

# 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.

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

MISSOURI RETENTION	AGE SEGMENT	NATIONAL RETENTION
33.6%	<b>4 Year Olds returned as 5 Year Olds</b>	34.0%
55.6%	<b>5 Year Olds returned as 6 Year Olds</b>	53.9%
70.2%	<b>6 Year Olds returned as 7 Year Olds</b>	67.9%
74.6%	<b>7 Year Olds returned as 8 Year Olds</b>	74.6%
84.8%	<b>10 &amp; Under</b>	85.3%
91.1%	<b>12 &amp; Under</b>	93.0%
92.5%	<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—MISSOURI

### Total

- The total number of players ages 8 & under in Missouri decreased by 63 (-2.9%) to 2,130.
- In addition, girls' participation increased by 7 (+2.7%) for a new 5-year high.

### Acquisition

- New players decreased by 73 (-7.4%) to 914.

### Retention

- Retained players increased by 10 (+0.8%) to 1,216.

### MISSOURI BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
<b>TOTAL</b>	1,879	1,968	2,224	2,193	2,130	2,184
<b>%</b>	-0.7%	4.7%	13.0%	-1.4%	-2.9%	2.5%
<b>NEW</b>	819	875	1,018	987	914	937
<b>%</b>	-2.0%	6.8%	16.3%	-3.0%	-7.4%	2.5%
<b>RETAINED</b>	1,060	1,093	1,206	1,206	1,216	1,247
<b>%</b>	0.4%	3.1%	10.3%	0.0%	0.8%	2.5%
<b>LOST</b>	481	395	431	508	429	
<b>%</b>	2.8%	-17.9%	9.1%	17.9%	-15.6%	

### MISSOURI BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	1,715	1,747	1,968	1,938	1,868
<b>%</b>	-1.7%	1.9%	12.7%	-1.5%	-3.6%
<b>NEW</b>	725	725	892	842	767
<b>%</b>	-2.7%	0.0%	23.0%	-5.6%	-8.9%
<b>RETAINED</b>	990	1,022	1,076	1,096	1,101
<b>%</b>	-0.9%	3.2%	5.3%	1.9%	0.5%
<b>LOST</b>	426	337	339	411	344
<b>%</b>	5.2%	-20.9%	0.6%	21.2%	-16.3%

### MISSOURI GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	164	221	256	255	262
<b>%</b>	10.8%	34.8%	15.8%	-0.4%	2.7%
<b>NEW</b>	94	150	126	145	147
<b>%</b>	3.3%	59.6%	-16.0%	15.1%	1.4%
<b>RETAINED</b>	70	71	130	110	115
<b>%</b>	22.8%	1.4%	83.1%	-15.4%	4.5%
<b>LOST</b>	55	58	92	97	85
<b>%</b>	-12.7%	5.5%	58.6%	5.4%	-12.4%



## 2018-19 MISSOURI ASSOCIATIONS

### MOH0119 AFFTON ATHLETIC 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	262	144	129	148	(19)	(15)	134
NEW	124	33	45	35	10	12	47
RETAINED	138	111	84	113	(29)	(27)	87
LOST	44	88	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	235	139	93	TOTAL	27	5	36
NEW	107	33	19	NEW	17	0	26
RETAINED	128	106	74	RETAINED	10	5	10
LOST	40	74	20	LOST	4	14	0
RATIO BOYS TO GIRLS			72.1%				27.9%

### MOH0121 CHESTERFIELD 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	121	117	90	121	(31)	(27)	93
NEW	48	43	34	45	(11)	(9)	35
RETAINED	73	74	56	76	(20)	(18)	58
LOST	24	29	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	113	112	85	TOTAL	8	5	5
NEW	44	40	33	NEW	4	3	1
RETAINED	69	72	52	RETAINED	4	2	4
LOST	19	27	17	LOST	5	2	1
RATIO BOYS TO GIRLS			94.4%				5.6%

### MOH0174 KIRKWOOD 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	133	179	204	183	21	25	210
NEW	5	95	93	97	(4)	(2)	96
RETAINED	128	84	111	86	25	27	114
LOST	23	9	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	127	170	196	TOTAL	6	9	8
NEW	4	90	90	NEW	1	5	3
RETAINED	123	80	106	RETAINED	5	4	5
LOST	23	9	13	LOST	0	0	1
RATIO BOYS TO GIRLS			96.1%				3.9%



MOH0175 MERAMEC HOCKEY CLUB

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	266	351	344	355	(11)	(7)	353
NEW	90	178	148	180	(32)	(30)	152
RETAINED	176	173	196	175	21	23	201
LOST	146	52	70				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	255	329	326	TOTAL	11	22	18
NEW	88	167	136	NEW	2	11	12
RETAINED	167	162	190	RETAINED	9	11	6
LOST	126	51	63	LOST	20	1	7
RATIO BOYS TO GIRLS			94.8%				5.2%

MOH0125 MID MISSOURI TIGERS

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	21	17	16	21	(5)	(1)	18
NEW	13	5	10	7	3	5	11
RETAINED	8	12	6	14	(8)	(6)	7
LOST	1	4	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	19	16	14	TOTAL	2	1	2
NEW	11	5	8	NEW	2	0	2
RETAINED	8	11	6	RETAINED	0	1	0
LOST	1	3	3	LOST	0	1	0
RATIO BOYS TO GIRLS			87.5%				12.5%

MOH0167 SOUTHERN ILLINOIS ICE HAWKS

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	42	59	54	63	(9)	(5)	56
NEW	24	32	27	34	(7)	(5)	28
RETAINED	18	27	27	29	(2)	0	28
LOST	4	4	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	39	56	48	TOTAL	3	3	6
NEW	22	30	23	NEW	2	2	4
RETAINED	17	26	25	RETAINED	1	1	2
LOST	3	3	7	LOST	1	1	0
RATIO BOYS TO GIRLS			88.9%				11.1%



MOH0177 SPRINGFIELD 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	54	6	53	10	43	47	55
NEW	38	1	33	3	30	32	34
RETAINED	16	5	20	7	13	15	21
LOST	0	31	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	51	6	50	TOTAL	3	0	3
NEW	35	1	31	NEW	3	0	2
RETAINED	16	5	19	RETAINED	0	0	1
LOST	0	29	0	LOST	0	2	0
RATIO BOYS TO GIRLS			94.3%				5.7%

MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION - MO

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	12	19	20	23	(3)	1	22
NEW	11	6	5	8	(3)	(1)	6
RETAINED	1	13	15	15	0	2	16
LOST	0	2	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	12	18	20	TOTAL	0	1	0
NEW	11	6	5	NEW	0	0	0
RETAINED	1	12	15	RETAINED	0	1	0
LOST	0	2	3	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

MOH0300 ST LOUIS GIRLS' 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	39	42	35	46	(11)	(7)	37
NEW	20	21	12	23	(11)	(9)	13
RETAINED	19	21	23	23	0	2	24
LOST	65	11	6				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	0	0	TOTAL	39	42	35
NEW	0	0	0	NEW	20	21	12
RETAINED	0	0	0	RETAINED	19	21	23
LOST	0	0	0	LOST	65	11	6
RATIO BOYS TO GIRLS			0.0%				100.0%



MOH0169 ST LOUIS ROCKETS 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	209	165	211	169	42	46	217
NEW	111	74	119	76	43	45	122
RETAINED	98	91	92	93	(1)	1	95
LOST	61	72	53				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	190	157	195	TOTAL	19	8	16
NEW	94	71	107	NEW	17	3	12
RETAINED	96	86	88	RETAINED	2	5	4
LOST	59	62	51	LOST	2	10	2
RATIO BOYS TO GIRLS			92.4%				7.6%

MOH0248 ST PETERS HOCKEY CLUB

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	181	197	190	201	(11)	(7)	196
NEW	83	95	85	97	(12)	(10)	88
RETAINED	98	102	105	104	1	3	108
LOST	4	9	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	172	186	170	TOTAL	9	11	20
NEW	76	89	74	NEW	7	6	11
RETAINED	96	97	96	RETAINED	2	5	9
LOST	4	8	5	LOST	0	1	0
RATIO BOYS TO GIRLS			89.5%				10.5%

MOH0173 TWIN BRIDGES LIGHTNING

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	98	92	117	96	21	25	121
NEW	67	34	64	36	28	30	66
RETAINED	31	58	53	60	(7)	(5)	55
LOST	7	10	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	94	88	110	TOTAL	4	4	7
NEW	64	32	60	NEW	3	2	4
RETAINED	30	56	50	RETAINED	1	2	3
LOST	7	9	5	LOST	0	1	1
RATIO BOYS TO GIRLS			94.0%				6.0%