

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.

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.

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

TEXAS RETENTION	AGE SEGMENT	NATIONAL RETENTION
28.0%	4 Year Olds returned as 5 Year Olds	34.0%
39.7%	5 Year Olds returned as 6 Year Olds	53.9%
59.2%	6 Year Olds returned as 7 Year Olds	67.9%
60.3%	7 Year Olds returned as 8 Year Olds	74.6%
74.7%	10 & Under	85.3%
80.6%	12 & Under	93.0%
89.1%	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—TEXAS

Total

- The total number of players ages 8 & under in Texas decreased by 53 (-2.7%) to 1,895.
- In addition, girls' participation increased by 4 (+1.7%) for a new 5-year high.

Acquisition

- New players decreased by 57 (-5.5%) to 988.

Retention

- Retained players increased by 4 (+0.4%) to 907.

TEXAS BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	1,441	1,312	1,869	1,948	1,895	1,943
%	11.9%	-9.0%	42.5%	4.2%	-2.7%	2.5%
NEW	797	622	1,100	1,045	988	1,013
%	-6.3%	-22.0%	76.8%	-5.0%	-5.5%	2.5%
RETAINED	644	690	769	903	907	930
%	47.4%	7.1%	11.4%	17.4%	0.4%	2.5%
LOST	339	417	275	448	456	
%	14.9%	23.0%	-34.1%	62.9%	1.8%	

TEXAS BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	1,329	1,201	1,638	1,714	1,657
%	11.3%	-9.6%	36.4%	4.6%	-3.3%
NEW	722	560	929	901	840
%	-7.4%	-22.4%	65.9%	-3.0%	-6.8%
RETAINED	607	641	709	813	817
%	46.6%	5.6%	10.6%	14.7%	0.5%
LOST	299	377	243	373	376
%	11.6%	26.1%	-35.5%	53.5%	0.8%

TEXAS GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	112	111	231	234	238
%	19.1%	-0.9%	108.1%	1.3%	1.7%
NEW	75	62	171	144	148
%	5.6%	-17.3%	175.8%	-15.8%	2.8%
RETAINED	37	49	60	90	90
%	60.9%	32.4%	22.4%	50.0%	0.0%
LOST	40	40	32	75	80
%	48.1%	0.0%	-20.0%	134.4%	6.7%



2018-19 TEXAS ASSOCIATIONS

OKLAHOMA (2)

OKH0058 OKC 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	62	42	73	46	27	31	76
NEW	33	14	54	16	38	40	56
RETAINED	29	28	19	30	(11)	(9)	20
LOST	19	28	6				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	62	40	69	TOTAL	0	2	4
NEW	33	12	50	NEW	0	2	4
RETAINED	29	28	19	RETAINED	0	0	0
LOST	19	27	6	LOST	0	1	0
RATIO BOYS TO GIRLS			94.5%				5.5%

OKH0055 TULSA JR OILERS

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	56	59	102	63	39	43	105
NEW	25	43	70	45	25	27	72
RETAINED	31	16	32	18	14	16	33
LOST	5	25	11				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	43	50	87	TOTAL	13	9	15
NEW	14	37	59	NEW	11	6	11
RETAINED	29	13	28	RETAINED	2	3	4
LOST	5	19	9	LOST	0	6	2
RATIO BOYS TO GIRLS			85.3%				14.7%



TEXAS (13)

TXH0065 AERODROME HOCKEY ASSOCIATION-WILLOWBROOK

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	64	91	78	95	(17)	(13)	81
NEW	19	59	45	61	(16)	(14)	47
RETAINED	45	32	33	34	(1)	1	34
LOST	52	14	23				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	59	81	65	TOTAL	5	10	13
NEW	18	51	38	NEW	1	8	7
RETAINED	41	30	27	RETAINED	4	2	6
LOST	45	12	21	LOST	7	2	2
RATIO BOYS TO GIRLS			83.3%				16.7%

TXH1017 ALLEN COMMUNITY ICE RINK

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	47	63	51	12	16	66
NEW	14	35	44	37	7	9	46
RETAINED	8	12	19	14	5	7	20
LOST	4	2	9				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	21	44	60	TOTAL	1	3	3
NEW	14	33	42	NEW	0	2	2
RETAINED	7	11	18	RETAINED	1	1	1
LOST	2	2	9	LOST	2	0	0
RATIO BOYS TO GIRLS			95.2%				4.8%

TXH0040 AMARILLO HOCKEY ASSOCIATION INC

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	44	31	48	(17)	(13)	33
NEW	23	25	15	27	(12)	(10)	16
RETAINED	18	19	16	21	(5)	(3)	17
LOST	14	13	13				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	37	38	28	TOTAL	4	6	3
NEW	19	21	13	NEW	4	4	2
RETAINED	18	17	15	RETAINED	0	2	1
LOST	12	11	10	LOST	2	2	3
RATIO BOYS TO GIRLS			90.3%				9.7%



TXH0029 AUSTIN METRO HOCKEY ASSN

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	0	115	111	119	(8)	(4)	115
NEW	0	115	47	117	(70)	(68)	49
RETAINED	0	0	64	2	62	64	66
LOST	0	0	8				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	108	101	TOTAL	0	7	10
NEW	0	108	39	NEW	0	7	8
RETAINED	0	0	62	RETAINED	0	0	2
LOST	0	0	8	LOST	0	0	0
RATIO BOYS TO GIRLS			91.0%				9.0%

TXH0015 CHAPARRAL ICE

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	79	62	60	66	(6)	(2)	62
NEW	22	34	29	36	(7)	(5)	30
RETAINED	57	28	31	30	1	3	32
LOST	40	33	25				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	72	60	57	TOTAL	7	2	3
NEW	20	33	28	NEW	2	1	1
RETAINED	52	27	29	RETAINED	5	1	2
LOST	38	29	23	LOST	2	4	2
RATIO BOYS TO GIRLS			95.0%				5.0%

TXH1073 DALLAS STARS YOUTH HOCKEY LEAGUE HOUSE

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	378	404	405	408	(3)	1	416
NEW	132	121	149	123	26	28	153
RETAINED	246	283	256	285	(29)	(27)	263
LOST	132	94	78				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	350	369	371	TOTAL	28	35	34
NEW	119	109	131	NEW	13	12	18
RETAINED	231	260	240	RETAINED	15	23	16
LOST	117	85	64	LOST	15	9	14
RATIO BOYS TO GIRLS			91.6%				8.4%



TXH0066 EL PASO 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	67	148	71	77	81	152
NEW	40	35	115	37	78	80	118
RETAINED	15	32	33	34	(1)	1	34
LOST	17	19	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	46	56	122	TOTAL	9	11	26
NEW	35	31	98	NEW	5	4	17
RETAINED	11	25	24	RETAINED	4	7	9
LOST	14	16	14	LOST	3	3	3
RATIO BOYS TO GIRLS			82.4%				17.6%

TXH1024 ICE AT THE PARKS

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	18	11	21	15	6	10	23
NEW	13	7	17	9	8	10	18
RETAINED	5	4	4	6	(2)	0	5
LOST	0	2	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	17	10	21	TOTAL	1	1	0
NEW	12	6	17	NEW	1	1	0
RETAINED	5	4	4	RETAINED	0	0	0
LOST	0	2	1	LOST	0	0	1
RATIO BOYS TO GIRLS			100.0%				0.0%

TXH0031 ICE SKATE USA HOCKEY ASSN

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	0	0	39	4	35	39	41
NEW	0	0	33	2	31	33	34
RETAINED	0	0	6	2	4	6	7
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	0	34	TOTAL	0	0	5
NEW	0	0	29	NEW	0	0	4
RETAINED	0	0	5	RETAINED	0	0	1
LOST	0	0	0	LOST	0	0	1
RATIO BOYS TO GIRLS			87.2%				12.8%



TXH0076 JACKALOPES 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	43	62	60	66	(6)	(2)	62
NEW	22	39	35	41	(6)	(4)	36
RETAINED	21	23	25	25	0	2	26
LOST	4	4	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	39	54	51	TOTAL	4	8	9
NEW	21	32	28	NEW	1	7	7
RETAINED	18	22	23	RETAINED	3	1	2
LOST	3	4	8	LOST	1	0	3
RATIO BOYS TO GIRLS			85.0%				15.0%

TXH1037 NYTEX SPORTS LLC

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	55	40	59	(19)	(15)	42
NEW	17	36	18	38	(20)	(18)	19
RETAINED	37	19	22	21	1	3	23
LOST	11	10	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	49	51	39	TOTAL	5	4	1
NEW	15	32	17	NEW	2	4	1
RETAINED	34	19	22	RETAINED	3	0	0
LOST	11	10	9	LOST	0	0	2
RATIO BOYS TO GIRLS			97.5%				2.5%

TXH0032 SPIRIT 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	16	28	10	32	(22)	(18)	12
NEW	5	5	2	7	(5)	(3)	3
RETAINED	11	23	8	25	(17)	(15)	9
LOST	11	0	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	16	23	8	TOTAL	0	5	2
NEW	5	2	1	NEW	0	3	1
RETAINED	11	21	7	RETAINED	0	2	1
LOST	11	0	3	LOST	0	0	2
RATIO BOYS TO GIRLS			80.0%				20.0%



TXH0055 SUGAR LAND ICE & SPORTS ICE 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	32	46	64	50	14	18	66
NEW	23	26	31	28	3	5	32
RETAINED	9	20	33	22	11	13	34
LOST	2	6	45				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	26	37	56	TOTAL	6	9	8
NEW	17	20	27	NEW	6	6	4
RETAINED	9	17	29	RETAINED	0	3	4
LOST	2	6	42	LOST	0	0	3
RATIO BOYS TO GIRLS			87.5%				12.5%