

2023-2024 SEASON

8 & UNDER MEMBERSHIP REPORT



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PARTICIPATION + RETENTION OVERVIEW

The 8 & under Membership Report highlights the USA Hockey entry level program at the National, Affiliate, and Association levels. The 8 & under age group is the Key Performance Indicator (KPI) for USA Hockey membership, and this report shares metrics from previous seasons to share insights on growth goals for the upcoming season.

The USA Hockey Program Services Team provides resources and tools to help local associations grow their 8 & under program, which can be found on www.usahockey.com/programservices.

8U REGISTRATIONS CONTINUE TO HOLD FIRM

USA Hockey registrations at 8U totaled 121,647 for 2023-24, essentially holding firm with prior year while continuing a strong post-COVID recovery. TOTAL registrations at 8U were only 85 short of 2022-23 levels demonstrating resilience largely tied to strong retention at the foundational 8U level.

RETENTION FROM ONE AGE TO THE NEXT: AFFILIATE LEVEL

	19-20	20-21	21-22	22-23	23-24
8 TO 9	15.5%	-15.5%	50.0%	4.10%	-6.3%
7 TO 8	-2.7%	21.9%	4.5%	1.10%	18.1%
6 TO 7	-1.6%	13.3%	-5.9%	31.30%	15.5%
5 TO 6	12.1%	-2.7%	16.7%	21.40%	-17.6%
4 TO 5	-5.6%	-5.9%	31.3%	-33.30%	42.9%

ETHNICITY BREAKDOWN

ETHNICITY BENCHMARKS

Several minority segments increased as a percentage of the total in 2023-24 with the White/Non-Hispanic segment continuing to slide to 77.99%, reflecting a nation-wide trend in shifting demographics:

Ethnicity Mix					
NATIONAL REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.86%	0.70%	0.81%	0.74%	0.78%
Asian	2.71%	1.56%	2.33%	2.88%	2.72%
Black/AA	0.66%	0.56%	0.79%	0.72%	0.71%
Native Hawaiian	0.15%	0.09%	0.13%	0.15%	0.15%
Hispanic/Latino	2.53%	2.21%	2.90%	3.00%	3.19%
White (non-Hispanic)	80.96%	81.66%	78.38%	77.99%	77.35%
Two or more races	5.04%	4.78%	4.55%	4.42%	4.67%
Other	0.63%	0.57%	0.96%	2.35%	3.68%
Prefer not to answer	6.47%	7.88%	9.15%	7.81%	6.75%

Ethnicity Mix					
UTAH REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.52%	1.24%	0.63%	0.41%	0.58%
Asian	1.55%	1.98%	1.46%	1.24%	0.77%
Black/AA	1.55%	1.49%	1.04%	1.04%	0.58%
Native Hawaiian	0.00%	0.00%	0.42%	1.45%	0.77%
Hispanic/Latino	2.84%	2.72%	3.54%	4.35%	2.11%
White (non-Hispanic)	79.59%	80.20%	77.29%	79.92%	79.08%
Two or more races	5.94%	5.20%	5.42%	4.97%	6.72%
Other	0.52%	0.25%	0.21%	0.83%	0.77%
Prefer not to answer	7.49%	6.93%	10.00%	5.80%	8.64%

KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

- TOTAL decreased by -85 or -0.1%
- NEW decreased by -1,059 or -1.9%
- RETAINED increased by +974 or +1.5%

BOYS & GIRLS 8U					
	19-20	20-21	21-22	22-23	23-24
TOTAL	121,796	94,582	119,459	121,732	121,647
	-1.2%	-22.3%	26.3%	1.9%	-0.1%
NEW	53,799	33,875	59,647	56,530	55,471
	-3.3%	-37.0%	76.1%	-5.2%	-1.9%
RETAINED	67,997	60,707	59,812	65,202	66,176
	0.5%	-10.7%	-1.5%	9.0%	1.5%
LOST	27,373	32,617	15,926	27,405	26,657
	5.2%	19.2%	-51.2%	72.1%	-2.7%

- **8U BOYS ONLY**

- TOTAL decreased by -55 or -0.1%
- NEW decreased by -1,082 or -2.5%
- RETAINED increased by +1,027 or +2.0%

BOYS 8U					
	19-20	20-21	21-22	22-23	23-24
TOTAL	98,129	75,314	94,421	96,388	96,333
	-1.8%	-23.3%	25.4%	2.1%	-0.1%
NEW	42,126	25,793	46,213	43,826	42,744
	-3.5%	-38.8%	79.2%	-5.2%	-2.5%
RETAINED	56,003	49,521	48,208	52,562	53,589
	-0.5%	-11.6%	-2.7%	9.0%	2.0%
LOST	21,016	25,331	11,914	20,321	20,321
	5.9%	20.5%	-53.0%	70.6%	0.0%

- **8U GIRLS ONLY**

- TOTAL decreased by -27 or -0.1%
- NEW increased by +26 or +0.2%
- RETAINED decreased by -53 or -0.4%

GIRLS 8U					
	19-20	20-21	21-22	22-23	23-24
TOTAL	23,665	19,269	25,038	25,341	25,314
	1.3%	-18.6%	29.9%	1.2%	-0.1%
NEW	11,673	8,085	13,434	12,701	12,727
	-2.7%	-30.7%	66.2%	-5.5%	0.2%
RETAINED	11,992	11,184	11,604	12,640	12,587
	5.5%	-6.7%	3.8%	8.9%	-0.4%
LOST	6,360	7,287	4,012	7,083	6,911
	2.8%	14.6%	-44.9%	76.5%	-2.4%

KEY TAKEAWAYS: AFFILIATE LEVEL

BOYS & GIRLS

- TOTAL increased by +35 or +6.9%
- NEW increased by +9 or +3.5%
- RETAINED increased by +26 or +10.7%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	387	404	480	504	539
	-2.3%	4.4%	18.8%	5.0%	6.9%
NEW	196	194	259	260	269
	-3.4%	-1.0%	33.5%	0.4%	3.5%
RETAINED	191	210	221	244	270
	-1.0%	9.9%	5.2%	10.4%	10.7%
LOST	97	81	57	86	84
	0.0%	-16.5%	-29.6%	50.9%	-2.3%

BOYS

- TOTAL increased by +32 or +7.3%
- NEW increased by +4 or +1.8%
- RETAINED increased +28 or +13.2%

GIRLS

- TOTAL increased by +3 or +4.4%
- NEW increased by +5 or +13.9%
- RETAINED decreased by -2 or -6.3%

BOYS 8 & UNDER SUMMARY						GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24		19-20	20-21	21-22	22-23	23-24
TOTAL	332	342	404	436	468	TOTAL	55	62	76	68	71
	-1.8%	3.0%	18.1%	7.9%	7.3%		-5.2%	12.7%	22.6%	-10.5%	4.4%
NEW	165	162	222	224	228	NEW	31	32	37	36	41
	-3.5%	-1.8%	37.0%	0.9%	1.8%		-3.1%	3.2%	15.6%	-2.7%	13.9%
RETAINED	167	180	182	212	240	RETAINED	24	30	39	32	30
	0.0%	7.8%	1.1%	16.5%	13.2%		-7.7%	25.0%	30.0%	-17.9%	-6.3%
LOST	76	68	44	66	72	LOST	21	13	13	20	12
	-3.8%	-10.5%	-35.3%	50.0%	9.1%		16.7%	-38.1%	0.0%	53.8%	-40.0%
BOYS TO GIRLS RATIO	86.8%					13.2%					

GROWTH CHALLENGE

- TOTAL OVER-performed by +21
- NEW OVER-performed by +2
- RETAINED OVER-performed by +19

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
518	21	35	553
267	2	9	276
251	19	26	277
# OF ASSOCIATIONS			8
AVERAGE # PLAYERS/ASSOCIATION			67.4

ASSOCIATIONS

UTH0030 ASHLEY VALLEY AHA

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	34	48	49	50	(1)	1	51
NEW	13	23	23	24	(1)	0	24
RETAINED	21	25	26	26	0	1	27
LOST	7	3	9				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	31	44	44	TOTAL	3	4	5
NEW	12	21	20	NEW	1	2	3
RETAINED	19	23	24	RETAINED	2	2	2
LOST	4	2	8	LOST	3	1	1
RATIO BOYS TO GIRLS			89.8%				10.2%

UTH0095 CACHE VALLEY AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	57	60	56	62	(6)	(4)	58
NEW	38	29	22	30	(8)	(7)	23
RETAINED	19	31	34	32	2	3	35
LOST	6	15	12				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	44	49	47	TOTAL	13	11	9
NEW	31	25	18	NEW	7	4	4
RETAINED	13	24	29	RETAINED	6	7	5
LOST	5	10	10	LOST	1	5	2
RATIO BOYS TO GIRLS			83.9%				16.1%

UTH0070 DAVIS COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	53	42	54	44	10	12	56
NEW	34	26	36	27	9	10	37
RETAINED	19	16	18	17	1	2	19
LOST	11	13	15				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	44	39	46	TOTAL	9	3	8
NEW	31	24	28	NEW	3	2	8
RETAINED	13	15	18	RETAINED	6	1	0
LOST	8	12	12	LOST	3	1	3
RATIO BOYS TO GIRLS			85.2%				14.8%

UTH0004 OLYMPIC OVAL

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	61	56	50	58	(8)	(6)	52
NEW	28	27	23	28	(5)	(4)	24
RETAINED	33	29	27	30	(3)	(2)	28
LOST	12	7	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	56	50	50	TOTAL	5	6	0
NEW	26	23	23	NEW	2	4	0
RETAINED	30	27	27	RETAINED	3	2	0
LOST	10	6	3	LOST	2	1	1
RATIO BOYS TO GIRLS			100.0%				0.0%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	48	57	66	59	7	9	69
NEW	34	33	43	34	9	10	45
RETAINED	14	24	23	25	(2)	(1)	24
LOST	6	3	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	42	50	57	TOTAL	6	7	9
NEW	31	28	37	NEW	3	5	6
RETAINED	11	22	20	RETAINED	3	2	3
LOST	6	2	8	LOST	0	1	3
RATIO BOYS TO GIRLS			86.4%				13.6%

UTH0006 SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	44	54	50	56	(6)	(4)	52
NEW	27	28	19	29	(10)	(9)	20
RETAINED	17	26	31	27	4	5	32
LOST	5	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	39	44	44	TOTAL	5	10	6
NEW	24	22	17	NEW	3	6	2
RETAINED	15	22	27	RETAINED	2	4	4
LOST	4	5	5	LOST	1	0	0
RATIO BOYS TO GIRLS			88.0%				12.0%

UTH0090

WASATCH MOUNTAIN AHA

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	47	53	70	55	15	17	72
NEW	20	30	35	31	4	5	36
RETAINED	27	23	35	24	11	12	36
LOST	7	5	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	40	44	61	TOTAL	7	9	9
NEW	17	26	31	NEW	3	4	4
RETAINED	23	18	30	RETAINED	4	5	5
LOST	7	4	7	LOST	0	1	1
RATIO BOYS TO GIRLS			87.1%				12.9%

UTH0077

WEBER COUNTY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	81	100	96	104	(8)	(4)	100
NEW	38	53	41	55	(14)	(12)	43
RETAINED	43	47	55	49	6	8	57
LOST	14	11	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	67	85	79	TOTAL	14	15	17
NEW	32	43	32	NEW	6	10	9
RETAINED	35	42	47	RETAINED	8	5	8
LOST	12	7	13	LOST	2	4	2
RATIO BOYS TO GIRLS			82.3%				17.7%