

# 2018-2019 8 & Under Membership Report



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Program Services Contact for Affiliate .....	Katie Holmgren (719) 538-1120/ <a href="mailto:KatieH@usahockey.org">KatieH@usahockey.org</a>





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.

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

SOUTH DAKOTA RETENTION	AGE SEGMENT	NATIONAL RETENTION
44.9%	<b>4 Year Olds returned as 5 Year Olds</b>	34.0%
64.5%	<b>5 Year Olds returned as 6 Year Olds</b>	53.9%
77.3%	<b>6 Year Olds returned as 7 Year Olds</b>	67.9%
81.8%	<b>7 Year Olds returned as 8 Year Olds</b>	74.6%
90.1%	<b>10 &amp; Under</b>	85.3%
93.6%	<b>12 &amp; Under</b>	93.0%
92.4%	<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—SOUTH DAKOTA

### Total

- The total number of players ages 8 & under in South Dakota increased by 3 (+0.4%) to 815.
- Girls' participation increased by 27 (+20.0%) to 162.

### Acquisition

- New players increased by 20 (+6.5%) to 326.

### Retention

- Retained players decreased by 17 (-3.4%) to 489.

### SOUTH DAKOTA BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
<b>TOTAL</b>	824	881	861	812	815	837
<b>%</b>	0.5%	6.9%	-2.3%	-5.7%	0.4%	2.5%
<b>NEW</b>	344	365	347	306	326	335
<b>%</b>	-1.1%	6.1%	-4.9%	-11.8%	6.5%	2.5%
<b>RETAINED</b>	480	516	514	506	489	502
<b>%</b>	1.7%	7.5%	-0.4%	-1.6%	-3.4%	2.5%
<b>LOST</b>	156	131	157	149	140	
<b>%</b>	9.9%	-16.0%	19.8%	-5.1%	-6.0%	

### SOUTH DAKOTA BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	687	725	694	677	653
<b>%</b>	-1.9%	5.5%	-4.3%	-2.4%	-3.5%
<b>NEW</b>	275	293	263	253	242
<b>%</b>	-4.5%	6.5%	-10.2%	-3.8%	-4.3%
<b>RETAINED</b>	412	432	431	424	411
<b>%</b>	0.0%	4.9%	-0.2%	-1.6%	-3.1%
<b>LOST</b>	126	102	116	100	105
<b>%</b>	18.9%	-19.0%	13.7%	-13.8%	5.0%

### SOUTH DAKOTA GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	137	156	167	135	162
<b>%</b>	14.2%	13.9%	7.1%	-19.2%	20.0%
<b>NEW</b>	69	72	84	53	84
<b>%</b>	15.0%	4.3%	16.7%	-36.9%	58.5%
<b>RETAINED</b>	68	84	83	82	78
<b>%</b>	13.3%	23.5%	-1.2%	-1.2%	-4.9%
<b>LOST</b>	30	29	41	49	35
<b>%</b>	-16.7%	-3.3%	41.4%	19.5%	-28.6%



## 2018-19 SOUTH DAKOTA ASSOCIATIONS

### SDH0118 ABERDEEN 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	77	62	65	66	(1)	3	67
NEW	35	24	29	26	3	5	30
RETAINED	42	38	36	40	(4)	(2)	37
LOST	12	24	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	56	52	51	TOTAL	21	10	14
NEW	24	20	21	NEW	11	4	8
RETAINED	32	32	30	RETAINED	10	6	6
LOST	6	12	4	LOST	6	12	1
RATIO BOYS TO GIRLS			78.5%				21.5%

### SDH0123 BRANDON VALLEY 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	51	55	54	59	(5)	(1)	56
NEW	20	23	25	25	0	2	26
RETAINED	31	32	29	34	(5)	(3)	30
LOST	7	6	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	47	51	37	TOTAL	4	4	17
NEW	18	21	11	NEW	2	2	14
RETAINED	29	30	26	RETAINED	2	2	3
LOST	6	4	9	LOST	1	2	1
RATIO BOYS TO GIRLS			68.5%				31.5%

### SDH0119 BROOKINGS ICE SKATING 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	87	76	74	80	(6)	(2)	77
NEW	40	23	28	25	3	5	29
RETAINED	47	53	46	55	(9)	(7)	48
LOST	4	9	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	67	60	62	TOTAL	20	16	12
NEW	29	18	22	NEW	11	5	6
RETAINED	38	42	40	RETAINED	9	11	6
LOST	4	7	10	LOST	0	2	6
RATIO BOYS TO GIRLS			83.8%				16.2%



SDH0116 HURON 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	41	53	58	57	1	5	60
NEW	19	18	22	20	2	4	23
RETAINED	32	35	36	37	(1)	1	37
LOST	7	9	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	41	46	43	TOTAL	0	7	15
NEW	16	17	11	NEW	3	1	11
RETAINED	25	29	32	RETAINED	7	6	4
LOST	4	5	7	LOST	3	4	1
RATIO BOYS TO GIRLS			74.1%				25.9%

SDH0124 MITCHELL SKATING AND 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	55	50	48	54	(6)	(2)	50
NEW	22	18	22	20	2	4	23
RETAINED	33	32	26	34	(8)	(6)	27
LOST	7	10	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	45	45	44	TOTAL	10	5	4
NEW	17	15	19	NEW	5	3	3
RETAINED	28	30	25	RETAINED	5	2	1
LOST	6	6	10	LOST	1	4	3
RATIO BOYS TO GIRLS			91.7%				8.3%

SDH0127 OAHE 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	87	51	68	55	13	17	70
NEW	46	6	34	8	26	28	35
RETAINED	41	45	34	47	(13)	(11)	35
LOST	5	26	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	60	40	53	TOTAL	27	11	15
NEW	31	5	28	NEW	15	1	6
RETAINED	29	35	25	RETAINED	12	10	9
LOST	3	15	4	LOST	2	11	1
RATIO BOYS TO GIRLS			77.9%				22.1%



SDH0129 RUSHMORE 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	98	82	77	86	(9)	(5)	80
NEW	38	30	27	32	(5)	(3)	28
RETAINED	60	52	50	54	(4)	(2)	52
LOST	15	18	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	86	75	63	TOTAL	12	7	14
NEW	31	27	17	NEW	7	3	10
RETAINED	55	48	46	RETAINED	5	4	4
LOST	11	12	5	LOST	4	6	2
RATIO BOYS TO GIRLS			81.8%				18.2%

SDH0117 SIOUX FALLS 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	222	215	246	219	27	31	253
NEW	94	87	98	89	9	11	101
RETAINED	128	128	148	130	18	20	152
LOST	28	32	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	186	173	207	TOTAL	36	42	39
NEW	70	64	86	NEW	24	23	12
RETAINED	116	109	121	RETAINED	12	19	27
LOST	25	21	12	LOST	3	11	9
RATIO BOYS TO GIRLS			84.1%				15.9%

SDH0120 WATERTOWN 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	61	56	52	60	(8)	(4)	54
NEW	42	21	22	23	(1)	1	23
RETAINED	19	35	30	37	(7)	(5)	31
LOST	0	9	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	48	44	39	TOTAL	13	12	13
NEW	33	16	17	NEW	9	5	5
RETAINED	15	28	22	RETAINED	4	7	8
LOST	0	7	8	LOST	0	2	3
RATIO BOYS TO GIRLS			75.0%				25.0%



SDH0121 YANKTON AREA ICE 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	34	26	34	30	4	8	36
NEW	15	11	19	13	6	8	20
RETAINED	19	15	15	17	(2)	0	16
LOST	8	7	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	27	22	26	TOTAL	7	4	8
NEW	13	9	13	NEW	2	2	6
RETAINED	14	13	13	RETAINED	5	2	2
LOST	7	6	3	LOST	1	1	1
RATIO BOYS TO GIRLS			76.5%				23.5%