

# 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](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.

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

MONTANA RETENTION	AGE SEGMENT	NATIONAL RETENTION
34.6%	<b>4 Year Olds returned as 5 Year Olds</b>	34.0%
49.1%	<b>5 Year Olds returned as 6 Year Olds</b>	53.9%
62.7%	<b>6 Year Olds returned as 7 Year Olds</b>	67.9%
66.2%	<b>7 Year Olds returned as 8 Year Olds</b>	74.6%
79.8%	<b>10 &amp; Under</b>	85.3%
90.6%	<b>12 &amp; Under</b>	93.0%
94.9%	<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—MONTANA

### Total

- The total number of players ages 8 & under in Montana increased by 31 (+4.5%) to 724.
- In addition, girls' participation increased by 29 (+20.1%) for a new 5-year high.

### Acquisition

- New players increased by 77 (+26.4%) to 369.

### Retention

- Retained players decreased by 46 (-11.5%) to 355.

### MONTANA BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
<b>TOTAL</b>	675	741	700	693	724	743
<b>%</b>	-8.7%	9.8%	-5.5%	-1.0%	4.5%	2.5%
<b>NEW</b>	292	343	296	292	369	379
<b>%</b>	-19.3%	17.5%	-13.7%	-1.4%	26.4%	2.5%
<b>RETAINED</b>	383	398	404	401	355	364
<b>%</b>	1.6%	3.9%	1.5%	-0.7%	-11.5%	2.5%
<b>LOST</b>	191	128	170	141	155	
<b>%</b>	51.6%	-33.0%	32.8%	-17.1%	9.9%	

### MONTANA BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	558	605	562	549	551
<b>%</b>	-9.6%	8.4%	-7.1%	-2.3%	0.4%
<b>NEW</b>	237	268	224	219	271
<b>%</b>	-20.7%	13.1%	-16.4%	-2.2%	23.7%
<b>RETAINED</b>	321	337	338	330	280
<b>%</b>	0.9%	5.0%	0.3%	-2.4%	-15.2%
<b>LOST</b>	156	103	135	105	120
<b>%</b>	43.1%	-34.0%	31.1%	-22.2%	14.3%

### MONTANA GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	117	136	138	144	173
<b>%</b>	-4.1%	16.2%	1.5%	4.3%	20.1%
<b>NEW</b>	55	75	72	73	98
<b>%</b>	-12.7%	36.4%	-4.0%	1.4%	34.2%
<b>RETAINED</b>	62	61	66	71	75
<b>%</b>	5.1%	-1.6%	8.2%	7.6%	5.6%
<b>LOST</b>	35	25	35	36	35
<b>%</b>	105.9%	-28.6%	40.0%	2.9%	-2.8%



## 2018-19 MONTANA ASSOCIATIONS

### MTH0011 BILLINGS AMATEUR 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	0	0	36	4	32	36	38
NEW	0	0	28	2	26	28	29
RETAINED	0	0	8	2	6	8	9
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	28	TOTAL	0	0	8
NEW	0	0	21	NEW	0	0	7
RETAINED	0	0	7	RETAINED	0	0	1
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			77.8%				22.2%

### MTH0015 BOZEMAN 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	91	68	6	72	(66)	(62)	8
NEW	46	28	1	30	(29)	(27)	2
RETAINED	45	40	5	42	(37)	(35)	6
LOST	17	21	42				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	80	62	6	TOTAL	11	6	0
NEW	41	23	1	NEW	5	5	0
RETAINED	39	39	5	RETAINED	6	1	0
LOST	14	19	36	LOST	3	2	6
RATIO BOYS TO GIRLS			100.0%				0.0%

### MTH0076 BUTTE 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	49	60	45	64	(19)	(15)	47
NEW	10	30	16	32	(16)	(14)	17
RETAINED	39	30	29	32	(3)	(1)	30
LOST	15	4	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	38	43	35	TOTAL	11	17	10
NEW	5	19	12	NEW	5	11	4
RETAINED	33	24	23	RETAINED	6	6	6
LOST	11	2	11	LOST	4	2	9
RATIO BOYS TO GIRLS			77.8%				22.2%



MTH0029 FLATHEAD 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	42	60	62	64	(2)	2	64
NEW	19	36	35	38	(3)	(1)	36
RETAINED	23	24	27	26	1	3	28
LOST	15	5	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	25	42	46	TOTAL	17	18	16
NEW	14	27	28	NEW	5	9	7
RETAINED	11	15	18	RETAINED	12	9	9
LOST	11	4	9	LOST	4	1	3
RATIO BOYS TO GIRLS			74.2%				25.8%

MTH0016 GLACIER 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	34	33	38	(5)	(1)	35
NEW	19	15	18	17	1	3	19
RETAINED	24	19	15	21	(6)	(4)	16
LOST	3	9	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	31	27	26	TOTAL	12	7	7
NEW	13	12	15	NEW	6	3	3
RETAINED	18	15	11	RETAINED	6	4	4
LOST	3	5	6	LOST	0	4	3
RATIO BOYS TO GIRLS			78.8%				21.2%

MTH0013 GREAT FALLS AMATEUR 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	33	39	34	43	(9)	(5)	36
NEW	11	17	21	19	2	4	22
RETAINED	22	22	13	24	(11)	(9)	14
LOST	17	3	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	29	31	29	TOTAL	4	8	5
NEW	10	12	17	NEW	1	5	4
RETAINED	19	19	12	RETAINED	3	3	1
LOST	16	3	7	LOST	1	0	5
RATIO BOYS TO GIRLS			85.3%				14.7%



MTH0012 HAVRE 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	53	58	53	62	(9)	(5)	55
NEW	19	29	17	31	(14)	(12)	18
RETAINED	34	29	36	31	5	7	37
LOST	11	18	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	44	47	41	TOTAL	9	11	12
NEW	14	23	12	NEW	5	6	5
RETAINED	30	24	29	RETAINED	4	5	7
LOST	8	14	15	LOST	3	4	3
RATIO BOYS TO GIRLS			77.4%				22.6%

MTH0014 HELENA AREA 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	107	116	104	120	(16)	(12)	107
NEW	48	44	37	46	(9)	(7)	38
RETAINED	59	72	67	74	(7)	(5)	69
LOST	23	12	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	93	95	81	TOTAL	14	21	23
NEW	38	33	29	NEW	10	11	8
RETAINED	55	62	52	RETAINED	4	10	15
LOST	19	9	11	LOST	4	3	3
RATIO BOYS TO GIRLS			77.9%				22.1%

MTH0018 HILINE 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	18	22	22	26	(4)	0	24
NEW	5	11	12	13	(1)	1	13
RETAINED	13	11	10	13	(3)	(1)	11
LOST	4	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	13	14	11	TOTAL	5	8	11
NEW	2	6	5	NEW	3	5	7
RETAINED	11	8	6	RETAINED	2	3	4
LOST	2	1	3	LOST	2	2	2
RATIO BOYS TO GIRLS			50.0%				50.0%



MTH0028 MILES CITY 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	41	29	37	33	4	8	39
NEW	15	8	21	10	11	13	22
RETAINED	26	21	16	23	(7)	(5)	17
LOST	11	12	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	29	21	26	TOTAL	12	8	11
NEW	10	7	13	NEW	5	1	8
RETAINED	19	14	13	RETAINED	7	7	3
LOST	5	7	4	LOST	6	5	2
RATIO BOYS TO GIRLS			70.3%				29.7%

MTH0017 MISSOULA AREA 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	76	66	57	70	(13)	(9)	59
NEW	26	20	29	22	7	9	30
RETAINED	50	46	28	48	(20)	(18)	29
LOST	22	13	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	60	52	51	TOTAL	16	14	6
NEW	20	14	25	NEW	6	6	4
RETAINED	40	38	26	RETAINED	10	8	2
LOST	18	12	5	LOST	4	1	1
RATIO BOYS TO GIRLS			89.5%				10.5%

MTH0031 RED LODGE BLADES 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	0	0	26	4	22	26	27
NEW	0	0	26	2	24	26	27
RETAINED	0	0	0	2	(2)	0	0
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	0	14	TOTAL	0	0	12
NEW	0	0	14	NEW	0	0	12
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			53.8%				46.2%

