

Scarborough Research
PRIME NExT -- Media Rank Report
Study: Albuquerque, NM 2008 Release 2

Activities Participated in Past 12 Months	# Adults	% Adults
Gardening	332,298	52.1
Camping	201,735	31.6
Volunteer work	188,103	29.5
Sewing - crafts	171,329	26.9
Swimming	168,756	26.5
Photography	165,137	25.9
Free weights - circuit training	147,799	23.2
Bicycling	143,082	22.4
Hiking - backpacking	130,887	20.5
Fishing	129,294	20.3
Bowling	128,189	20.1
Jogging - running	127,280	20.0
Adult continuing education	120,004	18.8
Golf	78,217	12.3
Basketball	76,460	12.0
Yoga - pilates	55,875	8.8
Hunting	44,697	7.0
Ballooning	34,055	5.3
Horseback riding	28,134	4.4
Tennis	27,094	4.3
Snow skiing	26,902	4.2
Power boating	19,196	3.0
Snowboarding	18,781	2.9