

# 2018-2019 8 & Under Membership Report



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This report focuses on the foundation of USA Hockey’s player base – the 8 & under age category. It examines the entry-level age group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the local association level. The objective is to help all levels of USA Hockey’s structure understand their past performance and create achievable growth goals for the 2019-20 season.

Furthermore, USA Hockey’s Program Services team provides youth hockey leadership with national programs and tools to grow their 8 & under program while facilitating a more meaningful experience for volunteer leadership. Local associations can learn more about national growth programming and leadership resources by visiting:

[www.usahockey.com/programservices](http://www.usahockey.com/programservices).

### 8 & UNDER GROWTH GOAL

The annual 8 & under growth goal set for 2019-20 season is 2.5%. This goal is applied across the National, Affiliate, and local association levels.

### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

Concentrated growth efforts in the 8 & under age category continue to produce positive results:

- 8 & under participation saw an increase for the sixth year in a row.
- During the 2018-19 season there were 123,303 players; the highest total in USA Hockey’s history.

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Participants</b>	105,925	107,703	115,694	122,135	123,303
<b>% increase</b>	1.9%	1.7%	7.4%	5.6%	1.0%

### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

By increasing the number of players at the 8 & under age level, associations are positively impacting growth at the older age levels. The table below demonstrates that recent growth at the 8 & under age level is improving the larger 9 to 14 age groups, thus supplementing long-term growth.

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Participants</b>	181,107	183,275	184,502	186,161	187,766
<b>% increase</b>	1.8%	1.2%	0.7%	0.9%	0.9%

### RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons played. While retention rates are fairly consistent from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Nevada’s retention average for 2018-19 by age segment in comparison to the National average:

NEVADA RETENTION	AGE SEGMENT	NATIONAL RETENTION
6.5%	<b>4 Year Olds returned as 5 Year Olds</b>	34.0%
17.7%	<b>5 Year Olds returned as 6 Year Olds</b>	53.9%
22.9%	<b>6 Year Olds returned as 7 Year Olds</b>	67.9%
23.6%	<b>7 Year Olds returned as 8 Year Olds</b>	74.6%
26.5%	<b>10 &amp; Under</b>	85.3%
56.2%	<b>12 &amp; Under</b>	93.0%
58.8%	<b>14 &amp; Under</b>	96.0%



## 2018-19 KEY TAKEAWAYS—NATIONAL

### Total

- In 2018-19, the total number of players ages 8 & under increased by 1,168 (+1.0%) to 123,303.
- With this increase, the 2018-19 season represents the largest total at the 8 & under level in USA Hockey history.
- In addition, both boys' and girls' participation saw new records for total players.

### Acquisition

- New players decreased from 55,769 to 55,652 in 2018-19, a decrease of 117 (-0.2%).

### Retained

- Retained players increased by 1,285 (+1.9%) to 67,651.
- This was a new record high for retained players.

### NATIONAL BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
<b>TOTAL</b>	105,925	107,703	115,694	122,135	123,303	126,386
%	1.9%	1.7%	7.4%	5.6%	1.0%	2.5%
<b>NEW</b>	45,480	45,539	52,076	55,769	55,652	57,043
%	1.9%	0.1%	14.4%	7.1%	-0.2%	2.5%
<b>RETAINED</b>	60,445	62,164	63,618	66,366	67,651	69,342
%	1.9%	2.8%	2.3%	4.3%	1.9%	2.5%
<b>LOST</b>	19,382	19,518	19,372	22,985	26,026	
%	5.8%	0.7%	-0.7%	18.7%	13.2%	

### NATIONAL BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	89,386	89,353	95,136	99,605	99,946
%	1.4%	-0.04%	6.5%	4.7%	0.3%
<b>NEW</b>	37,184	36,198	41,346	44,054	43,662
%	1.2%	-2.7%	14.2%	6.5%	-0.9%
<b>RETAINED</b>	52,202	53,155	53,790	55,551	56,284
%	1.5%	1.8%	1.2%	3.3%	1.3%
<b>LOST</b>	15,304	15,463	14,792	17,515	19,838
%	5.1%	1.0%	-4.3%	18.4%	13.3%

### NATIONAL GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	16,539	18,350	20,558	22,532	23,359
%	4.7%	10.9%	12.0%	9.6%	3.7%
<b>NEW</b>	8,299	9,341	10,731	11,717	11,992
%	5.2%	12.6%	14.9%	9.2%	2.3%
<b>RETAINED</b>	8,240	9,009	9,827	10,815	11,367
%	4.2%	9.3%	9.1%	10.1%	5.1%
<b>LOST</b>	4,082	4,055	4,581	5,471	6,189
%	8.6%	-0.7%	13.0%	19.4%	13.1%



## 2018-19 KEY TAKEAWAYS—NEVADA

### Total

- The total number of players ages 8 & under in Nevada increased by 199 (+116.4%) to 370.
- In addition, girls' participation increased by 18 (+105.9%) for a new 5-year high.

### Acquisition

- New players increased by 173 (+137.3%) to 299.

### Retention

- Retained players increased by 26 (+57.8%) to 71.

### NEVADA BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
<b>TOTAL</b>	143	109	92	171	370	380
<b>%</b>	-2.1%	-23.8%	-15.6%	85.9%	116.4%	2.5%
<b>NEW</b>	78	39	35	126	299	307
<b>%</b>	-1.3%	-50.0%	-10.3%	260.0%	137.3%	2.5%
<b>RETAINED</b>	65	70	57	45	71	73
<b>%</b>	-3.0%	7.7%	-18.6%	-21.1%	57.8%	2.5%
<b>LOST</b>	33	30	20	18	48	
<b>%</b>	-10.8%	-9.1%	-33.3%	-10.0%	166.7%	

### NEVADA BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	134	99	81	154	335
<b>%</b>	-0.7%	-26.1%	-18.2%	90.1%	117.5%
<b>NEW</b>	72	34	33	114	269
<b>%</b>	2.9%	-52.8%	-2.9%	245.5%	136.0%
<b>RETAINED</b>	62	65	48	40	66
<b>%</b>	-4.6%	4.8%	-26.2%	-16.7%	65.0%
<b>LOST</b>	31	29	19	14	43
<b>%</b>	-6.1%	-6.5%	-34.5%	-26.3%	207.1%

### NEVADA GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	9	10	11	17	35
<b>%</b>	-18.2%	11.1%	10.0%	54.5%	105.9%
<b>NEW</b>	6	5	2	12	30
<b>%</b>	-33.3%	-16.7%	-60.0%	500.0%	150.0%
<b>RETAINED</b>	3	5	9	5	5
<b>%</b>	50.0%	66.7%	80.0%	-44.4%	0.0%
<b>LOST</b>	2	1	1	4	5
<b>%</b>	-50.0%	-50.0%	0.0%	300.0%	25.0%



## 2018-19 NEVADA ASSOCIATIONS

### NVH0011 LAS VEGAS JR GOLDEN KNIGHTS TRAVEL

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	16-17	17-18	18-19	18-19 GOAL	VS. GOAL	VS. ACTUAL	19-20 GOAL
TOTAL	0	24	35	28	7	11	37
NEW	0	24	25	26	(1)	1	26
RETAINED	0	0	10	2	8	10	11
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	22	32	TOTAL	0	2	3
NEW	0	22	22	NEW	0	2	3
RETAINED	0	0	10	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			3.0%				8.6%

### NVH0004 TEAM BROOKS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	16-17	17-18	18-19	18-19 GOAL	VS. GOAL	VS. ACTUAL	19-20 GOAL
TOTAL	85	43	47	47	0	4	50
NEW	38	21	41	23	18	20	43
RETAINED	47	22	6	24	(18)	(16)	7
LOST	11	36	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	75	38	43	TOTAL	10	5	4
NEW	34	18	37	NEW	4	3	4
RETAINED	41	20	6	RETAINED	6	2	0
LOST	11	29	16	LOST	0	7	4
RATIO BOYS TO GIRLS			91.5%				8.5%