

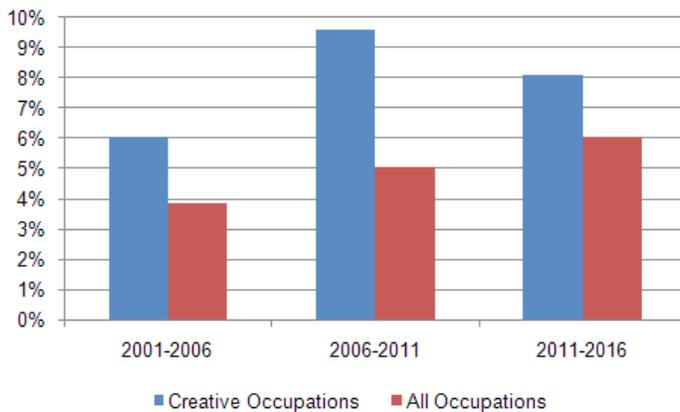


- Creative jobs grow at a faster rate than total employment, both during periods of economic expansion and contraction.
- Between 2001 and 2006, Oklahoma creative jobs grew by 6.0%, while average jobs grew by 3.9%. During the past five years, creative jobs in the state grew 9.6% while all occupations grew by 5.1%.
- In 2010, creative workers in Oklahoma earned \$53,851, while the state average was \$36,400. This 48% premium for creative workers compared to all workers is even more pronounced at the national level, where United States creative workers earn 60% more than average workers.
- More than 75% of creative occupations require a bachelor's degree or higher.

CREATIVE JOBS - GROWING AND RESILIENT

Creative jobs consistently grow at a faster rate than average, both in Oklahoma and the United States. During times of economic prosperity and periods of economic downturn, creative occupations fare better than jobs on the whole. During the economic expansion of 2001 to 2006, Oklahoma creative jobs grew by 6.0%, while average jobs grew by 3.9%. During the time of economic contraction from 2006 to 2011, creative jobs in the state grew 9.6% while all occupations grew by 5.1%.

% Job Growth in Oklahoma, Creative and All Jobs 2001-2016



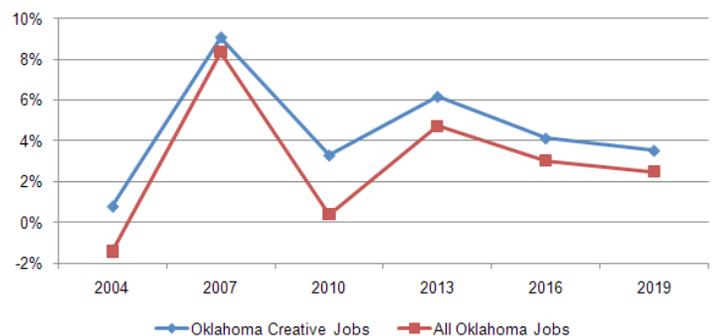
Source: EMSI Complete Employment - 1st Quarter 2011

Creative jobs are predicted to continue their high growth in the future. Creative occupations are expected to grow 8.1% from 2011 to 2016, and average occupations should expand by 6.0%.

This trend is even more pronounced at the national level. In the past five years, creative jobs in the United States have grown by 5.7%, while jobs on the whole have declined by -.02%. Looking ahead to 2016, creative jobs are expected to grow at 8.3% and all jobs should grow at 6.3%.

Oklahoma has fewer creative workers proportionately than the national average. Creative workers represent 8.8% of Oklahoma's workforce, compared to 10.8% for the United States. The percent of Oklahoma jobs that are in creative work has slowly risen from 8.26% in 2001, to 8.44% in 2006, to 8.80% in 2011. This proportion is expected to reach 8.97% by 2016.

Creative Job Growth in Oklahoma, by three-year growth rate



Source: EMSI Complete Employment - 1st Quarter 2011