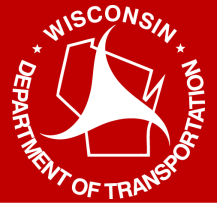


Distracted Driving Crashes in Wisconsin

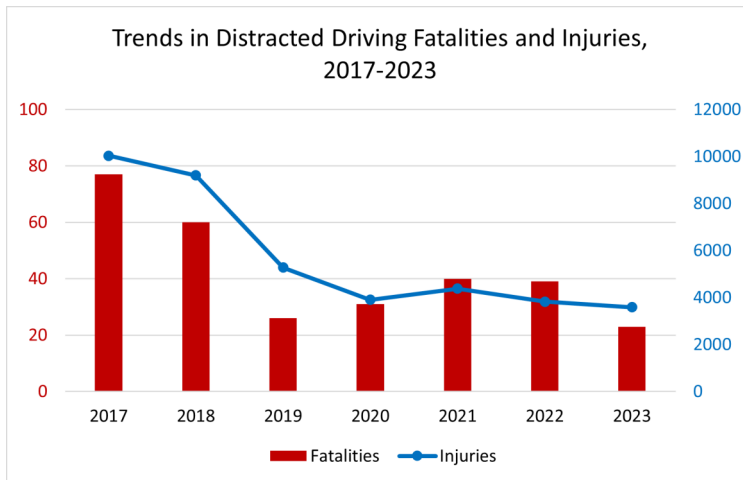


Did you know...

In Wisconsin, one person was killed or injured in a distracted driving crash every 2.4 hours in 2023.

- 9,261 crashes involved distracted drivers in Wisconsin in 2023.
- In these crashes, 23 people were killed and 3,586 people were injured.
- Distracted driving contributed to 7% of all crashes and 4% of all fatalities.

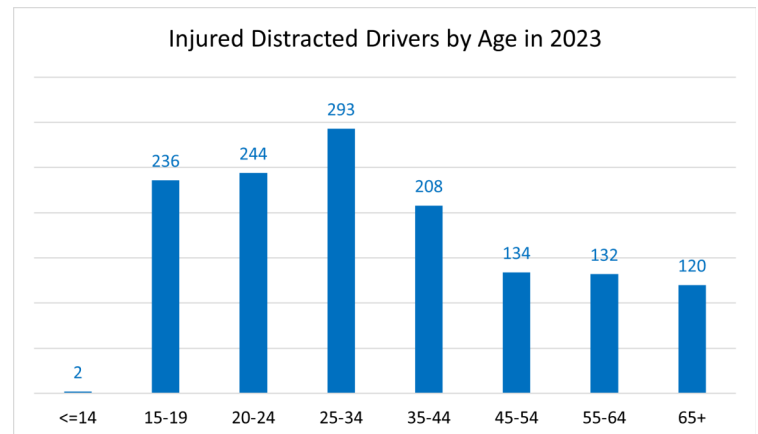
Scope of the Problem



Distracted driving fatalities and injuries have been steadily declining since 2017. In 2023, there were 23 distracted driving fatalities, the lowest seen in the past 7 years. Injuries continue to decline throughout the years, as well.

Drivers aged 25-34 are more likely to be involved in a distracted driving crash than members of any other age cohort. In 2023, drivers aged 25-34 made up only 14% of all licensed drivers but accounted for 21% of all distracted drivers.

Injuries were highest among drivers aged 25-34, who make up more than 21% of all distracted driver injuries. In total, 6 distracted drivers were killed in 2023.



Distracted Driving Crash Risk Factors

Taking eyes off the road even quickly can lead to detrimental outcomes. The top distractions for distracted driving-related crashes are:

- Distraction by an outside person, object, or event.
- Using or reaching for device/object brought into the vehicle.
- Distraction by a passenger.
- Lost in thought/daydreaming.
- Adjusting audio or climate controls.

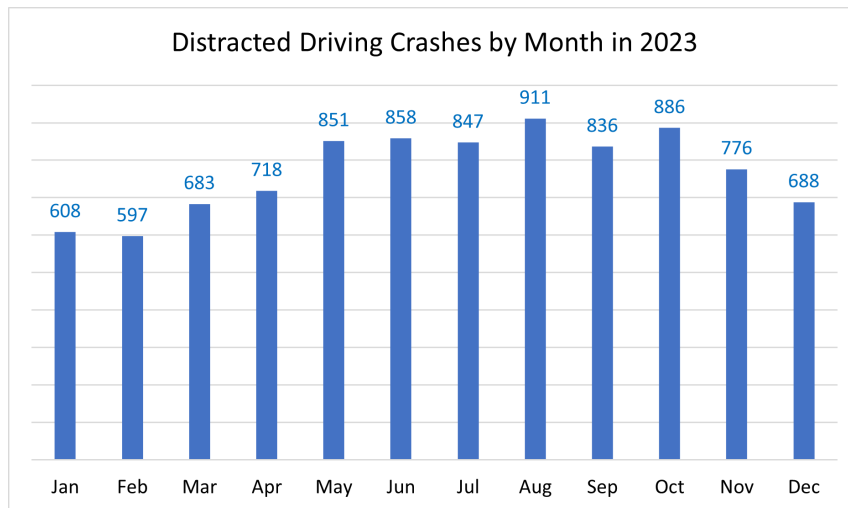
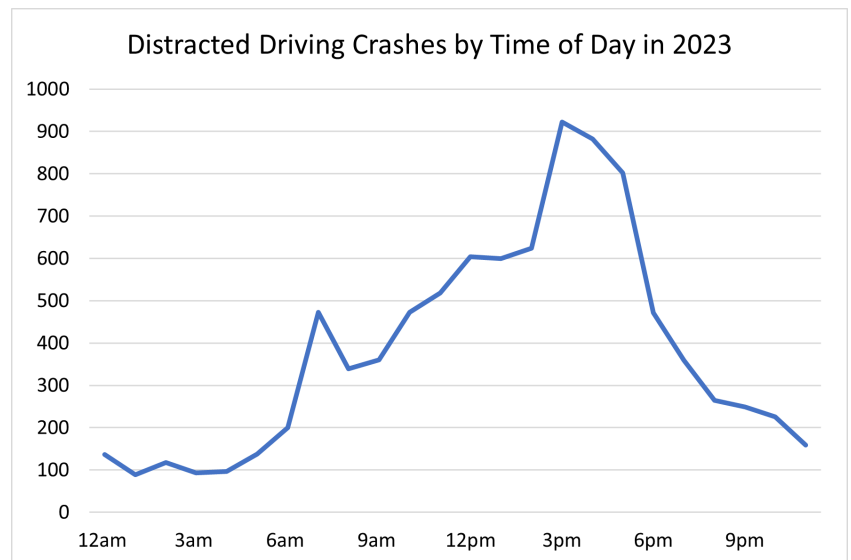
62% of distracted driving crashes occurred in urban areas in 2023. Urban areas can present more distraction for drivers. Drivers should concentrate on watching for pedestrians, cyclists, and other motor vehicles to avoid crashes.

About 86% of distracted driving crashes occur on dry road conditions, followed by wet road conditions with 12% of distracted driving crashes in 2023. The third most common road condition was snow, accounting for only 1% of distracted driving crashes in 2023.

When do Crashes Occur?

The peak times for distracted driving crashes is 3-6 pm with a smaller peak in the morning hours from 7-8 am. Over the week, these crash patterns vary. Patterns correlate with peak commute times during the week.

Friday has the highest total number of crashes followed by Tuesday. Sunday has the fewest number of crashes.



The number of distracted driving crashes is generally consistent throughout the year. In 2023, August peaked at 911 crashes and February saw the lowest number of distracted driving crashes at 597 crashes.

The summer months are subject to the highest number of distracted driving crashes when compared to other seasons. This can potentially be attributed to young drivers being out of school, and the nice weather, resulting in higher numbers of less attentive drivers on the road.



Distracted Driving Laws

Distracted driving laws are defined in Wis. Stats. 346.89 (1), (3), (4), and (5):

- Drivers may not perform activities that interfere with the safe driving of their vehicle.
- Drivers may not text while the car is in motion.
- Drivers with a learner's permit or probationary license may not use their mobile phones while driving, except to report emergencies.
- Drivers may not operate or be in a position to directly observe any electronic device located within the vehicle that is activated and that is providing entertainment primarily by visual means.

What Can You Do?

- Just drive—don't try to multitask behind the wheel.
- Keep both hands on the wheel and eyes on the road.
- Be alert to your surroundings and traffic conditions.
- Don't drive while tired.
- Use caution and reduce travel speed in unfavorable weather and road conditions.
- Be alert when traveling in work zones, school zones and railway grade crossings.
- Obey speed limits and wear a safety belt to reduce the risk of being injured or killed.