

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	6.0%	-3.1%	1.6%	16.2%	4.4%
7 TO 8	22.4%	-16.9%	12.9%	9.6%	5.0%
6 TO 7	0.0%	5.4%	-4.6%	-8.7%	32.4%
5 TO 6	13.5%	-6.0%	-36.6%	27.8%	17.4%
4 TO 5	-20.3%	-25.5%	-21.1%	16.7%	17.1%

ETHNICITY BREAKDOWN

ETHNICITY BENCHMARKS

Several minority segments increased as 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					
CAROLINA - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.66%	0.30%	0.72%	0.37%	0.23%
Asian	3.13%	2.27%	2.75%	2.90%	2.97%
Black/AA	0.84%	0.59%	0.92%	1.11%	1.14%
Native Hawaiian	0.24%	0.00%	0.33%	0.19%	0.17%
Hispanic/Latino	2.28%	1.98%	2.35%	2.53%	2.63%
White (non-Hispanic)	81.31%	80.24%	78.09%	79.56%	78.63%
Two or more races	5.89%	5.24%	4.12%	4.08%	4.00%
Other	0.60%	0.59%	1.77%	1.24%	4.97%
Prefer not to answer	5.05%	8.79%	8.96%	8.03%	5.26%

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 +134 or +8.3%
- NEW increased by +34 or +3.5%
- RETAINED increased by +100 or +15.6%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	1,745	1,010	1,525	1,615	1,749
	8.5%	-42.1%	51.0%	5.9%	8.3%
NEW	1,036	363	921	973	1,007
	8.6%	-65.0%	153.7%	5.6%	3.5%
RETAINED	709	647	604	642	742
	8.2%	-8.7%	-6.6%	6.3%	15.6%
LOST	485	619	193	447	409
	-2.8%	27.6%	-68.8%	131.6%	-8.5%

- BOYS**

- TOTAL increased by +140 or +10.1%
- NEW increased by +39 or +4.7%
- RETAINED increased by +101 or +18.0%

- GIRLS**

- TOTAL decreased by -6 or -2.7%
- NEW decreased by -5 or -3.5%
- RETAINED decreased by -1 or -1.2%

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	1,513	877	1,319	1,390	1,530	TOTAL	232	133	206	225	219
	8.8%	-42.0%	50.4%	5.4%	10.1%		5.9%	-42.7%	54.9%	9.2%	-2.7%
NEW	882	306	786	830	869	NEW	154	57	135	143	138
	11.6%	-65.3%	156.9%	5.6%	4.7%		-6.1%	-63.0%	136.8%	5.9%	-3.5%
RETAINED	631	571	533	560	661	RETAINED	78	76	71	82	81
	5.2%	-9.5%	-6.7%	5.1%	18.0%		41.8%	-2.6%	-6.6%	15.5%	-1.2%
LOST	400	532	160	377	338	LOST	85	87	33	70	71
	3.9%	33.0%	-69.9%	135.6%	-10.3%		-25.4%	2.4%	-62.1%	112.1%	1.4%
BOYS TO GIRLS RATIO	87.5%					12.5%					

- GROWTH CHALLENGE**

- TOTAL OVER-performed by +92
- NEW OVER-performed by +9
- RETAINED OVER-performed by +83

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
1,657	92	134	1,794
998	9	34	1,033
659	83	100	761
# OF ASSOCIATIONS			13
AVERAGE # PLAYERS/ASSOCIATION			134.5

ASSOCIATIONS

NORTH CAROLINA

NCH0005 CAPE FEAR 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	20	74	76	77	(1)	2	79
NEW	18	66	48	68	(20)	(18)	50
RETAINED	2	8	28	9	19	20	29
LOST	0	5	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	20	68	68	TOTAL	0	6	8
NEW	18	60	41	NEW	0	6	7
RETAINED	2	8	27	RETAINED	0	0	1
LOST	0	5	22	LOST	0	0	4
RATIO BOYS TO GIRLS			89.5%				10.5%

NCH0052 CAROLINA JR HURRICANES

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	82	87	84	90	(6)	(3)	87
NEW	63	66	65	68	(3)	(1)	67
RETAINED	19	21	19	22	(3)	(2)	20
LOST	1	6	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	67	68	72	TOTAL	15	19	12
NEW	52	53	57	NEW	11	13	8
RETAINED	15	15	15	RETAINED	4	6	4
LOST	1	4	5	LOST	0	2	0
RATIO BOYS TO GIRLS			85.7%				14.3%

NCH0003 CHARLOTTE METRO 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	149	108	77	111	(34)	(31)	80
NEW	62	34	30	35	(5)	(4)	31
RETAINED	87	74	47	76	(29)	(27)	49
LOST	41	33	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	132	95	69	TOTAL	17	13	8
NEW	55	26	26	NEW	7	8	4
RETAINED	77	69	43	RETAINED	10	5	4
LOST	37	27	22	LOST	4	6	4
RATIO BOYS TO GIRLS			89.6%				10.4%

NCH0021 GREENSBORO 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	52	38	56	40	16	18	58
NEW	24	14	38	15	23	24	39
RETAINED	28	24	18	25	(7)	(6)	19
LOST	8	8	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	52	38	47	TOTAL	0	0	9
NEW	24	14	29	NEW	0	0	9
RETAINED	28	24	18	RETAINED	0	0	0
LOST	7	8	5	LOST	1	0	0
RATIO BOYS TO GIRLS			83.9%				16.1%

NCH0010 PINEVILLE ICE HOUSE

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	36	19	42	21	21	23	44
NEW	34	15	29	16	13	14	30
RETAINED	2	4	13	5	8	9	14
LOST	1	13	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	33	17	38	TOTAL	3	2	4
NEW	31	13	27	NEW	3	2	2
RETAINED	2	4	11	RETAINED	0	0	2
LOST	1	11	1	LOST	0	2	0
RATIO BOYS TO GIRLS			90.5%				9.5%

NCH0034 POLAR HOUSE 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	270	56	254	59	195	198	261
NEW	121	41	216	43	173	175	222
RETAINED	149	15	38	16	22	23	39
LOST	26	186	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	245	53	235	TOTAL	25	3	19
NEW	109	39	200	NEW	12	2	16
RETAINED	136	14	35	RETAINED	13	1	3
LOST	22	158	23	LOST	4	28	2
RATIO BOYS TO GIRLS			92.5%				7.5%

NCH0006

TRIANGLE YOUTH HOCKEY OF NORTH CAROLINA

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	41	36	42	38	4	6	44
NEW	24	25	22	26	(4)	(3)	23
RETAINED	17	11	20	12	8	9	21
LOST	13	11	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	36	33	39	TOTAL	5	3	3
NEW	20	23	20	NEW	4	2	2
RETAINED	16	10	19	RETAINED	1	1	1
LOST	11	8	8	LOST	2	3	1
RATIO BOYS TO GIRLS			92.9%				7.1%

NCH0050

WINSTON-SALEM 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	61	21	18	23	(5)	(3)	20
NEW	35	3	17	4	13	14	18
RETAINED	26	18	1	19	(18)	(17)	2
LOST	25	27	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	46	15	14	TOTAL	15	6	4
NEW	31	3	13	NEW	4	0	4
RETAINED	15	12	1	RETAINED	11	6	0
LOST	19	22	7	LOST	6	5	4
RATIO BOYS TO GIRLS			77.8%				22.2%

SOUTH CAROLINA

SCH0005

CAPITAL CITY YHA

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	42	29	25	31	(6)	(4)	27
NEW	25	12	12	13	(1)	0	13
RETAINED	17	17	13	18	(5)	(4)	14
LOST	5	8	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	41	28	23	TOTAL	1	1	2
NEW	24	11	10	NEW	1	1	2
RETAINED	17	17	13	RETAINED	0	0	0
LOST	4	7	1	LOST	1	1	0
RATIO BOYS TO GIRLS			92.0%				8.0%

SCH0006 CAROLINA ICE PALACE

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	0	67	47	70	(23)	(20)	49
NEW	0	46	22	48	(26)	(24)	23
RETAINED	0	21	25	22	3	4	26
LOST	0	33	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	57	40	TOTAL	0	10	7
NEW	0	40	20	NEW	0	6	2
RETAINED	0	17	20	RETAINED	0	4	5
LOST	0	33	29	LOST	0	0	4
RATIO BOYS TO GIRLS			85.1%				14.9%

SCH0012 CAROLINA RAGE HOCKEY CLUB

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	19	18	12	20	(8)	(6)	14
NEW	12	7	4	8	(4)	(3)	5
RETAINED	7	11	8	12	(4)	(3)	9
LOST	4	4	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	16	17	11	TOTAL	3	1	1
NEW	11	7	3	NEW	1	0	1
RETAINED	5	10	8	RETAINED	2	1	0
LOST	3	3	3	LOST	1	1	0
RATIO BOYS TO GIRLS			91.7%				8.3%

SCH0003 CHARLESTON 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	30	38	40	40	0	2	42
NEW	17	28	33	29	4	5	34
RETAINED	13	10	7	11	(4)	(3)	8
LOST	2	6	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	29	36	39	TOTAL	1	2	1
NEW	17	28	32	NEW	0	0	1
RETAINED	12	8	7	RETAINED	1	2	0
LOST	1	3	1	LOST	1	3	0
RATIO BOYS TO GIRLS			97.5%				2.5%

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	30	40	48	42	6	8	50
NEW	19	22	23	23	0	1	24
RETAINED	11	18	25	19	6	7	26
LOST	3	15	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	27	34	40	TOTAL	3	6	8
NEW	16	18	20	NEW	3	4	3
RETAINED	11	16	20	RETAINED	0	2	5
LOST	1	11	10	LOST	2	4	2
RATIO BOYS TO GIRLS			83.3%				16.7%