February _____ 2023

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 are the topics of the graphs?
- What quantities are being compared?
- What are some observations that you can make based on the graphs?
- What surprises you about the graph? What do you wonder?
- 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?



No Covid Discount for Super Bowl Advertisers Average price of a 30-second commercial during the U.S. TV broadcast of the Super Bowl In-game ad revenue \$191m 2010 \$6.50m \$6m \$435m \$4m \$2m \$2.77m 110 12 114 116 118 '22 Source: Kantar Media statista 🔽 (cc) (i) (=)