



MESSAGE: Affordability

Why and How to Talk About Affordability. Affordability is the top concern we've heard from undecided voters at the doors over the past year. Now, with fewer jobs, rising prices, and Minnesotans' health insurance under threat, it matters even more. The GOP knows this, and doesn't have a good answer — that's why they keep distracting. It's up to us to keep the focus on this issue.

FACTS

- From July to December 2025, DFL organizers completed more than 150 issue-based door knock events, knocking on 5,000+ doors. **Affordability and the Economy were the #1 issue for Lean Democrats and Undecided voters.**
- In Fall 2025 the DFL held 19 "Republicans Are Closing Our Clinics" health care rallies with 830 sign-ups in response to threats to health care access and **Affordability.** Attendees included 16.30% Lean Dems, 9.03% Independents, and 2.64% Republicans.
- Throughout 2025, the DFL held 21 listening sessions with 1,084 attendees in congressional districts around the state. **Affordability and the Economy were the #2 issues.**

QUOTES

- **"I've got three kids and can hardly make ends meet. I don't feel the economy's getting better. In fact, it's getting worse."** —Swing voter, door knock respondent
- **"I'm really concerned about health care because of the cuts from this so-called Big Beautiful Bill. It took away money from our community."** —Health care rally attendee
- **"Just hold on a little while."** —Donald Trump on the affordability crisis, [2026 State of the Union](#) address

DO SAY, DON'T SAY

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The promise of a good life if you work hard is broken	Everyone deserves a fair shot, a chance to compete
You're working harder than ever, but Republicans aren't holding up their end of the deal	Even the playing field
You shouldn't have to compete with your neighbors. There ought to be room for everybody	The system just isn't working
Fighting for our core American values (e.g., fairness, self respect, the ability to support a family)	Fighting for our freedoms
Bring down the cost of living	Lower the cost of living
Most other people are in the same boat	Some people are down on their luck
Working families, hardworking Minnesotans	Blue-collar Minnesotans
People deserve to support their families with a little breathing room	Everyday people

ACTION

Tune into [The DFL Daily](#) next week

Join DFL Chair Richard Carlbom at 10:45 each weekday for a *DFL Daily* special edition on Messaging Affordability. You'll get the message, the action, and the tools to talk about affordability in your communications — there's never been a better time to get involved.

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.

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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@dfi.org.