



Traffic Safety Facts Wisconsin 2003-2007



This Report Contains Data From the Following Sources:

- Fatality Data - NCSA Fatality Analysis Reporting System (FARS): 2003-2006 Final File and 2007 Annual Report File (ARF)
- Observed Safety Belt Data - NCSA National Occupant Protection Use Survey (NOPUS) and the Wisconsin State Survey
- Vehicle Miles of Travel Data and Motorcycle Registrations - Federal Highway Administration (FHWA)
- Population Data - U.S. Bureau of the Census



Table of Contents

3. Traffic Safety Performance Measures
4. Fatality Rates: Wisconsin , U.S. and Best State
5. Alcohol-Related Fatalities: Wisconsin , U.S. and Best State (Old Definition)
6. Alcohol-Impaired Driving Fatalities: Wisconsin , U.S. and Best State (New Definition)
7. Fatalities Per 100 Million VMT: Wisconsin , U.S.
7. Alcohol-Impaired Driving Fatalities Per 100 Million VMT: Wisconsin , U.S.
8. Blood Alcohol Concentration (BAC) Reporting Rates For Drivers/Motorcycle Rider (Operators) Involved in Fatal Crashes: Wisconsin , U.S. and Best State
9. Front Seat Passenger Vehicle Occupants, Aged 5 and Over, by Restraint Use: Fatalities and Observed Wisconsin , U.S. and Best State
10. Front Seat Passenger Vehicle Occupant Fatalities, Aged 5 and Over, by Percent Restraint Use: Wisconsin , U.S.
10. Front Seat Passenger Vehicle Occupants Observed, Aged 5 and Over, by Percent Restraint Use: Wisconsin , U.S.
11. Passenger Vehicle Occupant Fatalities Aged 5 and Above by Restraint Use and Lives Saved Estimates
11. Passenger Vehicle Occupant Fatalities Aged Under 5 by Restraint Use and Lives Saved Estimates
12. Motorcyclist Fatalities by Helmet Use and Lives Saved Estimates
13. Fatalities by Person Type
14. Fatalities by Crash Type
15. Motorcyclist Fatalities by Age
15. Motorcyclist Fatalities Per 100,000 Registered Motorcycles
16. Fatalities by Person Type and Race/Hispanic Origin
17. Top 10 Counties for Fatalities
18. Top 10 Counties for Fatalities: Year to Year Percent Change
19. Top 10 Counties for Fatality Rates
20. Motor Vehicle Crash Fatality Maps:
Total Fatalities, Alcohol-Impaired Driving Fatalities, Single Vehicle Crash Fatalities
21. Motor Vehicle Crash Fatality Maps:
Large Truck Crash Fatalities, Speeding Involved Fatalities, Roadway Departure Fatalities
22. Motor Vehicle Crash Fatality Maps:
Intersection Fatalities, Passenger Car Occupants, Light Truck and Van Occupants
23. Motor Vehicle Crash Fatality Maps:
Motorcyclist Fatalities, Pedestrian Fatalities, Pedestrian Fatalities



Traffic Safety Performance (Core Outcome) Measures For Wisconsin *

Core Outcome Measures		Year				
		2003	2004	2005	2006	2007
Total Traffic Fatalities		848	792	815	724	756
Fatalities Per 100 Million Vehicle Miles Driven**	Total	1.42	1.31	1.36	1.22	
	Rural	1.91	2.04	1.95	1.73	
	Urban	0.93	0.67	0.82	0.76	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	653	620	628	543	539
	Restrained	237	226	220	204	196
	Unrestrained	355	350	358	296	298
	Unknown	61	44	50	43	45
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		324	297	322	307	313
Speeding-Related Fatalities		306	295	294	283	279
Motorcyclist Fatalities	Total	103	80	93	93	109
	Helmeted	25	19	21	24	26
	Unhelmeted	77	61	72	69	79
	Unknown	1	0	0	0	4
Drivers Involved in Fatal Crashes	Total	1,131	1,072	1,055	962	1,001
	Aged Under 15	3	4	2	0	2
	Aged 15-20	166	141	145	141	142
	Aged Under 21	169	145	147	141	144
	Aged 21 and Over	958	920	903	819	851
	Unknown Age	4	7	5	2	6
Pedestrian Fatalities		54	54	44	55	58

*These Performance Measures Were Developed By The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Administration(GHSA) (See Publication: DOT HS 811 025)

**2007 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

***Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only

[Back To The Table of Contents](#)



Fatality Rates: Wisconsin , U.S. and Best State

Year		Fatalities	Total Vehicle Miles Traveled (Millions)	Fatalities Per 100 Million Vehicle Miles Traveled	Total Population	Fatalities Per 100,000 Population
2003	Wisconsin	848	59,615	1.42	5,475,267	15.49
	US	42,884	2,890,450	1.48	290,447,644	14.76
	Best State*			0.83		7.18
2004	Wisconsin	792	60,399	1.31	5,510,199	14.37
	US	42,836	2,964,788	1.44	293,191,511	14.61
	Best State*			0.87		7.40
2005	Wisconsin	815	60,017	1.36	5,540,473	14.71
	US	43,510	2,989,430	1.46	295,895,897	14.70
	Best State*			0.80		6.86
2006	Wisconsin	724	59,398	1.22	5,572,660	12.99
	US	42,708	3,014,116	1.42	298,754,819	14.30
	Best State*			0.78		6.32
2007	Wisconsin	756			5,601,640	13.50
	US	41,059	2,996,409	1.37	301,621,157	13.61
	Best State*					6.47

*State (or States) With Lowest Rates: Lowest VMT and Population Rates Could Be in Different States

2007 National VMT is a Preliminary Estimate and Subject to Change

2007 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

[Back To The Table of Contents](#)



Fatalities By The Highest Blood Alcohol Concentration (BAC) in the Crash**:
Wisconsin , U.S. and Best State
(Old Definition)

Year		Total Fatalities in all Crashes	Highest BAC level in the Crash				
			BAC = .01+		BAC = .08+		Per 100 Million VMT
			Number	Percent	Number	Percent	
2003	Wisconsin	848	388	46	342	40	0.57
	US	42,884	17,105	40	14,678	34	0.51
	Best State*			15		13	0.16
2004	Wisconsin	792	358	45	318	40	0.53
	US	42,836	16,919	39	14,593	34	0.49
	Best State*			25		21	0.27
2005	Wisconsin	815	380	47	337	41	0.56
	US	43,510	17,590	40	15,102	35	0.51
	Best State*			14		12	0.14
2006	Wisconsin	724	367	51	321	44	0.54
	US	42,708	17,738	42	15,144	35	0.50
	Best State*			24		20	0.22
2007	Wisconsin	756	381	50	326	43	
	US	41,059	17,036	41	14,575	35	0.49
	Best State*			23		19	

*State (or States) With Lowest Percents: Lowest Percents Could Be in Different States

**Based on the BAC of All Involved Drivers, Motorcycle Riders (Operators), Pedalcyclists and Pedestrians

2007 National VMT is a Preliminary Estimate and Subject to Change

2007 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

[Back To The Table of Contents](#)



Alcohol-Impaired Driving Fatalities**:
Wisconsin, U.S. and Best State
(New Definition)

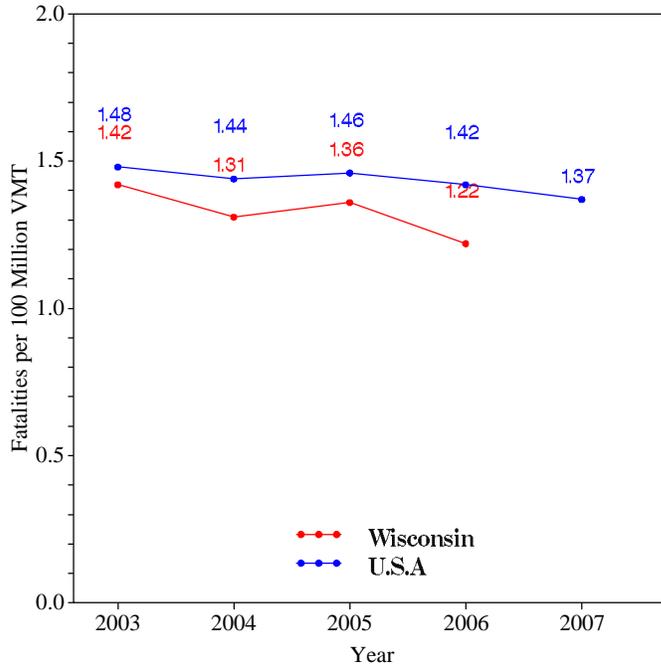
Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)		
			Number	Percent	Per 100 Million VMT
2003	Wisconsin	848	324	38	0.54
	US	42,884	13,096	31	0.45
	Best State*			12	0.15
2004	Wisconsin	792	297	38	0.49
	US	42,836	13,099	31	0.44
	Best State*			20	0.25
2005	Wisconsin	815	322	40	0.54
	US	43,510	13,582	31	0.45
	Best State*			12	0.13
2006	Wisconsin	724	307	42	0.52
	US	42,708	13,491	32	0.45
	Best State*			18	0.20
2007	Wisconsin	756	313	41	
	US	41,059	12,998	32	0.43
	Best State*			17	

*State (or States) With Lowest Percents: Lowest Percents Could Be in Different States
 **Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only
 2007 National VMT is a Preliminary Estimate and Subject to Change
 2007 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

[Back To The Table of Contents](#)

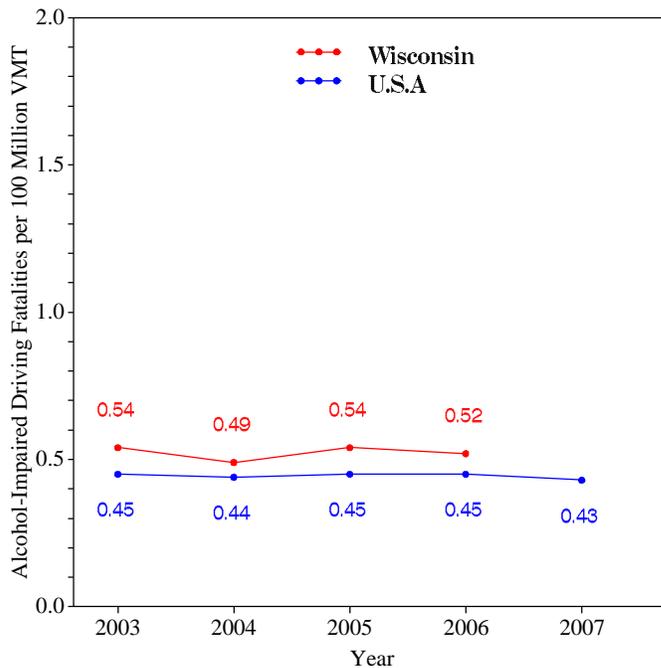


Fatalities per 100 Million VMT



[Back To The Table of Contents](#)

Alcohol-Impaired Driving Fatalities per 100 Million VMT



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[Back To The Table of Contents](#)



**Blood Alcohol Concentration (BAC) Reporting Rates
For Drivers/Motorcycle Riders (Operators)
Involved in Fatal Crashes:
Wisconsin , U.S. and Best State**

Year		Surviving Drivers/Motorcycle Riders			Killed Drivers/Motorcycle Riders			Total Drivers/Motorcycle Riders		
		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS	
			Number	Percent		Number	Percent		Number	Percent
2003	Wisconsin	548	222	41	583	527	90	1,131	749	66
	US	31,738	8,196	26	26,779	18,836	70	58,517	27,032	46
	Best State*			76			98			83
2004	Wisconsin	516	199	39	556	502	90	1,072	701	65
	US	31,524	8,215	26	26,871	18,275	68	58,395	26,490	45
	Best State*			80			97			82
2005	Wisconsin	507	219	43	548	483	88	1,055	702	67
	US	31,729	7,415	23	27,491	18,773	68	59,220	26,188	44
	Best State*			77			98			84
2006	Wisconsin	452	218	48	510	453	89	962	671	70
	US	30,498	7,482	25	27,348	18,911	69	57,846	26,393	46
	Best State*			81			99			85
2007	Wisconsin	478	209	44	523	467	89	1,001	676	68
	US	29,201	6,765	23	26,480	16,991	64	55,681	23,756	43
	Best State*			82			96			84

*State (or States) With Highest Percents: Highest Percents Could Be in Different States

[Back To The Table of Contents](#)



Daytime Front Seat (Outboard Only) Passenger Vehicle Occupants, Aged 5 and Over, by Restraint Use: Fatalities and Observed Wisconsin , U.S. and Best State

Table with columns: Year, Fatalities - Restrained**, Observed - Restrained***. Rows include years 2003-2007 and categories: Wisconsin, US, Best State*.

*State With Highest Percent. Fatal Crash and Observed Percents Can Be Different States

**Percent Based Only Where Restraint Use Was Known

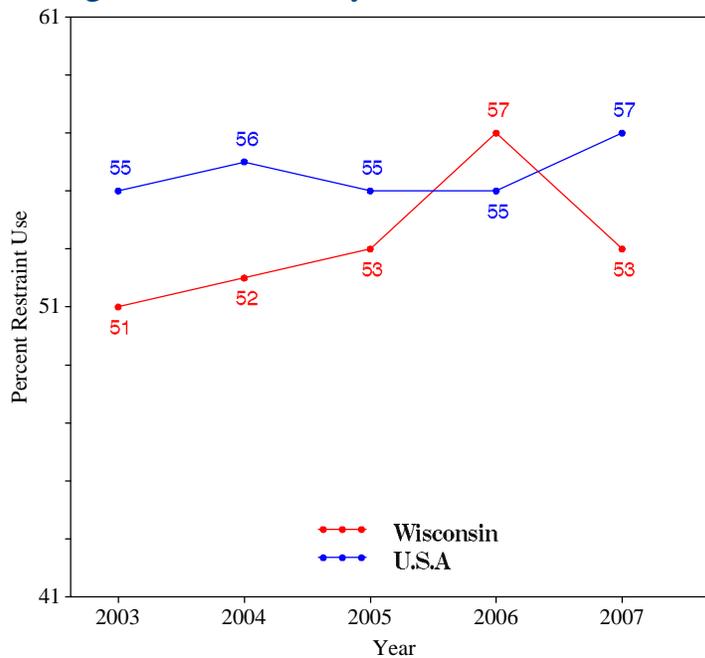
***USA Data: National Occupant Protection Use Survey. Wisconsin Data: State Survey

Note: The Purpose of this Table is to Compare (as closely as possible) the Use of Restraint Systems by Fatally Injured Occupants with Occupants in all Driving Situations

Back To The Table of Contents



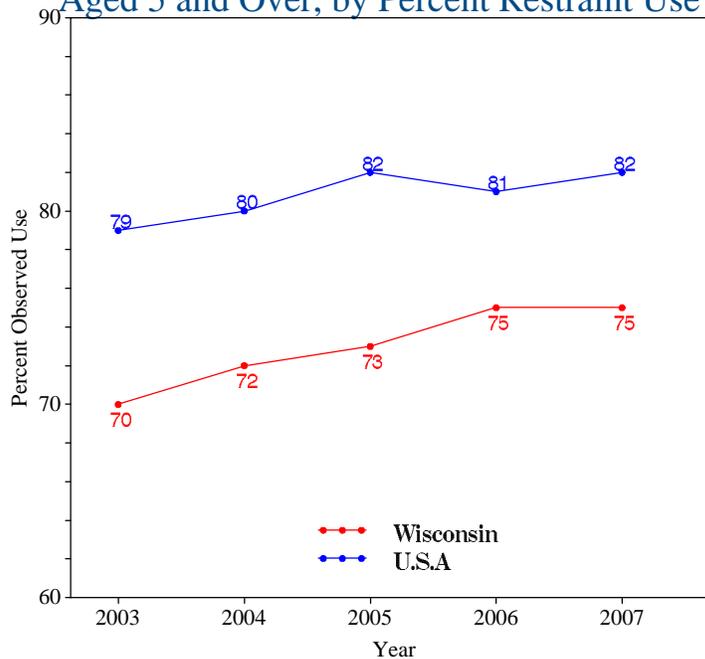
Daytime Front Seat (Outboard Only) Passenger Vehicle Occupant Fatalities, Aged 5 and Over, by Percent Restraint Use*



*Percent Based Only Where Restraint Use Was Known

[Back To The Table of Contents](#)

Daytime Front Seat (Outboard Only) Passenger Vehicle Occupants Observed, Aged 5 and Over, by Percent Restraint Use*



*USA Data: National Occupant Protection Use Survey. Wisconsin Data: State Survey

[Back To The Table of Contents](#)



Passenger Vehicle Occupant Fatalities Aged 5 and Above by Restraint Use and Lives Saved Estimates

Year	Fatalities Aged 5 and Above					Lives Saved Estimates**	
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Belt Use	Potential Additional Lives Savable at 100% Usage
2003	647	234	352	61	40	274	167
2004	612	219	349	44	39	260	151
2005	622	216	356	50	38	256	145
2006	538	203	292	43	41	238	131
2007	535	194	297	44	40	237	137

*Percent Based Only Where Restraint Use Was Known

**Lives Saved Estimates

[Back To The Table of Contents](#)

Passenger Vehicle Occupant Fatalities Aged Under 5 by Restraint Use and Lives Saved Estimates

Year	Fatalities Aged Under 5					Lives Saved Estimates**	
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Belt and Child Seat Usage	Potential Additional Lives Savable at 100% Usage
2003	6	3	3	0	50	0	2
2004	7	6	1	0	86	8	0
2005	6	4	2	0	67	6	1
2006	5	1	4	0	20	1	3
2007	4	2	1	1	67	4	

*Percent Based Only Where Restraint Use Was Known

**Lives Saved Estimates

[Back To The Table of Contents](#)



Motorcyclist Fatalities by Helmet Use and Lives Saved Estimates

Year	Fatalities					Lives Saved Estimates**	
	Total	Helmeted	Unhelmeted	Unknown Helmet Use	Percent Known Helmet*	Lives Saved at Current Helmet Use	Potential Additional Lives Savable at 100% Usage
2003	103	25	77	1	25	15	29
2004	80	19	61	0	24	11	23
2005	93	21	72	0	23	12	27
2006	93	24	69	0	26	14	26
2007	109	26	79	4	25	16	30

*Percent Based Only Where Helmet Use Was Known

**Lives Saved Estimates

[Back To The Table of Contents](#)



Fatalities by Person Type

Person Type		2003		2004		2005		2006		2007	
		#	%*	#	%*	#	%*	#	%*	#	%*
Occupants	Passenger Car	410	48	386	49	395	48	341	47	346	46
	Light Truck - Pickup	98	12	108	14	92	11	77	11	79	10
	Light Truck - Utility	88	10	76	10	92	11	89	12	77	10
	Light Truck - Van	57	7	50	6	49	6	35	5	35	5
	Light Truck - Other	0	0	0	0	0	0	1	0	2	0
	Large Truck	10	1	7	1	13	2	4	1	10	1
	Bus	0	0	0	0	6	1	1	0	0	0
	Other/Unknown Occupants	15	2	13	2	17	2	20	3	29	4
	Total Occupants	678	80	640	81	664	81	568	78	578	76
Motorcyclists	Total Motorcyclists	103	12	80	10	93	11	93	13	109	14
Nonoccupants	Pedestrian	54	6	54	7	44	5	55	8	58	8
	Bicyclist and Other Cyclist	12	1	14	2	14	2	8	1	10	1
	Other/Unknown Nonoccupants	1	0	4	1	0	0	0	0	1	0
	Total Nonoccupants	67	8	72	9	58	7	63	9	69	9
Total	Total	848	100	792	100	815	100	724	100	756	100

*Sum of Percents May Not = 100 Due to Individual Cell Rounding

[Back To The Table of Contents](#)



Fatalities by Crash Type

Crash Type	2003	2004	2005	2006	2007
Total Fatalities (All Crashes)*	848	792	815	724	756
- (1) Single Vehicle	465	437	456	424	414
- (2) Involving a Large Truck	101	107	87	76	85
- (3) Involving Speeding	306	295	294	283	279
- (4) Involving a Rollover	298	286	295	262	228
- (5) Involving a Roadway Departure	510	500	520	430	434
- (6) Involving an Intersection (or Intersection Related)	195	229	213	170	155

(1) Crash Involved Only One Coded Vehicle

(2) Crash Involved at Least One Large Truck

(3) Crash Involved at Least One Vehicle Speeding

(4) Crash Involved at Least One Vehicle That Rolled Over

(5) Crash Involved at Least One Vehicle That Departed the Roadway (FHWA Definition)

(6) Crash Occured Within an Intersection or Within the Approach to an Intersection

*A Fatality Can Be in More Than One Category. Therefore Sum of the Individual Cells Will Not Equal the Total Due to Double Counting

[Back To The Table of Contents](#)



Motorcyclist Fatalities by Age

Year	Age						Total
	<20	20-29	30-39	40-49	50-59	>59	
2003	6	23	18	31	20	5	103
2004	4	20	22	13	11	10	80
2005	1	18	25	24	19	6	93
2006	2	17	22	26	16	10	93
2007	3	21	16	32	23	14	109

[Back To The Table of Contents](#)

Motorcyclist Fatalities Per 100,000 Registered Motorcycles

Year	Motorcyclist Fatalities	Total Motorcycle Registrations*	Motorcyclist Fatalities Per 100,000 Motorcycle Registrations
2003	103	240,519	42.82
2004	80	232,808	34.36
2005	93	303,439	30.65
2006	93	271,145	34.30
2007	109		

*Data Source: FHWA

*2007 Motorcycle Registrations are Not Yet Available

[Back To The Table of Contents](#)



Fatalities by Person Type and Race/Hispanic Origin

Person Type by Race/Hispanic Origin		2003	2004	2005	2006
Occupants (All Vehicle Types)	Hispanic	31	14	34	43
	White Non-Hispanic	699	647	661	561
	Black, Non-Hispanic	22	31	30	19
	American Indian, Non-Hispanic/Unknown	12	14	20	15
	Asian, Non-Hispanic/Unknown	8	7	2	2
	All Other Non-Hispanic or Race	9	7	7	4
	Unknown Race and Unknown Hispanic	0	0	3	17
	Total	781	720	757	661
Non-Occupants (Pedestrians, Pedalcyclists and Other/Unknown NonOccupants)					
	Hispanic	1	1	4	0
	White Non-Hispanic	60	58	45	50
	Black, Non-Hispanic	5	11	6	9
	American Indian, Non-Hispanic/Unknown	0	1	1	1
	Asian, Non-Hispanic/Unknown	1	1	1	2
	All Other Non-Hispanic or Race	0	0	0	0
	Unknown Race and Unknown Hispanic	0	0	1	1
Total	67	72	58	63	
Total	848	792	815	724	

2007 Race/Hispanic Origin Data is Not Yet Complete

[Back To The Table of Contents](#)



5 Year Trend For The Top 10 Counties of 2007 - Fatalities

Counties by 2007 Ranking		Fatalities					Percent of Total				
		2003	2004	2005	2006	2007	2003	2004	2005	2006	2007
1	Milwaukee County	57	72	57	61	58	7	9	7	8	8
2	Dane County	42	55	52	44	52	5	7	6	6	7
3	Rock County	37	21	35	27	32	4	3	4	4	4
4	Waukesha County	33	24	34	22	32	4	3	4	3	4
5	Brown County	29	25	28	20	25	3	3	3	3	3
6	Marathon County	31	19	23	20	25	4	2	3	3	3
7	Columbia County	13	14	22	14	23	2	2	3	2	3
8	Jefferson County	11	21	10	14	22	1	3	1	2	3
9	Fond du Lac County	32	11	13	8	20	4	1	2	1	3
10	Kenosha County	24	27	25	25	20	3	3	3	3	3
Sub Total 1.*	Top Ten Counties	331	310	335	276	309	39	39	41	38	41
Sub Total 2.**	All Other Counties	517	482	480	448	447	61	61	59	62	59
Total	All Counties	848	792	815	724	756	100	100	100	100	100

*This Sub Total is the Total for the Top Ten Counties

**This Sub Total is the Total for all Counties Outside the Top Ten

[Back To The Table of Contents](#)



5 Year Trend For The Top 10 Counties of 2007 - Fatalities Year to Year Percent Change

Counties by 2007 Ranking		Fatalities					Percent Change From Previous Year			
		2003	2004	2005	2006	2007	2004	2005	2006	2007
1	Milwaukee County	57	72	57	61	58	26	-21	7	-5
2	Dane County	42	55	52	44	52	31	-5	-15	18
3	Rock County	37	21	35	27	32	-43	67	-23	19
4	Waukesha County	33	24	34	22	32	-27	42	-35	45
5	Brown County	29	25	28	20	25	-14	12	-29	25
6	Marathon County	31	19	23	20	25	-39	21	-13	25
7	Columbia County	13	14	22	14	23	8	57	-36	64
8	Jefferson County	11	21	10	14	22	91	-52	40	57
9	Fond du Lac County	32	11	13	8	20	-66	18	-38	150
10	Kenosha County	24	27	25	25	20	13	-7	0	-20
Sub Total 1.*	Top Ten Counties	331	310	335	276	309	-6	8	-18	12
Sub Total 2.**	All Other Counties	517	482	480	448	447	-7	-0	-7	-0
Total	All Counties	848	792	815	724	756	-7	3	-11	4

*This Sub Total is the Total for the Top Ten Counties

**This Sub Total is the Total for all Counties Outside the Top Ten

[Back To The Table of Contents](#)



5 Year Trend For The Top 10 Counties of 2007 - Fatality Rates

Median Rate for all U.S. Counties: 21.77

Counties by 2007 Ranking		Fatalities Per 100,000 Population				
		2003	2004	2005	2006	2007
1	Florence County	20.02	40.54	82.24	0.00	62.92
2	Bayfield County	26.56	33.26	26.67	20.04	59.84
3	Columbia County	24.21	25.73	40.27	25.48	41.61
4	Juneau County	43.92	31.70	34.02	22.61	33.90
5	Iron County	75.08	0.00	30.80	46.99	31.71
6	Marinette County	27.82	39.66	30.28	37.48	30.54
7	Iowa County	25.92	21.57	21.38	33.99	29.71
8	Crawford County	11.85	29.43	53.28	17.69	29.42
9	Oconto County	49.04	48.50	29.53	24.08	29.36
10	Oneida County	18.87	13.57	19.09	16.48	27.59
	Sub Rate 1.* Top Ten Counties	46.49	47.76	45.96	44.28	34.75
	Sub Rate 2.** All Other Counties	14.26	13.15	13.60	11.71	12.44
	Total Rate All Counties	15.49	14.37	14.71	12.99	13.50

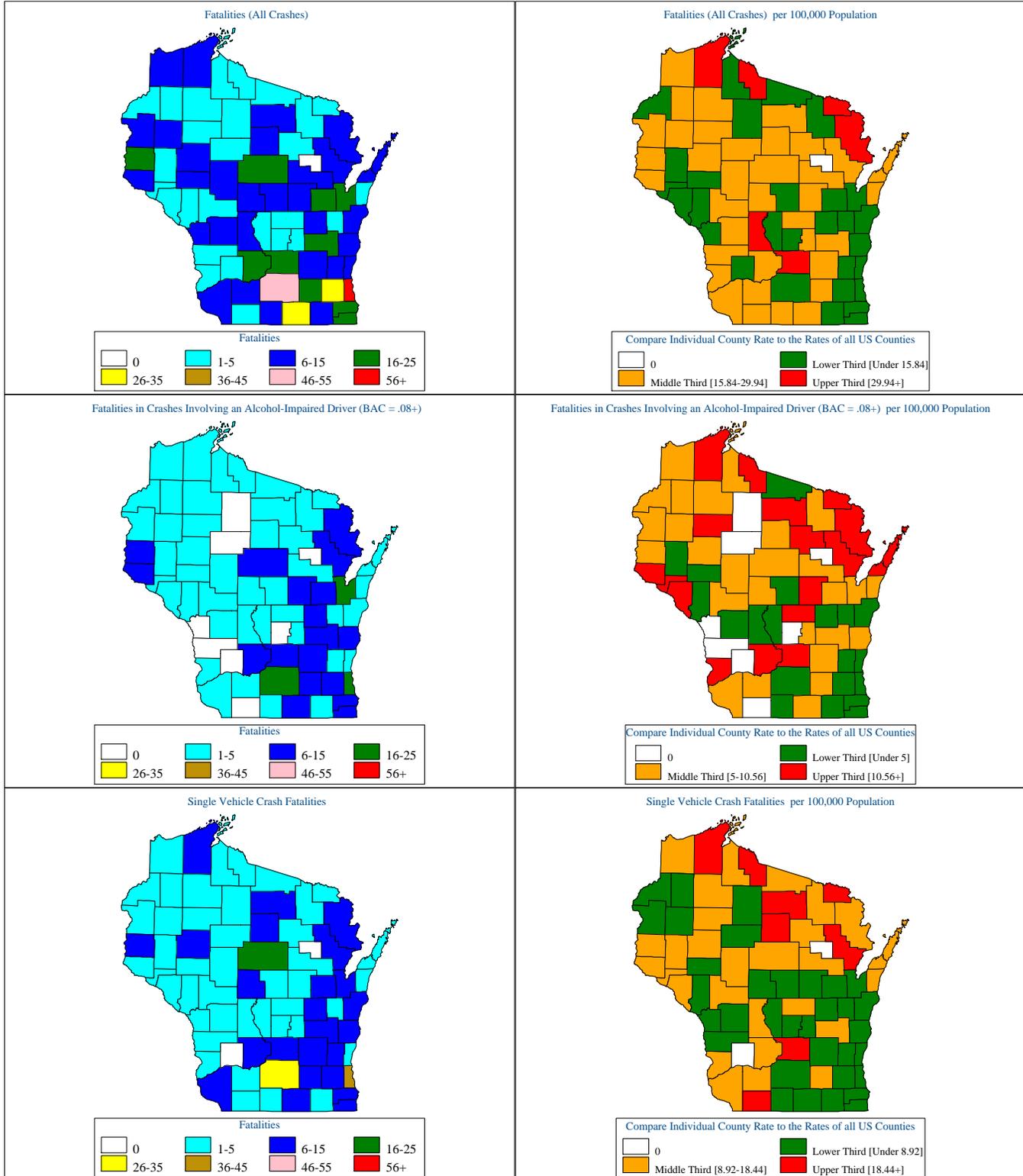
*This Sub Rate is the Rate for the Top Ten Counties

**This Sub Rate is the Rate for all Counties Outside the Top Ten

[Back To The Table of Contents](#)



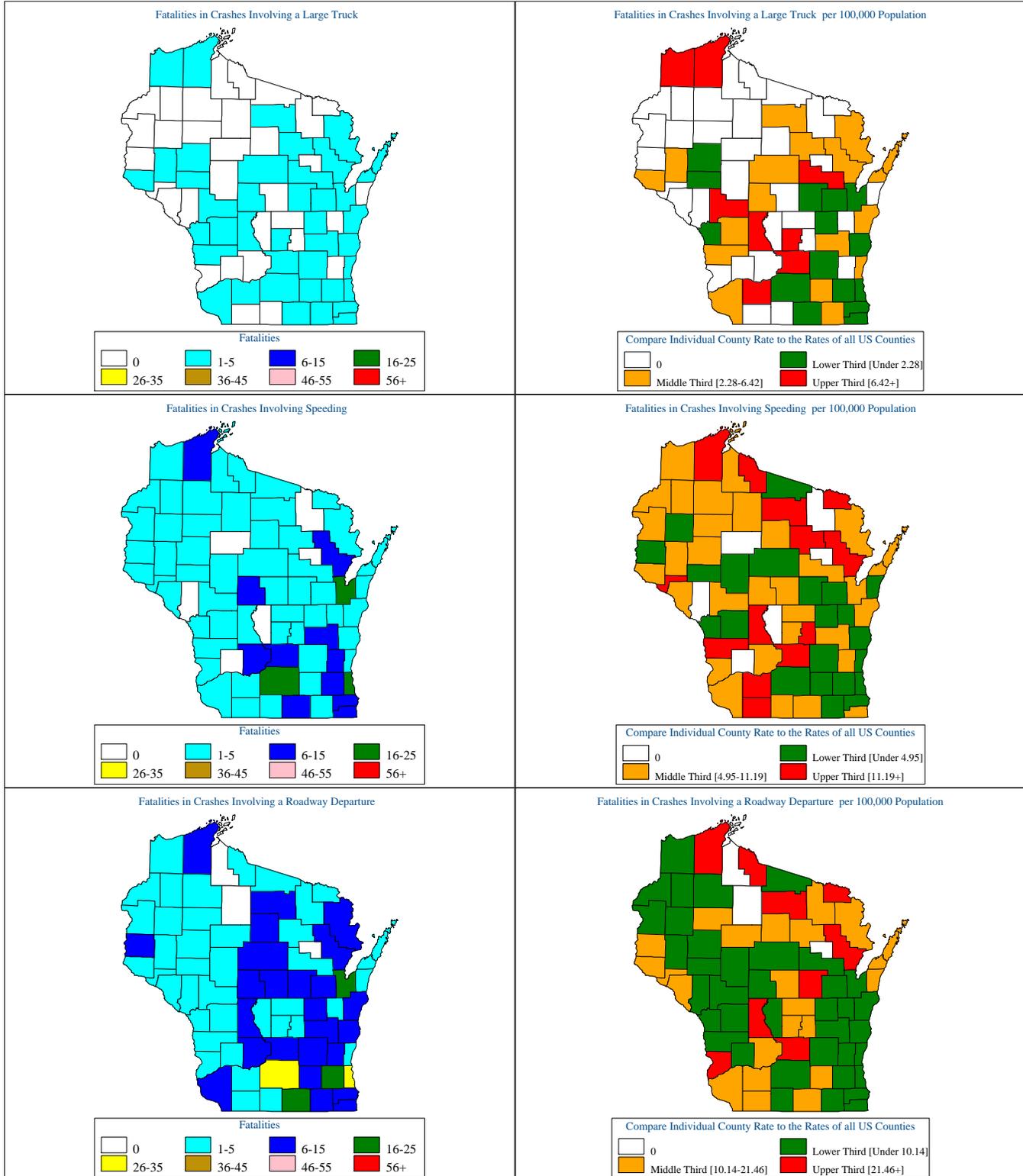
Wisconsin Motor Vehicle Crash Fatality Maps for 2007



[Back To The Table of Contents](#)



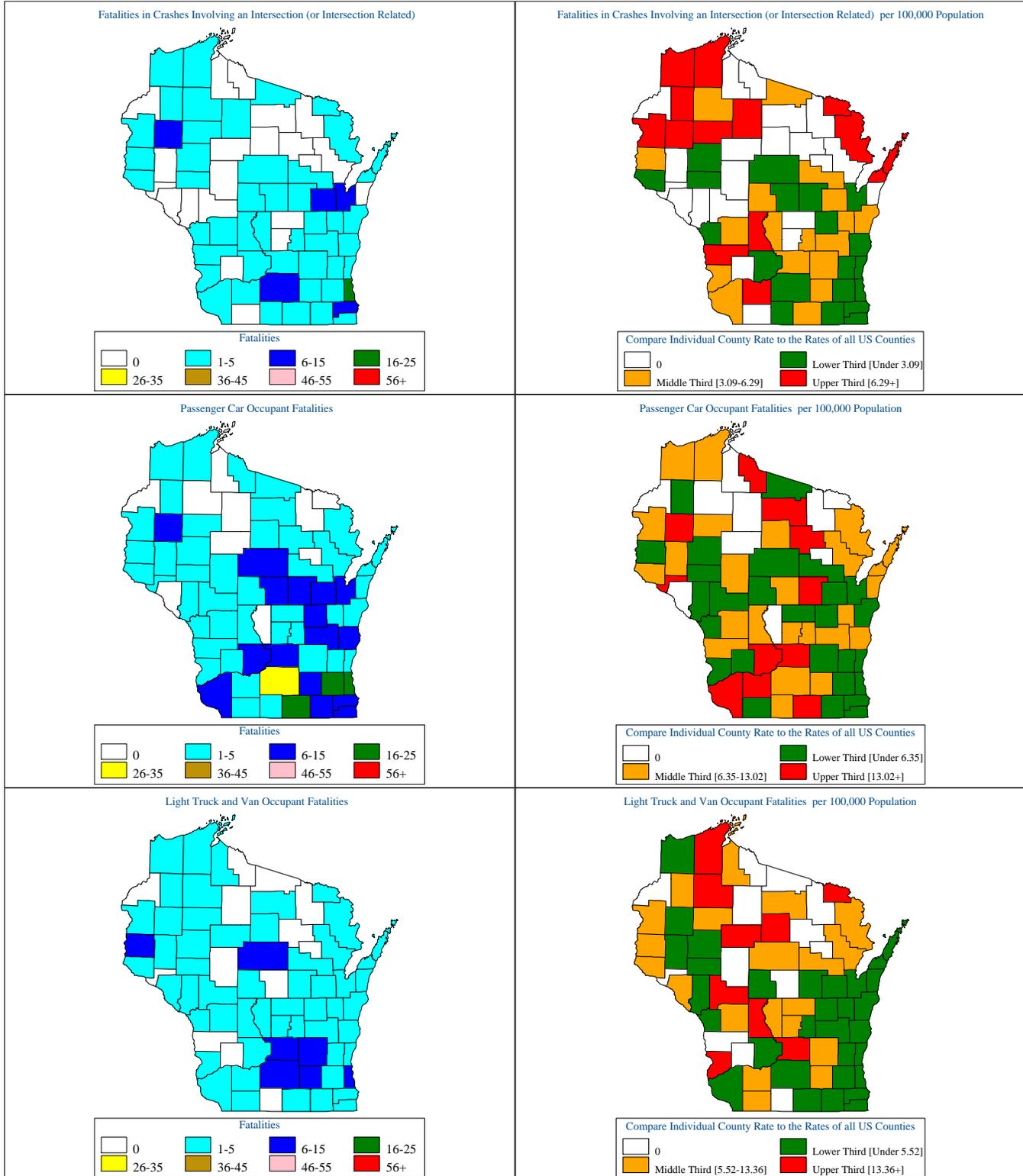
Wisconsin Motor Vehicle Crash Fatality Maps for 2007



[Back To The Table of Contents](#)



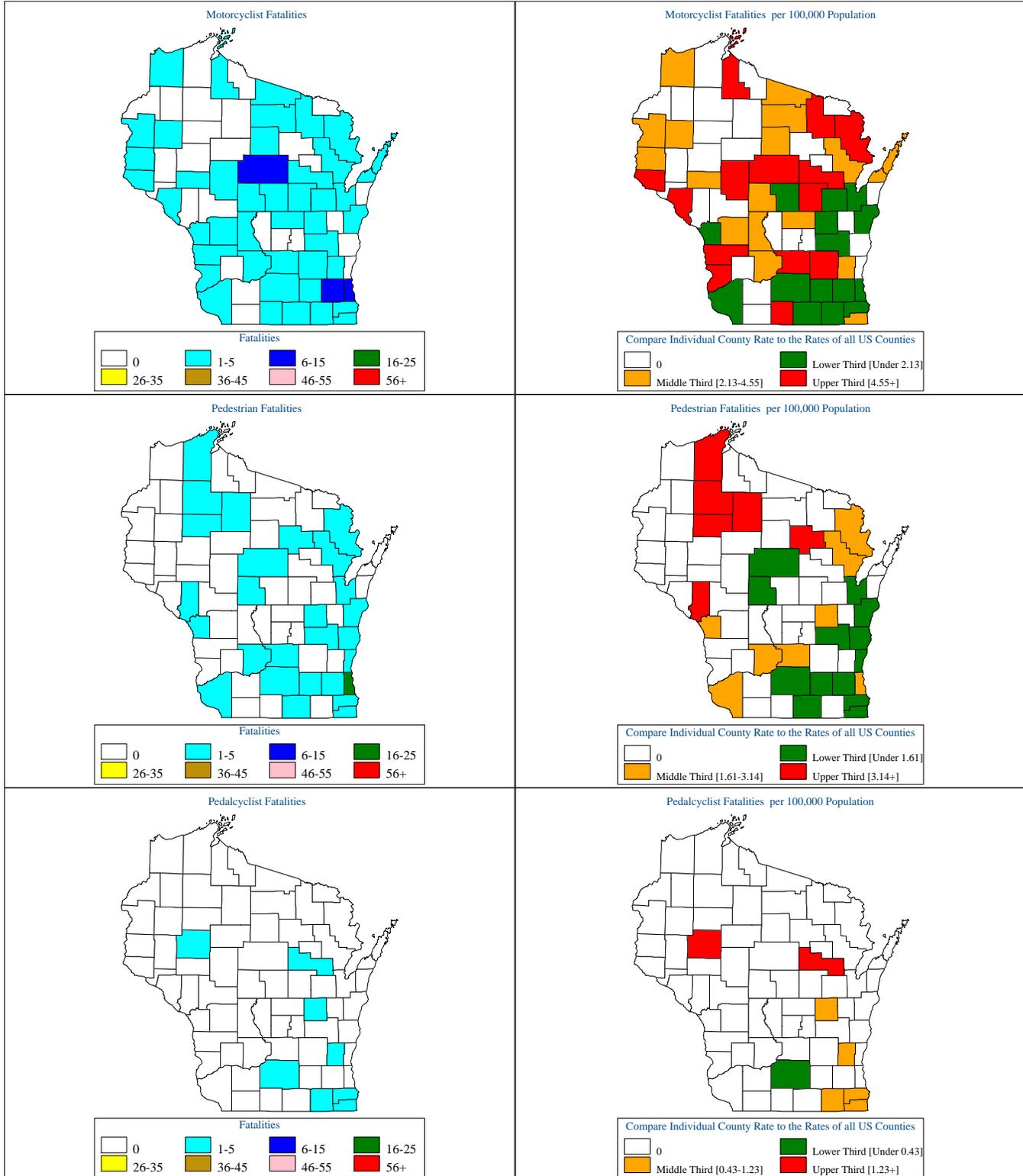
Wisconsin Motor Vehicle Crash Fatality Maps for 2007



[Back To The Table of Contents](#)



Wisconsin Motor Vehicle Crash Fatality Maps for 2007



[Back To The Table of Contents](#)