

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.

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	5.0%	-7.8%	14.3%	5.1%	18.2%
7 TO 8	14.0%	-10.8%	-3.1%	25.3%	-0.9%
6 TO 7	5.4%	-19.1%	13.6%	5.2%	4.2%
5 TO 6	-8.2%	-10.6%	-6.3%	14.7%	-5.2%
4 TO 5	37.5%	-36.4%	-19.5%	16.1%	-18.1%

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%, 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					
PACIFIC NORTHWEST REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.82%	1.04%	0.91%	0.79%	0.79%
Asian	6.04%	5.20%	6.70%	7.54%	7.79%
Black/AA	0.76%	0.61%	0.63%	0.51%	0.48%
Native Hawaiian	0.47%	0.09%	0.63%	0.40%	0.36%
Hispanic/Latino	2.64%	2.78%	3.92%	4.08%	3.32%
White (non-Hispanic)	67.78%	68.69%	62.61%	63.13%	64.41%
Two or more races	10.97%	10.93%	12.05%	11.68%	11.66%
Other	1.29%	1.21%	0.85%	1.76%	2.05%
Prefer not to answer	9.21%	9.45%	11.70%	10.10%	9.12%

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 decreased by -108 or -6.1%
- NEW decreased by -99 or -11.1%
- RETAINED increased by -9 or -1.0%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	1,705	1,156	1,759	1,763	1,655
	1.5%	-32.2%	52.2%	0.2%	-6.1%
NEW	777	398	999	890	791
	-6.0%	-48.8%	151.0%	-10.9%	-11.1%
RETAINED	928	758	760	873	864
	8.8%	-18.3%	0.3%	14.9%	-1.0%
LOST	416	534	209	445	426
	12.4%	28.4%	-60.9%	112.9%	-4.3%

- BOYS**

- TOTAL decreased by -91 or -6.4%
- NEW decreased by -76 or -10.9%
- RETAINED decreased by -15 or -2.1%

- GIRLS**

- TOTAL decreased by -17 or -4.8%
- NEW decreased by -23 or -11.9%
- RETAINED increased by +6 or +3.8%

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	1,403	959	1,415	1,412	1,321	TOTAL	302	197	344	351	334
	2.7%	-31.6%	47.5%	-0.2%	-6.4%		-3.8%	-34.8%	74.6%	2.0%	-4.8%
NEW	640	312	784	696	620	NEW	137	86	215	194	171
	-3.5%	-51.3%	151.3%	-11.2%	-10.9%		-16.5%	-37.2%	150.0%	-9.8%	-11.9%
RETAINED	763	647	631	716	701	RETAINED	165	111	129	157	163
	8.5%	-15.2%	-2.5%	13.5%	-2.1%		10.0%	-32.7%	16.2%	21.7%	3.8%
LOST	318	429	164	334	326	LOST	98	105	45	111	100
	15.2%	34.9%	-61.8%	103.7%	-2.4%		4.3%	7.1%	-57.1%	146.7%	-9.9%
BOYS TO GIRLS RATIO	79.8%					20.2%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -153
- NEW UNDER-performed by -122
- RETAINED UNDER-performed by -31

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
1,808	(153)	(108)	1,697
913	(122)	(99)	811
895	(31)	(9)	886
# OF ASSOCIATIONS			16
AVERAGE # PLAYERS/ASSOCIATION			103.4

ASSOCIATIONS

WAH0014 EVERETT 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	78	85	67	88	(21)	(18)	70
NEW	36	38	26	39	(13)	(12)	27
RETAINED	42	47	41	49	(8)	(6)	43
LOST	9	16	15				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	61	71	60	TOTAL	17	14	7
NEW	26	32	23	NEW	10	6	3
RETAINED	35	39	37	RETAINED	7	8	4
LOST	8	9	11	LOST	1	7	4
RATIO BOYS TO GIRLS			89.6%				10.4%

WAH0002 KENT VALLEY 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	97	53	26	55	(29)	(27)	28
NEW	60	21	8	22	(14)	(13)	9
RETAINED	37	32	18	33	(15)	(14)	19
LOST	30	32	20				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	81	44	22	TOTAL	16	9	4
NEW	49	19	7	NEW	11	2	1
RETAINED	32	25	15	RETAINED	5	7	3
LOST	24	25	14	LOST	6	7	6
RATIO BOYS TO GIRLS			84.6%				15.4%

WAH0129 KRACKEN YOUTH HOCKEY ASSN

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	51	75	81	78	3	6	84
NEW	51	53	47	55	(8)	(6)	49
RETAINED	0	22	34	23	11	12	35
LOST	0	22	4				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	40	57	59	TOTAL	11	18	22
NEW	40	39	33	NEW	11	14	14
RETAINED	0	18	26	RETAINED	0	4	8
LOST	0	16	4	LOST	0	6	0
RATIO BOYS TO GIRLS			72.8%				27.2%

WAH0058 MOSES LAKE 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	17	18	17	20	(3)	(1)	19
NEW	4	9	10	10	0	1	11
RETAINED	13	9	7	10	(3)	(2)	8
LOST	6	2	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	13	13	13	TOTAL	4	5	4
NEW	4	6	6	NEW	0	3	4
RETAINED	9	7	7	RETAINED	4	2	0
LOST	5	2	1	LOST	1	0	3
RATIO BOYS TO GIRLS			76.5%				23.5%

WAH0120 PUGET SOUND AMATEUR 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	134	152	134	157	(23)	(18)	138
NEW	83	83	59	86	(27)	(24)	61
RETAINED	51	69	75	71	4	6	77
LOST	26	62	65				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	110	133	110	TOTAL	24	19	24
NEW	67	72	44	NEW	16	11	15
RETAINED	43	61	66	RETAINED	8	8	9
LOST	18	50	54	LOST	8	12	11
RATIO BOYS TO GIRLS			82.1%				17.9%

WAH0050 SEATTLE JUNIOR 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	187	197	208	202	6	11	214
NEW	116	120	104	123	(19)	(16)	107
RETAINED	71	77	104	79	25	27	107
LOST	56	60	71				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	140	155	152	TOTAL	47	42	56
NEW	82	95	67	NEW	34	25	37
RETAINED	58	60	85	RETAINED	13	17	19
LOST	48	43	52	LOST	8	17	19
RATIO BOYS TO GIRLS			73.1%				26.9%

WAH0062

SNO-KING AMATEUR 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	161	159	208	164	44	49	214
NEW	55	78	131	80	51	53	135
RETAINED	106	81	77	84	(7)	(4)	79
LOST	59	14	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	133	131	167	TOTAL	28	28	41
NEW	48	64	105	NEW	7	14	26
RETAINED	85	67	62	RETAINED	21	14	15
LOST	50	12	3	LOST	9	2	0
RATIO BOYS TO GIRLS			80.3%				19.7%

WAH0048

SPOKANE JR CHIEFS

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	85	79	74	82	(8)	(5)	77
NEW	33	33	31	34	(3)	(2)	32
RETAINED	52	46	43	48	(5)	(3)	45
LOST	8	6	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	79	74	65	TOTAL	6	5	9
NEW	30	31	27	NEW	3	2	4
RETAINED	49	43	38	RETAINED	3	3	5
LOST	6	5	7	LOST	2	1	0
RATIO BOYS TO GIRLS			87.8%				12.2%

WAH0077

TRI-CITIES AMATEUR 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	95	119	148	123	25	29	152
NEW	27	55	76	57	19	21	78
RETAINED	68	64	72	66	6	8	74
LOST	6	10	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	77	93	120	TOTAL	18	26	28
NEW	16	38	60	NEW	11	17	16
RETAINED	61	55	60	RETAINED	7	9	12
LOST	3	2	13	LOST	3	8	9
RATIO BOYS TO GIRLS			81.1%				18.9%

WAH0037 VANCOUVER 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	45	41	39	43	(4)	(2)	41
NEW	31	16	14	17	(3)	(2)	15
RETAINED	14	25	25	26	(1)	0	26
LOST	5	6	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	38	33	31	TOTAL	7	8	8
NEW	24	11	11	NEW	7	5	3
RETAINED	14	22	20	RETAINED	0	3	5
LOST	3	2	5	LOST	2	4	1
RATIO BOYS TO GIRLS			79.5%				20.5%

WAH0065 WENATCHEE AMATEUR 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	45	40	39	42	(3)	(1)	41
NEW	25	12	16	13	3	4	17
RETAINED	20	28	23	29	(6)	(5)	24
LOST	7	7	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	41	38	39	TOTAL	4	2	0
NEW	23	11	16	NEW	2	1	0
RETAINED	18	27	23	RETAINED	2	1	0
LOST	5	6	0	LOST	2	1	1
RATIO BOYS TO GIRLS			100.0%				0.0%

WAH0028 WEST SOUND 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	15	13	8	15	(7)	(5)	10
NEW	8	8	4	9	(5)	(4)	5
RETAINED	7	5	4	6	(2)	(1)	5
LOST	4	4	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	11	11	7	TOTAL	4	2	1
NEW	6	7	3	NEW	2	1	1
RETAINED	5	4	4	RETAINED	2	1	0
LOST	3	3	0	LOST	1	1	1
RATIO BOYS TO GIRLS			87.5%				12.5%

WAH0051

WHATCOM COUNTY AMATEUR 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	57	44	61	46	15	17	63
NEW	39	18	39	19	20	21	40
RETAINED	18	26	22	27	(5)	(4)	23
LOST	0	11	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	42	32	49	TOTAL	15	12	12
NEW	29	15	32	NEW	10	3	7
RETAINED	13	17	17	RETAINED	5	9	5
LOST	0	7	3	LOST	0	4	3
RATIO BOYS TO GIRLS			80.3%				19.7%

WAH0056

YAKIMA AMATEUR 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	32	12	49	14	35	37	51
NEW	21	3	36	4	32	33	37
RETAINED	11	9	13	10	3	4	14
LOST	0	19	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	24	11	37	TOTAL	8	1	12
NEW	14	3	27	NEW	7	0	9
RETAINED	10	8	10	RETAINED	1	1	3
LOST	0	13	3	LOST	0	6	0
RATIO BOYS TO GIRLS			75.5%				24.5%