

# 2023-2024 SEASON

## 8 & UNDER MEMBERSHIP REPORT



### TABLE OF CONTENTS

---

**01** PARTICIPATION +  
RETENTION OVERVIEW

---

**02** ETHNICITY BREAKDOWN

---

**03** KEY TAKEAWAYS:  
NATIONAL LEVEL

---

**04** KEY TAKEAWAYS:  
AFFILIATE LEVEL

---

**05** ASSOCIATIONS



## 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](http://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**

	<b>19-20</b>	<b>20-21</b>	<b>21-22</b>	<b>22-23</b>	<b>23-24</b>
<b>8 TO 9</b>	-4.0%	7.1%	15.6%	-4.3%	3.7%
<b>7 TO 8</b>	5.4%	25.6%	-8.8%	0.6%	11.7%
<b>6 TO 7</b>	21.5%	-4.4%	-5.4%	18.8%	14.1%
<b>5 TO 6</b>	-13.5%	14.4%	-8.5%	29.0%	-2.6%
<b>4 TO 5</b>	-23.0%	35.6%	5.1%	6.5%	0.8%

# 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 percent, 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					
MISSOURI REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.35%	0.29%	0.26%	0.28%	0.15%
Asian	1.39%	0.90%	1.65%	1.48%	1.73%
Black/AA	0.82%	0.78%	0.88%	0.60%	0.59%
Native Hawaiian	0.11%	0.07%	0.08%	0.18%	0.07%
Hispanic/Latino	1.17%	1.28%	1.55%	1.38%	1.51%
White (non-Hispanic)	86.86%	85.87%	82.52%	85.53%	82.88%
Two or more races	3.56%	3.99%	3.19%	2.47%	3.06%
Other	0.38%	0.53%	0.87%	2.47%	3.76%
Prefer not to answer	5.36%	6.29%	9.00%	5.61%	6.24%

## KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

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

BOYS & GIRLS 8U					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	121,796	94,582	119,459	121,732	121,647
	-1.2%	-22.3%	26.3%	1.9%	-0.1%
<b>NEW</b>	53,799	33,875	59,647	56,530	55,471
	-3.3%	-37.0%	76.1%	-5.2%	-1.9%
<b>RETAINED</b>	67,997	60,707	59,812	65,202	66,176
	0.5%	-10.7%	-1.5%	9.0%	1.5%
<b>LOST</b>	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 percent
- NEW decreased by -1,082 or -2.5 percent
- RETAINED increased by +1,027 or +2.0 percent

BOYS 8U					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	98,129	75,314	94,421	96,388	96,333
	-1.8%	-23.3%	25.4%	2.1%	-0.1%
<b>NEW</b>	42,126	25,793	46,213	43,826	42,744
	-3.5%	-38.8%	79.2%	-5.2%	-2.5%
<b>RETAINED</b>	56,003	49,521	48,208	52,562	53,589
	-0.5%	-11.6%	-2.7%	9.0%	2.0%
<b>LOST</b>	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 percent
- NEW increased by +26 or +0.2 percent
- RETAINED decreased by -53 or -0.4 percent

GIRLS 8U					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	23,665	19,269	25,038	25,341	25,314
	1.3%	-18.6%	29.9%	1.2%	-0.1%
<b>NEW</b>	11,673	8,085	13,434	12,701	12,727
	-2.7%	-30.7%	66.2%	-5.5%	0.2%
<b>RETAINED</b>	11,992	11,184	11,604	12,640	12,587
	5.5%	-6.7%	3.8%	8.9%	-0.4%
<b>LOST</b>	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 decreased by -122 or -4.3%
- NEW decreased by -234 or -17.3%
- RETAINED increased by +112 or +7.6%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	2,731	2,231	2,701	2,832	2,710
	28.2%	-18.3%	21.1%	4.9%	-4.3%
<b>NEW</b>	1,485	813	1,386	1,349	1,115
	62.5%	-45.3%	70.5%	-2.7%	-17.3%
<b>RETAINED</b>	1,246	1,418	1,315	1,483	1,595
	2.5%	13.8%	-7.3%	12.8%	7.6%
<b>LOST</b>	383	655	351	548	566
	-10.7%	71.0%	-46.4%	56.1%	3.3%

- BOYS**

- TOTAL decreased by -125 or -5.1%
- NEW decreased by -219 or -19.1%
- RETAINED increased by +94 or +7.2%

- GIRLS**

- TOTAL increased by +3 or +0.8%
- NEW decreased by -15 or -7.4%
- RETAINED increased by +18 or +9.9%

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
<b>TOTAL</b>	2,355	1,957	2,335	2,447	2,322	<b>TOTAL</b>	376	274	366	385	388
	26.1%	-16.9%	19.3%	4.8%	-5.1%		43.5%	-27.1%	33.6%	5.2%	0.8%
<b>NEW</b>	1,248	711	1,182	1,145	926	<b>NEW</b>	237	102	204	204	189
	62.7%	-43.0%	66.2%	-3.1%	-19.1%		61.2%	-57.0%	100.0%	0.0%	-7.4%
<b>RETAINED</b>	1,107	1,246	1,153	1,302	1,396	<b>RETAINED</b>	139	172	162	181	199
	0.5%	12.6%	-7.5%	12.9%	7.2%		20.9%	23.7%	-5.8%	11.7%	9.9%
<b>LOST</b>	310	541	296	454	478	<b>LOST</b>	73	114	55	94	88
	-9.9%	74.5%	-45.3%	53.4%	5.3%		-14.1%	56.2%	-51.8%	70.9%	-6.4%
<b>BOYS TO GIRLS RATIO</b>	85.7%					14.3%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -194
- NEW UNDER-performed by -268
- RETAINED OVER-performed by +74

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
2,904	(194)	(122)	2,778
1,383	(268)	(234)	1,143
1,521	74	112	1,635
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			246.4

# ASSOCIATIONS

MOH0119 AFFTON ATHLETIC 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	228	247	178	255	(77)	(69)	184
NEW	132	123	47	127	(80)	(76)	49
RETAINED	96	124	131	128	3	7	135
LOST	11	39	59				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	186	193	145	TOTAL	42	54	33
NEW	112	89	39	NEW	20	34	8
RETAINED	74	104	106	RETAINED	22	20	25
LOST	3	34	44	LOST	8	5	15
RATIO BOYS TO GIRLS			81.5%				18.5%

MOH0121 CHESTERFIELD 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	180	184	209	190	19	25	215
NEW	94	87	98	90	8	11	101
RETAINED	86	97	111	100	11	14	114
LOST	19	18	13				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	155	159	173	TOTAL	25	25	36
NEW	83	75	75	NEW	11	12	23
RETAINED	72	84	98	RETAINED	14	13	13
LOST	15	16	12	LOST	4	2	1
RATIO BOYS TO GIRLS			82.8%				17.2%

MOH0109 JORDAN VALLEY ICE RINK

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	31	56	32	24	25	58
NEW	0	31	36	32	4	5	37
RETAINED	0	0	20	0	20	20	21
LOST	0	0	8				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	28	52	TOTAL	0	3	4
NEW	0	28	33	NEW	0	3	3
RETAINED	0	0	19	RETAINED	0	0	1
LOST	0	0	6	LOST	0	0	2
RATIO BOYS TO GIRLS			92.9%				7.1%

MOH0174 KIRKWOOD 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	267	72	204	75	129	132	210
NEW	151	25	99	26	73	74	102
RETAINED	116	47	105	49	56	58	108
LOST	15	138	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	248	65	191	TOTAL	19	7	13
NEW	143	24	92	NEW	8	1	7
RETAINED	105	41	99	RETAINED	11	6	6
LOST	15	130	3	LOST	0	8	1
RATIO BOYS TO GIRLS			93.6%				6.4%

MOH0175 MERAMEC 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	349	277	310	285	25	33	319
NEW	163	83	134	86	48	51	138
RETAINED	186	194	176	199	(23)	(18)	181
LOST	38	73	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	316	260	286	TOTAL	33	17	24
NEW	142	77	121	NEW	21	6	13
RETAINED	174	183	165	RETAINED	12	11	11
LOST	31	54	15	LOST	7	19	4
RATIO BOYS TO GIRLS			92.3%				7.7%

MOH0125 MID MISSOURI TIGERS

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	27	31	28	33	(5)	(3)	30
NEW	13	16	10	17	(7)	(6)	11
RETAINED	14	15	18	16	2	3	19
LOST	1	1	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	22	24	23	TOTAL	5	7	5
NEW	11	13	7	NEW	2	3	3
RETAINED	11	11	16	RETAINED	3	4	2
LOST	0	1	1	LOST	1	0	1
RATIO BOYS TO GIRLS			82.1%				17.9%

MOH0167

## SOUTHERN ILLINOIS ICE HAWKS

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	75	82	83	85	(2)	1	86
NEW	28	44	40	46	(6)	(4)	41
RETAINED	47	38	43	39	4	5	45
LOST	9	11	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	69	74	75	TOTAL	6	8	8
NEW	27	37	35	NEW	1	7	5
RETAINED	42	37	40	RETAINED	5	1	3
LOST	9	9	10	LOST	0	2	1
RATIO BOYS TO GIRLS			90.4%				9.6%

MOH0177

## SPRINGFIELD 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	40	31	17	33	(16)	(14)	19
NEW	20	11	3	12	(9)	(8)	4
RETAINED	20	20	14	21	(7)	(6)	15
LOST	2	5	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	37	28	14	TOTAL	3	3	3
NEW	18	10	3	NEW	2	1	0
RETAINED	19	18	11	RETAINED	1	2	3
LOST	2	5	9	LOST	0	0	0
RATIO BOYS TO GIRLS			82.4%				17.6%

MOH0300

## ST LOUIS GIRLS' 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	81	78	44	81	(37)	(34)	46
NEW	46	32	9	33	(24)	(23)	10
RETAINED	35	46	35	48	(13)	(11)	36
LOST	2	12	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	1	0	0	TOTAL	80	78	44
NEW	1	0	0	NEW	45	32	9
RETAINED	0	0	0	RETAINED	35	46	35
LOST	0	1	0	LOST	2	11	19
RATIO BOYS TO GIRLS			0.0%				100.0%

MOH0169 ST LOUIS ROCKETS 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	144	158	175	163	12	17	181
NEW	88	92	54	95	(41)	(38)	56
RETAINED	56	66	121	68	53	55	125
LOST	6	15	51				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	135	152	162	TOTAL	9	6	13
NEW	82	87	46	NEW	6	5	8
RETAINED	53	65	116	RETAINED	3	1	5
LOST	6	15	49	LOST	0	0	2
RATIO BOYS TO GIRLS			92.6%				7.4%

MOH0248 ST PETERS 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	248	308	308	317	(9)	0	317
NEW	141	177	107	182	(75)	(70)	110
RETAINED	107	131	201	135	66	70	207
LOST	7	19	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	238	292	290	TOTAL	10	16	18
NEW	137	168	99	NEW	4	9	8
RETAINED	101	124	191	RETAINED	6	7	10
LOST	4	18	18	LOST	3	1	3
RATIO BOYS TO GIRLS			94.2%				5.8%

MOH0173 TWIN BRIDGES LIGHTNING

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	141	137	137	142	(5)	0	142
NEW	63	50	54	52	2	4	56
RETAINED	78	87	83	90	(7)	(4)	86
LOST	18	15	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	138	134	132	TOTAL	3	3	5
NEW	62	50	49	NEW	1	0	5
RETAINED	76	84	83	RETAINED	2	3	0
LOST	17	15	13	LOST	1	0	1
RATIO BOYS TO GIRLS			96.4%				3.6%