

Older Driver Crashes in Wisconsin



Did you know...

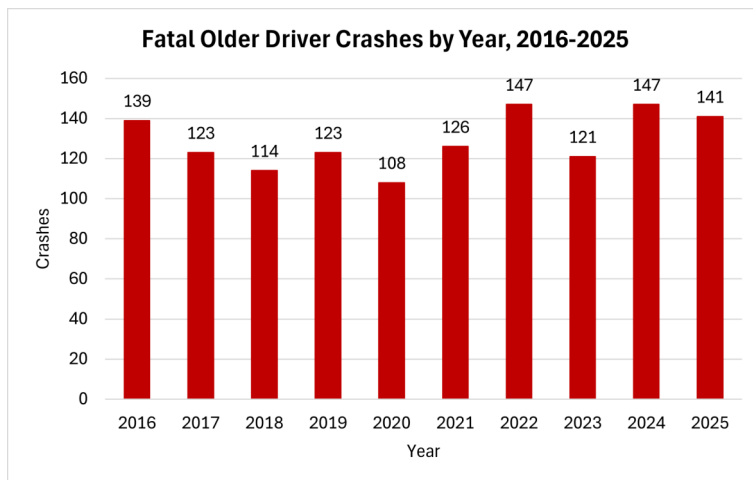
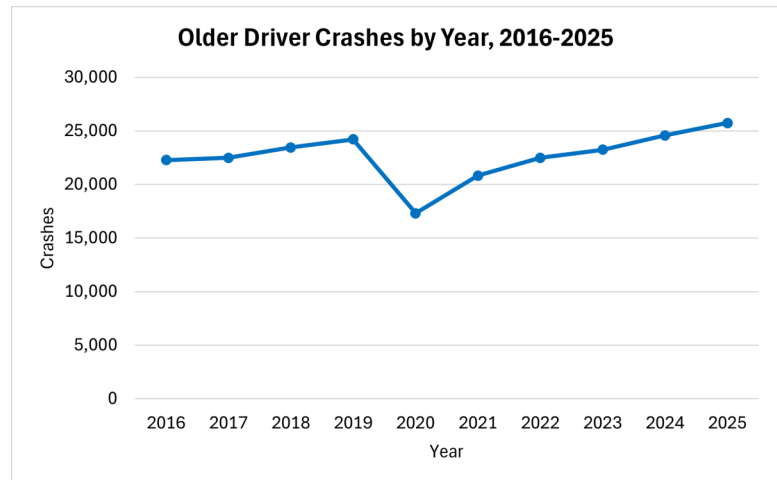
In Wisconsin, one person was killed or injured in an older driver crash every 1.1 hours in 2025.

- 25,742 older driver crashes occurred in Wisconsin in 2025.
- In these crashes, 159 people were killed and 7,820 were injured.
- Older driver crashes account for 20% of all crashes and 30% of all fatalities in 2025.

Scope of the Problem

In Wisconsin, the older driver population, drivers aged 65 or older, increased approximately 30% from 2016 to 2025.

Older driver crashes have increased marginally since 2015, with crashes peaking in 2025 after a sharp decline in 2020. In 2025, there were 25,742 crashes involving older drivers, 141 of which resulted in fatalities.



There are some notable positive changes in driver behavior as we age:

- Older drivers are more likely to use their seat belt than other age cohorts.
- Over 90% of older drivers in Wisconsin were wearing their seat belt at the time of the crash.
- Additionally, older drivers are less likely to drive impaired than younger drivers.
- Just 2% of older drivers involved in crashes in Wisconsin were impaired.

Who is at Risk for Older Driver Crashes?

The risk of crashes is different for male and female older drivers. More male older drivers were involved in a crash than female older drivers. In 2025, approximately 57% of older drivers in crashes were male.

Approximately 37% of older drivers involved in crashes in 2025 were identified by responding law enforcement as having 'No Contributing Action' to the crash.

While that's the most prevalent contributing cause to crashes involving older drivers, there are some crash factors that are over-represented for older drivers compared to any other age cohort. These crash factors include:

- Failure to Yield to Right-of-Way
- Looked but Did Not See
- Unsafe Backing

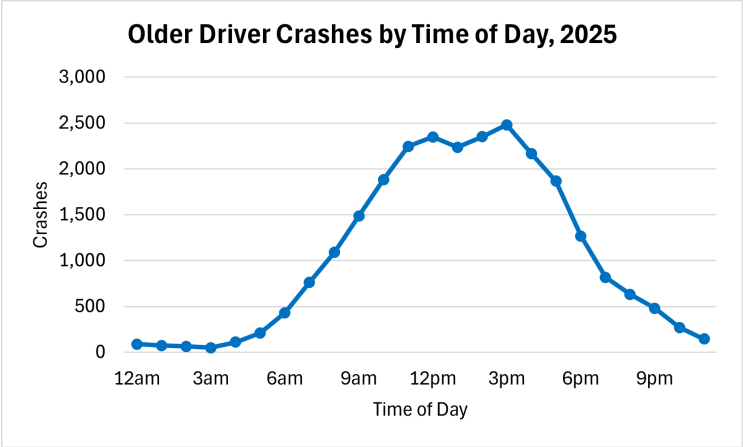
When do Older Driver Crashes Occur?

Approximately 83% of crashes involving older drivers are reported during the daytime hours (6 am - 6 pm). Older driver crashes tend to occur in the early to mid-afternoon, with crashes peaking between 3-4 pm.

More crashes involving older drivers take place on Wednesday than on any other day of the week.

Most older driver crashes occur in October, November, and December. Approximately 10% of older driver crashes happen on winter road conditions. Winter road conditions, including snow and icy roads, can impact the safety of drivers on the road.

Light conditions can also impact safety on the roadway. Nearly 12% of crashes involving older drivers took place in the dark.

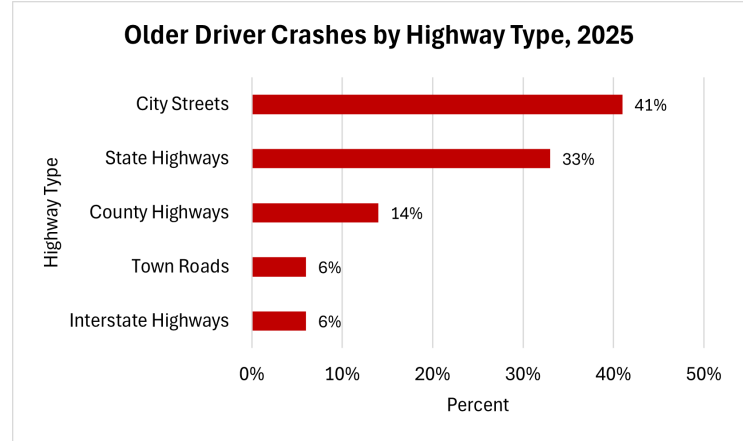


Over 60% of older driver crashes happen during clear conditions, while approximately 30% occur during rain and cloudy conditions.

Where do Older Driver Crashes Occur?

Crashes involving older drivers are most likely to occur in urban areas of the state. Over 70% of these crashes were reported on urban roads.

Approximately seven out of every ten crashes involving an older driver are located on city streets and state highways. Crashes on town roads, county highways, and interstate highways are less common.



What Can Family Do?

- Collect information. It's important to take time and gather information from a variety of people about the older person's driving behavior. A person's driving performance—not age—is what determines fitness to drive.
- If deemed necessary, look into options for formally assessing driving skills. Look into transportation resources in your community. Ensure the plan moving forward keeps the person connected to the activities that provide meaning and that enhance their quality of life.
- Follow through on the developed action plan. Continue to involve the older driver in every step of their transportation planning and implementation process. Review the plan periodically.

What Can Drivers Do?

- Your ability to drive should never be based on age alone. However, changes in vision, physical fitness and reflexes may cause safety concerns. Assess any age-related changes, and adjust your driving habits to remain safe.
- Make sure to understand how medical conditions and medications can impact your ability to drive safely.
- Look into adapting your motor vehicle to make sure it fits you properly and practice good vehicle maintenance.
- Plan your route to avoid high traffic, high speed, or unfamiliar roads.
- Reduce distractions while driving.