

Graph of the Week 3PA

Date _____

Name _____

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 is the topic of the graph?
- What quantities are being compared? If there are x- and y- axes, what do they represent?
- What are some observations you can make based on the graph?

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?

Chart of the Week

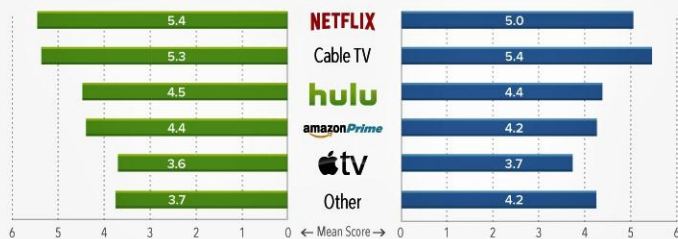
THE NETFLIX GENERATION

Millennials, streaming platforms, and the slow death of cable television.

For the first time in decades, cable television is not king.
Despite millennials still consuming huge amounts of video content, they are watching far less cable TV than other generations.



In a survey by Toluna, respondents were asked to rank six different platforms for watching "television". Netflix had the best rank score among millennials, while cable still ranks best for non-millennials.



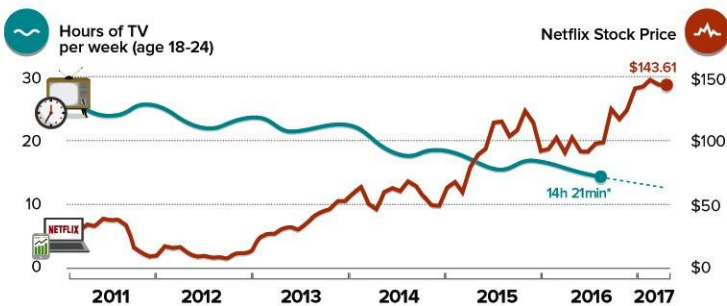
61% of millennials say Netflix is their first or second choice for watching TV.



55% of millennials say Cable TV is their first or second choice for watching TV.

Cable Pain = Netflix Gain

Every year, the 18-24 subgroup has watched fewer hours of traditional television. It's no coincidence that this has corresponded with a record-high share price for Netflix.



*2016, Q3



<https://www.visualcapitalist.com/chart-netflix-generation/>

A. Analysis

B. What can you foresee happening in the near future?

C. Based on your response in part B, what solution(s) can you investigate or what other information/resources can you gather to strengthen your argument?

Make an illustration or represent the data in your own way in the space below:

