

Framing Minnesota's Future

What Minnesotans and the rest of the country believe about Minnesota's economy, its largest employers, and its readiness for what comes next.

Minnesotans rate the state highly and trust its major employers, but those strengths are not widely recognized nationally.

FIVE-YEAR OUTLOOK

79%

of Minnesotans expect to still be living in Minnesota in five years

RELOCATION

45%

of Minnesotans would move away for a good job opportunity

RETAINING EMPLOYERS

70%

of Minnesotans say keeping our largest employers here matters

OPEN TO MINNESOTA

38%

of Americans are likely to move to Minnesota for a job opportunity

LIKELY TO VISIT

31%

of Americans expect to visit Minnesota within the next two years

Loyalty exists, but it is not unconditional.

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 willingness is highest among the workforce Minnesota needs to keep.

Residents have not turned on the companies. The country never met them.

Knowledge of a company's Minnesota headquarters enhances its perception among prospective talent nationally.

Even as views of the state softened after Operation Metro Surge, Minnesotans' trust in the state's largest employers held steady, and their perceived impact on the state improved. Nationally, the companies are admired but anonymous: most Americans cannot identify them as Minnesotan, and learning the connection makes them view the company more favorably.

POSITIVE IMPACT

63%

of Minnesotans say large employers have a positive impact on Minnesota, up 5 points since November

THE MN DIFFERENCE

23%

of Americans view a company more favorably on learning it is headquartered in Minnesota

Minnesotans expect their employers to adopt and adapt to AI.

Minnesotans are more confident than the nation in Minnesota's economic preparedness for the next ten years. Most employees both nationally and in Minnesota feel confident they can adapt to AI in the workplace while also being wary of AI eliminating jobs in the next five years.

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

73% of the national workforce feels very or somewhat **confident they can adapt to AI** in the workplace.

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

Minnesotans have positive perceptions of AI but are concerned about job loss.

Minnesotans' sharply diverge from the nation on AI and employment: Minnesotans expect AI to eliminate more jobs than it creates by a net margin of 34 points, wider than the national margin of 24. They are also notably warier of data centers in their communities than the nation is.

Minnesotans are ready to adapt to AI, but only half are being introduced to AI in the workplace.

Only half of Minnesotans feel their current employers are encouraging or allowing AI while the other half feel their employers are discouraging AI or have not made a clear approach.

Minnesotans value their large employers and trust them to lead in the future economy.

About the research

This survey was conducted between June 8 and June 15, 2026, among 1,000 Minnesota residents and 2,200 U.S. adults excluding Minnesota residents. Trend comparisons reference Wave 1 of the study, fielded in November 2025, with significance tested at a 95% confidence level.

About the Minnesota Business Partnership

The Minnesota Business Partnership convenes CEOs of more than 100 of Minnesota's largest employers, companies that together employ roughly one in six working Minnesotans. The Partnership works to keep Minnesota a place where major employers, and the people who build careers with them, choose to grow. Download this report and learn more at mnbp.com.