

Pedestrian Safety in Wisconsin



Did you know...

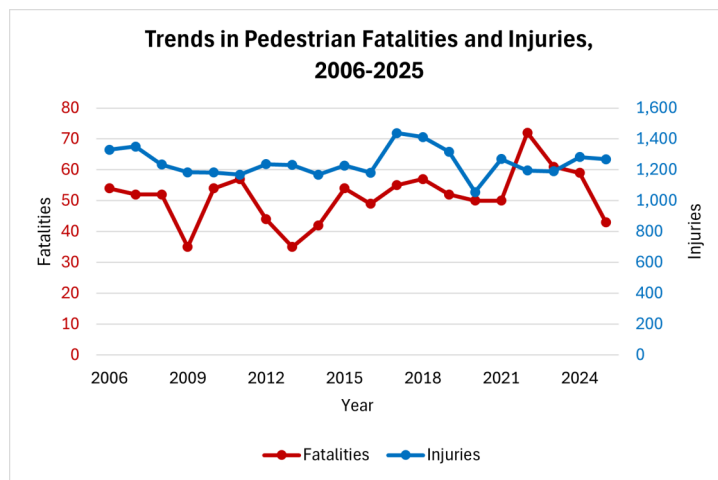
In Wisconsin, one pedestrian was killed or injured every 6.7 hours in 2025.

- 1,389 crashes involved pedestrians in Wisconsin in 2025.
- In these crashes, 43 pedestrians were killed and 1,268 pedestrians were injured.
- Few pedestrian crashes result in property damage only; the pedestrian is almost always injured.

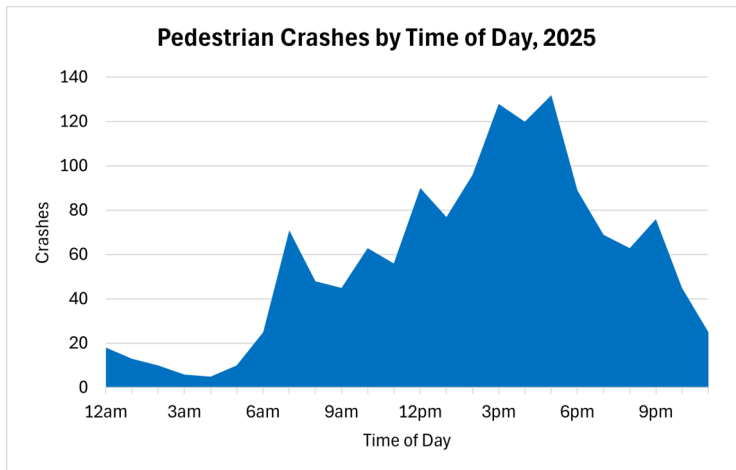
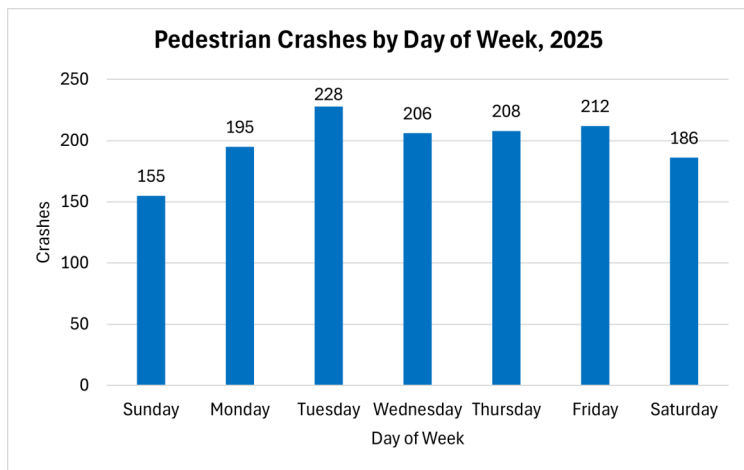
Scope of the Problem

Over the years, improvements to pedestrian safety have been made in areas such as engineering, education, enforcement, and emergency response.

Despite the improvements, pedestrian injuries have remained generally consistent over the past 20 years. Pedestrian fatalities have increased since 2013, when there were only 35 pedestrian fatalities. In 2022, pedestrian fatalities peaked at 72. Wisconsin has seen a decrease in pedestrian fatalities since then, with 43 fatalities in 2025. This is a 40% decrease from the peak in 2022.



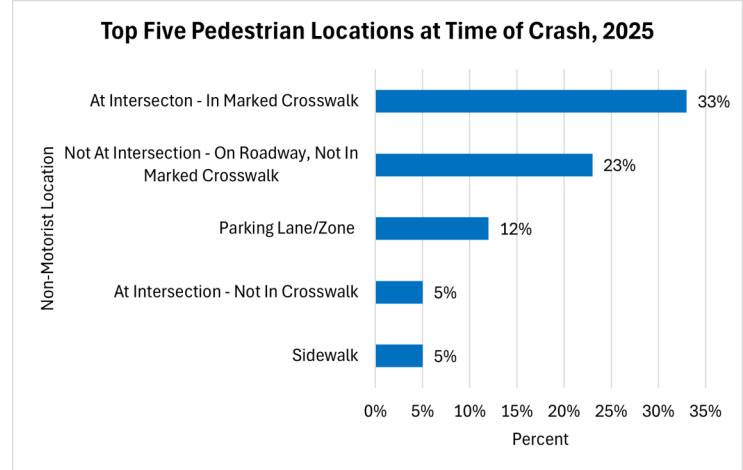
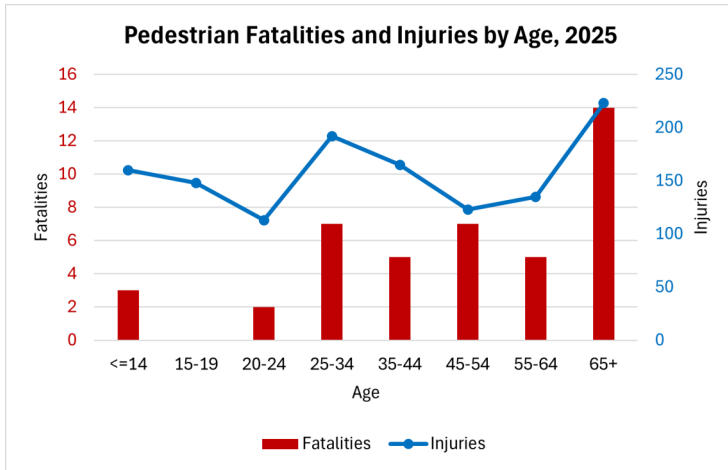
When do Pedestrian Crashes Occur?



Pedestrian crashes most often occur on weekdays with Tuesday accounting for the highest number of crashes at 228, or 16% of all pedestrian crashes. Sunday had the fewest pedestrian crashes at 155, or 11% of all pedestrian crashes.

Most pedestrian crashes occur between 3 pm and 6 pm, the hours after school and the peak time that adults commute home from work. This afternoon peak is far higher than the morning peak time, possibly because of driver and pedestrian fatigue and inattentiveness.

Pedestrian Crash Risk Factors



In 2025, pedestrians aged 65 and older were most likely to be killed or injured in crashes. Approximately 33% of all pedestrian fatalities were aged 65 and older.

The vast majority of pedestrian crashes occur in the roadway or at a crosswalk in an intersection. Any street crossing can put a pedestrian in the path of a motor vehicle operator who may not be paying attention or may not have time to avoid a pedestrian who suddenly steps into the path of the vehicle.

Most pedestrians are reported as having no contributing action to the crash. Other top non-motorist actions at the time of a crash for pedestrians includes sudden movement into the trafficway and improper crossing of the roadway.

Current Pedestrian Laws

Pedestrian laws are defined in Wis Stats. 346.23 (1)(2) and 348.24(1):

- At any crosswalk (marked or unmarked), the operator of a vehicle shall yield the right-of-way to a pedestrian, in a manner which is consistent with the safe use of the crosswalk by a pedestrian who has started to cross the road.
- In all other cases, pedestrians, bicyclists, and riders of electric assistive mobility devices shall yield the right-of-way to vehicles lawfully proceeding directly ahead on a green signal.
- No operator of a vehicle proceeding ahead on a green signal may begin a turn at a controlled intersection or crosswalk when a pedestrian or rider of an assistive mobility device crossing in the crosswalk on a green or walk signal would be endangered or interfered with in anyway.

What Can You Do?

- As a motorist, look for pedestrians when turning left or right.
- Reduce travel speeds in school zones and neighborhoods.
- Yield to pedestrians already attempting to cross the roadway.
- As a pedestrian, always look left, right, and left again for traffic before stepping into the street. Establish eye contact with the driver before crossing.
- As a pedestrian, cross at a crosswalk or where you can see and be seen by motorists. Avoid crossing at blind curves.
- When walking at night, always wear bright clothing. Do not assume drivers will see you.