

DFL MESSAGE MEMO

MESSAGE: Affordability

Minnesotans Are Doing Their Part. The MAGA Economy Isn't. Working families are getting hit from every direction at once: fewer jobs, higher gas, health insurance under threat.

- **Minnesota families are being pushed to the brink as the job market tanks and prices soar.**
- **Gas prices in Minnesota are spiking higher than they have in years, especially in Greater Minnesota and cities like Rochester.**
- **One million Minnesota kids, seniors, and people with disabilities are bracing for Trump to cut their health care.**
- **The strain is getting worse.** Families with kids already know their paychecks won't stretch as far as they used to.
- **Trump's economy isn't working for Minnesotans who are struggling to put gas in their cars or find good jobs** — it's only working for him and his ultra-wealthy friends.
- **Republican elected officials are siding with Trump over Minnesotans.** They're more interested in proving their loyalty to the president.
- **DFL leaders are working hard every day to bring down costs for Minnesota families.** They'll keep standing up to the Trump administration in Congress and at the Capitol this legislative session.

FACTS

- **70% of Americans believe Trump's economic policies are driving up costs, including a majority of Republicans.** [\[Source\]](#)
- **U.S. gas prices jumped nearly 20 percent in just a few days, with a national average of \$3.25/gallon.** Rochester experienced the highest price in the state with a jump to \$3.29 — and climbing.
- **The U.S. lost 92,000 jobs in the past month — that's roughly the entire population of Duluth.** [\[Source\]](#) [\[Source\]](#)
- **The Trump administration recently paused a \$260 million reimbursement for Medicaid funding to Minnesota in the largest deferral ever leveraged against a state.** Medicaid covers more than 1 in 5 Minnesotans, including nearly 600,000 children.

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- **This comes on top of the Trump administration's attempt to withhold more than \$2 billion** in annual Medicaid funding, as well as significant Medicaid cuts included in the so-called "One Big Beautiful Bill."
- **Trump has taken more than 100 actions against Minnesota that, if continued, will amount to more than \$3 billion in potential cuts to Minnesota's health care funding and over half a billion dollars in child-focused services.**
 - 23,000 Minnesota children rely on Child Care Assistance
 - Nearly 1 in 4 school-age children use SNAP
 - Nearly 3,000 child care providers rely on CCAP payments to stay open

QUOTES

- **"I don't have any concern about it."** —Trump on rising gas prices caused by his war of choice
- **"Just hold on a little while."** —Donald Trump on the affordability crisis, [2026 State of the Union](#) address
- **[Silence]** —Minnesota House and Senate Republicans on the harm Trump Medicaid cuts will cause their constituents

ACTION

Contact your [state legislators](#)

Email your legislators, call them, set up a meeting, and tell them how Donald Trump is making your life more expensive. Then ask them to stand up for Minnesotans and restore the Medicaid funding families count on.

Tell your loved ones about [Couch to Campaign Trail](#)

- This new initiative turns community concerns into small, meaningful actions sent by text that keep building our state's voice, our confidence, and our momentum.

Prepared by Asha Carroll, Senior Director, Communications, Research, and Data, Minnesota DFL. Your input and feedback directly shape this memo. Please send thoughts, edits, or additions any time. This memo is drafted and finalized each Friday for the week ahead; if significant news breaks that impacts our message, updates will be sent. Reach out at acarroll@df.org.