

**Percent of Medicare Eligible in Wisconsin enrolled in MA Plans*, by County and Type of Plan
March 2023**

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	7,306	42.9%	46.3%	1.7%	18.6%	22.6%
Ashland	WI	Rural	3,941	41.3%	46.2%	0.0%	22.9%	10.1%
Barron	WI	Rural	12,054	47.4%	50.1%	0.0%	29.5%	7.6%
Bayfield	WI	Rural	5,368	43.0%	45.2%	0.0%	16.8%	12.6%
Brown	WI	Metro	48,980	68.2%	71.3%	0.1%	23.5%	44.7%
Buffalo	WI	Rural	3,271	33.6%	36.2%	0.0%	21.4%	12.1%
Burnett	WI	Rural	5,613	44.3%	47.3%	0.0%	11.3%	15.2%
Calumet	WI	Metro	9,609	78.3%	75.4%	0.0%	18.8%	59.5%
Chippewa	WI	Metro	14,476	45.5%	47.0%	0.0%	27.8%	8.7%
Clark	WI	Rural	6,937	56.4%	59.5%	1.2%	47.6%	7.7%
Columbia	WI	Metro	12,638	40.8%	44.1%	0.0%	17.1%	14.9%
Crawford	WI	Rural	4,262	43.6%	45.4%	0.0%	26.9%	14.5%
Dane	WI	Metro	87,865	37.7%	41.5%	0.2%	16.9%	14.7%
Dodge	WI	Micro	18,277	50.0%	52.5%	0.5%	17.6%	30.2%
Door	WI	Rural	10,173	43.2%	45.8%	0.0%	23.3%	19.9%
Douglas	WI	Metro	10,233	60.2%	64.0%	0.0%	12.1%	14.5%
Dunn	WI	Micro	9,232	41.0%	43.5%	0.0%	15.2%	9.4%
Eau Claire	WI	Metro	20,309	43.3%	45.8%	2.0%	20.5%	9.2%
Florence	WI	Micro	1,514	44.6%	50.7%	0.0%	18.7%	26.0%
Fond du Lac	WI	Metro	22,206	65.1%	68.2%	0.1%	18.7%	46.2%
Forest	WI	Rural	2,647	49.7%	52.8%	0.0%	32.2%	17.5%
Grant	WI	Micro	10,704	49.9%	52.8%	0.0%	7.8%	12.3%
Green	WI	Metro	8,075	32.8%	35.8%	0.0%	11.8%	21.0%
Green Lake	WI	Rural	5,029	60.5%	65.5%	0.0%	17.8%	42.6%
Iowa	WI	Metro	5,315	37.5%	40.8%	0.0%	11.5%	12.2%
Iron	WI	Rural	2,062	51.0%	56.1%	0.0%	37.6%	13.5%
Jackson	WI	Rural	4,555	46.7%	50.2%	0.0%	32.2%	14.6%
Jefferson	WI	Micro	17,163	42.5%	45.6%	0.2%	20.3%	16.7%
Juneau	WI	Rural	6,429	37.5%	40.0%	1.9%	19.1%	16.5%
Kenosha	WI	Metro	29,609	50.0%	53.7%	0.2%	24.4%	25.5%
Kewaunee	WI	Metro	4,789	65.9%	68.3%	0.0%	22.7%	43.1%

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La Crosse	WI	Metro	23,587	50.1%	52.7%	0.0%	37.9%	12.2%
Lafayette	WI	Rural	3,448	41.5%	45.6%	0.0%	4.9%	18.0%
Langlade	WI	Rural	5,698	59.5%	62.1%	1.0%	47.7%	10.8%
Lincoln	WI	Micro	7,615	57.8%	60.4%	1.1%	42.5%	14.2%
Manitowoc	WI	Micro	20,136	59.9%	62.3%	0.1%	24.1%	35.7%
Marathon	WI	Metro	28,135	62.0%	65.0%	0.3%	50.1%	11.7%
Marinette	WI	Micro	12,010	59.8%	63.0%	0.0%	25.1%	34.7%
Marquette	WI	Rural	4,442	47.8%	52.2%	0.0%	10.5%	37.3%
Menominee	WI	Micro	865	44.5%	51.0%	0.0%	22.6%	21.9%
Milwaukee	WI	Metro	149,213	64.4%	68.5%	0.1%	44.1%	20.0%
Monroe	WI	Rural	9,075	37.3%	40.4%	0.0%	24.7%	12.6%
Oconto	WI	Metro	9,854	71.5%	74.4%	0.0%	35.6%	35.9%
Oneida	WI	Rural	12,118	49.2%	51.7%	1.3%	33.8%	14.1%
Outagamie	WI	Metro	34,866	70.0%	74.2%	0.2%	19.6%	50.3%
Ozaukee	WI	Metro	20,917	53.5%	57.2%	0.1%	33.8%	19.6%
Pepin	WI	Rural	2,094	34.2%	37.5%	0.0%	23.1%	11.1%
Pierce	WI	Metro	7,683	49.1%	54.8%	0.0%	4.2%	11.5%
Polk	WI	Rural	11,285	51.7%	54.5%	0.0%	6.5%	13.1%
Portage	WI	Micro	14,688	54.0%	56.6%	0.0%	32.5%	21.6%
Price	WI	Rural	4,511	48.7%	51.1%	0.0%	36.9%	11.8%
Racine	WI	Metro	40,512	59.0%	62.4%	0.1%	38.1%	20.7%
Richland	WI	Rural	4,359	29.8%	30.7%	0.7%	12.4%	16.7%
Rock	WI	Metro	33,078	48.2%	51.2%	0.0%	17.3%	24.3%
Rusk	WI	Rural	4,117	49.6%	52.3%	0.0%	42.2%	7.4%
Sauk	WI	Micro	14,084	38.8%	42.1%	0.4%	12.1%	12.8%
Sawyer	WI	Rural	5,629	44.5%	47.2%	0.0%	22.8%	13.4%
Shawano	WI	Micro	10,016	69.6%	71.7%	0.2%	31.9%	37.4%
Sheboygan	WI	Metro	25,664	57.8%	60.6%	0.1%	25.6%	32.1%
St. Croix	WI	Metro	16,308	50.4%	53.2%	0.0%	2.1%	15.2%
Taylor	WI	Rural	4,437	57.1%	59.9%	0.0%	46.6%	10.5%
Trempealeau	WI	Rural	6,167	46.4%	49.8%	1.2%	31.8%	13.4%

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Vernon	WI	Rural	6,970	53.9%	58.9%	0.0%	43.1%	10.7%
Vilas	WI	Rural	8,764	41.7%	43.7%	1.8%	22.9%	17.0%
Walworth	WI	Micro	21,807	43.4%	46.8%	1.1%	19.7%	22.6%
Washburn	WI	Rural	5,561	46.8%	49.7%	0.0%	24.6%	10.0%
Washington	WI	Metro	29,292	59.8%	62.9%	0.2%	39.6%	20.0%
Waukesha	WI	Metro	89,428	56.9%	60.6%	0.2%	38.5%	18.0%
Waupaca	WI	Rural	13,010	67.0%	69.9%	0.1%	23.2%	43.6%
Waushara	WI	Rural	7,092	66.2%	68.7%	0.0%	30.0%	36.2%
Winnebago	WI	Metro	33,962	68.3%	72.0%	0.1%	22.5%	45.6%
Wood	WI	Micro	18,195	63.6%	66.0%	0.0%	54.6%	9.0%
Total***	WI		1,191,333	54.6%	58.0%	0.2%	28.4%	22.6%

*Excludes enrollment in any county and plan if the plan enrolls 10 or fewer enrollees in that county (due to restrictions on data release by CMS).

**Metropolitan counties are those that contain a metropolitan area. Micropolitan counties contain an urban core of at least 10,000 (but less than 50,000) population. Rural counties contain no places with a population greater than 10,000.

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

Source of Data: Centers for Medicare and Medicaid Services (CMS) data, as of March 2023.

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