

# The Highest Exposure in the Midwest: The Impact of Generative AI on the Minnesota Job Market

By Dr. Aaron Rosenthal and Dr. Manjeet Rege

## Current State of AI in the Workplace

### RISING CAPACITY

AI technology is advancing rapidly. In a recent analysis, expert graders judged AI-generated content as equal to or better than industry professionals in nearly 50% of cases, indicating **new AI models are roughly on par with human experts in creating professional reports.**

**Generative AI (GenAI)**, a form of AI that creates novel content in response to human prompts, is leading this technological charge. Today, many GenAI models are household names, including ChatGPT, Claude, and Gemini.

### RISING ADOPTION

Nearly **80% of US companies utilize AI** in their operations. **More than 70% use GenAI**, up from 33% in 2023.

### RISING WORKER ANXIETY

-  71% AI will cause permanent job loss
-  71% Oppose AI making hiring decisions
-  61% Oppose AI tracking worker movements
-  80% The government should prioritize rules for AI safety

### LEGISLATIVE STAGNATION AND THREAT

Despite rising AI adoption and worker anxiety, **Minnesota has passed no laws regarding the use of AI in the workplace.** In addition, the federal government has taken steps to ban state-level AI regulation, increasing the urgency of Minnesota taking action now before it's too late.

To view the full report,  
scan the QR code, or  
visit [northstarpolicy.org](http://northstarpolicy.org)



## Impact on MN Workers

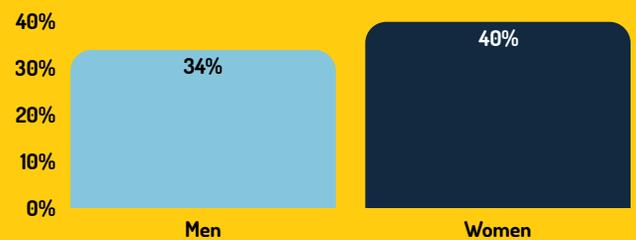
We examined the number of Minnesota workers in jobs where GenAI could complete more than half of their tasks, classifying this as **High GenAI Exposure**. In our definition, AI exposure does not necessarily indicate job displacement- it could also lead to AI supplementing a worker's tasks.

### WHAT WE FOUND

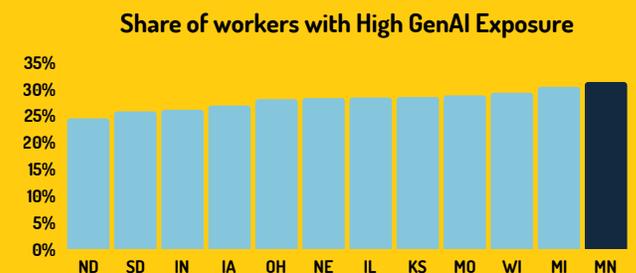
# 813,000

Minnesota workers with High GenAI Exposure

Exposure is higher for working women in Minnesota and for those in industries with lower union membership



MN has the highest worker exposure in the Midwest



## It's Time to Act

AI does not inherently harm workers. By limiting AI's use in employment decisions, placing standards on AI surveillance of workers, incentivizing worker retraining, and boosting collective bargaining around AI implementation, Minnesota can align AI innovation with worker welfare, creating a more economically vibrant future for all Minnesotans.