The Grocery Gap



MINNESOTANS SAY THE "GROCERY GAP" IS A BARRIER TO HEALTHY EATING

The path to affordable healthy food is marked by significant barriers, according to a new poll commissioned by the Center for Prevention at Blue Cross and Blue Shield of Minnesota. A majority of those polled say not all Minnesotans have access to healthy food.

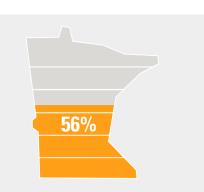


ADDRESSING THE GAP



96% say it's at least **"somewhat important"** to have access to healthy food

42% say it's "very important" to have access to healthy food



56% do not believe all Minnesotans have access to stores and markets selling healthy foods

GROCERY GAP IMPACTS FOOD CHOICES



49% say that not having a store that sells healthy foods near them plays a role in their healthy food choices



67% say habits of friends and family influence their food choices



73% say they lack nutritional "on-the-go" options to eat healthier

DISTANCE MATTERS



33% of all Minnesotans must travel at least 10 minutes in order to shop at a full-service grocery store

That number jumps to 40% outside of the Twin Cities Metro Area

BUSINESSES AND CUSTOMERS SHARE THE RESPONSIBILITY

77%

of those polled say that **retailers** are at least somewhat responsible for creating a healthier food environment

73%

of those polled say **individuals** are at least somewhat responsible for creating a healthier food environment

WHERE WE SHOP MATTERS, TOO

Where we shop for food greatly impacts our access to healthy options.

19%

of Minnesotans report shopping for food at least once a week at a corner or convenience store

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say they shop at least once a week at traditional grocery stores

MORE CHOICES = MORE ACCESS



55% of those who live outside the Twin Cities Metro Area say their food choices are at least somewhat influenced by a lack of stores nearby



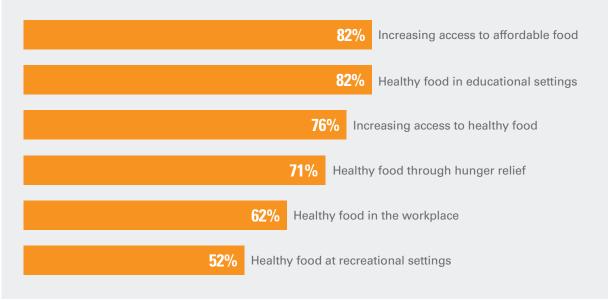
report shopping at

mass merchandisers

46% of those who live in the Twin Cities Metro Area say their food choices are at least somewhat influenced by a lack of stores nearby

CLOSING THE GAP

When it comes to healthy eating, what do Minnesotans think is important for communities to address?





The public-opinion poll was commissioned by the Center for Prevention at Blue Cross and Blue Shield of Minnesota and conducted by ORC International's CARAVAN® Geographic Omnibus in April and May 2015. It consisted of 1,000 respondents in Minnesota, ages 18 and older. The margin of error is +/-3.1 percentage points for the full sample.