Wisconsin  September 21, 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.

The data shows how visits to places, such as grocery stores and parks, are changing in each geographic region. Learn how you can use this report in your work by visiting Community Mobility Reports Help.

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**

-1%

compared to baseline

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

**Grocery & pharmacy**

+8%

compared to baseline

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

**Parks**

+337%

compared to baseline

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

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Transit stations +5% compared to baseline

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

Workplaces -29% compared to baseline

Mobility trends for places of work.

Residential +7% compared to baseline

Mobility trends for places of residence.

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Adams County

Retail & recreation

Grocery & pharmacy

Parks

-14% compared to baseline

Transit stations

Workplaces

Residential

Ashland County

Retail & recreation

Grocery & pharmacy

Parks

-22% compared to baseline

Transit stations

Workplaces

Residential

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Barron County

Retail & recreation +18% compared to baseline

Grocery & pharmacy +47% compared to baseline

Parks

Transit stations

Workplaces

Residential +0% compared to baseline

Bayfield County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations

Workplaces

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Brown County

Retail & recreation
-6% compared to baseline

Grocery & pharmacy
+10% compared to baseline

Parks
+239% compared to baseline

Transit stations
-33% compared to baseline

Workplaces
-32% compared to baseline

Residential
+8% compared to baseline

Buffalo County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations

Workplaces

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Burnett County

Retail & recreation

-80% compared to baseline
-40%
Baseline
-80%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Grocery & pharmacy

+80%
Baseline
+40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Parks

+80%
Baseline
+40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Transit stations

-80%
Baseline
-40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Workplaces

-10% compared to baseline

Residential

-30%
Baseline
-40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Calumet County

Retail & recreation

-5% compared to baseline

Grocery & pharmacy

-6% compared to baseline

Parks

+80%
Baseline
+40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Transit stations

-80%
Baseline
-40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

Workplaces

-30% compared to baseline

Residential

+7%
Baseline
+40%
Mon, Aug 10
Mon, Aug 31
Mon, Sep 21

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Chippewa County

- **Retail & recreation**: +16% compared to baseline
- **Grocery & pharmacy**: +31% compared to baseline
- **Parks**: Data not available

Clark County

- **Retail & recreation**: Data not available
- **Grocery & pharmacy**: Data not available
- **Parks**: Data not available

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Columbia County

Retail & recreation
+35% compared to baseline

Grocery & pharmacy
+20% compared to baseline

Parks

Transit stations
+110% compared to baseline

Workplaces
-23% compared to baseline

Residential
+5% compared to baseline

Crawford County

Retail & recreation
+26% compared to baseline

Grocery & pharmacy

Parks

Transit stations

Workplaces
-20% compared to baseline

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
### Dane County

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Change</th>
<th>Compared to Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail &amp; recreation</td>
<td>-22%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Grocery &amp; pharmacy</td>
<td>+1%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Parks</td>
<td>+202%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Transit stations</td>
<td>-22%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Workplaces</td>
<td>-46%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Residential</td>
<td>+15%</td>
<td>Baseline</td>
</tr>
</tbody>
</table>

### Dodge County

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Change</th>
<th>Compared to Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail &amp; recreation</td>
<td>+5%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Grocery &amp; pharmacy</td>
<td>+11%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Parks</td>
<td>+202%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Transit stations</td>
<td>-20%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Workplaces</td>
<td>+4%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Residential</td>
<td>+15%</td>
<td>Baseline</td>
</tr>
</tbody>
</table>

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Door County

**Retail & recreation**
+169% compared to baseline

**Grocery & pharmacy**
+106% compared to baseline

**Parks**

Transit stations

Workplaces

Residential

Douglas County

**Retail & recreation**
+13% compared to baseline

**Grocery & pharmacy**
+22% compared to baseline

**Parks**

Transit stations

Workplaces

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Dunn County

Retail & recreation
-8% compared to baseline

Grocery & pharmacy
+20% compared to baseline

Parks

Transit stations
+26% compared to baseline

Workplaces
-22% compared to baseline

Residential
+4% compared to baseline

Eau Claire County

Retail & recreation
-9% compared to baseline

Grocery & pharmacy
+7% compared to baseline

Parks

Transit stations
-21% compared to baseline

Workplaces
-28% compared to baseline

Residential
+6% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Fond du Lac County

**Retail & recreation**
+4% compared to baseline

**Grocery & pharmacy**
+8% compared to baseline

**Parks**

**Transit stations**
-2% compared to baseline

**Workplaces**
-24% compared to baseline

**Residential**
+4% compared to baseline

Forest County

**Retail & recreation**

**Grocery & pharmacy**

**Parks**

**Transit stations**

**Workplaces**

**Residential**

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Grant County

Retail & recreation**: +6% compared to baseline

Grocery & pharmacy**: +23% compared to baseline

Parks**:

Transit stations**:

Workplaces

-24% compared to baseline

Residential**: +4% compared to baseline

Green County

Retail & recreation**: +6% compared to baseline

Grocery & pharmacy**: +11% compared to baseline

Parks**:

Transit stations**:

Workplaces

-30% compared to baseline

Residential**: +6% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Green Lake County

Retail & recreation: +25% compared to baseline

Grocery & pharmacy: +80% compared to baseline

Parks: +80% compared to baseline

Transit stations: -18% compared to baseline

Workplaces: +80% compared to baseline

Residential: +80% compared to baseline

Iowa County

Retail & recreation: -4% compared to baseline

Grocery & pharmacy: +80% compared to baseline

Parks: +80% compared to baseline

Transit stations: -28% compared to baseline

Workplaces: +80% compared to baseline

Residential: +80% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Iron County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations

Workplaces

Residential

Jackson County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations

Workplaces

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Jefferson County

- Retail & recreation: +5% compared to baseline
- Grocery & pharmacy: +17% compared to baseline
- Parks: +80% compared to baseline
- Transit stations: +6% compared to baseline
- Workplaces: -27% compared to baseline
- Residential: +5% compared to baseline

Juneau County

- Retail & recreation: +43% compared to baseline
- Grocery & pharmacy: +38% compared to baseline
- Parks: +80% compared to baseline
- Transit stations: +55% compared to baseline
- Workplaces: -15% compared to baseline
- Residential: +1% compared to baseline

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Kenosha County

Retail & recreation: +7% compared to baseline

Grocery & pharmacy: +1% compared to baseline

Parks: +203% compared to baseline

Transit stations: -7% compared to baseline

Workplaces: -27% compared to baseline

Residential: +6% compared to baseline

Kewaunee County

Retail & recreation: +80% compared to baseline

Grocery & pharmacy: +40% compared to baseline

Parks: +80% compared to baseline

Transit stations: -80% compared to baseline

Workplaces: -40% compared to baseline

Residential: +80% compared to baseline

Transit stations: -23% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
La Crosse County

Retail & recreation
-13% compared to baseline

Grocery & pharmacy
+13% compared to baseline

Parks

Transit stations

Workplaces
-32% compared to baseline

Residential
+8% compared to baseline

Lafayette County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations

Workplaces
-24% compared to baseline

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Langlade County

Retail & recreation* +4% compared to baseline
Grocery & pharmacy* +20% compared to baseline
Parks* +80% compared to baseline

Transit stations* -18% compared to baseline
Workplaces
Residential* +4% compared to baseline

Lincoln County

Retail & recreation* +23% compared to baseline
Grocery & pharmacy* +16% compared to baseline
Parks* +80% compared to baseline

Transit stations* -22% compared to baseline
Workplaces
Residential* +4% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Manitowoc County

**Retail & recreation**
+14% compared to baseline

**Grocery & pharmacy**
+25% compared to baseline

**Parks**

Transit stations

Workplaces
-20% compared to baseline

Residential
+3% compared to baseline

Marathon County

**Retail & recreation**
-7% compared to baseline

**Grocery & pharmacy**
+5% compared to baseline

**Parks**
+115% compared to baseline

Transit stations

Workplaces
-26% compared to baseline

Residential
+5% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Marinette County

**Retail & recreation**
+15% compared to baseline

**Grocery & pharmacy**
+10% compared to baseline

**Parks**

**Transit stations**
-16% compared to baseline

**Workplaces**

**Residential**
+2% compared to baseline

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Marquette County

**Retail & recreation**

**Grocery & pharmacy**

**Parks**

**Transit stations**

**Workplaces**

**Residential**

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Milwaukee County

Retail & recreation -15% compared to baseline

Grocery & pharmacy -4% compared to baseline

Parks +275% compared to baseline

Transit stations -23% compared to baseline

Workplaces -35% compared to baseline

Residential +9% compared to baseline

Monroe County

Retail & recreation +8% compared to baseline

Grocery & pharmacy +37% compared to baseline

Parks +275% compared to baseline

Transit stations +48% compared to baseline

Workplaces -24% compared to baseline

Residential +3% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Oconto County

- Retail & recreation: +4% compared to baseline
- Grocery & pharmacy: +4% compared to baseline
- Parks: +4% compared to baseline
- Transit stations: -15% compared to baseline
- Workplaces: -19% compared to baseline
- Residential: +4% compared to baseline

Oneida County

- Retail & recreation: +36% compared to baseline
- Grocery & pharmacy: +59% compared to baseline
- Parks: +4% compared to baseline
- Transit stations: -19% compared to baseline
- Workplaces: +4% compared to baseline
- Residential: +4% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Outagamie County

Retail & recreation
-14% compared to baseline

Grocery & pharmacy
-6% compared to baseline

Parks
+154% compared to baseline

Transit stations
-20% compared to baseline

Workplaces
-30% compared to baseline

Residential
+7% compared to baseline

Ozaukee County

Retail & recreation
-1% compared to baseline

Grocery & pharmacy
-3% compared to baseline

Parks
+178% compared to baseline

Transit stations
-34% compared to baseline

Workplaces
+9% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Pepin County

Retail & recreation🌟
+80%
+40%
Baseline
-80%
Mon, Aug 10  Mon, Aug 31  Mon, Sep 21

Grocery & pharmacy🌟
+80%
+40%
Baseline
-40%
Mon, Aug 10  Mon, Aug 31  Mon, Sep 21

Parks🌟
+80%
+40%
Baseline
-40%
Mon, Aug 10  Mon, Aug 31  Mon, Sep 21

Transit stations🌟
-17% compared to baseline

Workplaces🌟

Residential🌟
+6% compared to baseline

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Pierce County

Retail & recreation🌟
+46% compared to baseline

Grocery & pharmacy🌟
+80%
+40%
Baseline
-40%
Mon, Aug 10  Mon, Aug 31  Mon, Sep 21

Parks🌟
+80%
+40%
Baseline
-40%
Mon, Aug 10  Mon, Aug 31  Mon, Sep 21

Transit stations🌟

Workplaces
-28% compared to baseline

Residential🌟

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
**Polk County**

**Retail & recreation** +31% compared to baseline

**Grocery & pharmacy** +19% compared to baseline

**Parks**

**Transit stations**

**Workplaces** -16% compared to baseline

**Residential** +2% compared to baseline

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**Portage County**

**Retail & recreation** +5% compared to baseline

**Grocery & pharmacy** +9% compared to baseline

**Parks** +148% compared to baseline

**Transit stations**

**Workplaces** -30% compared to baseline

**Residential** +7% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Price County

Retail & recreation
-18% compared to baseline

Grocery & pharmacy
-80%
-40%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline

Parks
-80%
-40%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline

Transit stations
-80%
-40%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline

Workplaces
-18% compared to baseline

Residential
+6%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline

Racine County

Retail & recreation
-2% compared to baseline

Grocery & pharmacy
-2% compared to baseline

Parks
+80%
+40%
Baseline
+80%
+40%
Baseline
+80%
+40%
Baseline

Transit stations
+5% compared to baseline

Workplaces
-27% compared to baseline

Residential
+40%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline
-80%
-40%
Baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Richland County

Retail & recreation
-9% compared to baseline

Grocery & pharmacy

Parks

Transit stations

Workplaces

Residential

Rock County

Retail & recreation
0% compared to baseline

Grocery & pharmacy
-1% compared to baseline

Parks
+75% compared to baseline

Transit stations

Workplaces

Residential

-4% compared to baseline

-27% compared to baseline

+6% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Rusk County

Retail & recreation
-80% compared to baseline
-40% compared to baseline

Grocery & pharmacy
-80% compared to baseline
-40% compared to baseline

Parks

Transit stations
-80% compared to baseline
-40% compared to baseline

Workplaces

Residential

Sauk County

Retail & recreation
+44% compared to baseline

Grocery & pharmacy
+58% compared to baseline

Parks

Transit stations

Workplaces
-23% compared to baseline

Residential
+4%

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Sawyer County

Retail & recreation: +77% compared to baseline
Grocery & pharmacy: +36% compared to baseline

Parks

Transit stations

Workplaces

Residential

Shawano County

Retail & recreation: +52% compared to baseline
Grocery & pharmacy: +26% compared to baseline

Parks

Transit stations

Workplaces

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Sheboygan County

**Retail & recreation**
- 0% compared to baseline

**Grocery & pharmacy**
- +3% compared to baseline

**Parks**
- +80% compared to baseline

**Transit stations**
- +25% compared to baseline

**Workplaces**
- -23% compared to baseline

**Residential**
- +4% compared to baseline

St. Croix County

**Retail & recreation**
- +6% compared to baseline

**Grocery & pharmacy**
- +2% compared to baseline

**Parks**
- +80% compared to baseline

**Transit stations**
- +23% compared to baseline

**Workplaces**
- -29% compared to baseline

**Residential**
- +7% compared to baseline

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Taylor County

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Compared to Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail &amp; recreation</td>
<td>-6%</td>
</tr>
<tr>
<td>Grocery &amp; pharmacy</td>
<td>+15%</td>
</tr>
<tr>
<td>Parks</td>
<td>+80%</td>
</tr>
<tr>
<td>Transit stations</td>
<td>+80%</td>
</tr>
<tr>
<td>Workplaces</td>
<td>-27%</td>
</tr>
<tr>
<td>Residential</td>
<td>+3%</td>
</tr>
</tbody>
</table>

Trempealeau County

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Retail &amp; recreation</td>
<td>+15%</td>
</tr>
<tr>
<td>Grocery &amp; pharmacy</td>
<td>+80%</td>
</tr>
<tr>
<td>Parks</td>
<td>+40%</td>
</tr>
<tr>
<td>Transit stations</td>
<td>+80%</td>
</tr>
<tr>
<td>Workplaces</td>
<td>-27%</td>
</tr>
<tr>
<td>Residential</td>
<td>+3%</td>
</tr>
</tbody>
</table>

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Vernon County

Retail & recreation: +12% compared to baseline

Grocery & pharmacy:

Parks:

Transit stations:

Workplaces:

Residential:

Vilas County

Retail & recreation: +56% compared to baseline

Grocery & pharmacy: +102% compared to baseline

Parks:

Transit stations:

Workplaces:

Residential:

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Walworth County

Retail & recreation
+17% compared to baseline

Grocery & pharmacy
+22% compared to baseline

Parks

Transit stations
+12% compared to baseline

Workplaces
-22% compared to baseline

Residential
+4% compared to baseline

Washburn County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations
-6% compared to baseline

Workplaces

Residential

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Washington County

Retail & recreation

+1% compared to baseline

Grocery & pharmacy

+1% compared to baseline

Parks

+80% compared to baseline

Transit stations

+80% compared to baseline

Workplaces

-28% compared to baseline

Residential

+6% compared to baseline

Waukesha County

Retail & recreation

-12% compared to baseline

Grocery & pharmacy

-5% compared to baseline

Parks

+301% compared to baseline

Transit stations

-3% compared to baseline

Workplaces

-33% compared to baseline

Residential

+9% compared to baseline

* The data doesn't meet quality and privacy thresholds for every day in the chart.
Waupaca County

Retail & recreation
+38% compared to baseline

Grocery & pharmacy
+12% compared to baseline

Parks

Transit stations

Workplaces
-18% compared to baseline

Residential
+1% compared to baseline

Waushara County

Retail & recreation

Grocery & pharmacy

Parks

Transit stations

Workplaces
-16% compared to baseline

Residential
0% compared to baseline

* The data doesn’t meet quality and privacy thresholds for every day in the chart.
Winnebago County

Retail & recreation: +0% compared to baseline
Grocery & pharmacy: -4% compared to baseline
Parks: +188% compared to baseline
Transit stations: +48% compared to baseline
Workplaces: -29% compared to baseline
Residential: +7% compared to baseline

Wood County

Retail & recreation: -1% compared to baseline
Grocery & pharmacy: +5% compared to baseline
Parks: +3% compared to baseline
Transit stations: -26% compared to baseline
Workplaces: +3% compared to baseline
Residential: +3% compared to baseline

* The data doesn't meet quality and privacy thresholds for every day in the chart.
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