

# 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



## 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.



## 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



**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?

