

Scarborough Research
PRIME NExT -- Media Rank Report
Study: Albuquerque, NM 2008 Release 2
Release: Total (Oct 2007 - Sep 2008)

Events/Places Attended Past 12 Months	# Adults	% Adults
Zoo	322,725	50.6
Rio Grande Zoo	309,176	48.5
Any professional sports event	273,486	42.9
Sandia Casino	229,717	36.0
New Mexico State Fair	228,933	35.9
Albuquerque Aquarium	216,980	34.0
Albuquerque International Balloon Fiesta	215,839	33.9
Albuquerque Isotopes baseball game	204,137	32.0
NM Museum of Natural History & Science	186,876	29.3
Rio Grande Botanical Garden	184,026	28.9
Isleta Casino & Resort	154,623	24.3
Santa Ana Star	141,722	22.2
Route 66 Casino	127,393	20.0
Art museum	115,699	18.1
Other museum	107,681	16.9
High school sports event	105,872	16.6
Cliff's Amusement Park	103,232	16.2
Live theater	102,018	16.0
Rock concert	97,706	15.3
University of New Mexico basketball game	88,693	13.9
University Arena ("The Pit") event	87,955	13.8
Other arts & crafts fair or festival	87,896	13.8
Other nightclub	85,577	13.4
Other musical concert (jazz, big band, etc.)	81,057	12.7
Journal Pavilion event	77,237	12.1
Dance or ballet performance	74,196	11.6
Hinkle Family Fun Center	73,119	11.5

Wine festival	69,401	10.9
University of New Mexico football game	64,763	10.2
New Mexico Arts & Crafts Fair	64,232	10.1
Country music concert	61,782	9.7
Symphony concert, opera, etc.	58,927	9.2
Auto - truck show	54,805	8.6
Horse races	36,663	5.8
Disneyland (Anaheim)	36,655	5.7
Other zoo	33,810	5.3
New Mexico Scorpions hockey game	33,710	5.3
Sea World	30,912	4.8
San Felipe Hollywood	28,955	4.5
Monster trucks	28,580	4.5
Other professional sports event	27,197	4.3
Sky City	27,058	4.2
R&B/rap/hip-hop concert	26,534	4.2

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