

2018-2019 8 & Under Membership Report



Table of Contents

Participation & Retention Overview	Page 1
National Analysis & Goals	Page 2
Southern Amateur Analysis & Goals.....	Page 3
Local Association Analysis	Pages 4-11
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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.

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
Participants	105,925	107,703	115,694	122,135	123,303
% increase	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
Participants	181,107	183,275	184,502	186,161	187,766
% increase	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.

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

SOUTHERN AMATEUR RETENTION	AGE SEGMENT	NATIONAL RETENTION
24.4%	4 Year Olds returned as 5 Year Olds	34.0%
41.5%	5 Year Olds returned as 6 Year Olds	53.9%
52.8%	6 Year Olds returned as 7 Year Olds	67.9%
55.9%	7 Year Olds returned as 8 Year Olds	74.6%
68.3%	10 & Under	85.3%
80.0%	12 & Under	93.0%
87.0%	14 & Under	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
TOTAL	105,925	107,703	115,694	122,135	123,303	126,386
%	1.9%	1.7%	7.4%	5.6%	1.0%	2.5%
NEW	45,480	45,539	52,076	55,769	55,652	57,043
%	1.9%	0.1%	14.4%	7.1%	-0.2%	2.5%
RETAINED	60,445	62,164	63,618	66,366	67,651	69,342
%	1.9%	2.8%	2.3%	4.3%	1.9%	2.5%
LOST	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
TOTAL	89,386	89,353	95,136	99,605	99,946
%	1.4%	-0.04%	6.5%	4.7%	0.3%
NEW	37,184	36,198	41,346	44,054	43,662
%	1.2%	-2.7%	14.2%	6.5%	-0.9%
RETAINED	52,202	53,155	53,790	55,551	56,284
%	1.5%	1.8%	1.2%	3.3%	1.3%
LOST	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
TOTAL	16,539	18,350	20,558	22,532	23,359
%	4.7%	10.9%	12.0%	9.6%	3.7%
NEW	8,299	9,341	10,731	11,717	11,992
%	5.2%	12.6%	14.9%	9.2%	2.3%
RETAINED	8,240	9,009	9,827	10,815	11,367
%	4.2%	9.3%	9.1%	10.1%	5.1%
LOST	4,082	4,055	4,581	5,471	6,189
%	8.6%	-0.7%	13.0%	19.4%	13.1%



2018-19 KEY TAKEAWAYS—SOUTHERN AMATEUR

Total

- The total number of players ages 8 & under in Southern Amateur decreased by 132 (-5.7%) to 2,191.

Acquisition

- New players decreased by 209 (-13.9%) to 1,291.

Retention

- Retained players increased by 77 (+9.4%) to 900.

SOUTHERN AMATEUR BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	1,216	1,473	1,987	2,323	2,191	2,247
%	7.3%	21.1%	34.9%	16.9%	-5.7%	2.5%
NEW	688	859	1,281	1,500	1,291	1,324
%	21.1%	24.9%	49.1%	17.1%	-13.9%	2.5%
RETAINED	528	614	706	823	900	923
%	-6.5%	16.3%	15.0%	16.6%	9.4%	2.5%
LOST	317	360	437	670	859	
%	4.6%	13.6%	21.4%	53.3%	28.2%	

SOUTHERN AMATEUR BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	1,095	1,307	1,726	2,029	1,930
%	4.7%	19.4%	32.1%	17.6%	-4.9%
NEW	606	739	1,090	1,283	1,119
%	17.7%	21.9%	47.5%	17.7%	-12.8%
RETAINED	489	568	636	746	811
%	-7.9%	16.2%	12.0%	17.3%	8.7%
LOST	285	297	366	544	718
%	0.7%	4.2%	23.2%	48.6%	32.0%

SOUTHERN AMATEUR GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	121	166	261	294	261
%	39.1%	37.2%	57.2%	12.6%	-11.2%
NEW	82	120	191	217	172
%	54.7%	46.3%	59.2%	13.6%	-20.7%
RETAINED	39	46	70	77	89
%	14.7%	17.9%	52.2%	10.0%	15.6%
LOST	32	63	71	126	141
%	60.0%	96.9%	12.7%	77.5%	11.9%



2018-19 SOUTHERN AMATEUR ASSOCIATIONS

ALABAMA (2)

ALH0003 NORTH ALABAMA 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	234	227	210	231	(21)	(17)	216
NEW	98	107	63	109	(46)	(44)	65
RETAINED	136	120	147	122	25	27	151
LOST	63	60	71				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	198	188	178	TOTAL	36	39	32
NEW	82	90	51	NEW	16	17	12
RETAINED	116	98	127	RETAINED	20	22	20
LOST	56	51	50	LOST	7	9	21
RATIO BOYS TO GIRLS			84.8%				15.2%

ALH0006 PELHAM YOUTH HOCKEY LEAGUE

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	127	89	150	93	57	61	155
NEW	107	54	92	56	36	38	95
RETAINED	20	35	58	37	21	23	60
LOST	3	43	13				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	112	82	137	TOTAL	15	7	13
NEW	93	48	83	NEW	14	6	9
RETAINED	19	34	54	RETAINED	1	1	4
LOST	3	36	13	LOST	0	7	0
RATIO BOYS TO GIRLS			91.3%				8.7%



ARKANSAS (1)

ARH0001 ARKANSAS ICE HOCKEY ASSOCIATION/YOUTH

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	8	7	7	11	(4)	0	9
NEW	6	2	4	4	0	2	5
RETAINED	2	5	3	7	(4)	(2)	4
LOST	0	1	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	7	6	7	TOTAL	1	1	0
NEW	5	2	4	NEW	1	0	0
RETAINED	2	4	3	RETAINED	0	1	0
LOST	0	1	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



GEORGIA (6)

GAH0019 ATLANTA JUNIOR KNIGHTS HOCKEY ASSOC

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	43	9	47	(38)	(34)	11
NEW	11	40	3	42	(39)	(37)	4
RETAINED	1	3	6	5	1	3	7
LOST	0	3	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	12	43	9	TOTAL	0	0	0
NEW	11	40	3	NEW	0	0	0
RETAINED	1	3	6	RETAINED	0	0	0
LOST	0	3	2	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

GAH0021 BANDIT ICE 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	22	24	26	28	(2)	2	28
NEW	22	17	17	19	(2)	0	18
RETAINED	0	7	9	9	0	2	10
LOST	0	2	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	21	23	23	TOTAL	1	1	3
NEW	21	17	15	NEW	1	0	2
RETAINED	0	6	8	RETAINED	0	1	1
LOST	0	2	3	LOST	0	0	0
RATIO BOYS TO GIRLS			88.5%				11.5%

GAH0033 CENTER ICE ARENA

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	28	35	46	39	7	11	48
NEW	19	16	25	18	7	9	26
RETAINED	9	19	21	21	0	2	22
LOST	8	2	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	28	35	44	TOTAL	0	0	2
NEW	19	16	23	NEW	0	0	2
RETAINED	9	19	21	RETAINED	0	0	0
LOST	6	2	2	LOST	2	0	0
RATIO BOYS TO GIRLS			95.7%				4.3%



GAH0025 COLUMBUS 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	38	42	24	46	(22)	(18)	26
NEW	22	23	9	25	(16)	(14)	10
RETAINED	16	19	15	21	(6)	(4)	16
LOST	43	16	21				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	37	36	22	TOTAL	1	6	2
NEW	22	20	7	NEW	0	3	2
RETAINED	15	16	15	RETAINED	1	3	0
LOST	38	16	17	LOST	5	0	4
RATIO BOYS TO GIRLS			91.7%				8.3%

GAH0075 COOLER 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	22	10	9	14	(5)	(1)	11
NEW	9	5	8	7	1	3	9
RETAINED	13	5	1	7	(6)	(4)	2
LOST	2	4	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	22	10	9	TOTAL	0	0	0
NEW	9	5	8	NEW	0	0	0
RETAINED	13	5	1	RETAINED	0	0	0
LOST	2	4	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

GAH0003 ICEFORUM HOCKEY ASSOCIATION-DULUTH

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	14	47	24	51	(27)	(23)	26
NEW	5	37	12	39	(27)	(25)	13
RETAINED	9	10	12	12	0	2	13
LOST	11	4	18				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	13	43	21	TOTAL	1	4	3
NEW	5	34	9	NEW	0	3	3
RETAINED	8	9	12	RETAINED	1	1	0
LOST	10	4	16	LOST	1	0	2
RATIO BOYS TO GIRLS			87.5%				12.5%



LOUISIANA (1)

LAH0012 JUNIOR MUDBUGS YOUTH HOCKEY

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	28	31	31	35	(4)	0	35
NEW	6	15	20	17	3	5	21
RETAINED	22	16	13	18	(5)	(3)	14
LOST	17	9	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	26	30	24	TOTAL	2	1	7
NEW	4	14	14	NEW	2	1	6
RETAINED	22	16	12	RETAINED	0	0	1
LOST	10	7	5	LOST	7	2	0
RATIO BOYS TO GIRLS			77.4%				22.6%



MISSISSIPPI (1)

MSH0006 MID-SOUTH ICE HOUSE HOCKEY

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	68	62	72	(10)	(6)	64
NEW	29	55	34	57	(23)	(21)	35
RETAINED	5	13	28	15	13	15	29
LOST	6	13	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	29	62	52	TOTAL	5	6	10
NEW	25	49	26	NEW	4	6	8
RETAINED	4	13	26	RETAINED	1	0	2
LOST	6	9	18	LOST	0	4	3
RATIO BOYS TO GIRLS			83.9%				16.1%



TENNESSEE (4)

TNH0051 KNOXVILLE AMATEUR 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	122	127	33	131	(98)	(94)	35
NEW	55	2	2	4	(2)	0	3
RETAINED	67	125	31	127	(96)	(94)	32
LOST	57	36	121				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	103	114	32	TOTAL	19	13	1
NEW	43	2	2	NEW	12	0	0
RETAINED	60	112	30	RETAINED	7	13	1
LOST	53	24	107	LOST	4	12	14
RATIO BOYS TO GIRLS			97.0%				3.0%

TNH0015 NASHVILLE ELITE 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	23	22	22	26	(4)	0	24
NEW	23	18	14	20	(6)	(4)	15
RETAINED	0	4	8	6	2	4	9
LOST	0	0	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	22	21	22	TOTAL	1	1	0
NEW	22	17	14	NEW	1	1	0
RETAINED	0	4	8	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

TNH0041 NASHVILLE PREDATORS AMATEUR 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	199	241	102	245	(143)	(139)	106
NEW	118	161	42	163	(121)	(119)	44
RETAINED	81	80	60	82	(22)	(20)	62
LOST	70	56	112				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	177	227	98	TOTAL	22	14	4
NEW	103	152	40	NEW	15	9	2
RETAINED	74	75	58	RETAINED	7	5	2
LOST	63	49	105	LOST	7	7	7
RATIO BOYS TO GIRLS			96.1%				3.9%



TNH0037 NASHVILLE YOUTH HOCKEY LEAGUE

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	15	14	22	18	4	8	24
NEW	4	5	15	7	8	10	16
RETAINED	11	9	7	11	(4)	(2)	8
LOST	106	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	14	14	22	TOTAL	1	0	0
NEW	4	5	15	NEW	0	0	0
RETAINED	10	9	7	RETAINED	1	0	0
LOST	98	1	0	LOST	8	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%