



# EXECUTIVE SUMMARY

## 2019 AMERICAN QUARTER HORSE ASSOCIATION

### HORSE STATISTICS

	Population	New Registrations
United States	2,360,971	57,245
International (including Canada)	414,611	11,410
<b>Totals</b>	<b>2,775,582</b>	<b>68,655</b>

### Transfers

	To	From	Within
United States	40,961	41,806	39,284
International (including Canada)	3,597	4,442	8,665
<b>Totals</b>	<b>45,403</b>	<b>45,403</b>	<b>47,949</b>
<b>Combined total*</b>			<b>93,352</b>

\*Calculated by combining either the "To" or the "From" total of 45,403 to the "Within" total of 47,949.

### TOP 10 COUNTRIES (by horse population)

1. United States	2,360,971
2. Canada	242,516
3. Mexico	41,948
4. Germany	37,912
5. Italy	24,924
6. France	9,756
7. Austria	5,595
8. Brazil	5,463
9. Belgium	4,849
10. Venezuela	4,487

### MEMBERSHIP STATISTICS

	Annual/3-Year	Life	Youth	Amateur
United States	111,602	41,551	16,256	19,868
International (including Canada)	17,348	8,727	1,961	3,938
<b>Total membership</b>	<b>128,950</b>	<b>50,278</b>	<b>18,217</b>	<b>23,806</b>
<b>Grand Total</b>				<b>221,251</b>

### TOP 10 COUNTRIES

1. United States	189,277
2. Canada	13,435
3. Germany	5,744
4. Mexico	1,955
5. Italy	1,678
6. Austria	993
7. France	923
8. Sweden	728
9. Switzerland	718
10. Netherlands	630

### MEMBERSHIP STATISTICS

#### TOP 5 STATES

1. Texas	32,563
2. California	12,891
3. Oklahoma	9,930
4. Colorado	6,774
5. Ohio	6,419

#### TOP 5 PROVINCES

1. Alberta	5,317
2. Ontario	2,439
3. British Columbia	1,779
4. Saskatchewan	1,641
5. Quebec	1,069

\*\*Based on annual, 3-year and life memberships

### AMERICAN QUARTER HORSE OWNERS

United States	596,688
International	111,904
<b>Total</b>	<b>708,592</b>

### TOP 10 COUNTRIES

1. United States	596,688
2. Canada	50,812
3. Germany	20,401
4. Italy	9,729
5. France	4,517
6. Mexico	3,768
7. Austria	2,806
8. Belgium	2,284
9. Netherlands	2,205
10. Sweden	2,147

### TOP 5 STATES

1. Texas	87,862
2. California	38,559
3. Oklahoma	30,926
4. Missouri	21,340
5. Colorado	21,319

### TOP 5 PROVINCES

1. Alberta	18,628
2. Ontario	8,372
3. British Columbia	7,200
4. Saskatchewan	6,284
5. Quebec	5,531

## SHOW STATISTICS

	Number of approved shows	Number of special events	Total
United States	1,946	308	2,254
International	329	40	369
<b>Total</b>	<b>2,275</b>	<b>348</b>	<b>2,623</b>

### Show Entries

Average entries per show	351
Total show entries	797,703
Total special event entries	24,685

### World Shows, Regional Championships & Level I Championships Entries

Versatility Ranch Horse*	2,302
Cowboy Mounted Shooting	93
Built Ford Tough AQHYA	3,698
Adequan Select	952
Lucas Oil Amateur & Open	4,045
AQHA West Level I Championships	1,550
Nutrena East Level I Championships	2,575
AQHA Central Level I Championships	1,465
AQHA Regional Championships	2,446

\* Includes VRH, LI Cattle, RHC and NRSHA entries

### Top Shows

Show/Circuit	Total entries	# of shows	Ave entries per show
<b>All American Quarter Horse Congress</b> Columbus, OH	<b>7,823</b>	<b>1</b>	<b>7,823</b>
<b>Special events</b>			
<b>Houston Livestock Show</b> Houston, TX	<b>1,743</b>	<b>6</b>	<b>290</b>
<b>Level I</b>			
<b>Keystone Quarter Horse Level I Show</b> Centre Hall, PA	<b>266</b>	<b>1</b>	<b>266</b>
<b>Equestrians with Disabilities</b>			
<b>Chisholm Challenge</b> Fort Worth, TX	<b>130</b>	<b>1</b>	<b>130</b>
<b>Versatility Ranch Horse</b>			
<b>Southwestern Exposition</b> Fort Worth, TX	<b>471</b>	<b>1</b>	<b>471</b>
<b>Introductory</b>			
<b>Mississippi Congress</b> Brandon, MS	<b>222</b>	<b>1</b>	<b>222</b>
<b>Alliance</b>			
<b>Lazy J Arena Penning and Sorting</b> Stillwater, OK	<b>270</b>	<b>2</b>	<b>270</b>

## RACING

Number of starters	12,985
Number of races	6,455
Purses	\$116,599,755
Handle	\$274,157,889
Average purse per race	\$18,063
Average earnings per starter	\$9,333

### Challenge Enrollment (by foal crop)

Weanling	1,632
Yearling	358
2-Year-Old	13
3-Year-Old	1
South America enrollments	118
Total horses enrolled	2,122

### Racing Challenge

Total payout	\$3,049,512
Total horses enrolled	1,823
Total purses	\$2,954,061
Total awards	\$95,451

## PUBLICATIONS

### Subscriptions

<i>America's Horse</i>	180,000+
<i>The American Quarter Horse Journal</i>	20,000+

A complete redesign of the *Journal* began in July 2019, combining the best of *America's Horse* and the *Journal*. The new *Journal* will debut in April 2020.

## WEB/SOCIAL MEDIA

AQHA.com visitors	1.5 million
Facebook fans	982,000+
Twitter followers	48,400+
Instagram followers	227,000+
Pinterest followers	27,600+
YouTube subscribers	32,700+

## OTHER PROGRAMS

AQHA Professional Horseman members	653
Judges (U.S. and International)	1,159
Certified Show Management (managers and secretaries)	297

### Ranching Heritage Breeders

Approved breeders	409
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### Ranching Heritage Challenge Enrollments

Total Ranching Heritage Challenge-enrolled horses (including grandfathered horses)	139,148
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### Horseback Riding Program

	AQH Division	All Breeds Division
Enrollment	13,808	2,383
2019 awards given	1,813	182
Total hours ridden	377,854	60,027