

EXECUTIVE SUMMARY

2020 AMERICAN QUARTER HORSE ASSOCIATION



HORSE STATISTICS

	Population	New Registrations
United States	2,411,927	67,653
International (including Canada)	426,977	10,871
Grand total	2,838,904	78,524

TRANSFERS

	To	From	Within
United States	1,223	2,111	91,839
International (including Canada)	2,135	1,247	12,048
Totals	3,358	3,358	103,887
Combined total*			107,245

* Calculated by combining the "To" total of 3,358 to the "Within" total 103,887

TOP 10 COUNTRIES (BY HORSE POPULATION)

1. United States	2,411,927
2. Canada	246,647
3. Mexico	45,612
4. Germany	39,661
5. Italy	26,139
6. France	10,281
7. Austria	5,926
8. Brazil	5,403
9. Belgium	5,173
10. Netherlands	4,068

MEMBERSHIP STATISTICS

	Annual/3-Year	Life	Youth	Amateur
United States	118,533	41,737	16,301	19,403
International (including Canada)	17,151	8,732	1,819	2,901
Total membership	135,684	50,469	18,120	22,304
Grand total				226,577

TOP 10 COUNTRIES

1. United States	196,007
2. Canada	12,995
3. Germany	5,295
4. Mexico	2,085
5. Italy	1,717
6. Austria	909
7. France	896
8. Switzerland	661
9. Sweden	639
10. Netherlands	600

MEMBERSHIP STATISTICS

TOP 5 STATES

1. Texas	33,763
2. California	13,581
3. Oklahoma	10,279
4. Colorado	7,274
5. Ohio	6,460

TOP 5 PROVINCES

1. Alberta	5,094
2. Ontario	2,241
3. British Columbia	1,776
4. Saskatchewan	1,627
5. Quebec	1,161

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

AMERICAN QUARTER HORSE OWNERS

United States	647,873
International	119,012
Total	766,885

TOP 10 COUNTRIES

1. United States	647,873
2. Canada	54,973
3. Germany	21,213
4. Italy	10,076
5. France	4,731
6. Mexico	4,174
7. Austria	2,922
8. Belgium	2,388
9. Sweden	2,301
10. Netherlands	2,290

TOP 5 STATES

1. Texas	95,920
2. California	41,768
3. Oklahoma	33,448
4. Missouri	22,546
5. Colorado	22,199

TOP 5 PROVINCES

1. Alberta	19,788
2. Ontario	9,315
3. British Columbia	7,973
4. Saskatchewan	6,656
5. Quebec	6,070

SHOW STATISTICS

	Number of approved shows	Number of special events	Total
United States	1,150	237	1,387
International	46	1	47
Total	1,196	238	1,434

SHOW ENTRIES

Average entries per show	484
Total show entries	578,384
Total special event entries	12,384

2020 WORLD CHAMPIONSHIP SHOWS

Show	Entries
Cowboy Mounted Shooting World Championships	77
AQHYA World Championship Show	5,079
AQHA Level 1 Championships (Youth)	*
Amateur/Open and Select AQHA world shows	7,522
AQHA Level 1 Championships (Amateur/Select Amateur)	**
Ranching Heritage Challenge Finals	**
Versatility Ranch Horse World Championships . . . (cancelled due to COVID-19)	

* Totals are included with AQHYA World Championship Show

** Totals are included with Amateur/Open and Select AQHA world shows

TOP SHOWS

Show/Circuit	Total entries	# of shows	Avg entries per show
Florida Gold Coast Circuit Tampa, FL	16,031	6	2,672
Special events			
Nebraska Quarter Horse Show Lincoln, NE	293	1	293
Level 1			
Northern Michigan Level 1 Show Midland, MI	371	1	371
Equestrians With Disabilities			
Chisholm Challenge Fort Worth, TX	130	1	130
Versatility Ranch Horse			
Arizona Sun Country Circuit Scottsdale, AZ	662	2	331
Introductory			
The Goldmine - California Gold Rancho Murieta, CA	1,139	2	570
Alliance			
NRHA Derby Oklahoma City, OK	398	2	199

RACING

Number of starters	11,337
Number of races	5,330
Purses	\$105,251,455
Handle	\$339,687,317
Average purse per race	\$19,746
Average earnings per starter	\$8,987

CHALLENGE ENROLLMENT (BY FOAL CROP)

Weanling	2,163
Yearling	405
2-Year-Old	8
3-Year-Old	0
South America enrollments	1
Total horses enrolled	2,577

RACING CHALLENGE

Total payout	\$3,055,668
Total horses enrolled	2,463
Total purses	\$2,962,429
Total awards	\$93,239

PUBLICATIONS

The American Quarter Horse Journal * 225,000+

* In 2020, the *Journal* became the official member publication of AQHA.

WEB/SOCIAL MEDIA

AQHA.com visitors	2 million
Facebook fans	998,000+
Twitter followers	48,000+
Instagram followers	251,000+
Pinterest followers	30,000+
YouTube subscribers	38,000+

OTHER PROGRAMS

AQHA Professional Horseman members	717
Judges (U.S. and International)	1,146
Certified Show Management (managers and secretaries)	171

RANCHING HERITAGE BREEDERS

Approved breeders 426

RANCHING HERITAGE CHALLENGE ENROLLMENTS

Total Ranching Heritage Challenge-enrolled horses
(Including grandfathered horses) 170,929

HORSEBACK RIDING PROGRAM

	AQH Division	All-Breeds Division
Enrollment	11,132	1,708
2020 awards given	1,442	338
Total hours ridden	369,169	55,590