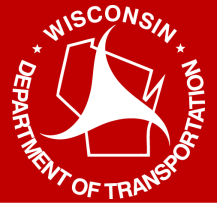


# Deer Crashes in Wisconsin

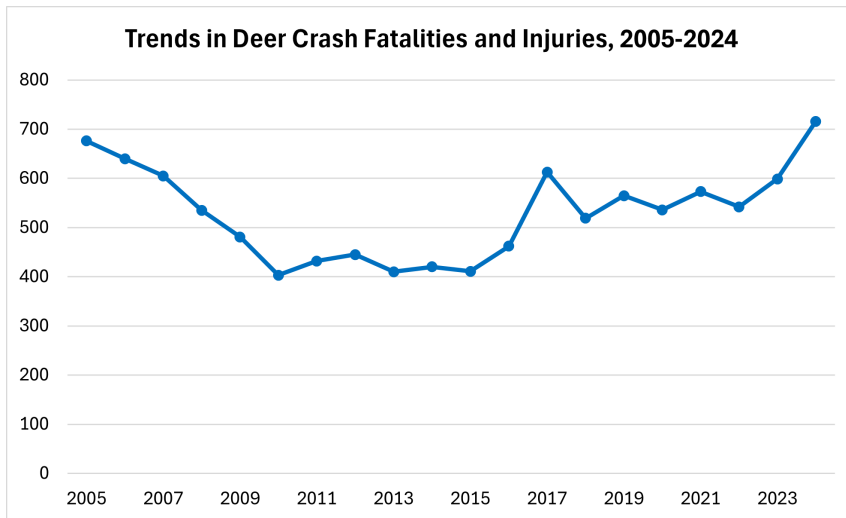


## Did you know...

In Wisconsin, one person was killed or injured in an deer crash every 12.2 hours in 2024.

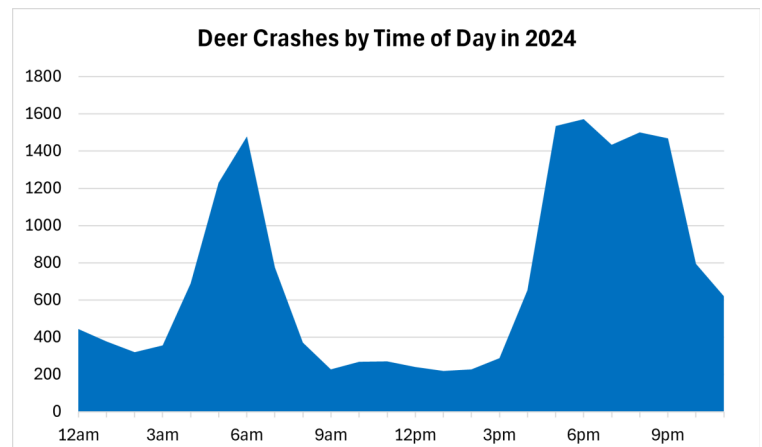
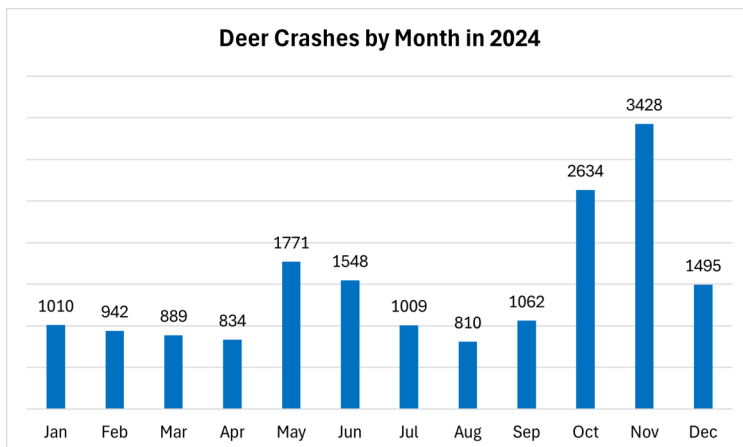
- 17,432 crashes involved deer in Wisconsin in 2024.
- In these crashes, 9 people were killed (7 of which were motorcyclists) and 707 people were injured.
- Deer crashes accounted for 14% of all crashes and 2% of all fatalities in 2024.

## Scope of the Problem



- Between 2005-2016, there was a decrease in deer crash fatalities and injuries. Since 2017, we have maintained a steady number of deer crash fatalities and injuries.
- This is likely due to the increasing use of seat belts and motorcycle helmets. Additionally, the introduction and evolution of motor vehicle safety features can help decrease the risk of a deer crash.
- Deer crashes remain a concern despite increasing innovation in safety protocols. There was a peak in 2024 with 9 motorists killed and 707 motorists injured in deer crashes.

## When do Deer-Related Crashes Occur?

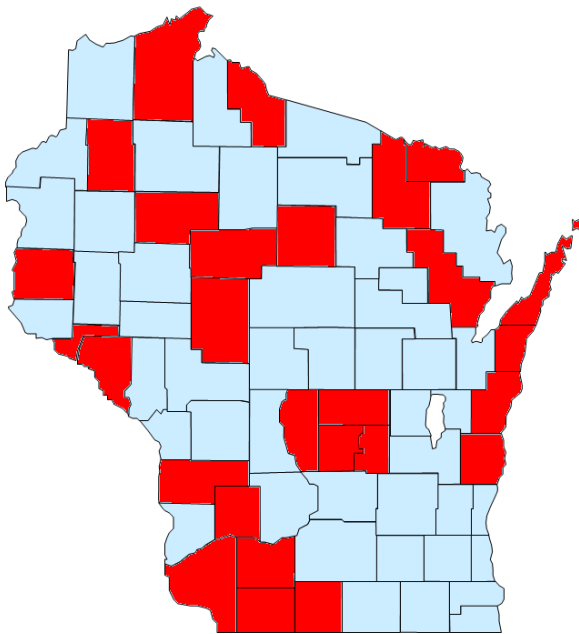


- Deer crashes tend to peak during the months of October and November during the “rut” or mating season for white-tailed deer.
- Another peak typically occurs in May and June when female deer give birth and young deer separate from their mothers. Motorist-related deaths and injuries in deer crashes often peak during this period as overall vehicle speeds tend to increase and there are typically more motorcycles on the roadways.
- Deer crashes can happen any time of day, but are most frequent during the early morning (dawn) and evening hours (dusk).

## Who is at Risk?

- Motorcyclists are most at risk because motorcycles are lighter and lack the physical “compartmentalization” offered in most motor vehicles and trucks. When deer/motorcycle crashes occur, they are far more likely to cause fatalities or serious injuries.
- There were 221 motorcycle-deer crashes in 2024 in Wisconsin, resulting in 7 fatalities and 87 serious injuries. There were 17,376 deer crashes involving passenger vehicles, resulting in 2 fatalities and 12 serious injuries. Approximately 42% of motorcycle-deer crashes result in a fatality or serious injury. This is significantly higher than the less than 0.1% chance that a passenger vehicle-deer crash results in a fatality or serious injury.

COUNTIES WHERE MORE THAN 25% OF CRASHES ARE DEER-RELATED  
IN 2024



■ AREAS WHERE MORE THAN 25% OF CRASHES ARE DEER RELATED  
■ AREAS WHERE LESS THAN 25% OF CRASHES ARE DEER-RELATED

## Where do Deer-Related Crashes Occur?

- Deer crashes occur most frequently in areas where there are high deer populations combined with high traffic levels.
- In 2024, Waukesha County reported the most deer crashes (937), followed by Sheboygan County (798) and St. Croix County (789).
- Last year in Door County, 47% of all reported crashes involved deer. This is the largest proportion of deer crashes to total crashes for any Wisconsin county.

## Preventing Deer-Related Crashes

- While deer crashes can occur throughout the year, be especially alert during the months of May, June, October, and November when crashes tend to peak. Deer tend to be most active during the early morning and early evening hours. Slowing down and carefully scanning the roadway ahead is a good strategy to avoid deer crashes.
- If you see one deer cross your path, slow down and watch carefully for more—deer seldom travel alone.
- If a collision with a deer is unavoidable, brake firmly, stay in your lane and maintain control of your vehicle. Sudden swerving can result in a loss of vehicle control and a much more serious crash with another vehicle or a stationary object like a tree, utility pole or embankment.
- If you hit a deer, get your vehicle safely off the road if possible. Turn on the vehicle’s emergency flashers and contact law enforcement. Generally, it’s safest to stay buckled up inside your vehicle. Walking along a highway is always dangerous as you could be struck by another vehicle.
- Don’t attempt to move an injured deer.