The white-tailed deer is the most widely distributed and recreationally hunted large mammal in the United States. It is present in 46 of 50 states and provides many billions of dollars in recreational value and financial support to management agencies via sale of hunting licenses. Management focuses on optimizing recreational harvest while considering conflicting land uses and human safety. Management goals and intensity of effort vary greatly by state and landowner, but include: 1) male-biased harvest, which leads to a young male age structure and unbalanced adult sex ratio, 2) quality deer management, which includes protecting younger males, and 3) trophy management, which includes protecting males until maturity. Antler-based harvest restrictions are a widely used regulatory approach to protect younger males from harvest. Interest in habitat management and/or providing supplemental nutrition increases with management intensity. Harvest rate of females is a function of management goals, regional soil quality, land use, and predator communities. Human safety concerns in urban areas related to vehicle-deer collisions and prevalence of Lyme Disease increase interest in density reduction. The expansion of Chronic Wasting Disease across much of the United States complicates management efforts.