

DEER-RELATED CRASHES

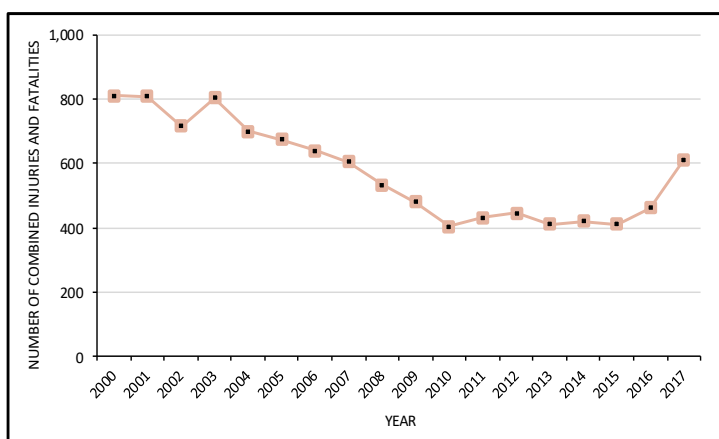


DID YOU KNOW...

- Nearly 20,000 deer-related crashes occurred in Wisconsin in 2017. Deer were the third most commonly struck object in Wisconsin (behind other vehicles and fixed objects).
- Along with motor vehicle damages, last year's deer-related crashes resulted in nine fatalities (six were motorcyclists) and 604 injuries. Historically, most fatalities in deer/vehicle crashes involve motorcyclists.

SCOPE OF THE PROBLEM

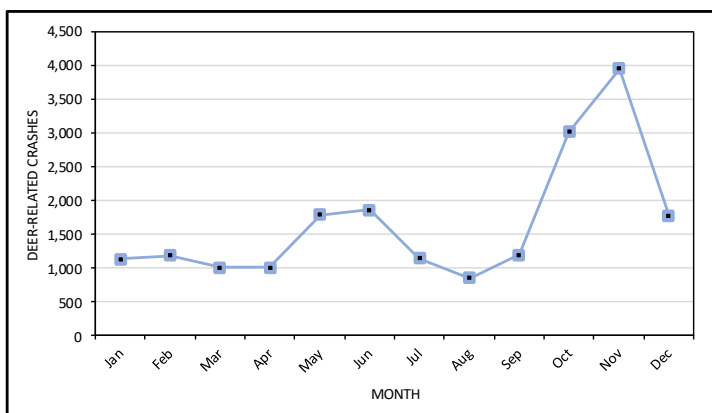
DEER-RELATED INJURIES AND FATALITIES (2000-2017)



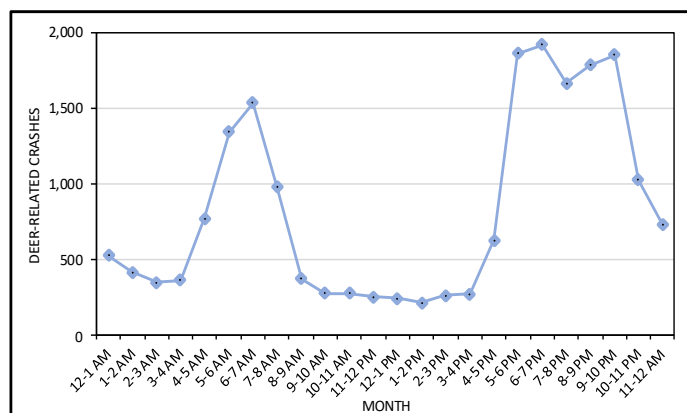
- Over the past 18 years in Wisconsin, there has been a general decline in deer-related crash injuries and fatalities.
- This is likely due to the increasing use of seatbelts and motorcycle helmets, and because autos and motorcycles have more and more built-in safety features.
- Still, deer/vehicle crashes remain a concern and 2017 saw a significant increase in deer-related injuries and fatalities (from 462 in 2016 to 613 last year).

WHEN DO DEER-RELATED CRASHES OCCUR?

DEER-RELATED CRASHES BY MONTH (2017)



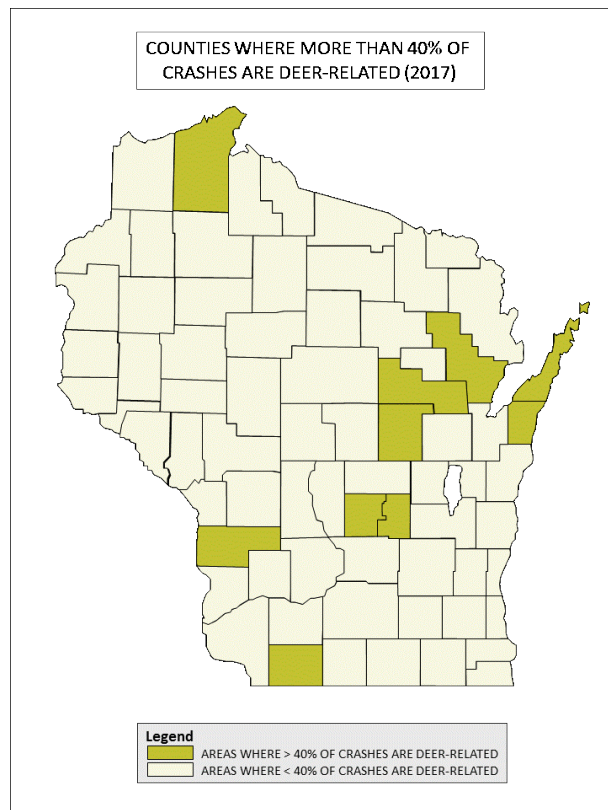
DEER-RELATED CRASHES BY TIME (2017)



- Deer-related crashes tend to peak during the months of October and November during the "rut" or mating season for white-tailed deer.
- Another peak period 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/vehicle crashes can happen any time of day, but are most frequent during the early morning and early evening hours.

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 2017, Dane County reported the most deer/vehicle crashes (934) followed by Waukesha (855) and Manitowoc (784).
- Last year, in Oconto and Shawano counties, more than half of all reported crashes involved deer.



WHO IS MOST AT RISK?

- Motorcyclists are most at risk because motorcycles are lighter and lack the physical “compartmentalization” offered in most autos and trucks. When deer/motorcycle crashes occur, they are far more likely to cause severe injuries or fatalities.
- The 211 motorcycle-deer crashes last year in Wisconsin resulted in six fatalities and 66 serious injuries. There were about 19,900 deer crashes involving auto and light trucks resulting in three fatalities and 12 serious injuries. Put another way, there is about a 33% chance that a motorcycle-deer crash will result in a fatality or serious injury, compared to less than 1% in auto or light truck deer crashes.

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. Also, 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.