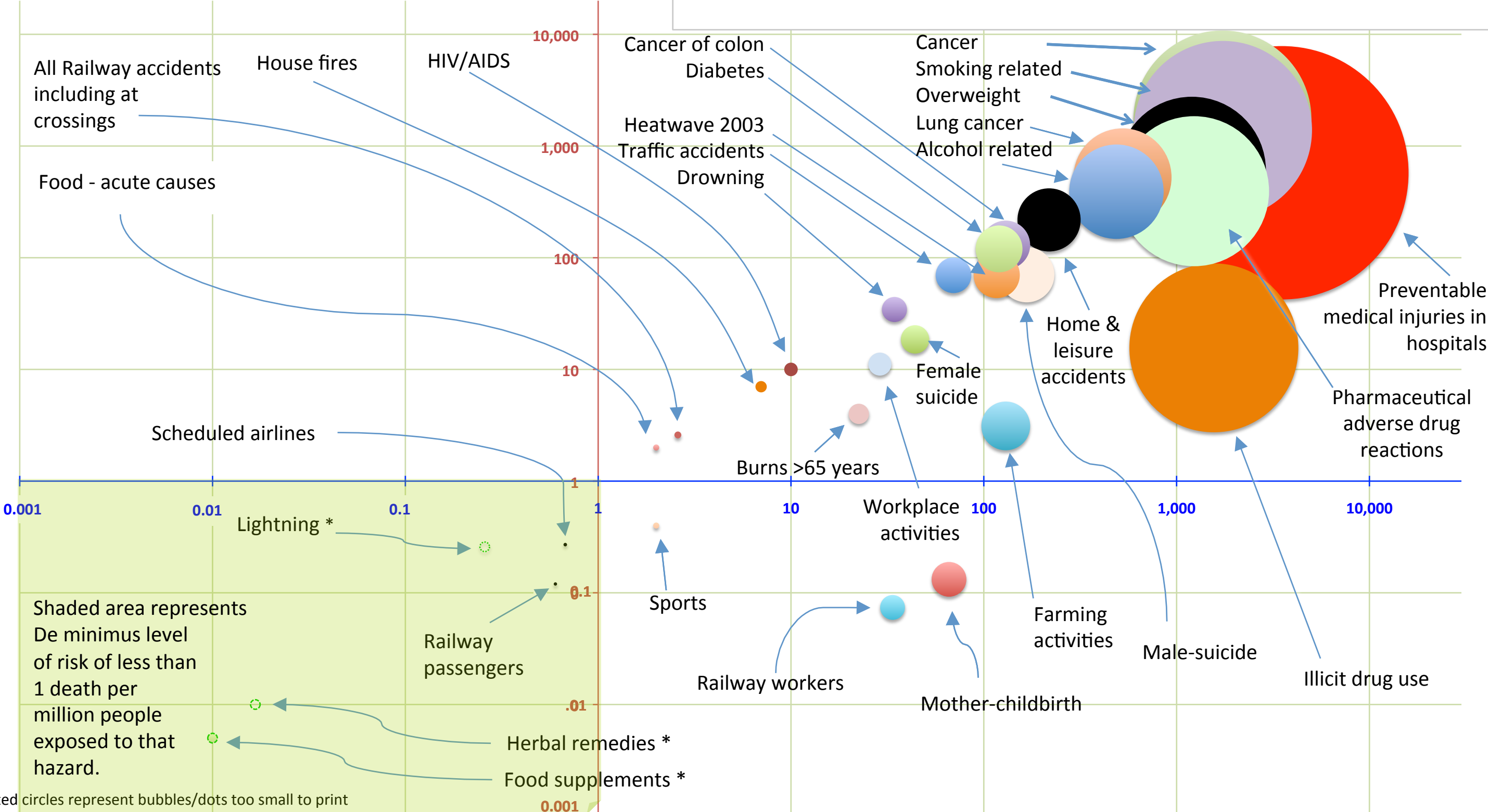


# Societal vs Individual Risk of Death in Europe

**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 a particular hazard. Bubble size represents the relative risk to an individual. By way of example, the bubbles representing deaths due to smoking exposure and illicit drug use are a similar size because the risk of death due to exposure to smoking is similar to that for an illicit drug user. Smoking poses a greater risk to society simply because vastly more citizens die due to exposure to smoking than illicit drug use.  
**Note: Log scales.**

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



\* Note: Dotted circles represent bubbles/dots too small to print

Sources: Variety of EC, EU27 Government and NGO databases, reports, officials and expert advisers including personal communications requesting information from 75 EU advisers.  
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**Individual Risk: Fatalities per 1 million people exposed to risk (Log scale)**