

**Percent of Medicare Eligible in Wisconsin enrolled in MA Plans*, by County and Type of Plan
March 2025**

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	6,926	52.8%	52.5%	2.1%	24.6%	25.8%
Ashland	WI	Rural	4,127	49.1%	40.5%	0.0%	29.6%	10.9%
Barron	WI	Micro	12,719	56.8%	48.1%	0.0%	37.5%	10.4%
Bayfield	WI	Rural	5,459	47.5%	33.8%	0.0%	19.6%	14.2%
Brown	WI	Metro	52,766	74.8%	74.7%	0.1%	25.9%	48.6%
Buffalo	WI	Rural	3,460	41.7%	40.8%	0.0%	28.8%	12.0%
Burnett	WI	Rural	5,830	52.5%	36.3%	0.0%	19.3%	17.0%
Calumet	WI	Metro	8,496	83.9%	83.4%	0.0%	21.8%	61.3%
Chippewa	WI	Metro	15,284	53.7%	46.7%	0.0%	35.4%	11.3%
Clark	WI	Rural	7,264	64.7%	64.3%	1.2%	54.8%	8.4%
Columbia	WI	Metro	13,826	45.4%	38.0%	0.0%	21.3%	16.6%
Crawford	WI	Rural	4,378	49.2%	46.6%	0.0%	32.8%	13.8%
Dane	WI	Metro	93,758	43.3%	38.1%	0.3%	21.3%	16.5%
Dodge	WI	Micro	19,831	57.0%	55.4%	0.4%	20.1%	34.8%
Door	WI	Rural	10,632	49.1%	48.7%	0.0%	21.8%	26.9%
Douglas	WI	Metro	10,639	67.3%	32.7%	0.0%	18.4%	14.4%
Dunn	WI	Micro	9,711	49.5%	36.2%	0.0%	23.6%	12.6%
Eau Claire	WI	Metro	21,359	52.5%	43.6%	1.7%	29.9%	12.0%
Florence	WI	Micro	1,593	54.0%	53.2%	0.0%	18.2%	35.0%
Fond du Lac	WI	Metro	22,796	72.9%	72.8%	0.1%	22.2%	50.3%
Forest	WI	Rural	2,680	57.1%	56.5%	0.0%	32.9%	23.6%
Grant	WI	Micro	11,456	53.9%	24.7%	0.0%	11.3%	13.4%
Green	WI	Metro	8,683	38.5%	38.0%	0.0%	15.2%	22.7%
Green Lake	WI	Rural	5,411	67.7%	67.0%	0.0%	18.6%	48.5%
Iowa	WI	Metro	5,588	41.3%	28.8%	0.0%	15.0%	13.8%
Iron	WI	Rural	2,147	58.8%	57.9%	0.0%	42.1%	15.8%
Jackson	WI	Rural	4,730	55.8%	55.0%	0.0%	40.2%	14.8%
Jefferson	WI	Micro	17,726	49.1%	44.4%	0.3%	26.5%	17.5%
Juneau	WI	Rural	6,869	46.4%	45.8%	2.4%	26.9%	16.6%
Kenosha	WI	Metro	30,919	58.1%	57.9%	0.1%	28.5%	29.2%
Kewaunee	WI	Metro	5,080	72.1%	71.6%	0.0%	25.1%	46.5%

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La Crosse	WI	Metro	24,860	56.9%	56.7%	0.0%	45.5%	11.1%
Lafayette	WI	Rural	3,664	46.8%	27.6%	1.5%	8.9%	17.2%
Langlade	WI	Rural	5,959	67.7%	67.4%	1.1%	50.2%	16.1%
Lincoln	WI	Rural	8,173	64.5%	64.2%	0.0%	47.5%	16.6%
Manitowoc	WI	Micro	21,117	66.6%	66.5%	0.1%	27.4%	38.9%
Marathon	WI	Metro	29,643	69.0%	68.9%	0.3%	54.5%	14.0%
Marinette	WI	Micro	13,118	67.5%	67.2%	0.0%	27.8%	39.3%
Marquette	WI	Rural	4,938	56.9%	56.1%	0.0%	14.7%	41.2%
Menominee	WI	Micro	850	65.1%	63.3%	0.0%	33.4%	29.9%
Milwaukee	WI	Metro	152,603	72.9%	72.7%	0.1%	46.7%	25.8%
Monroe	WI	Micro	9,531	45.0%	44.8%	0.0%	32.9%	11.9%
Oconto	WI	Metro	10,157	78.8%	78.3%	0.0%	36.9%	41.2%
Oneida	WI	Rural	12,797	54.0%	53.8%	1.3%	37.8%	14.8%
Outagamie	WI	Metro	39,280	75.6%	75.4%	0.1%	22.3%	52.9%
Ozaukee	WI	Metro	22,659	59.6%	59.4%	0.1%	34.7%	24.6%
Pepin	WI	Rural	2,183	41.0%	39.7%	0.0%	28.3%	11.5%
Pierce	WI	Metro	8,793	55.2%	20.5%	0.0%	8.4%	12.1%
Polk	WI	Rural	11,991	57.0%	26.3%	0.0%	11.6%	14.7%
Portage	WI	Micro	15,207	59.4%	59.1%	0.0%	37.0%	22.1%
Price	WI	Rural	4,749	56.2%	55.5%	0.0%	42.2%	13.3%
Racine	WI	Metro	42,869	65.7%	65.5%	0.1%	39.6%	25.8%
Richland	WI	Rural	4,391	35.8%	35.3%	0.9%	16.6%	17.7%
Rock	WI	Metro	34,755	54.2%	48.6%	0.0%	21.0%	27.5%
Rusk	WI	Rural	4,230	61.3%	60.6%	0.0%	49.9%	10.7%
St. Croix	WI	Metro	17,552	55.7%	21.9%	0.0%	4.5%	17.4%
Sauk	WI	Micro	14,719	43.3%	31.1%	0.5%	16.1%	14.5%
Sawyer	WI	Rural	5,983	52.3%	44.8%	0.0%	29.9%	14.9%
Shawano	WI	Micro	10,058	76.1%	75.8%	0.1%	35.2%	40.5%
Sheboygan	WI	Metro	27,292	63.1%	63.0%	0.0%	28.0%	34.8%
Taylor	WI	Rural	4,673	66.4%	66.0%	0.0%	52.8%	13.2%
Trempealeau	WI	Rural	6,662	54.8%	54.2%	1.3%	40.6%	12.3%

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Vernon	WI	Metro	7,318	62.1%	61.7%	0.0%	50.2%	11.5%
Vilas	WI	Rural	8,972	47.4%	47.1%	2.1%	28.9%	16.2%
Walworth	WI	Micro	23,286	50.2%	50.0%	0.9%	28.3%	20.7%
Washburn	WI	Rural	6,034	53.5%	42.3%	0.0%	29.7%	12.6%
Washington	WI	Metro	31,578	67.0%	67.0%	0.2%	40.9%	25.8%
Waukesha	WI	Metro	95,990	63.6%	63.4%	0.2%	39.6%	23.5%
Waupaca	WI	Rural	14,582	72.7%	72.5%	0.1%	25.0%	47.2%
Waushara	WI	Rural	7,016	73.8%	73.0%	0.0%	30.8%	41.8%
Winnebago	WI	Metro	35,499	75.4%	75.4%	0.1%	25.3%	49.8%
Wood	WI	Micro	19,622	68.9%	68.8%	0.0%	57.4%	11.3%
Total***	WI		1,257,496	61.6%	58.2%	0.2%	32.0%	25.9%

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

**Counties are classified using Urban Influence Codes: Metropolitan (UIC: 1,4), Micropolitan (UIC: 2,5,7), and Rural (UIC: 3,6,8,9). In general, metropolitan counties include those with an urban area of 50,000 or more people. Micropolitan counties include an urban area with at least 10,000 and fewer than 50,000 people. Rural counties have no urban areas with 10,000 people. Metropolitan and micropolitan areas also include outlying counties that are economically tied to the central counties as measured by labor force commuting.

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

Source of Data: Centers for Medicare and Medicaid Services (CMS) data, as of March 2025.

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