

Framing Minnesota's Future

Minnesotans are more confident in the state's future than the rest of the country.

Gen Z Minnesotans are significantly more confident in the state's preparedness for the economy of the next decade.

52% of Minnesotans expect **AI to eliminate jobs** in the next 5 years.

1,000 Minnesota residents • 2,200 U.S. adults

Minnesotans rate the state well and trust its major employers. Little of that travels past the state line.

Minnesotans place the Twin Cities among the strongest of the nation's major metros. The rest of the country places the same city in the lower half of that set, behind Denver and Nashville. Same city, two reputations. That gap, not any real weakness in the state, is what stands between Minnesota and the talent it wants for the future economy.

The country's regard for Minnesota's companies already exists. **The Minnesota association does not.** Closing that gap is the highest-return move available.

Key Takeaways:

- Even as views of the state softened, **resident trust in Minnesota's large employers held steady**, and their perceived impact on the state improved.
- About half the country heard at least something about federal immigration enforcement actions in Minnesota over the past year. The coverage cost the state ground overall. It did not cost ground with the people most likely to move here.
- 23% of Americans view a company **more favorably on learning it is headquartered in Minnesota**.

AI Perceptions:

- Minnesota residents' overall feelings toward AI are about as positive as the country's, and they are less likely to be undecided.
- But Minnesotans expect AI to eliminate more jobs than it creates by a net margin of 34 points, wider than the national margin of 24.
- Minnesotans are also notably warier of data centers in their communities than the country is.
- Gen Z residents are 31 points more confident in the state's preparedness for the economy of the next 10 years compared to Baby Boomers.

Workforce:

- 38% of Americans would consider moving to Minnesota for the right job opportunity.
- Four in five residents expect to be here in five years. At the same time, 45% would leave for a good job opportunity elsewhere, and that openness is highest among the workforce Minnesota most needs to keep.

About the research

This survey was conducted by Morning Consult for the Minnesota Business Partnership between June 8 and June 15, 2026, among 1,000 Minnesota residents and 2,200 U.S. adults excluding Minnesota residents.