Wisconsin   July 12, 2020

Mobility changes

This dataset is intended to help remediate the impact of COVID-19. It shouldn't be used for medical diagnostic, prognostic, or treatment purposes. It also isn't intended to be used for guidance on personal travel plans.

Each Community Mobility Report dataset is presented by location and highlights the percent change in visits to places like grocery stores and parks within a geographic area. How to use this report.

Location accuracy and the understanding of categorized places varies from region to region, so we don't recommend using this data to compare changes between countries, or between regions with different characteristics (e.g. rural versus urban areas).

We'll leave a region out of the report if we don't have statistically significant levels of data. To learn how we calculate these trends and preserve privacy, read About this data.

Retail & recreation

+3%

compared to baseline
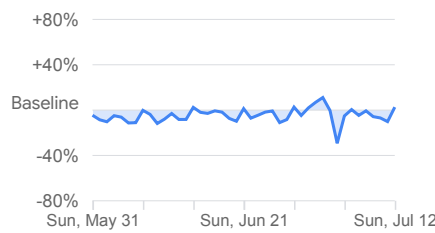
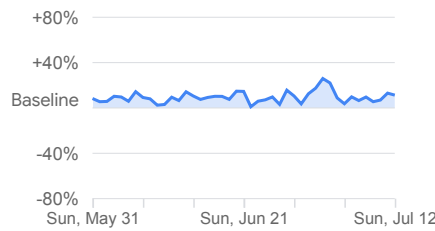Mobility trends for places like restaurants, cafes, shopping centers, theme parks, museums, libraries, and movie theaters.

Grocery & pharmacy

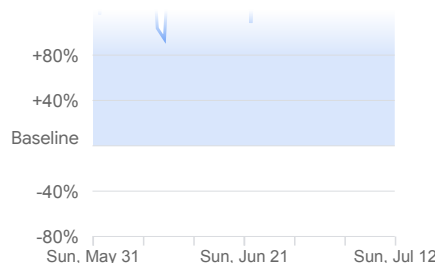## +11%

compared to baseline

Mobility trends for places like grocery markets, food warehouses, farmers markets, specialty food shops, drug stores, and pharmacies.

Parks

+355%

compared to baseline

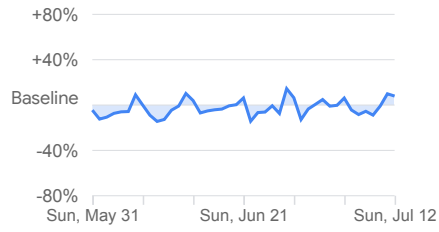
Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas, and public gardens.
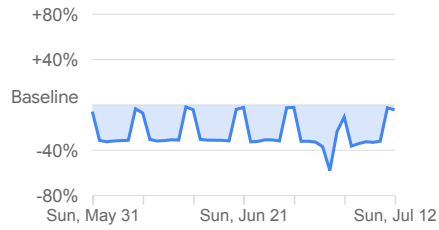
Transit stations

+8%

compared to baseline

Mobility trends for places like public transport hubs such as subway, bus, and train stations.

Workplaces

−4%

compared to baseline
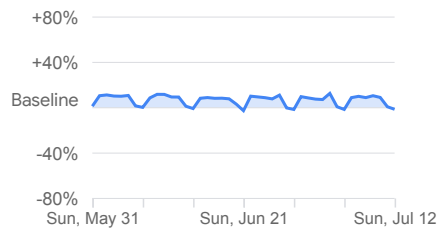

Mobility trends for places of work.
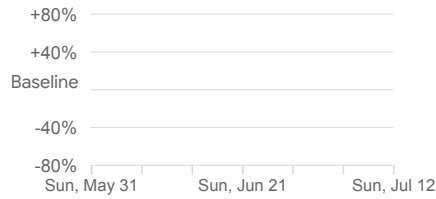
Residential

−1%

compared to baseline

Mobility trends for places of residence.

Adams County

Retail & recreation ✱

+80%
+40%
Baseline
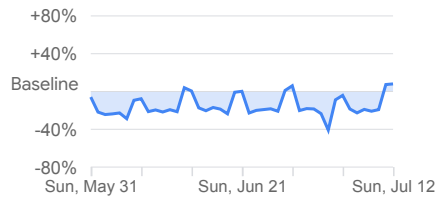-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Grocery & pharmacy ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Parks ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Transit stations ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Workplaces

+8% compared to baseline

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Residential ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Ashland County

Retail & recreation ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Grocery & pharmacy ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Parks ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Transit stations ✱

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Workplaces ✱

+0% compared to baseline

+80%
+40%
Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12

Residential ✱

+80%
+40%
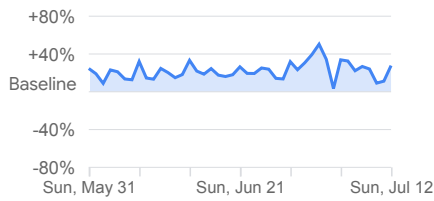Baseline
-40%
-80%
Sun, May 31   Sun, Jun 21   Sun, Jul 12
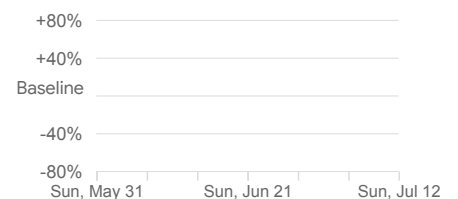
* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
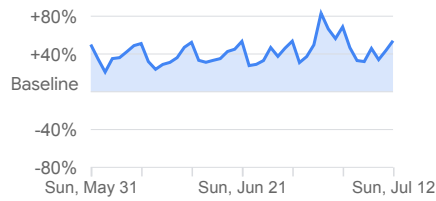
Barron County

Retail & recreation
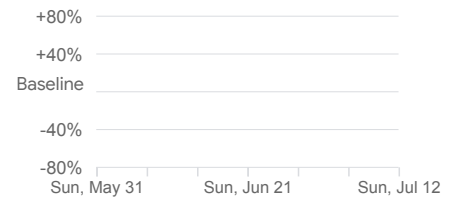
+28% compared to baseline

Grocery & pharmacy
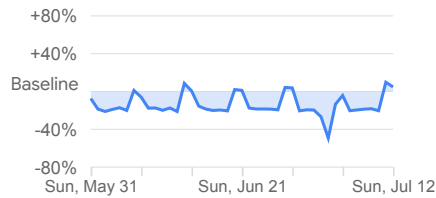
+54% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

+5% compared to baseline

Residential ✱

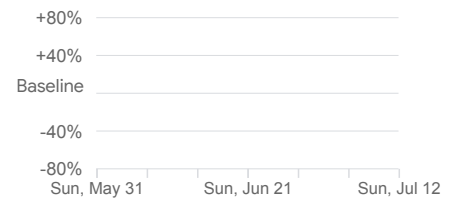**+3%** compared to baseline

Bayfield County

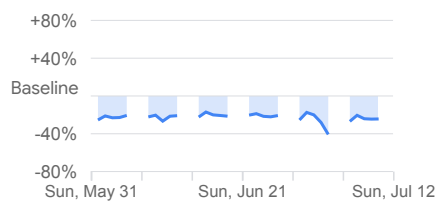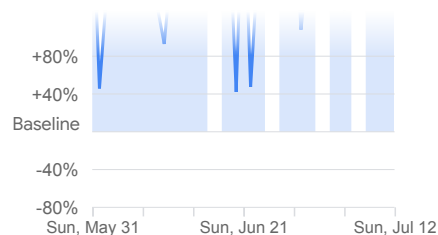### Retail & recreation ✱

Grocery & pharmacy ✱

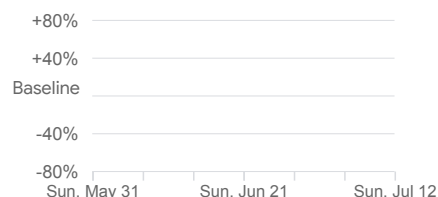### Parks ✱

Transit stations ✱

Workplaces ✱
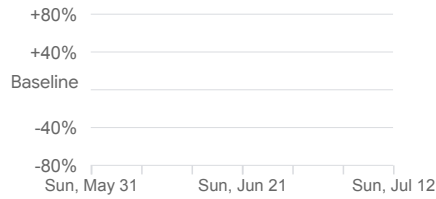
-24% compared to baseline

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
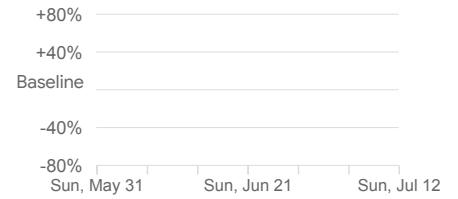
Brown County

Retail & recreation

-8% compared to baseline

Grocery & pharmacy

+10% compared to baseline

Parks ✳

+271% compared to baseline

Transit stations

-31% compared to baseline

Workplaces

-6% compared to baseline

Residential

-2% compared to baseline

Buffalo County

Retail & recreation ✳

Grocery & pharmacy ✳

Parks ✳

Transit stations ✳

Workplaces ✳

-21% compared to baseline

Residential ✳

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Burnett County

Retail & recreation✱

Grocery & pharmacy✱

Parks✱

Transit stations✱

Workplaces✱
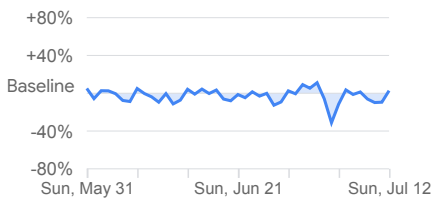
+11% compared to baseline
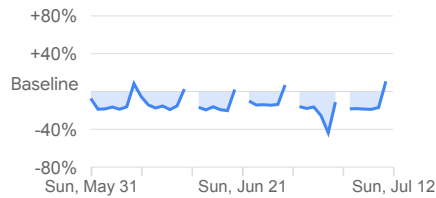
Residential✱

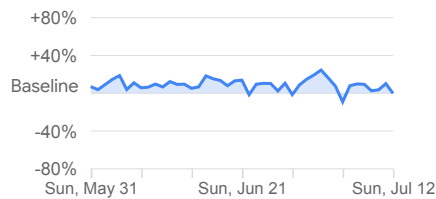# Calumet County

Retail & recreation

+3% compared to baseline

Grocery & pharmacy
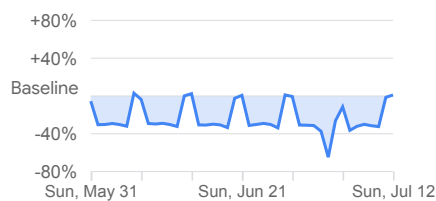
0% compared to baseline
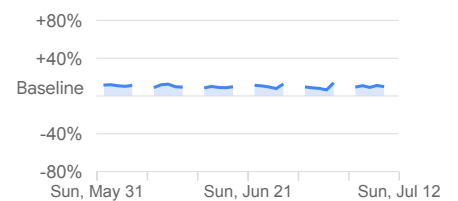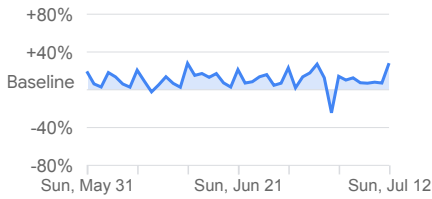

Parks✱

Transit stations✱

Workplaces

+1% compared to baseline

Residential✱

+10% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
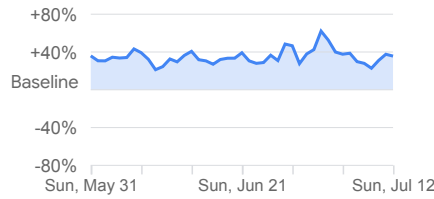
Chippewa County

Retail & recreation

+28% compared to baseline

Grocery & pharmacy

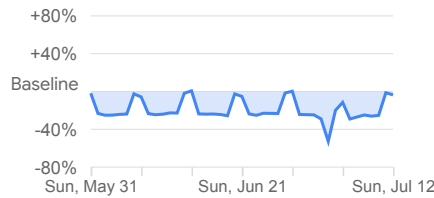**+36%** compared to baseline

Parks ✳

Transit stations ✳

Workplaces

-4% compared to baseline

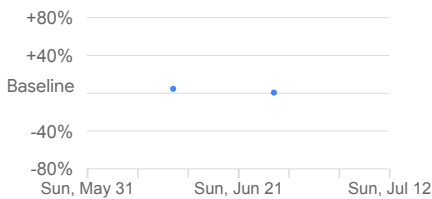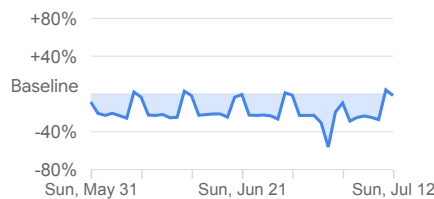### Residential ✳

+5% compared to baseline

Clark County

Retail & recreation ✳

+1% compared to baseline

Grocery & pharmacy ✳

Parks ✳

Transit stations ✳

Workplaces

-2% compared to baseline

Residential ✳

+3% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Columbia County

Retail & recreation

+50% compared to baseline

Grocery & pharmacy

+29% compared to baseline

Parks ✱

Transit stations

+89% compared to baseline

Workplaces
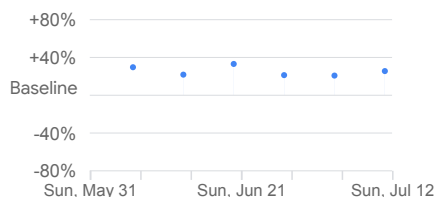
+4% compared to baseline

Residential ✱

+8% compared to baseline

Crawford County

Retail & recreation ✱

+26% compared to baseline

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces ✱

-9% compared to baseline

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
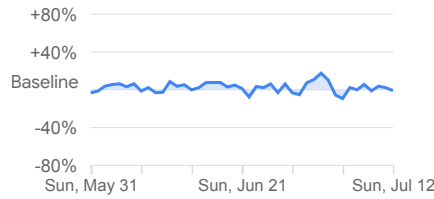
Dane County

Retail & recreation
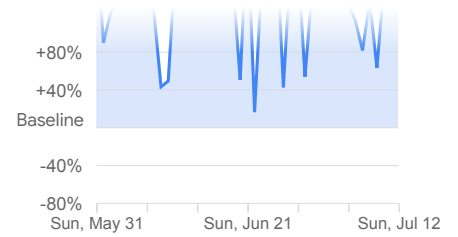
-26% compared to baseline

Grocery & pharmacy

-1% compared to baseline

Parks

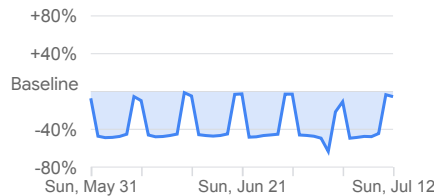**+220%** compared to baseline

Transit stations

-29% compared to baseline

Workplaces

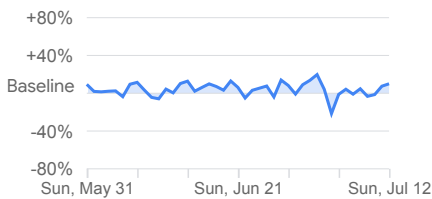**-5%** compared to baseline

Residential

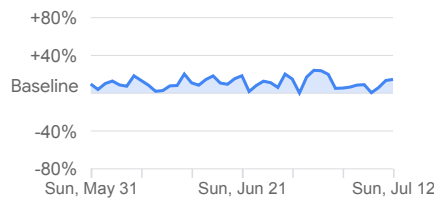**+2%** compared to baseline

Dodge County

Retail & recreation

+10% compared to baseline

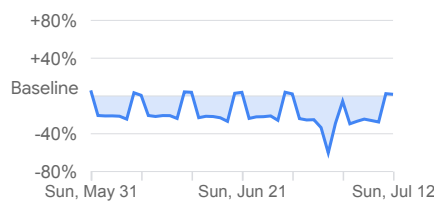### Grocery & pharmacy

+15% compared to baseline

Parks ✱

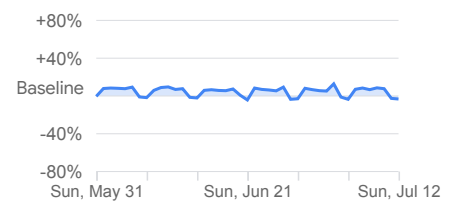
Transit stations ✱

Workplaces

+2% compared to baseline
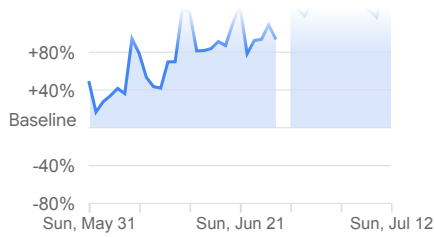

Residential

-3% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
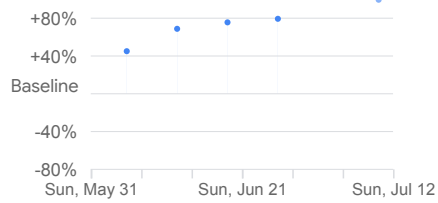
Door County

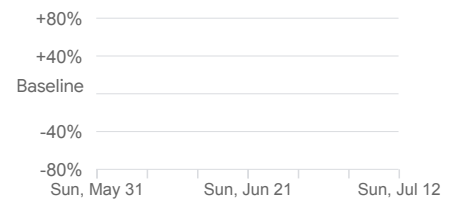### Retail & recreation

+169% compared to baseline

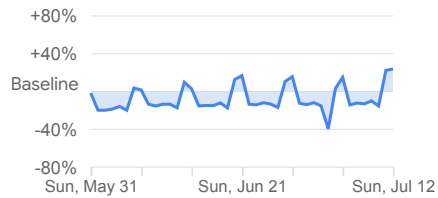### Grocery & pharmacy ✱

+100% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

+24% compared to baseline

Residential ✱

Douglas County

Retail & recreation

+11% compared to baseline

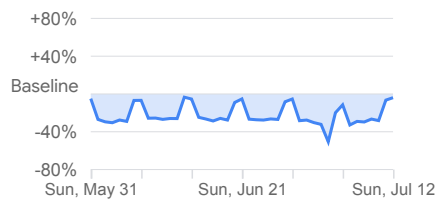### Grocery & pharmacy

+25% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

−4% compared to baseline

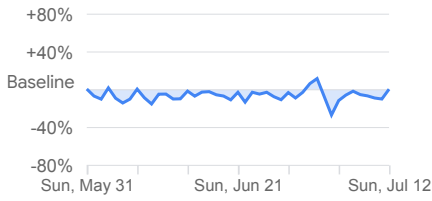### Residential ✱

+6% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
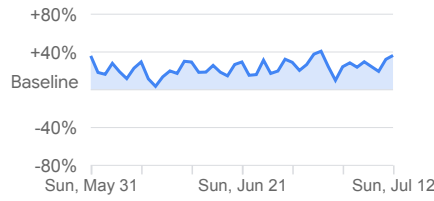
Dunn County

Retail & recreation
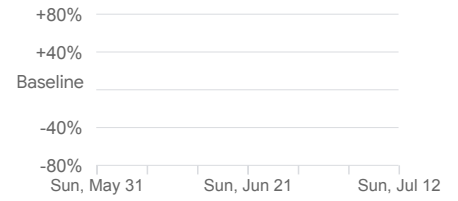
+1% compared to baseline
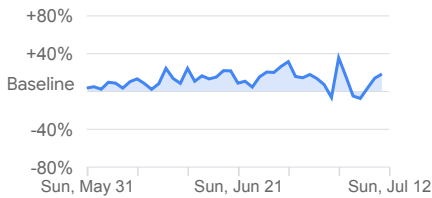

Grocery & pharmacy

+36% compared to baseline
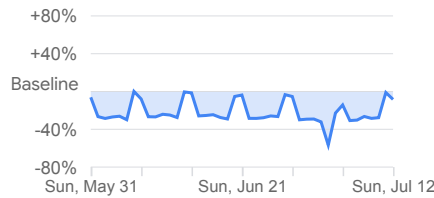

Parks ✽

Transit stations

+18% compared to baseline

Workplaces

−8% compared to baseline
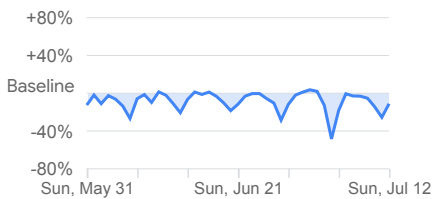

Residential ✽
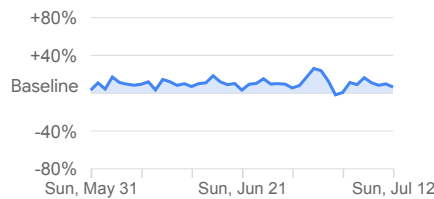
+5% compared to baseline

Eau Claire County

Retail & recreation

−11% compared to baseline

Grocery & pharmacy

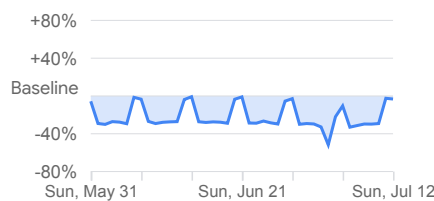**+7%** compared to baseline

Parks ✽

Transit stations ✽
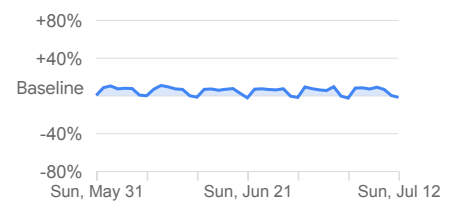
−9% compared to baseline

Workplaces

−3% compared to baseline

Residential
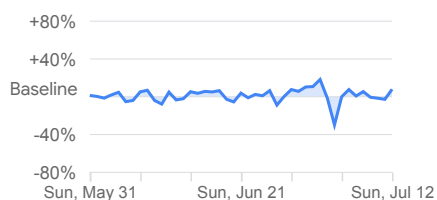
−1% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
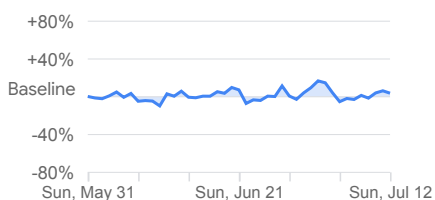
Fond du Lac County

Retail & recreation

+8% compared to baseline

Grocery & pharmacy

+4% compared to baseline

Parks ✱

Transit stations ✱

-2% compared to baseline

Workplaces

-4% compared to baseline

Residential

-2% compared to baseline
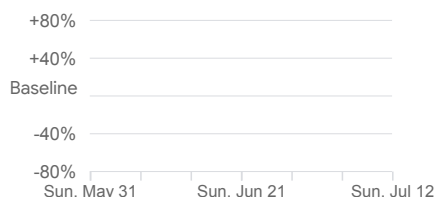

Forest County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces ✱

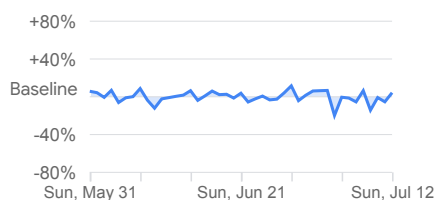**-23%** compared to baseline

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Grant County

Retail & recreation

+4% compared to baseline

Grocery & pharmacy

+26% compared to baseline

Parks✱

Transit stations✱

Workplaces

0% compared to baseline

Residential✱

+6% compared to baseline

Green County

Retail & recreation

+16% compared to baseline

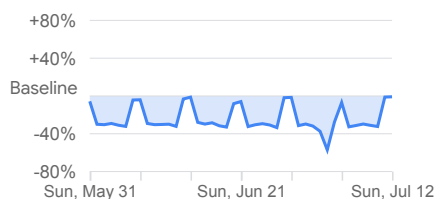### Grocery & pharmacy✱

+18% compared to baseline

Parks✱

Transit stations✱

Workplaces

−1% compared to baseline

Residential✱

+7% compared to baseline

✱ **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Green Lake County

Retail & recreation ✱

+38% compared to baseline

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces

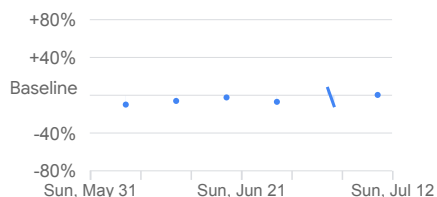**-3%** compared to baseline

Residential ✱

Iowa County

Retail & recreation ✱

+0% compared to baseline

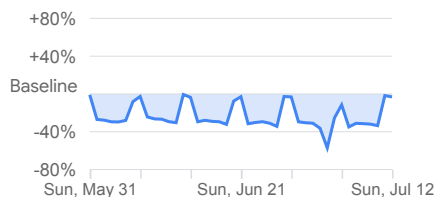

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱
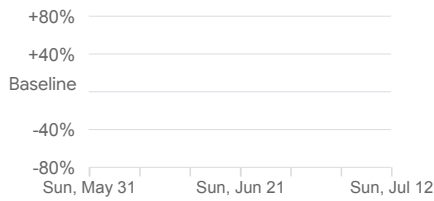

Workplaces
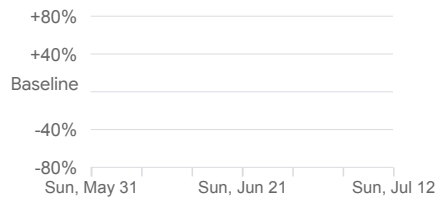
-3% compared to baseline

Residential ✱

✱ **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
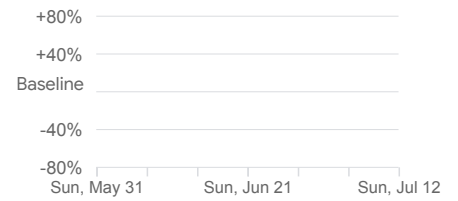
Iron County

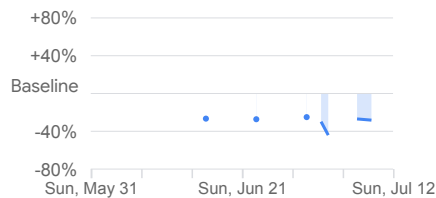### Retail & recreation✱

Grocery & pharmacy✱

Parks✱

Transit stations✱

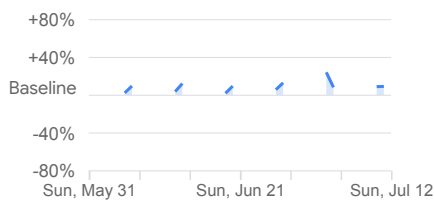### Workplaces✱

-28% compared to baseline

Residential✱

Jackson County

Retail & recreation✱

+9% compared to baseline

Grocery & pharmacy✱

Parks✱

Transit stations✱

+58% compared to baseline

Workplaces
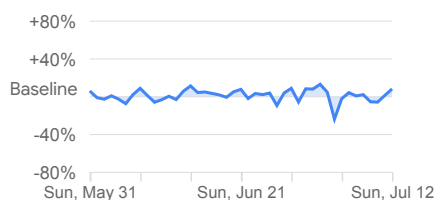
-10% compared to baseline

Residential✱

✱ **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
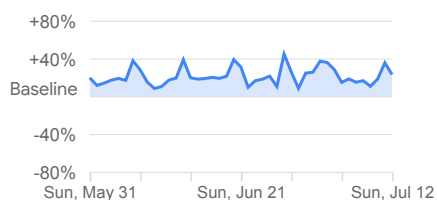
Jefferson County

Retail & recreation

+8% compared to baseline

Grocery & pharmacy

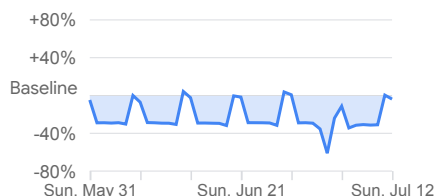**+24%** compared to baseline

Parks ✱

Transit stations

+17% compared to baseline

Workplaces

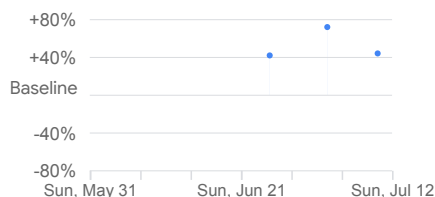**-4%** compared to baseline

Residential

-1% compared to baseline

Juneau County

Retail & recreation ✱

+44% compared to baseline

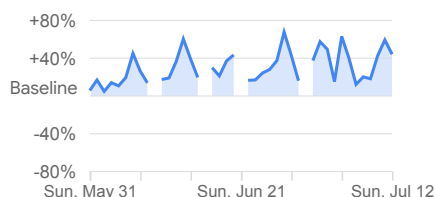### Grocery & pharmacy

+40% compared to baseline

Parks ✱

Transit stations ✱

+44% compared to baseline

Workplaces

+3% compared to baseline
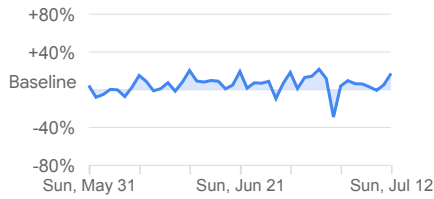

Residential ✱

+6% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
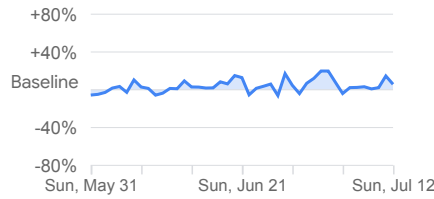
Kenosha County

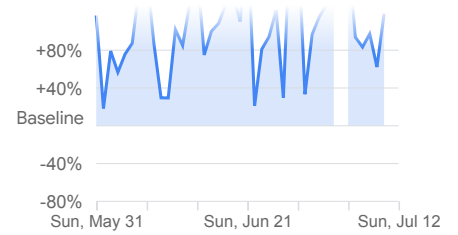### Retail & recreation

+17% compared to baseline

Grocery & pharmacy

+6% compared to baseline

Parks
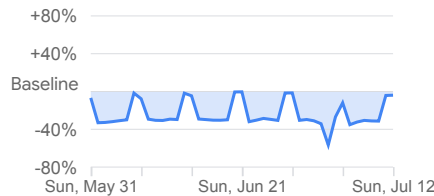
+220% compared to baseline

Transit stations ✱

-2% compared to baseline

Workplaces

-4% compared to baseline

Residential

0% compared to baseline

Kewaunee County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱
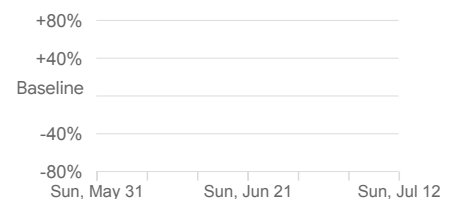

Transit stations ✱

Workplaces

+1% compared to baseline
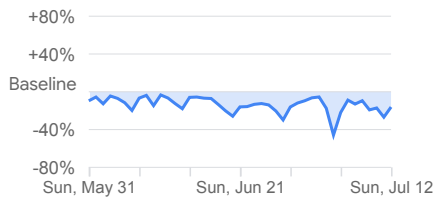

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
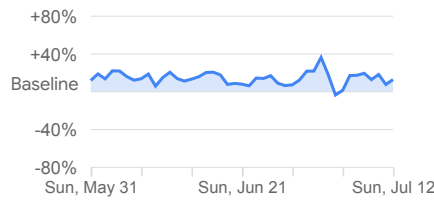
La Crosse County

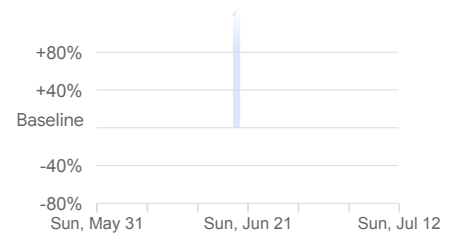## Retail & recreation

-16% compared to baseline

Grocery & pharmacy

+13% compared to baseline

Parks ✱
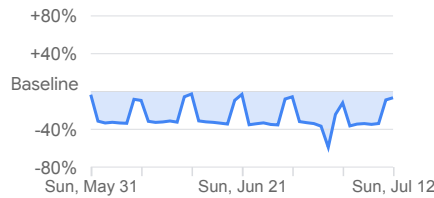
+130% compared to baseline

Transit stations ✱

Workplaces

-7% compared to baseline

Residential

0% compared to baseline

Lafayette County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces ✱

-2% compared to baseline

Residential ✱

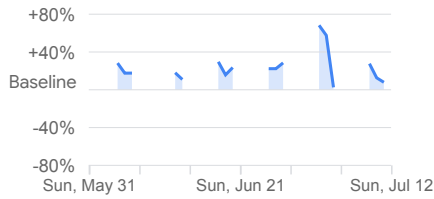
✱ **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
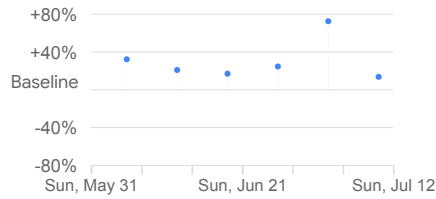
Langlade County

Retail & recreation ✱

+8% compared to baseline

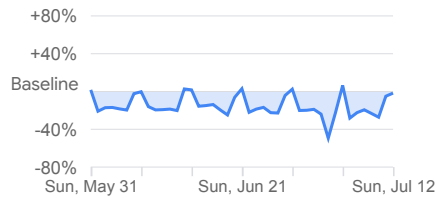### Grocery & pharmacy ✱

+14% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

-2% compared to baseline

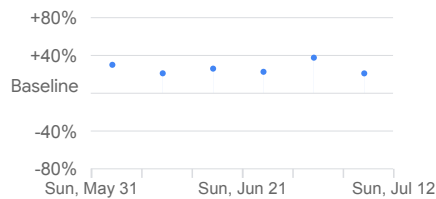### Residential ✱

Lincoln County

Retail & recreation

+27% compared to baseline

Grocery & pharmacy ✱

+21% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

-3% compared to baseline

Residential ✱

+8% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Manitowoc County

Retail & recreation

+20% compared to baseline

Grocery & pharmacy

+27% compared to baseline

Parks ✱

+96% compared to baseline

Transit stations ✱

Workplaces

-2% compared to baseline

Residential

-2% compared to baseline

Marathon County

Retail & recreation

-2% compared to baseline

Grocery & pharmacy

+8% compared to baseline

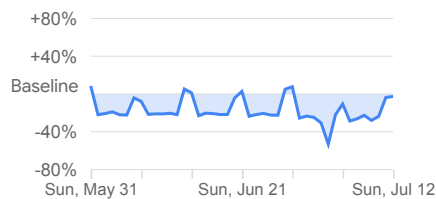### Parks ✱

+118% compared to baseline
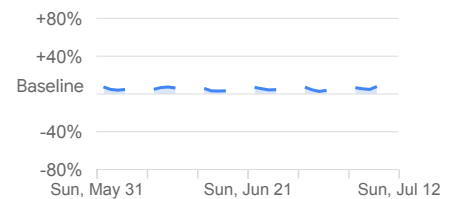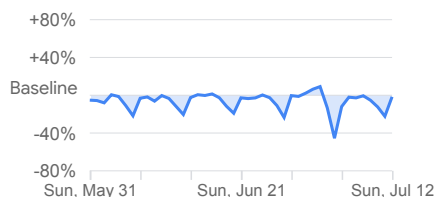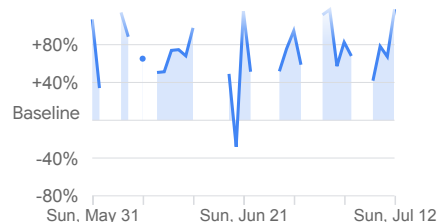

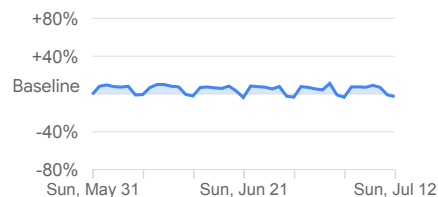### Transit stations ✱

Workplaces

-4% compared to baseline

Residential

-3% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Marinette County

Retail & recreation

+25% compared to baseline

Grocery & pharmacy ✱

+17% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

+1% compared to baseline

Residential ✱

+5% compared to baseline

Marquette County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces

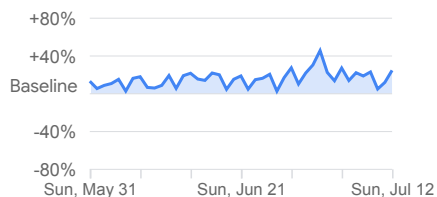**+13%** compared to baseline
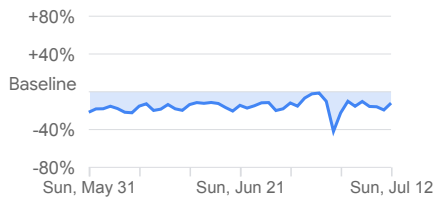

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
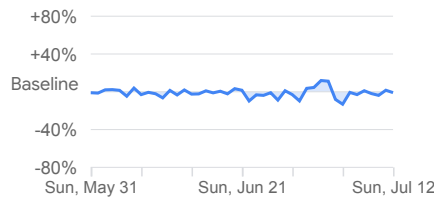
Milwaukee County

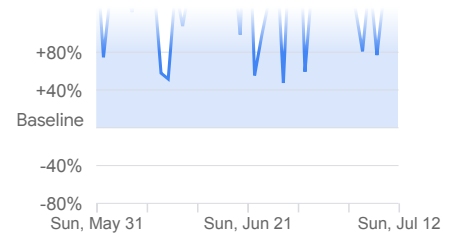### Retail & recreation

-12% compared to baseline

Grocery & pharmacy

-1% compared to baseline

Parks
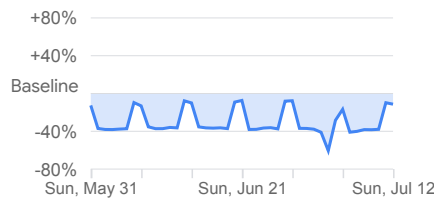
+280% compared to baseline

Transit stations

-21% compared to baseline

Workplaces

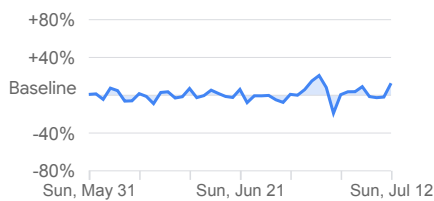**-11%** compared to baseline

Residential

+0% compared to baseline

Monroe County

Retail & recreation

+13% compared to baseline

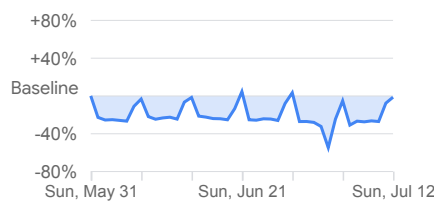### Grocery & pharmacy

+37% compared to baseline

Parks ✱

Transit stations

+43% compared to baseline

Workplaces

-1% compared to baseline

Residential ✱

+4% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Oconto County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces

+4% compared to baseline

Residential ✱

+5% compared to baseline

Oneida County

Retail & recreation

+45% compared to baseline

Grocery & pharmacy ✱

+59% compared to baseline

Parks ✱
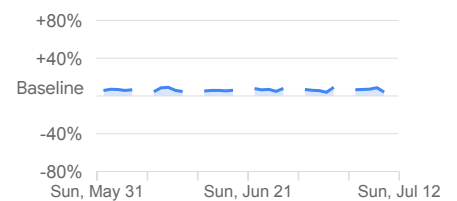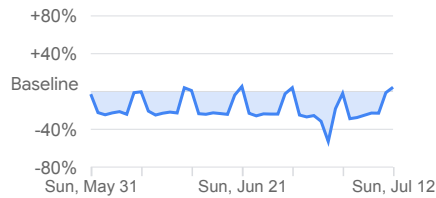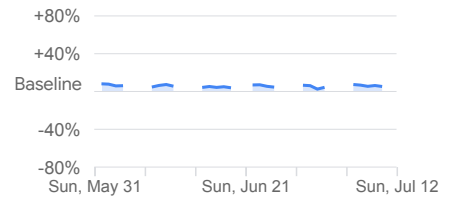

Transit stations ✱

Workplaces

−2% compared to baseline

Residential ✱

+5% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Outagamie County

Retail & recreation

-12% compared to baseline

Grocery & pharmacy

-1% compared to baseline

Parks ✳

+188% compared to baseline

Transit stations

-16% compared to baseline

Workplaces

-5% compared to baseline

Residential

-2% compared to baseline

Ozaukee County

Retail & recreation

+2% compared to baseline

Grocery & pharmacy

-4% compared to baseline

Parks ✳
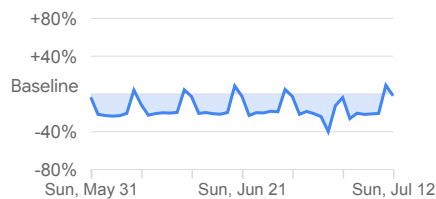
+160% compared to baseline
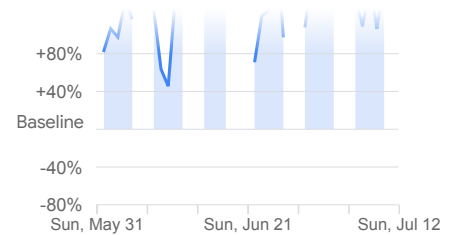
Transit stations ✳

Workplaces

-5% compared to baseline
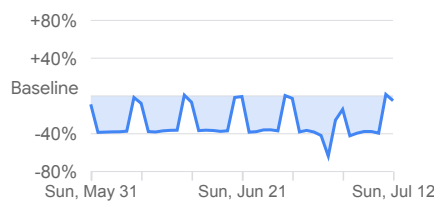
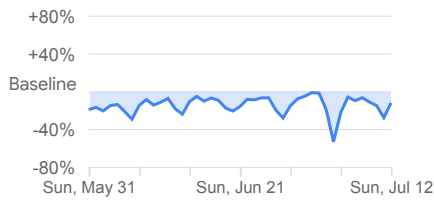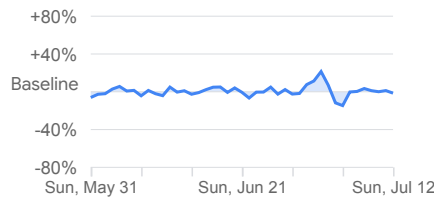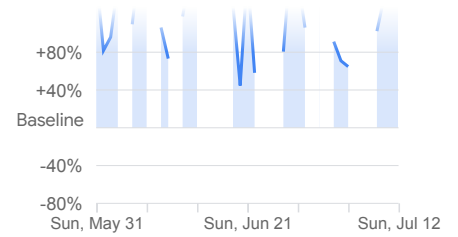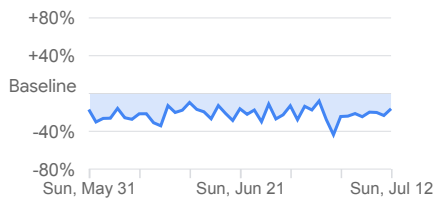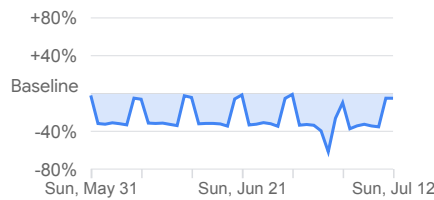### Residential ✳

+1% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Pepin County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces ✱

-19% compared to baseline
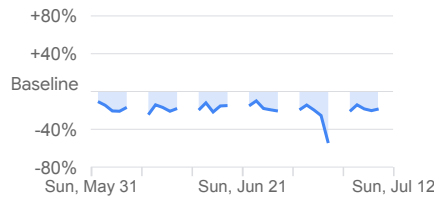
Residential ✱

Pierce County

Retail & recreation ✱
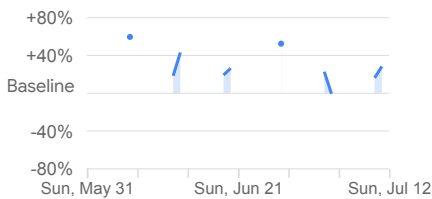
+28% compared to baseline

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces

-2% compared to baseline
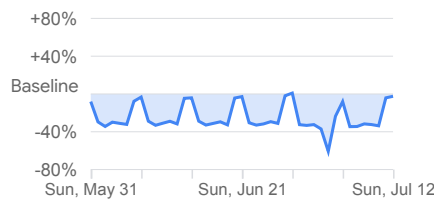
Residential ✱

+8% compared to baseline
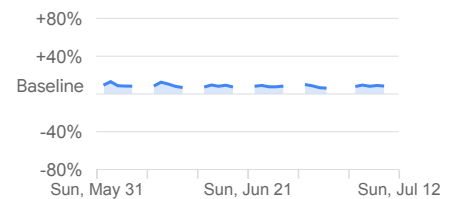
* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Polk County

Retail & recreation

+35% compared to baseline

Grocery & pharmacy ✱

+19% compared to baseline
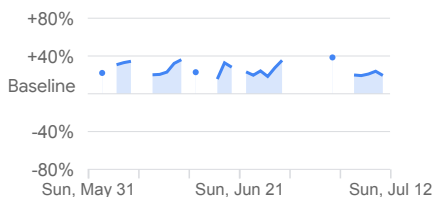
Parks ✱

Transit stations ✱

Workplaces

+4% compared to baseline
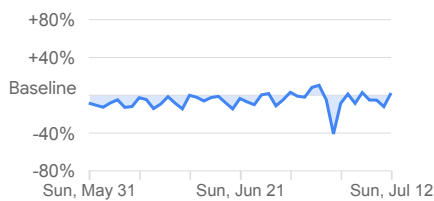

Residential ✱

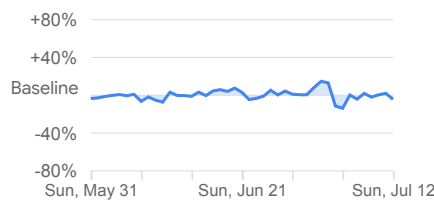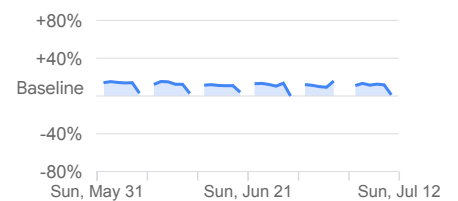**+6%** compared to baseline

Portage County

Retail & recreation

+7% compared to baseline

Grocery & pharmacy

+10% compared to baseline

Parks ✱

+174% compared to baseline
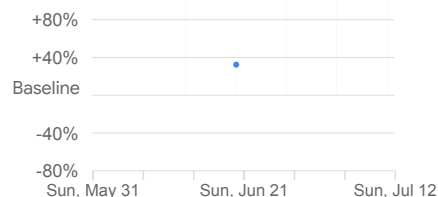
Transit stations ✱

Workplaces

-6% compared to baseline

Residential

-1% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
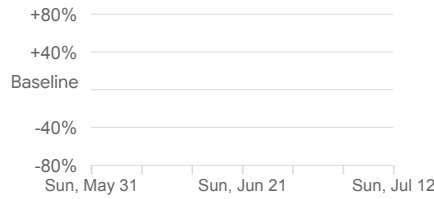
Price County

Retail & recreation ✱

|		
+80%		
+40%		
Baseline		
-40%		
-80%		
Sun, May 31	Sun, Jun 21	Sun, Jul 12

Grocery & pharmacy ✱

+80%		
+40%		
Baseline		
-40%		
-80%		
Sun, May 31	Sun, Jun 21	Sun, Jul 12

Parks ✱

+80%		
+40%		
Baseline		
-40%		
-80%		
Sun, May 31	Sun, Jun 21	Sun, Jul 12

Transit stations ✱

+80%		
+40%		
Baseline		
-40%		
-80%		
Sun, May 31	Sun, Jun 21	Sun, Jul 12

Workplaces ✱

-29% compared to baseline

Residential ✱

+80%		
+40%		
Baseline		
-40%		
-80%		
Sun, May 31	Sun, Jun 21	Sun, Jul 12

Racine County

Retail & recreation

+3% compared to baseline

Grocery & pharmacy

+2% compared to baseline

Parks ✱

+108% compared to baseline

Transit stations

+14% compared to baseline

Workplaces

-5% compared to baseline

Residential

-1% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
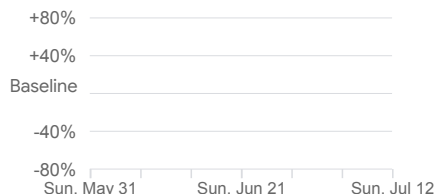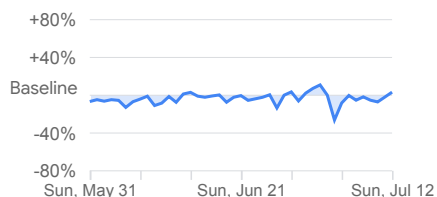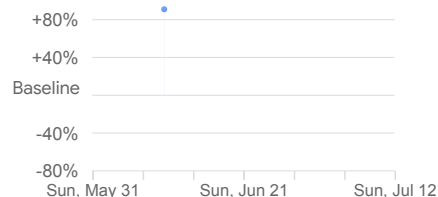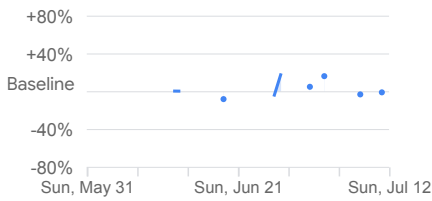
Richland County

Retail & recreation ✱

-1% compared to baseline

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces

-5% compared to baseline

Residential ✱

Rock County

Retail & recreation

+4% compared to baseline

Grocery & pharmacy

+2% compared to baseline

Parks ✱

+85% compared to baseline

Transit stations

+21% compared to baseline

Workplaces

-5% compared to baseline

Residential

-1% compared to baseline

✱ **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
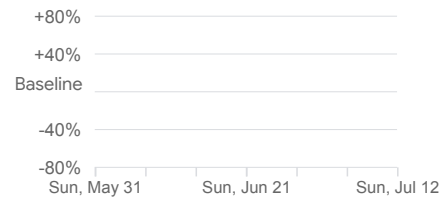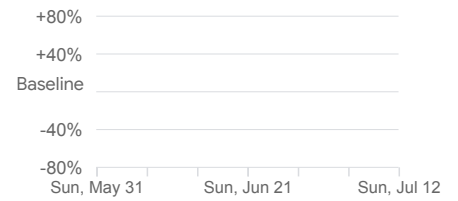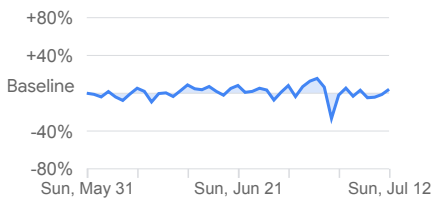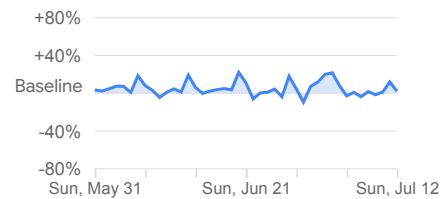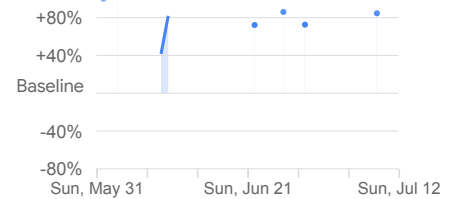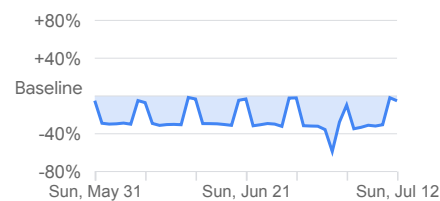
Rusk County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces ✱

-16% compared to baseline

Residential ✱

Sauk County

Retail & recreation

+58% compared to baseline

Grocery & pharmacy

+62% compared to baseline

Parks ✱

+260% compared to baseline
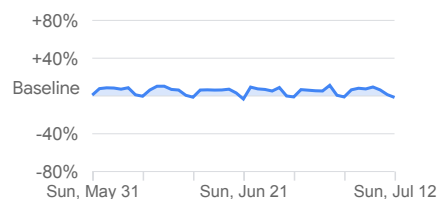

Transit stations ✱

Workplaces

-10% compared to baseline

Residential

-2% compared to baseline

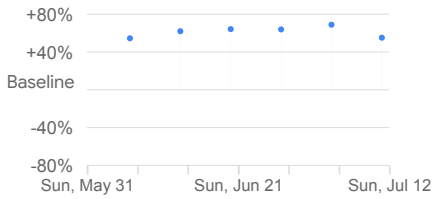
* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
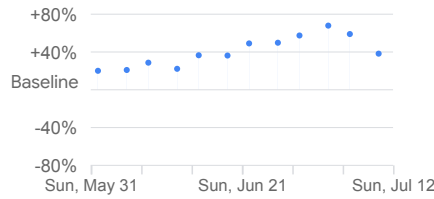
Sawyer County

Retail & recreation ✱

+55% compared to baseline

Grocery & pharmacy ✱

+38% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

+3% compared to baseline

Residential ✱

Shawano County

Retail & recreation

+54% compared to baseline

Grocery & pharmacy ✱

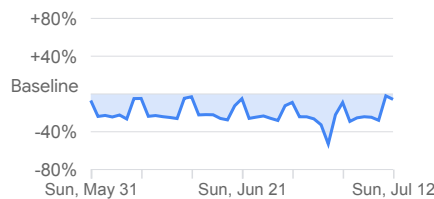**+37%** compared to baseline

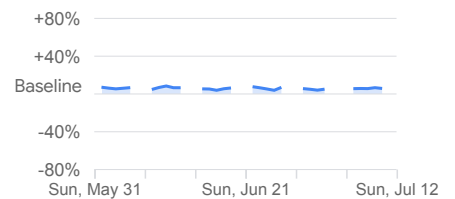### Parks ✱

Transit stations ✱

Workplaces

−6% compared to baseline

Residential ✱

+6% compared to baseline

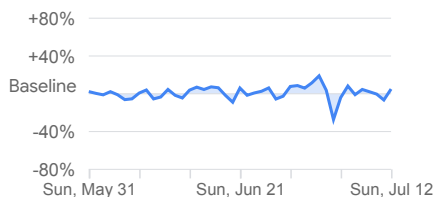
* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Sheboygan County

Retail & recreation

+5% compared to baseline

Grocery & pharmacy

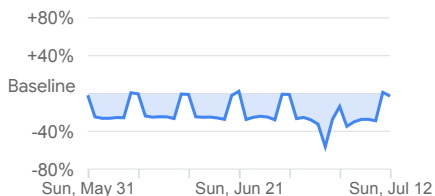**+10%** compared to baseline

Parks ✱

Transit stations

+38% compared to baseline

Workplaces

-3% compared to baseline

Residential

-2% compared to baseline

St. Croix County

Retail & recreation

+12% compared to baseline

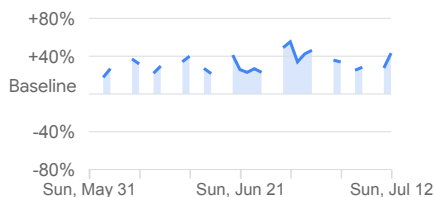### Grocery & pharmacy

+10% compared to baseline

Parks ✱

Transit stations ✱

+43% compared to baseline

Workplaces

+3% compared to baseline

Residential

-2% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
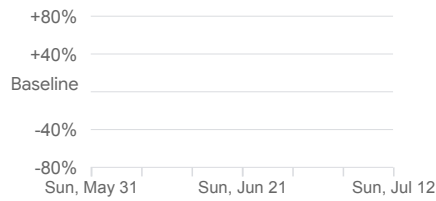
Taylor County

Retail & recreation ✻

+11% compared to baseline

Grocery & pharmacy ✻

Parks ✻

Transit stations ✻

Workplaces ✻

+3% compared to baseline

Residential ✻

Trempealeau County

Retail & recreation ✻

Grocery & pharmacy ✻

+15% compared to baseline

Parks ✻

Transit stations ✻

Workplaces

−2% compared to baseline

Residential ✻

+5% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
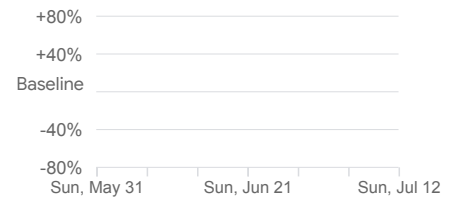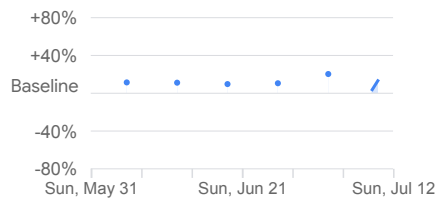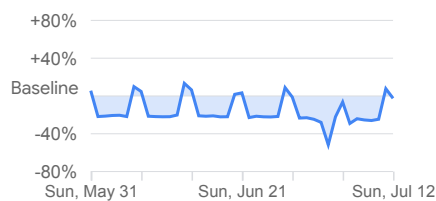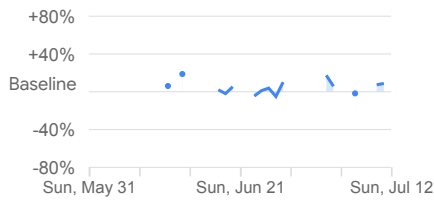
Vernon County

Retail & recreation✳

+9% compared to baseline

Grocery & pharmacy✳

Parks✳

Transit stations✳

Workplaces

+1% compared to baseline

Residential✳

Vilas County

Retail & recreation✳

+45% compared to baseline

Grocery & pharmacy✳

+100% compared to baseline
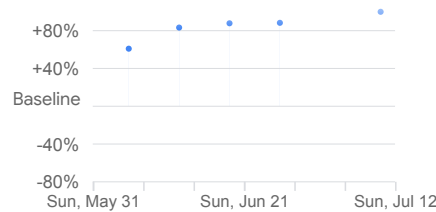
Parks✳

Transit stations✳

Workplaces

+1% compared to baseline

Residential✳

✳ **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.
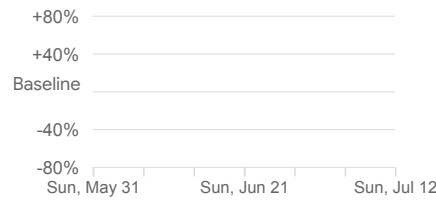
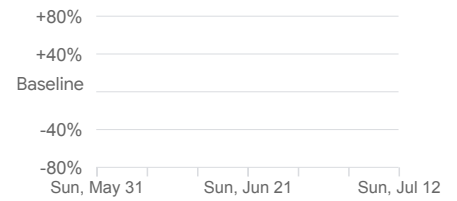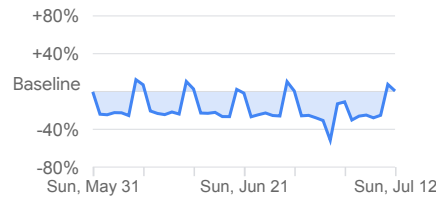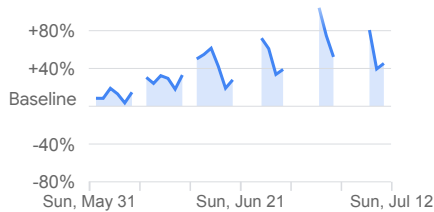# Walworth County

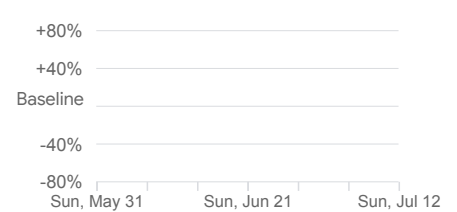### Retail & recreation

+26% compared to baseline

Grocery & pharmacy

+32% compared to baseline

Parks ✱

Transit stations ✱

+14% compared to baseline

Workplaces

+3% compared to baseline

Residential

-2% compared to baseline

Washburn County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

Workplaces ✱

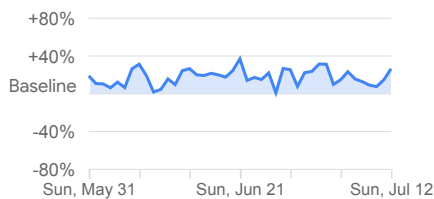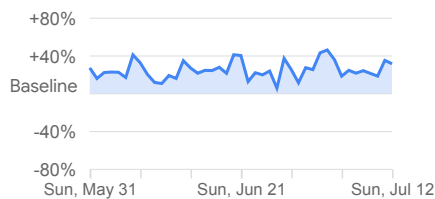**-6%** compared to baseline

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Washington County

Retail & recreation

+1% compared to baseline

Grocery & pharmacy

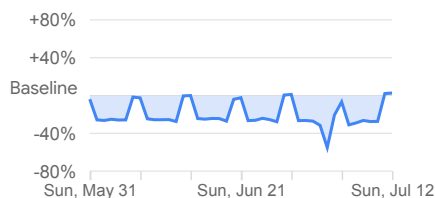**+7%** compared to baseline

Parks ✱

+115% compared to baseline

Transit stations ✱

Workplaces

0% compared to baseline

Residential

-2% compared to baseline

Waukesha County

Retail & recreation

-7% compared to baseline

Grocery & pharmacy

-2% compared to baseline

Parks ✱

+298% compared to baseline

Transit stations ✱

+10% compared to baseline

Workplaces

-4% compared to baseline

Residential

0% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Waupaca County

Retail & recreation

+42% compared to baseline

Grocery & pharmacy

+22% compared to baseline
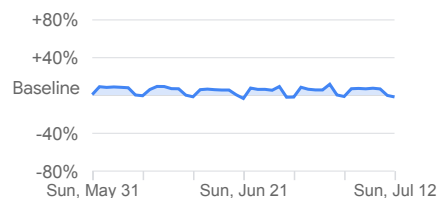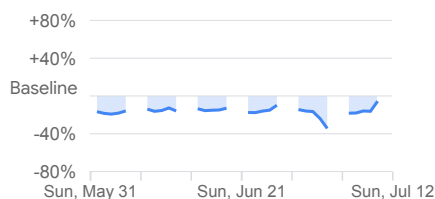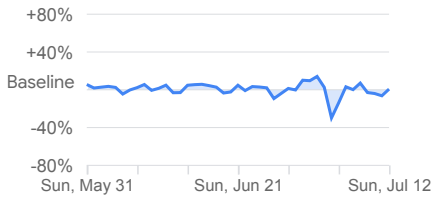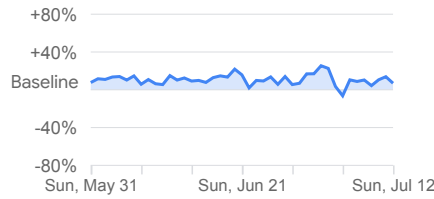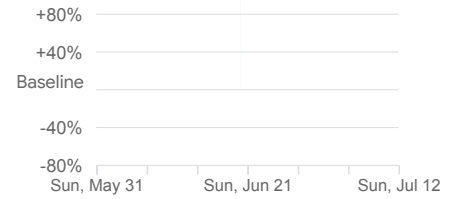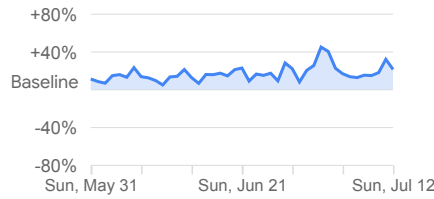

Parks ✱

Transit stations ✱

Workplaces

+2% compared to baseline
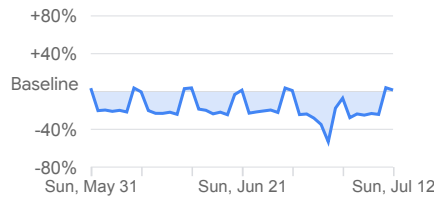
Residential ✱

+6% compared to baseline

Waushara County

Retail & recreation ✱

Grocery & pharmacy ✱

Parks ✱

Transit stations ✱

-6% compared to baseline
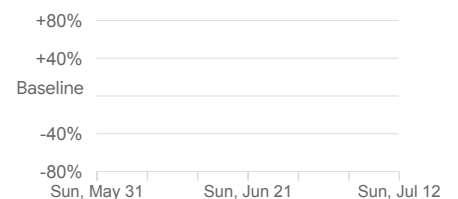
Workplaces

-1% compared to baseline

Residential ✱

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Winnebago County

Retail & recreation

+4% compared to baseline
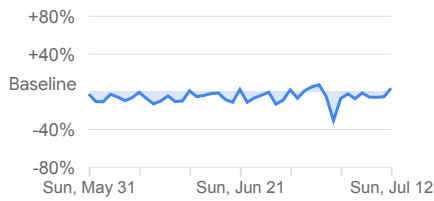
Grocery & pharmacy

-1% compared to baseline
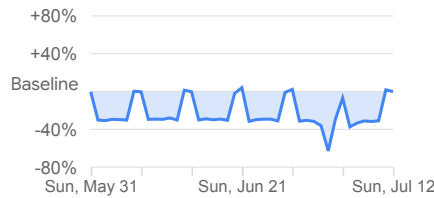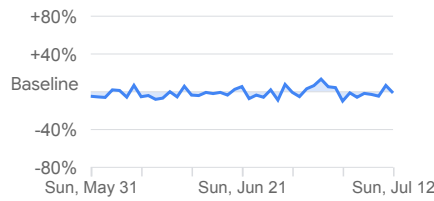

Parks ✱

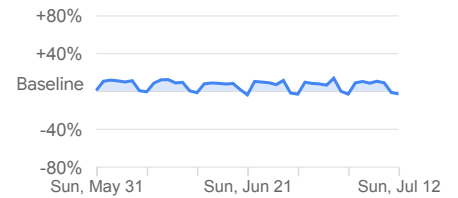**+186%** compared to baseline
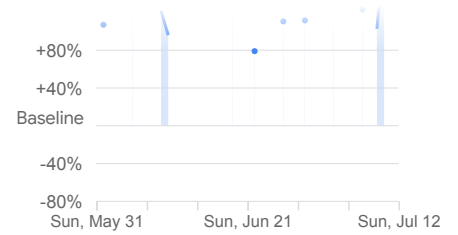
Transit stations ✱

+62% compared to baseline
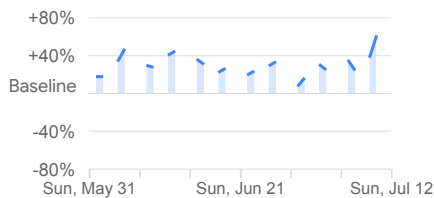
Workplaces
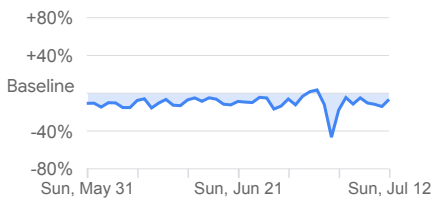
-5% compared to baseline
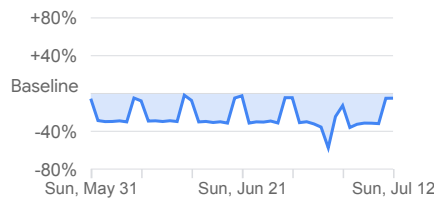
Residential

-1% compared to baseline

Wood County

Retail & recreation
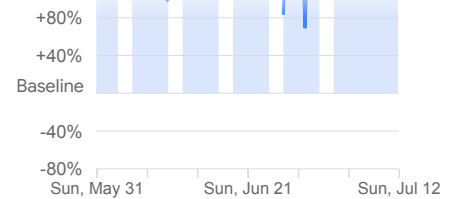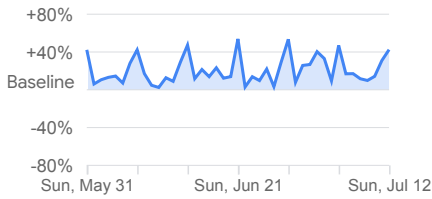
+10% compared to baseline

Grocery & pharmacy

+6% compared to baseline

Parks ✱

Transit stations ✱

Workplaces

-8% compared to baseline

Residential

-3% compared to baseline

* **Not enough data for this date:** Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

About this data
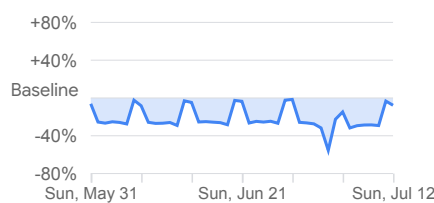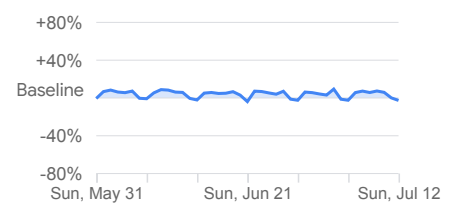
These reports show how visits and length of stay at different places change compared to a baseline. We calculate these changes using the same kind of aggregated and anonymized data used to show popular times for places in Google Maps.

Changes for each day are compared to a baseline value for that day of the week:

● The baseline is the *median* value, for the corresponding day of the week, during the 5-week period Jan 3–Feb 6, 2020.

● The reports show trends over several weeks with the most recent data representing approximately 2-3 days ago—this is how long it takes to produce the reports.

What data is included in the calculation depends on user settings, connectivity, and whether it meets our privacy threshold. If the privacy threshold isn't met (when somewhere isn't busy enough to ensure anonymity) we don't show a change for the day.

We include categories that are useful to social distancing efforts as well as access to essential services.

We calculate these insights based on data from users who have opted-in to Location History for their Google Account, so the data represents a sample of our users. As with all samples, this may or may not represent the exact behavior of a wider population.

We continue to improve our reports as places close and reopen. We updated the way we calculate changes for *Groceries & pharmacy*, *Retail & recreation*, *Transit stations*, and *Parks* categories. For regions published before May 2020, the data may contain a consistent shift either up or down that starts between April 11–18, 2020.

Preserving privacy

These reports were developed to be helpful while adhering to our stringent privacy protocols and protecting people's privacy. No personally identifiable information, like an individual's location, contacts or movement, is made available at any point.

Insights in these reports are created with aggregated, anonymized sets of data from users who have turned on the Location History setting, which is off by default. People who have Location History turned on can choose to turn it off at any time from their Google Account and can always delete Location History data directly from their Timeline.

These reports are powered by the same world-class anonymization technology that we use in our products every day and that keep your activity data private and secure. These reports use differential privacy, which adds artificial noise to our datasets enabling high quality results without identifying any individual person. These privacy-preserving protections also ensure that the absolute number of visits isn't shared.

Further resources

To learn how you can best use this report in your work, visit Mobility Reports Help.

To get the latest report, visit google.com/covid19/mobility