

## THE BIG SHARED NARRATIVE:

*Making sure our families and future generations of Minnesotans can live and thrive here by making stable housing affordable.*

### The Key findings:

Minnesotans want to live in a thriving community where everyone has an affordable place to live.

- Minnesotans see housing costs becoming an increasingly big problem in the state and want elected leaders to prioritize solutions so that everyone can afford a place to live.
- Minnesotans blame inflation and rising costs for unaffordable housing.
- Minnesotans have a broad agenda to deal with housing issues. Noticeably, they say a livable wage and job security would be most effective in helping to keep people housed.
- Narratives and messaging need to draw on inclusiveness and unity.

### Key Messages to use:

***Minnesota will be stronger when everyone can afford a safe, stable home.***

#### Majority Black & Base Audiences

Minnesota will be stronger when our leaders ensure everyone – Black, white, and Native, retired or just starting out – can afford a stable place to live. We need our elected officials and community leaders to make Minnesota a fair, affordable, and prosperous place to live by implementing policies like tenant protections and building new homes that all incomes can afford.

#### Rural, Persuadable Audience

Every person needs a safe, quality, and affordable place to live, and the rising cost of housing has become a big problem whether we're in the big city or a small town. We need leaders who will ensure Minnesotans of all incomes have a place they can afford in a community with strong schools and good jobs.

#### Statewide Audience

Lending a hand is part of what makes Minnesota strong. Tell our legislators that Minnesotans, no matter what we look like or where we're from, need a home we can afford so we can be here for each other.

There's more we can do to advance our shared narrative! Read the full messaging guide [here](#).