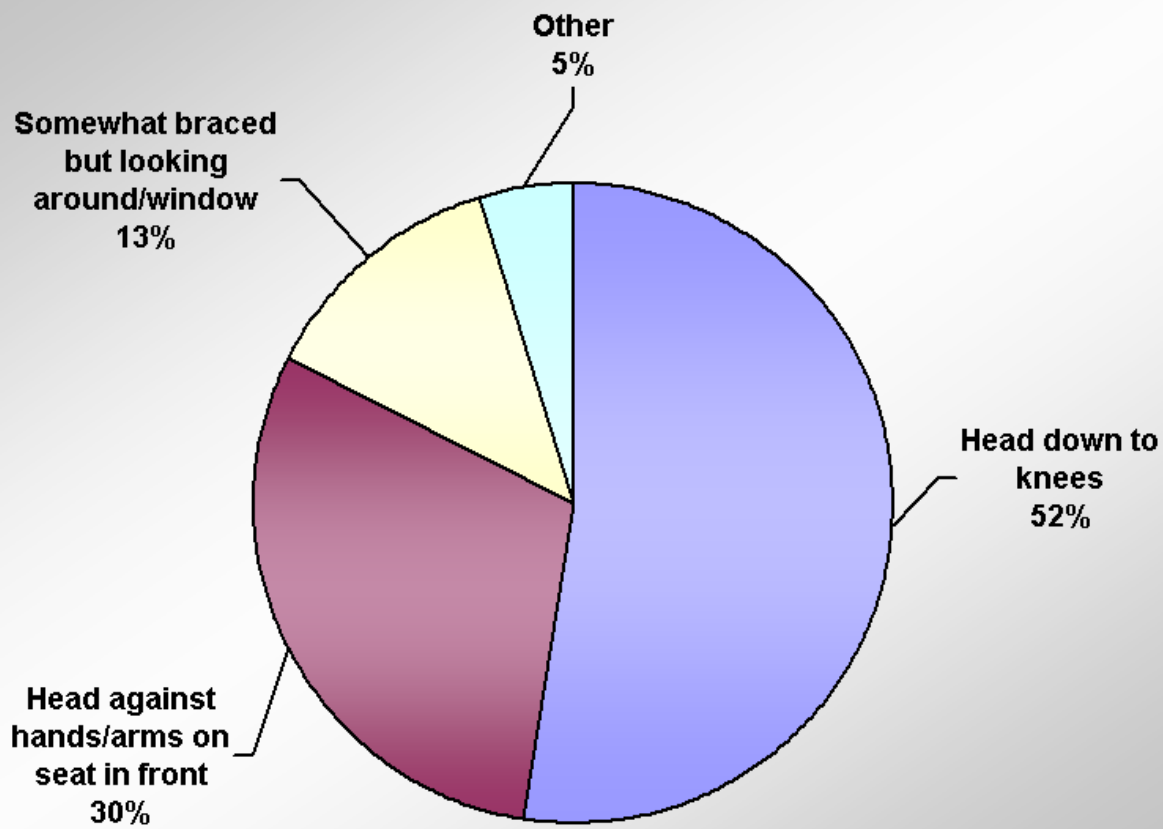
Did you open, or attempt to open, an exit yourself?



No report of difficulty opening the exit.

Did you brace for impact?





DOT/FAA/AM-08/20 Effective Presentation Media for Passenger Safety I: Comprehension of Briefing Card Pictorials and Pictograms



- ➔ Fully describe what you think these people are doing.
- ➔ Why do you think they are doing different things.
- ➔ Pictogram Comprehension Score: 58.9%

Flotation devices

✈ Seat Cushions

- 77 reported that they retrieved cushion from their own or another seat
- 10 reported that a cushion was given to them

✈ Life Vests

- 10 reported that they retrieved the life vest from under their seat
- “Of the estimated 33 passengers who reported eventually having a life vest, only 4 confirmed that they were able to complete the donning process...”



OR
O
OU



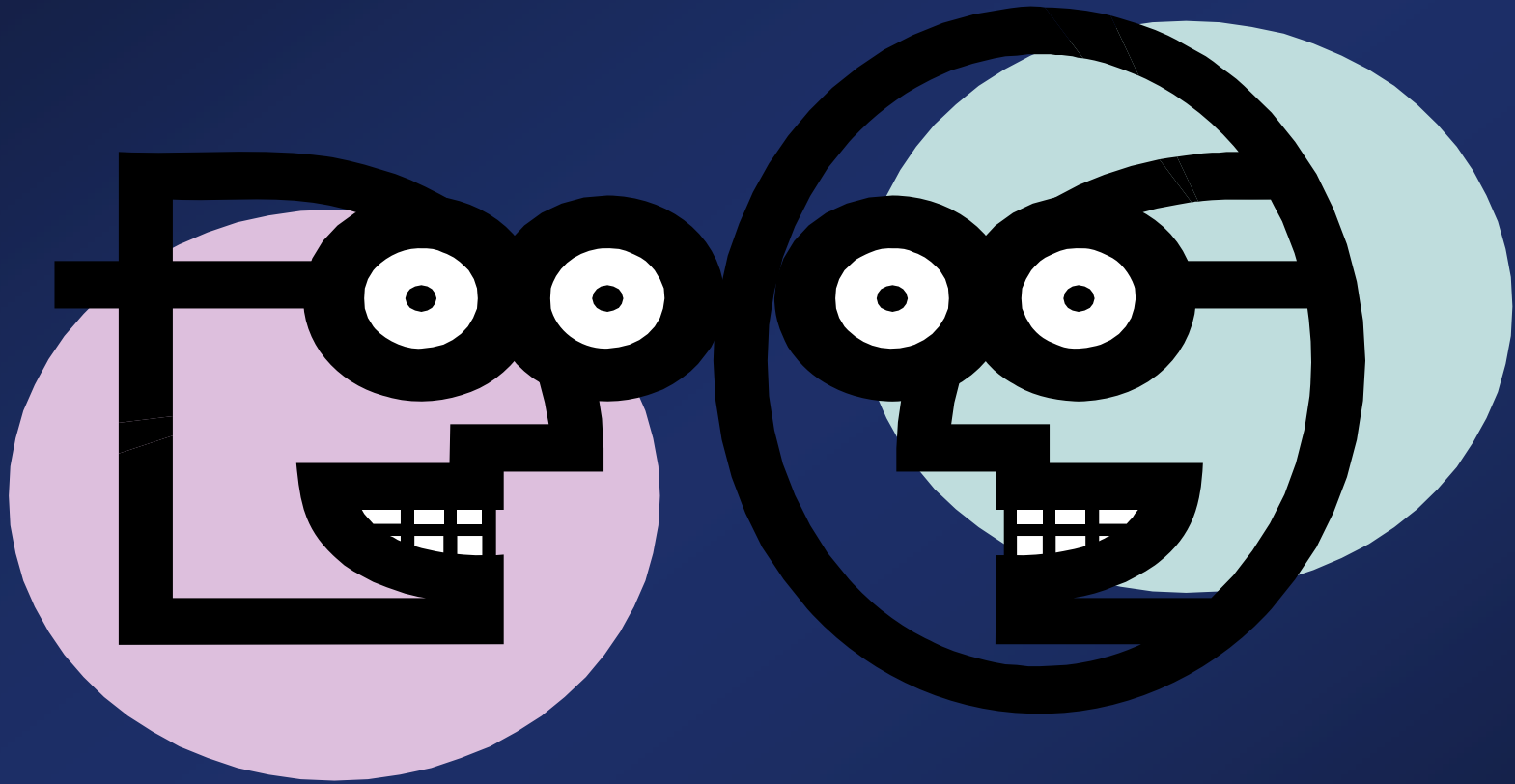
Pictogram Comprehension Score
Segments 8, 9, 10: 49.1%

Previously identified predictors of attending and non-attending

- Flight Experience
- Age
- Education level
- Knowledge of safety information
- Passenger Self Protection



Research reflects Reality



For more information:

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**Federal Aviation
Administration**