# Deer-Vehicle Collisions Can Be Reduced Sharply

State Farm Insurance reports that there are approximately 25,000 deer-vehicle collisions in New Jersey each year, based on insurance claims. The NJDEP Division of Fish and Wildlife has stated that the actual number of deer-vehicle collisions could be twice that figure. Approximately 10% of such collisions result in injuries to people (according to nationwide averages), and most involve suffering for deer. The average financial cost of a collision is $5,000, costing out-of-pocket expenses and increasing everyone's auto insurance bills. Deer suffer unnecessarily every time.

Several examples throughout the state demonstrate that focused deer management can be very effective at reducing deer collisions.

Princeton, NJ: In 2000, Princeton had 342 deer strikes. Then they began community-based deer management. Deer vehicle accidents dropped to an average of 98 from 2016-2021, dropping from 120 deer strikes to 40 in that time. "Based on a significant number of deer-vehicle accidents caused by an overabundance of deer," the NJDEP recommended that this program continue. There were only 24 strikes in 2024, noted Princeton's memo to the NJDEP. Princeton has also applied for a non-lethal deer management permit.

Bernards Township, NJ: In 2001, the year before Bernards began its community deer management, there were 289 deer strikes. When the number of acres hunted was increased, deer strikes declined. In 2024, there were 47 strikes, according to Bernards' Annual Report for Deer Season 2023-2024.

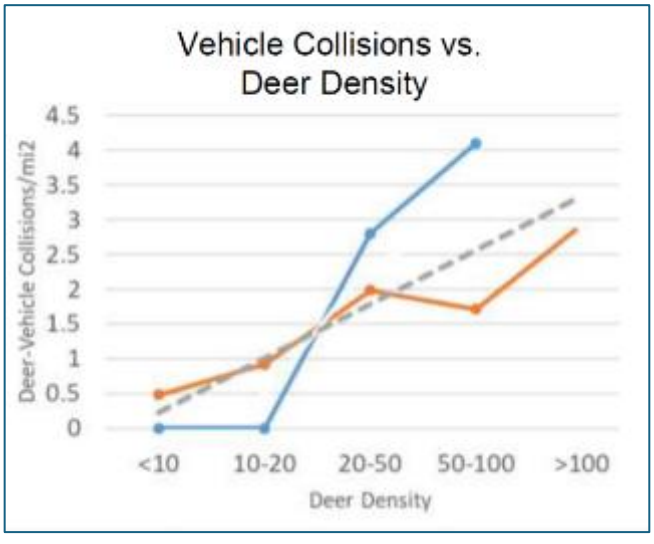
Studies by DeNicola and Williams (2008), Williams (2013), and Kelly (2019) point to sharp reductions in deer-vehicle collision, in proportion to deer management implementation.

| Where | Beginning of Hunting Increase | Next |
|---|---|---|
| | | |
| Princeton, NJ | 342 strikes in 2000 | 24 strikes in 2024 |
| Bernards, NJ | 289 strikes in 2001 | 47 strikes in 2024 |
| Hopewell Valley, NJ | 600+ strikes in 2009 | 467 in 2013 |
| Statewide | Generally stable in the past 10-20 years at 25,000 strikes, according to State Farm | Generally stable in the past 10-20 years at 25,000 reported strikes, according to State Farm |

Deer-vehicle collision data presented by Dr. Jay Kelly, Raritan Valley Community College

Blue and orange lines are from two separate New Jersey studies








***Let's Find Balance for Our Forests, Farms and Families***

***Mission***: To achieve natural balance in New Jersey by leading a deer stewardship movement for the people, wildlife and land we love.

***Vision***: A future where New Jersey's land, wildlife, and communities thrive in natural balance—stewarded by the people who call this place home

***We collaborate*** to support stewardship of deer towards a balance with biological and cultural goals

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