Graph of the Week

May____

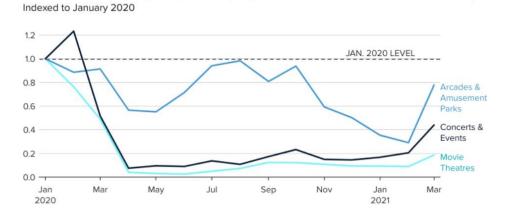
Analyze the graphs below and write a reflection on what you think the graphs are communicating to you. To guide you with your response, start with some observations.

- 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?

Entertainment spending compared to pre-pandemic levels



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

Quelle: Cardify. As of March 2021.



Is Disneyland underpriced?

Movie \$5

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.

Comic-Con	\$7
Knott's Berry Farm	\$ 8
Disneyland	\$ 9
Disney California Adventure	\$10
SeaWorld San Diego	\$10
Angels	\$10
Average MLB game	\$11
Coachella festival	\$11
Six Flags Magic Mountain	\$12
Legoland California	\$12
Dodgers	\$14
Universal Studios Hollywood	\$15
Ducks	\$20
Average NHL game	\$25
Average NBA game	\$25
Kings	\$28
Clippers	\$29
Concert	\$33
Average NFL game	\$34
Rams	\$39
Sundance Film Festival	\$40
Average Broadway show	\$41
Lakers	\$47
"Frozen" on Broadway	\$48
"Aladdin" on Broadway	\$53
Chargers	\$55
Aerosmith	\$68
"Lion King" on Broadway	\$76
Lady Gaga	\$90 \$113
"Hamilton" on Broadway "Springsteen on Broadway"	\$113
Spiritysteen on Broadway	

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

Brady MacDonald, SCNG

\$167