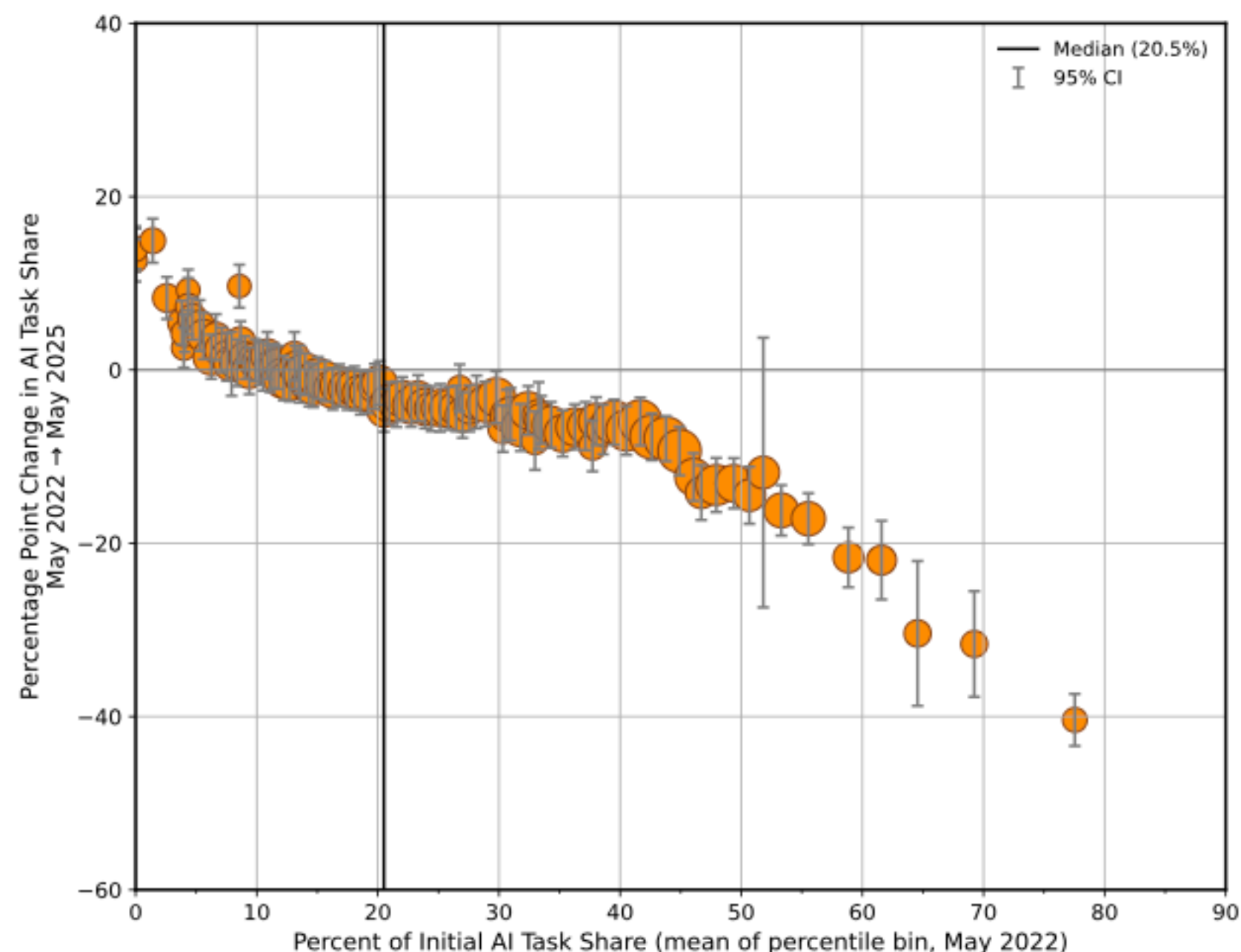
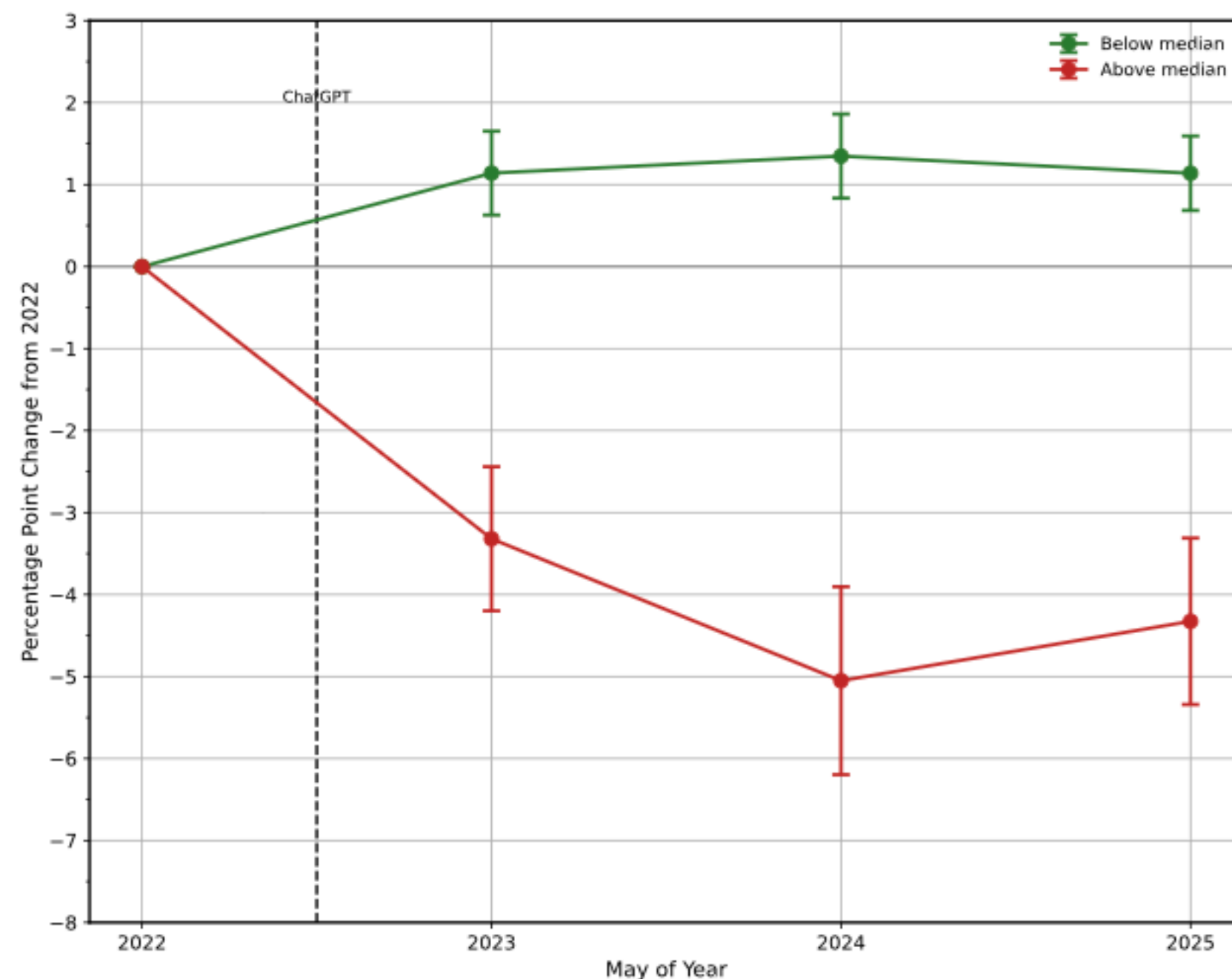


Figure 2: Firm-Level Heterogeneity in AI Task Demand Changes

A. By Initial AI Intensity Percentiles



B. Dynamic Evolution Over Time



**Notes:** Both panels show correlations between initial AI task intensity and subsequent changes in relative AI task demand for firm-location pairs in the United States, using the near universe of online job postings. Panel A groups these firm-location pairs into 100 percentile bins based on their May 2022 AI task share. Between May 2022 and May 2025, initially AI-intensive firm-locations (higher percentiles) reduced their AI task share while non-intensive firm-locations increased theirs. Panel B tracks dynamics over time for firm-locations above/below median initial AI task share. Estimates are based on regressions that control for initial job posting volume and location fixed effects. Each firm-location pair represents an establishment-like entity (e.g., "Microsoft in Seattle"), covering all U.S. metro areas and non-metro areas (with non-metro areas within each state grouped as single locations).