

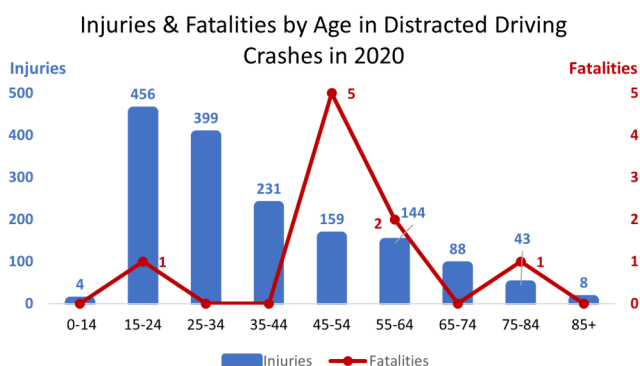
# Distracted Driving Crashes in Wisconsin

## Did you know...

**In 2020, someone was injured or killed in an distracted driving crash every 2.2 hours in Wisconsin.**

- 8,997 distracted driving crashes occurred in Wisconsin in 2020.
- In these crashes, 31 people were killed and 3,902 people were injured.
- Inattentive driving contributed to 8% of all crashes and 6% of all fatal crashes.

## Scope of the Problem

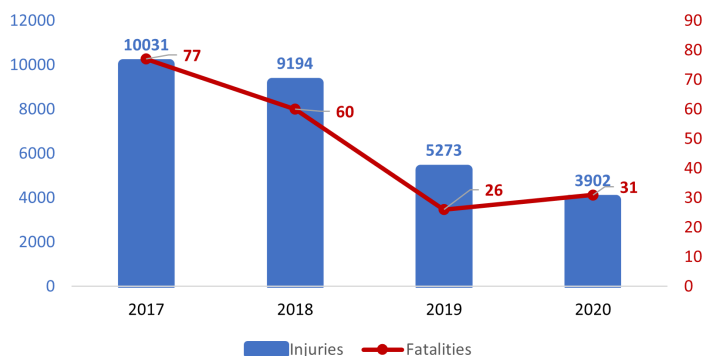


Younger drivers (ages 15-24) are more likely to be involved in a distracted driving crash than members of any other age cohort. In 2020, younger drivers made up only 12% of all licensed drivers but accounted for 30% of all drivers in a distracted driving crash.

Injuries were highest among 15 to 24 year olds, who make up more than 30% of all distracted driving injuries. Fatalities were highest among drivers age 45-54 in 2020.

While distracted driving injuries have been on the decline, fatalities in 2020 increased after the dip in 2019. Perhaps a result of fewer road users during the pandemic, it is clear that distracted driving remains an issue still with the high rates of injuries.

Distracted Driving Injuries & Fatalities 2017-2020



## Distracted Driving Crash Risk Factors

Taking eyes off the road even briefly can lead to detrimental outcomes. The top distractions for inattentive 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

60% of distracted driving crashes occurred in urban areas in 2020. Urban areas can present more obstacles for drivers. Drivers should concentrate on watching for pedestrians, cyclists and other vehicles to avoid crashes.

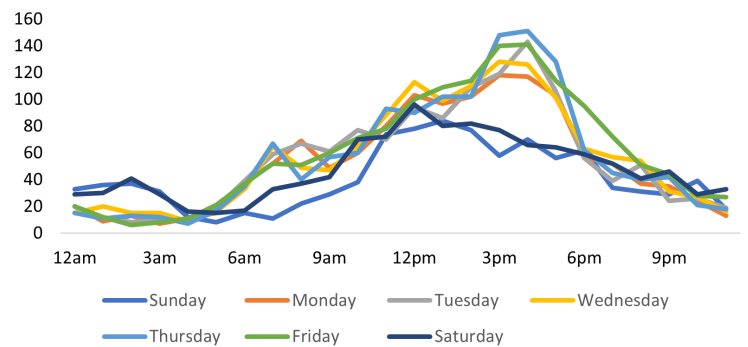
About 85% of distracted driving crashes occur in dry road conditions, followed by wet conditions with 11% of crashes in 2020. The third most common weather condition where distracted driving crashes occurred was in snow, with 2% of crashes in 2020.

## When do Crashes Occur?

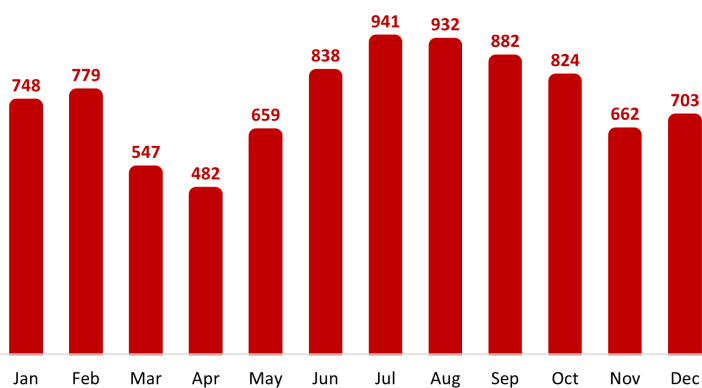
The peak times for distracted driving-related crashes are 7 to 8 a.m. and 3 to 5 p.m. Over the week, these crash patterns vary. Patterns correlate with weekday peak commute times.

Friday has the highest total number of crashes with the afternoon also having the highest peak of all day of the week. Saturday and Sunday have the fewest number of crashes.

Distracted Driving Crashes by Time and Day of Week in 2020



Distracted Driving Crashes by Month in 2020



The number of distracted driving crashes is consistent over the year. In 2020, July peaked at 30 crashes per day and April dipped to the lowest at 16 crashes per day.

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

## Distracted Driving Laws

### 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.