

February _____, 2021

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?

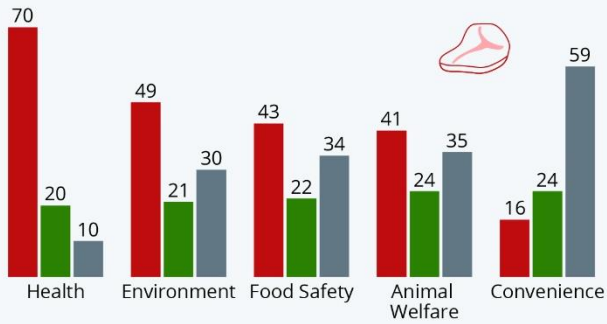
Questions to ask when reading graphs:

- 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?

Why Americans Cut Back on Meat Consumption

Percentage of Americans responding on reasons why they ate less meat in 2019

Major reason Minor reason Irrelevant

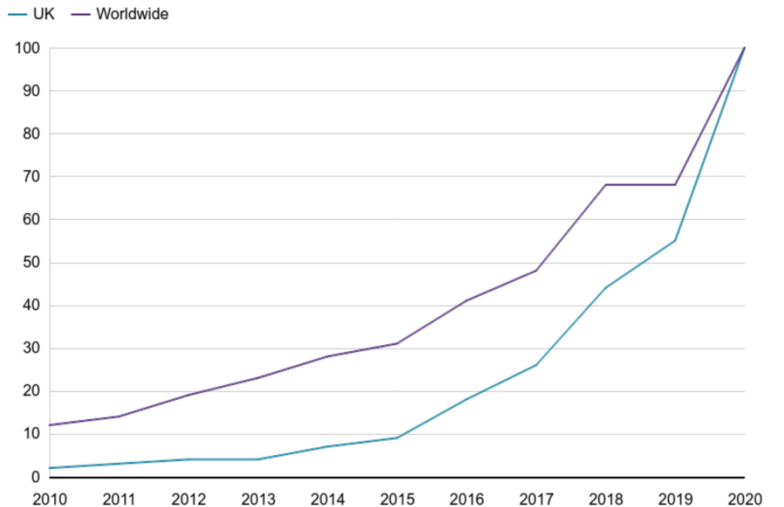


Source: Gallup



Google searches for 'veganism' reach all-time high

Search term popularity in January each year



NB: Numbers represent search interest relative to the highest point on the chart for the given region and time, so a value of 100 is the peak popularity

Source: Google Trends

