Analyze the graphs below and write a reflection on what you think the graphs are communicating to you. To guide you with your response, start with some observations.

- What are the topics of the graphs?
- What quantities are being compared? (If there are x- and y- axes, what do they represent?)
- What are some observations that you can make based on the graphs?
- What do you foresee happening in the next 10 years?

Questions to ask when reading graphs:

➢ Is there an upward or downward trend?
➢ Are there any sudden spikes in the graph?
➢ What is being compared in the graph?
➢ What prediction can I make for the future?
➢ What inferences can I make about the graph?

Still Somebody's Pastime

Football long ago surpassed baseball as Americans' favorite sport, though that's due in part to its popularity among the influential betting audience.

What is your favorite sport to watch?

Total gambled in Nevada

Almost half of all Americans still consider themselves baseball fans, and while MLB's per-game attendance is far below football's, baseball's longer season means that far more people come to see games, total. In the future-critical areas of mobile and money, the gap is even narrower.

Are you a fan of...?
Annual averages

Average per-game attendance
Regular season

Overall attendance
Regular season

League revenue
Seasons ending in 2014

NFL $9.5 billion
MLB $7.8 billion

Minutes spent on app
2014

NFL Mobile 5.3 billion
MLB at Bat 4.6 billion

Sources: Gallup (polls); Nevada Gaming Commission (bets); Sports-Reference.com (attendance); Forbes (revenue); Nielsen (app activity)

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