



Press Release

Deer-Vehicle Collision Frequency Jumps Eighteen Percent in Five Years

West Virginia Continues to Lead Collision Likelihood List

Bloomington, Illinois, Sept. 28, 2009 – The number of vehicles on U.S. roadways has grown by 7 percent over the last five years. But the number of times those vehicles have collided with deer has swelled by much more than that.

Using its claims data, State Farm®, the nation's leading auto insurer estimates 2.4 million collisions between deer and vehicles occurred in the U.S. during the two-year period between July 1, 2007 and June 30, 2009 (100,000 per month). That's 18.3 percent more than five years earlier. To put it another way, one of these unfortunate encounters occurs every 26 seconds (although they are much more likely during the last three months of the year and in the early evening).

MORE DEER-VEHICLE COLLISIONS

Among the 35 states where at least 7,000 deer-vehicle collisions occur per year (we are not including the percentage changes in the other 15 states plus D.C. because the lower volume of total collisions makes the percentage changes less credible), New Jersey and Nebraska have posted the largest increases, 54 percent. Kansas is next at 41 percent. Deer-vehicle collisions have jumped by 38 percent in Florida, Mississippi and Arkansas. Then come Oklahoma (34 percent) and West Virginia, North Carolina and Texas (33 percent).

LIKELIHOOD OF DEER-VEHICLE COLLISIONS

For the third year in a row, West Virginia tops the list of those states where a collision with a deer is most likely (for any one vehicle). Using its claims data in conjunction with state motor vehicle registration counts from the Federal Highway Administration, State Farm calculates the chances of a West Virginia vehicle striking a deer over the next 12 months at 1 in 39. Such an encounter is even more likely in West Virginia than it was a year ago.

Michigan remains second on that list. The likelihood of a specific vehicle striking a deer there is 1 in 78. Pennsylvania (1 in 94) and Iowa (1 in 104) remain third and fourth respectively. Montana (1 in 104) moved up three places to fifth.

Arkansas and South Dakota each dropped a spot to sixth and seventh. Wisconsin remains eighth. North Dakota and Virginia round out the top 10.

The state in which deer-vehicle collisions are least likely is still Hawaii (1 in 9,931). The odds of

any one vehicle hitting a deer in Hawaii during the next year are roughly equivalent to the odds of randomly picking a piece of clover and finding it has four leaves.

The average property damage cost of these incidents was \$3,050, up 3.4 percent from a year ago.

According to the Insurance Institute for Highway Safety, deer-vehicle collisions in the U.S. cause more than 150 fatalities each year.

AVOIDING DEER-VEHICLE COLLISIONS

These collisions are more frequent during the deer migration and mating season in October, November and December. The combination of growing deer populations and the displacement of deer habitat caused by urban sprawl are producing increasingly hazardous conditions for motorists and deer.

“State Farm has been committed to auto safety for several decades and that’s why we want to call attention to potential hazards like this one,” said Laurette Stiles, State Farm Vice President of Strategic Resources. “We hope our updated information will inspire motorists to make safe decisions.”

Here are tips on how to reduce the chances that a deer-vehicle collision involving your vehicle will be part of the story we tell in next year’s version of this news release:

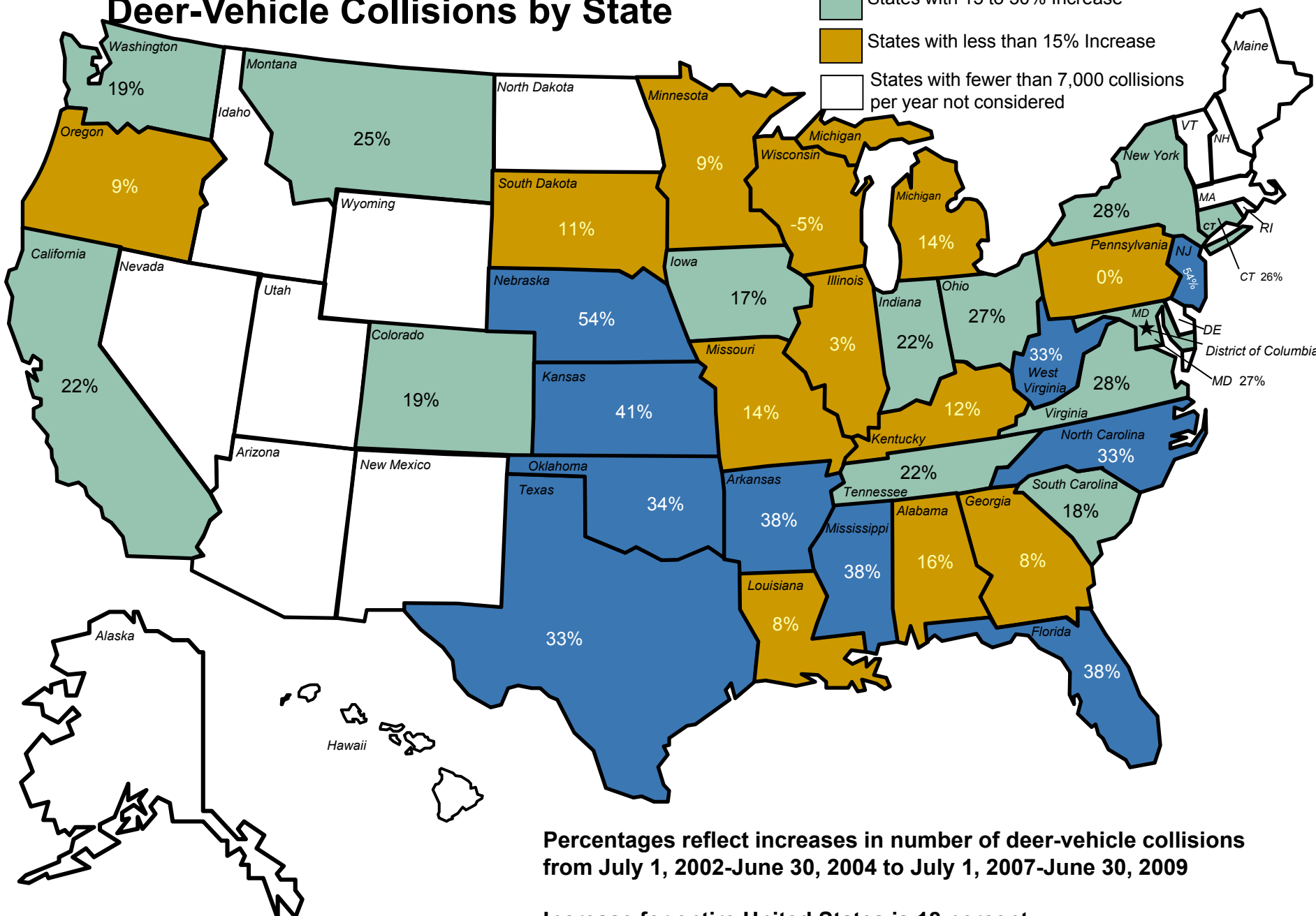
- Be aware of posted deer crossing signs. These are placed in active deer crossing areas.
- Remember that deer are most active between 6 and 9 p.m.
- Use high beam headlamps as much as possible at night to illuminate the areas from which deer will enter roadways.
- Keep in mind that deer generally travel in herds – if you see one, there is a strong possibility others are nearby.
- Do not rely on car-mounted deer whistles.
- If a deer collision seems inevitable, attempting to swerve out of the way could cause you to lose control of your vehicle or place you in the path of an oncoming vehicle.

Contact:

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Percentage Increase in Deer-Vehicle Collisions by State

- States with 30% or Higher Increase
- States with 15 to 30% Increase
- States with less than 15% Increase
- States with fewer than 7,000 collisions per year not considered

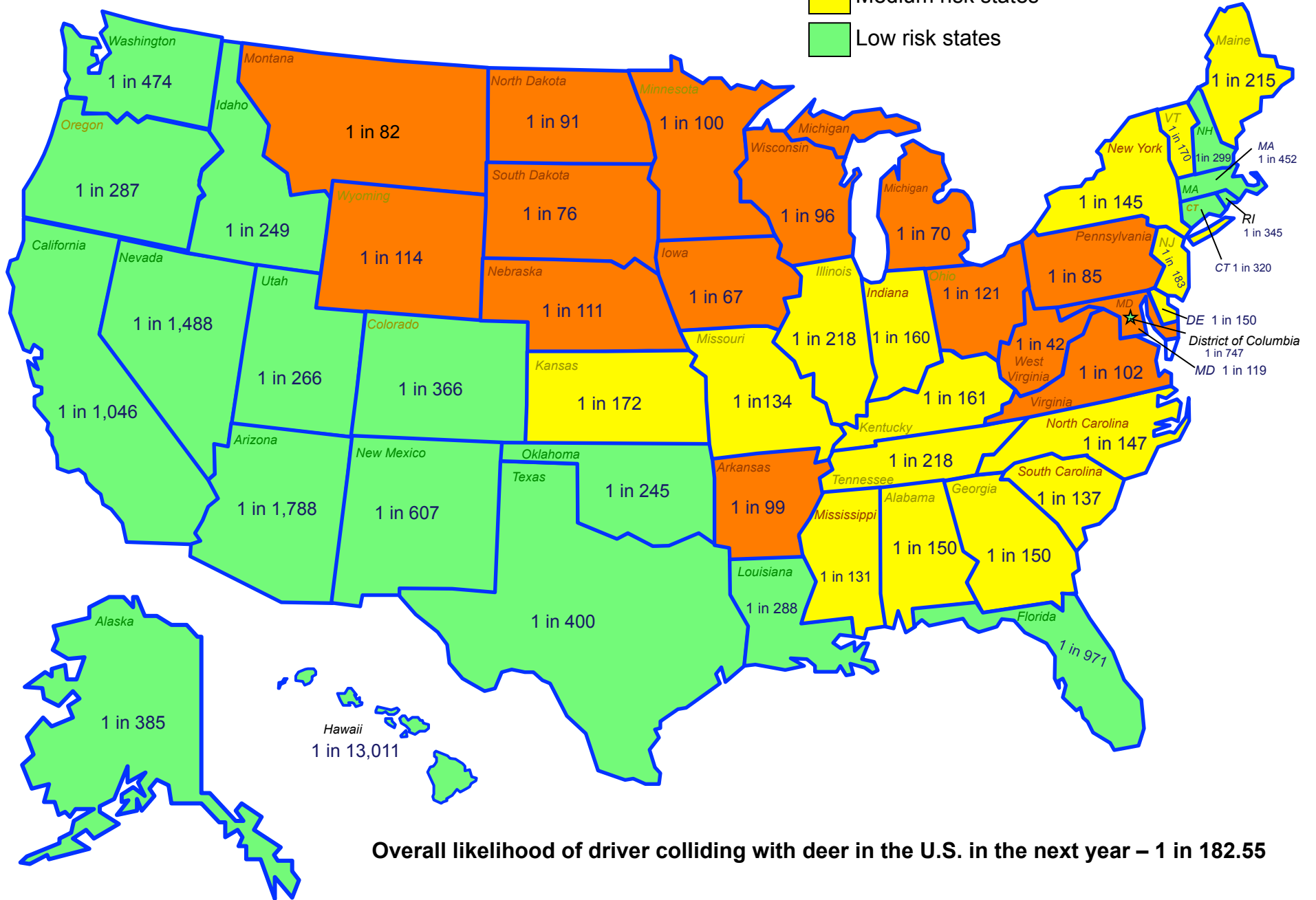


Percentages reflect increases in number of deer-vehicle collisions from July 1, 2002-June 30, 2004 to July 1, 2007-June 30, 2009

Increase for entire United States is 18 percent

Likelihood of Collision with Deer

- High risk states
- Medium risk states
- Low risk states



Overall likelihood of driver colliding with deer in the U.S. in the next year – 1 in 182.55

Likelihood of Collision with Deer

	Projected Industry Count of Deer-Vehicle Collisions 2009-2010	Number of Licensed Drivers as of 2008	Likelihood of Driver Colliding with Deer in next 12 months
ALABAMA	24,971	3,753,550	1/150.32
ALASKA	1,306	503,162	1/385.27
ARIZONA	2,413	4,315,579	1/1,788.47
ARKANSAS	20,710	2,055,189	1/99.24
CALIFORNIA	22,664	23,697,667	1/1045.61
COLORADO	9,859	3,605,682	1/365.72
CONNECTICUT	9,000	2,883,324	1/320.37
DELAWARE	4,350	651,877	1/149.86
DISTRICT OF COLUMBIA	500	373,735	1/747.47
FLORIDA	14,446	14,033,844	1/971.47
GEORGIA	41,749	6,257,484	1/149.88
HAWAII	68	884,767	1/13,011.28
IDAHO	4,167	1,038,314	1/249.18
ILLINOIS	37,816	8,260,940	1/218.45
INDIANA	34,776	5,550,469	1/159.61
IOWA	29,657	1,989,663	1/67.09
KANSAS	11,747	2,021,905	1/172.12
KENTUCKY	18,202	2,932,659	1/161.12
LOUISIANA	10,394	2,998,162	1/288.45
MAINE	4,669	1,006,057	1/215.48
MARYLAND	31,888	3,786,650	1/118.75
MASSACHUSETTS	10,333	4,674,058	1/452.34
MICHIGAN	101,174	7,118,378	1/70.36
MINNESOTA	32,059	3,190,183	1/99.51
MISSISSIPPI	14,738	1,935,764	1/131.35
MISSOURI	31,347	4,196,682	1/133.88
MONTANA	8,963	738,982	1/82.45
NEBRASKA	12,174	1,346,406	1/110.60
NEVADA	1,128	1,678,550	1/1,488.08
NEW HAMPSHIRE	3,443	1,031,158	1/299.49
NEW JERSEY	31,639	5,782,155	1/182.75
NEW MEXICO	2,250	1,365,249	1/606.78
NEW YORK	77,582	11,284,545	1/145.45
NORTH CAROLINA	43,844	6,457,000	1/147.27
NORTH DAKOTA	5,192	473,019	1/91.11
OHIO	65,753	7,962,266	1/121.09
OKLAHOMA	9,382	2,301,848	1/245.35
OREGON	9,968	2,856,085	1/286.53
PENNSYLVANIA	102,165	8,646,273	1/84.63
RHODE ISLAND	2,167	748,351	1/345.34
SOUTH CAROLINA	23,215	3,185,408	1/137.21
SOUTH DAKOTA	7,879	597,326	1/75.81
TENNESSEE	20,432	4,450,644	1/217.83
TEXAS	38,438	15,374,063	1/399.97
UTAH	6,333	1,687,306	1/266.43
VERMONT	3,183	541,990	1/170.28
VIRGINIA	51,990	5,301,182	1/101.97
WASHINGTON	10,441	4,953,872	1/474.46
WEST VIRGINIA	32,472	1,360,926	1/41.91
WISCONSIN	42,597	4,075,764	1/95.68
WYOMING	3,533	404,489	1/114.49

UNITED STATES

1,141,164

208,320,601

1/182.55