

**Graph of the Week**

**May**

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 each graph?
- What does the x-axis represent? What does the y-axis represent?
- What are some observations that you can make based on the graph?
- 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?

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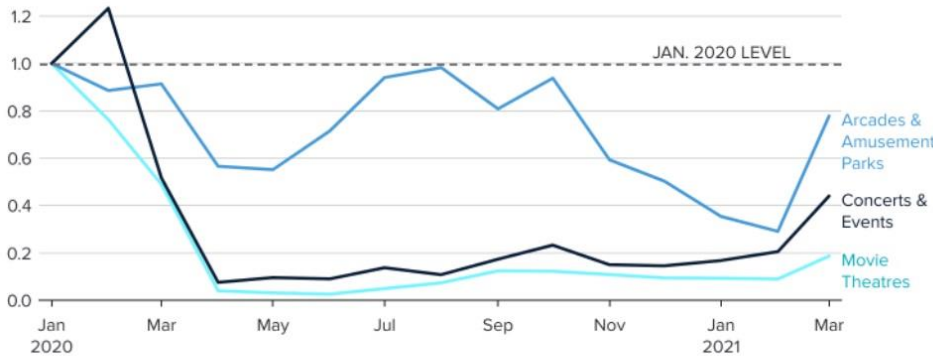
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**Entertainment spending compared to pre-pandemic levels**

Indexed to January 2020



Note: Based on Cardify analysis of spending data from Gyms & Fitness, Restaurants, Personal Care, and Entertainment categories. Quelle: Cardify. As of March 2021.

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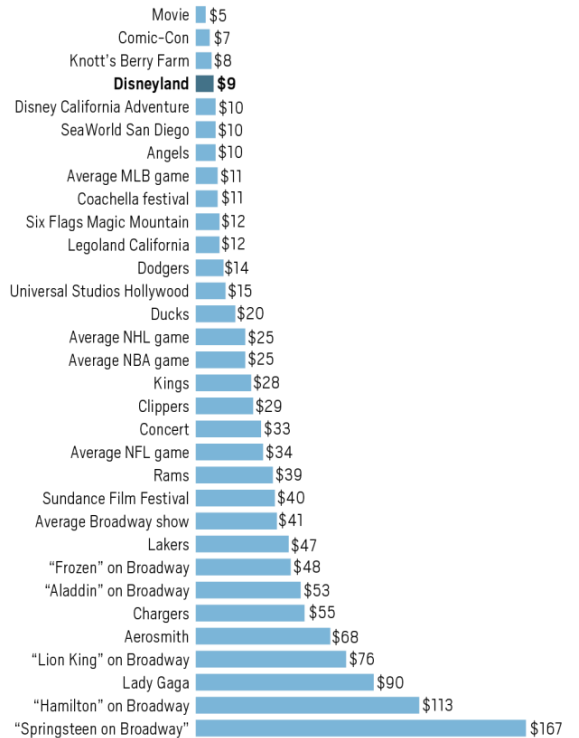
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**Is Disneyland underpriced?**

Data analysis shows that Disneyland and other Southern California theme parks offer a more affordable entertainment value in cost per hour when compared to concerts, films, music festivals, Broadway shows and sporting events.



Sources: Team Marketing Report, Pollstar, Broadway League, National Association of Theater Owners, individual venues and events