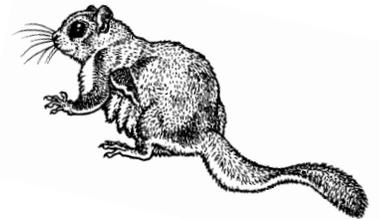


# Exhibit Consultant

Observe visitor exhibit preferences, record observations and make a visual representation in a bar graph.

**Description:** You will help determine the next new Zoo exhibit based on visitor preferences.



**Location at the Zoo:** Throughout the Zoo.

**Materials:** Pencil, basic calculator, Zoo map, stopwatch or watch.

**Activity:** The Cincinnati Zoo & Botanical Garden would like to build a new exhibit, but needs more data on what the visitors want to see. That is why the Zoo has hired you, a consultant, to determine if visitors would prefer a new plant exhibit, a large hoofed animal exhibit or a small mammal exhibit.

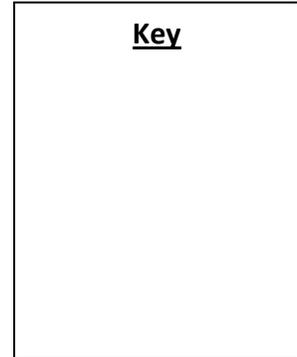
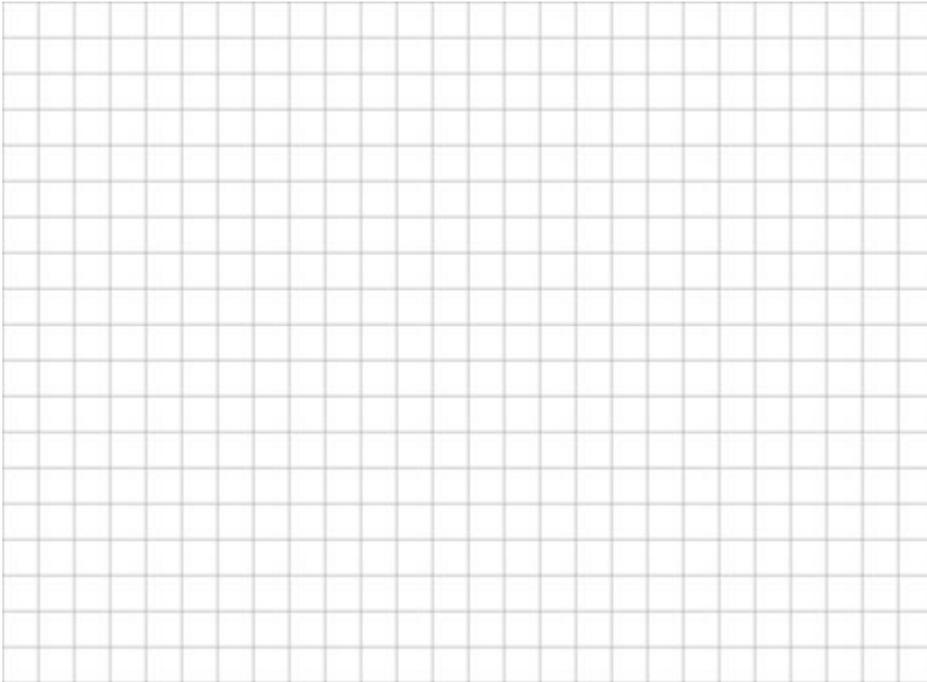
1. Pick three existing Zoo exhibits that fit the criteria above, and write them in the chart below.
2. Armed with a timer and paper, keep a tally of how many people visit the first exhibit in 5 minutes. (Try not to be too obvious with your observations, it may affect people’s viewing times).

To make sure your data is consistent, observe the three exhibits at three different intervals during the day. One interval is 5 minutes.

	Plant Exhibit: _____		Large Hoofed Animal Exhibit: _____		Small Mammal Exhibit: _____	
1 <sup>st</sup> Interval	Time:	Tally:	Time:	Tally:	Time:	Tally:
2 <sup>nd</sup> Interval	Time:	Tally:	Time:	Tally:	Time:	Tally:
3 <sup>rd</sup> Interval	Time:	Tally:	Time:	Tally:	Time:	Tally:
Average						

3. Graphs are a great way to show trends in data and will help you share your observations with Zoo officials. Make an easy-to-read bar graph showing the average number of people who visited each exhibit.

Graph Title:



4. According to your graph, which type of exhibit had more visitors? Explain why you think this occurred.

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5. Draft a proposal explaining your recommendations for the next new exhibit. You will present this proposal to Zoo officials, so be sure to include specific data from your observations.

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