

**Percent of Medicare Eligible in Wisconsin enrolled in MA Plans\*, by County and Type of Plan  
March 2024**

County	State	Metro Rural**	Medicare Eligibles	Percent Enrolled in MA+ Prepaid	Percent Enrolled in MA	Percent Enrolled in PFFS	Percent Enrolled in HMO POS	Percent Enrolled in PPOs
Adams	WI	Rural	7,137	50.3%	49.7%	2.1%	21.8%	25.7%
Ashland	WI	Rural	4,027	49.7%	40.8%	0.0%	27.0%	13.8%
Barron	WI	Rural	12,416	55.2%	44.6%	0.0%	34.0%	10.4%
Bayfield	WI	Rural	5,452	47.2%	32.9%	0.0%	17.7%	15.2%
Brown	WI	Metro	50,832	73.9%	73.9%	0.1%	23.6%	50.0%
Buffalo	WI	Rural	3,371	39.8%	38.9%	0.0%	25.2%	13.6%
Burnett	WI	Rural	5,724	51.1%	32.0%	0.0%	13.9%	18.2%
Calumet	WI	Metro	9,379	78.9%	78.5%	0.0%	18.7%	59.6%
Chippewa	WI	Metro	14,942	50.8%	42.3%	0.0%	30.9%	11.4%
Clark	WI	Rural	7,094	62.7%	62.2%	1.2%	51.7%	9.3%
Columbia	WI	Metro	13,174	45.4%	36.7%	0.0%	20.1%	16.5%
Crawford	WI	Rural	4,329	48.7%	45.8%	0.0%	29.6%	16.2%
Dane	WI	Metro	90,790	43.1%	37.2%	0.2%	19.7%	17.2%
Dodge	WI	Rural	19,001	55.7%	53.8%	0.5%	19.6%	33.6%
Door	WI	Rural	10,429	47.5%	47.2%	0.0%	21.7%	25.3%
Douglas	WI	Metro	10,427	66.8%	30.4%	0.0%	14.1%	16.3%
Dunn	WI	Rural	9,505	47.1%	31.0%	0.0%	18.4%	12.6%
Eau Claire	WI	Metro	20,809	50.3%	39.2%	1.7%	25.1%	12.2%
Florence	WI	Rural	1,543	52.6%	51.5%	0.0%	18.6%	32.9%
Fond du Lac	WI	Metro	22,651	71.3%	71.0%	0.1%	19.7%	51.0%
Forest	WI	Rural	2,672	54.8%	54.3%	0.0%	33.2%	21.1%
Grant	WI	Rural	11,028	54.0%	23.4%	0.0%	9.5%	13.9%
Green	WI	Metro	8,358	37.6%	37.1%	0.0%	14.2%	22.7%
Green Lake	WI	Rural	5,206	67.8%	66.9%	0.0%	19.8%	46.8%
Iowa	WI	Metro	5,487	41.1%	27.1%	0.0%	13.3%	13.9%
Iron	WI	Rural	2,114	58.2%	57.3%	0.0%	40.7%	16.6%
Jackson	WI	Rural	4,668	54.8%	54.2%	0.0%	37.1%	17.1%
Jefferson	WI	Rural	17,452	47.8%	42.5%	0.2%	23.4%	18.7%
Juneau	WI	Rural	6,606	44.9%	44.4%	2.1%	22.3%	20.0%
Kenosha	WI	Metro	30,298	57.1%	56.7%	0.2%	27.5%	29.0%
Kewaunee	WI	Metro	4,948	71.7%	70.9%	0.0%	22.8%	48.1%

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La Crosse	WI	Metro	24,250	55.9%	55.7%	0.0%	41.6%	14.0%
Lafayette	WI	Rural	3,564	47.6%	26.9%	0.0%	6.3%	20.6%
Langlade	WI	Rural	5,800	66.2%	65.8%	1.1%	50.1%	14.7%
Lincoln	WI	Rural	7,879	63.5%	63.1%	1.3%	45.2%	16.5%
Manitowoc	WI	Rural	20,631	65.6%	65.5%	0.1%	25.8%	39.5%
Marathon	WI	Metro	28,806	68.2%	68.1%	0.3%	53.9%	13.8%
Marinette	WI	Rural	12,517	65.7%	65.4%	0.0%	26.3%	39.0%
Marquette	WI	Rural	4,648	54.8%	53.9%	0.0%	12.8%	41.0%
Menominee	WI	Rural	856	58.2%	55.4%	0.0%	30.3%	25.1%
Milwaukee	WI	Metro	150,786	71.7%	71.4%	0.1%	47.9%	23.2%
Monroe	WI	Rural	9,328	43.9%	43.8%	0.0%	28.8%	15.0%
Oconto	WI	Metro	10,124	77.1%	76.7%	0.0%	35.9%	40.5%
Oneida	WI	Rural	12,421	53.2%	53.0%	1.3%	35.7%	16.0%
Outagamie	WI	Metro	36,786	76.0%	75.9%	0.2%	20.5%	55.0%
Ozaukee	WI	Metro	21,949	58.9%	58.8%	0.1%	35.6%	23.0%
Pepin	WI	Rural	2,167	39.3%	37.7%	0.0%	25.2%	12.5%
Pierce	WI	Metro	8,192	56.3%	20.0%	0.0%	5.9%	14.1%
Polk	WI	Rural	11,599	57.0%	21.6%	0.0%	8.6%	13.0%
Portage	WI	Rural	15,027	58.2%	57.8%	0.0%	33.8%	24.0%
Price	WI	Rural	4,604	54.9%	54.1%	0.0%	39.8%	14.3%
Racine	WI	Metro	41,624	64.8%	64.5%	0.1%	40.2%	24.2%
Richland	WI	Rural	4,376	34.7%	34.3%	0.6%	14.0%	19.7%
Rock	WI	Metro	33,973	53.8%	47.4%	0.0%	20.5%	26.8%
Rusk	WI	Rural	4,145	57.8%	57.3%	0.0%	46.7%	10.7%
St. Croix	WI	Metro	16,924	55.3%	20.1%	0.0%	2.6%	17.6%
Sauk	WI	Rural	14,395	43.5%	30.1%	0.3%	14.4%	15.3%
Sawyer	WI	Rural	5,787	51.8%	43.2%	0.0%	25.7%	17.5%
Shawano	WI	Rural	10,144	74.4%	74.0%	0.2%	33.0%	40.7%
Sheboygan	WI	Metro	26,451	62.6%	62.4%	0.1%	26.8%	35.4%
Taylor	WI	Rural	4,538	64.4%	63.9%	0.0%	50.7%	13.3%
Trempealeau	WI	Rural	6,420	52.6%	52.3%	1.4%	35.5%	15.2%

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Vernon	WI	Metro	7,142	61.5%	61.1%	0.0%	47.6%	13.5%
Vilas	WI	Rural	8,843	46.1%	45.6%	1.9%	24.5%	19.2%
Walworth	WI	Rural	22,532	49.7%	49.4%	1.0%	22.4%	26.0%
Washburn	WI	Rural	5,798	52.0%	39.8%	0.0%	27.3%	12.5%
Washington	WI	Metro	30,446	65.9%	65.9%	0.2%	41.6%	23.9%
Waukesha	WI	Metro	92,818	62.8%	62.6%	0.2%	40.7%	21.6%
Waupaca	WI	Rural	13,550	72.5%	72.3%	0.1%	23.8%	48.2%
Waushara	WI	Rural	7,127	72.0%	71.3%	0.0%	30.7%	40.0%
Winnebago	WI	Metro	34,895	74.3%	74.2%	0.1%	24.1%	49.7%
Wood	WI	Rural	18,890	68.7%	68.4%	0.0%	56.3%	12.1%
Total***	WI		1,224,621	60.6%	56.9%	0.2%	30.7%	25.8%

\*Excludes enrollment in any county/plan if the plan enrolls 10 or fewer enrollees in that county (restrictions on data released by CMS).

\*\*Metropolitan counties are those that contain an urban area of 50,000 or more people. Rural counties contain no places with a population greater than 50,000.

\*\*\*State totals do not include persons with pending county designations.

Source of Data: Centers for Medicare and Medicaid Services (CMS) data, as of March 2024.

Compiled by the Rural Policy Research Institute (RUPRI) <https://ruprihealth.org>