Percent of Medicare Eligible in Wisconsin enrolled in MA Plans*, by County and Type of Plan
March 2026

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	7,089	53.1%	52.9%	3.3%	24.6%	24.8%
Ashland	WI	Rural	4,218	47.1%	37.5%	0.0%	29.7%	7.9%
Barron	WI	Micro	13,015	55.2%	44.9%	0.0%	38.3%	6.2%
Bayfield	WI	Rural	5,608	44.8%	28.8%	0.0%	20.0%	8.8%
Brown	WI	Metro	54,314	74.9%	74.9%	0.1%	24.7%	50.0%
Buffalo	WI	Rural	3,547	40.5%	34.7%	0.0%	26.9%	7.8%
Burnett	WI	Rural	5,977	50.6%	32.3%	0.0%	19.5%	12.8%
Calumet	WI	Metro	8,906	81.5%	81.1%	0.0%	18.9%	62.1%
Chippewa	WI	Metro	15,774	52.9%	44.7%	0.0%	36.4%	8.4%
Clark	WI	Rural	7,342	63.4%	63.1%	2.2%	53.3%	7.4%
Columbia	WI	Metro	14,105	45.4%	38.6%	0.0%	22.2%	16.3%
Crawford	WI	Rural	4,463	33.8%	30.9%	0.0%	14.7%	15.9%
Dane	WI	Metro	96,749	42.3%	37.6%	0.4%	21.6%	15.5%
Dodge	WI	Micro	20,351	57.4%	55.9%	0.4%	18.9%	36.5%
Door	WI	Rural	10,897	49.1%	48.9%	0.0%	6.4%	42.4%
Douglas	WI	Metro	10,989	66.3%	27.8%	0.0%	18.7%	9.0%
Dunn	WI	Micro	9,951	48.2%	33.5%	0.0%	24.8%	8.7%
Eau Claire	WI	Metro	21,766	51.1%	40.1%	1.3%	30.2%	8.6%
Florence	WI	Micro	1,630	52.6%	51.5%	0.0%	16.7%	34.8%
Fond du Lac	WI	Metro	23,347	73.4%	73.3%	0.1%	21.5%	51.6%
Forest	WI	Rural	2,703	57.3%	56.5%	0.0%	29.2%	27.3%
Grant	WI	Micro	11,644	52.5%	24.1%	0.0%	12.2%	11.9%
Green	WI	Metro	8,915	37.5%	37.1%	0.0%	14.1%	22.6%
Green Lake	WI	Rural	5,537	69.3%	68.6%	0.0%	16.0%	52.6%
Iowa	WI	Metro	5,770	39.2%	27.9%	0.0%	14.6%	13.3%
Iron	WI	Rural	2,177	57.6%	56.1%	0.0%	40.5%	15.6%
Jackson	WI	Rural	4,807	47.0%	45.8%	0.0%	30.1%	14.5%
Jefferson	WI	Micro	18,094	48.8%	44.6%	0.0%	28.3%	16.0%
Juneau	WI	Rural	6,998	42.9%	42.4%	6.3%	19.6%	16.4%
Kenosha	WI	Metro	31,696	58.5%	58.3%	0.1%	27.7%	30.3%
Kewaunee	WI	Metro	5,234	72.7%	72.2%	0.0%	21.3%	50.9%

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La Crosse	WI	Metro	25,519	53.7%	53.6%	0.0%	41.6%	11.8%
Lafayette	WI	Rural	3,738	46.1%	26.8%	2.0%	8.4%	16.5%
Langlade	WI	Rural	6,040	68.3%	68.0%	1.2%	46.0%	20.8%
Lincoln	WI	Rural	8,358	63.8%	63.3%	0.0%	40.6%	22.7%
Manitowoc	WI	Micro	21,558	67.1%	67.1%	0.1%	25.3%	41.6%
Marathon	WI	Metro	30,415	69.1%	68.9%	0.4%	47.9%	20.5%
Marinette	WI	Micro	13,554	68.4%	68.3%	0.0%	25.1%	43.1%
Marquette	WI	Rural	5,097	56.7%	56.1%	0.0%	11.8%	44.0%
Menominee	WI	Micro	869	67.3%	66.1%	0.0%	30.4%	35.7%
Milwaukee	WI	Metro	154,343	73.1%	72.9%	0.1%	43.1%	29.5%
Monroe	WI	Micro	9,852	42.5%	42.3%	0.0%	29.0%	13.1%
Oconto	WI	Metro	10,494	79.2%	78.9%	0.0%	28.5%	50.1%
Oneida	WI	Rural	13,105	52.7%	52.4%	2.9%	33.4%	16.2%
Outagamie	WI	Metro	40,527	76.1%	76.1%	0.1%	20.2%	55.6%
Ozaukee	WI	Metro	23,118	59.2%	59.1%	0.1%	29.5%	29.4%
Pepin	WI	Rural	2,232	41.6%	33.2%	0.0%	25.9%	7.3%
Pierce	WI	Metro	9,031	53.7%	15.8%	0.0%	6.9%	8.8%
Polk	WI	Rural	12,310	54.8%	19.4%	0.0%	10.0%	9.4%
Portage	WI	Micro	15,710	58.0%	57.6%	0.0%	31.5%	26.1%
Price	WI	Rural	4,817	55.9%	54.7%	0.0%	41.5%	12.8%
Racine	WI	Metro	43,891	66.1%	65.9%	0.1%	35.3%	30.4%
Richland	WI	Rural	4,441	32.7%	31.8%	7.4%	10.8%	13.4%
Rock	WI	Metro	35,391	53.4%	48.3%	0.0%	19.3%	28.8%
Rusk	WI	Rural	4,307	60.1%	57.5%	0.0%	49.3%	8.2%
Sauk	WI	Micro	15,029	41.3%	30.4%	0.7%	16.2%	13.3%
Sawyer	WI	Rural	6,116	50.6%	41.9%	0.0%	31.2%	10.5%
Shawano	WI	Micro	10,257	76.7%	76.5%	0.1%	29.6%	46.8%
Sheboygan	WI	Metro	28,048	63.2%	63.2%	0.0%	27.1%	35.8%
St. Croix	WI	Metro	18,373	52.1%	13.4%	0.0%	4.5%	8.9%
Taylor	WI	Rural	4,858	67.2%	66.7%	0.0%	49.2%	17.5%
Trempealeau	WI	Rural	6,853	51.9%	51.5%	1.4%	39.9%	9.8%

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Vernon	WI	Metro	7,497	46.4%	45.8%	0.0%	9.6%	35.9%
Vilas	WI	Rural	9,060	47.0%	46.6%	3.8%	27.0%	15.8%
Walworth	WI	Micro	24,015	50.2%	50.0%	1.4%	29.5%	18.9%
Washburn	WI	Rural	6,213	52.1%	39.6%	0.0%	31.1%	8.4%
Washington	WI	Metro	32,710	67.7%	67.6%	0.1%	36.9%	30.5%
Waukesha	WI	Metro	99,351	63.3%	63.2%	0.2%	35.5%	27.4%
Waupaca	WI	Rural	14,905	73.1%	72.9%	0.2%	21.8%	50.8%
Waushara	WI	Rural	7,170	74.3%	73.9%	0.0%	26.7%	46.7%
Winnebago	WI	Metro	36,331	75.3%	75.2%	0.1%	22.3%	52.7%
Wood	WI	Micro	20,069	68.3%	68.0%	0.0%	53.8%	14.3%
Total***	WI		1,289,185	60.9%	57.3%	0.3%	29.3%	27.6%

*Excludes enrollment in any county/plan if the plan enrolls 10 or fewer beneficiaries 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 2026.
Compiled by the Rural Policy Research Institute (RUPRI) https://ruprihealth.org