

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.

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

MIDWEST RETENTION	AGE SEGMENT	NATIONAL RETENTION
36.4%	4 Year Olds returned as 5 Year Olds	34.0%
54.3%	5 Year Olds returned as 6 Year Olds	53.9%
70.8%	6 Year Olds returned as 7 Year Olds	67.9%
75.7%	7 Year Olds returned as 8 Year Olds	74.6%
81.0%	10 & Under	85.3%
91.3%	12 & Under	93.0%
94.8%	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—MIDWEST

Total

- The total number of players ages 8 & under in Midwest decreased by 18 (-1.0%) to 1,762.
- In addition, girls' participation increased by 11 (+5.2%) for a new 5-year high.

Acquisition

- New players decreased by 14 (-1.8%) to 745.

Retention

- Retained players decreased by 4 (-0.4%) to 1,017.

MIDWEST BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	1,765	1,701	1,741	1,780	1,762	1,807
%	1.7%	-3.6%	2.4%	2.2%	-1.0%	2.5%
NEW	764	729	719	759	745	764
%	4.7%	-4.6%	-1.4%	5.6%	-1.8%	2.5%
RETAINED	1,001	972	1,022	1,021	1,017	1,043
%	-0.4%	-2.9%	5.1%	-0.1%	-0.4%	2.5%
LOST	318	365	302	329	299	
%	5.0%	14.8%	-17.3%	8.9%	-9.1%	

MIDWEST BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	1,602	1,546	1,532	1,569	1,540
%	1.1%	-3.5%	-0.9%	2.4%	-1.8%
NEW	674	643	591	652	626
%	3.9%	-4.6%	-8.1%	10.3%	-4.0%
RETAINED	928	903	941	917	914
%	-0.7%	-2.7%	4.2%	-2.6%	-0.3%
LOST	272	317	262	274	243
%	5.0%	16.5%	-17.4%	4.6%	-11.3%

MIDWEST GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	163	155	209	211	222
%	7.9%	-4.9%	34.8%	1.0%	5.2%
NEW	90	86	128	107	119
%	11.1%	-4.4%	48.8%	-16.4%	11.2%
RETAINED	73	69	81	104	103
%	4.3%	-5.5%	17.4%	28.4%	-1.0%
LOST	46	48	40	55	56
%	4.5%	4.3%	-16.7%	37.5%	1.8%



2018-19 MIDWEST ASSOCIATIONS

IOWA (11)

IAH0143 AMES MINOR 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	14	28	18	10	14	30
NEW	0	14	26	16	10	12	27
RETAINED	0	0	2	2	0	2	3
LOST	0	0	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	14	25	TOTAL	0	0	3
NEW	0	14	23	NEW	0	0	3
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			89.3%				10.7%

IAH0119 CEDAR RAPIDS 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	25	31	28	35	(7)	(3)	30
NEW	13	13	12	15	(3)	(1)	13
RETAINED	12	18	16	20	(4)	(2)	17
LOST	2	1	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	21	27	27	TOTAL	4	4	1
NEW	11	13	11	NEW	2	0	1
RETAINED	10	14	16	RETAINED	2	4	0
LOST	2	0	1	LOST	0	1	1
RATIO BOYS TO GIRLS			96.4%				3.6%

IAH0136 DES MOINES 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	127	187	213	191	22	26	219
NEW	23	123	96	125	(29)	(27)	99
RETAINED	104	64	117	66	51	53	120
LOST	12	14	28				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	118	161	183	TOTAL	9	26	30
NEW	19	101	80	NEW	4	22	16
RETAINED	99	60	103	RETAINED	5	4	14
LOST	11	12	23	LOST	1	2	5
RATIO BOYS TO GIRLS			85.9%				14.1%



IAH0126 DUBUQUE 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	121	126	119	130	(11)	(7)	123
NEW	10	48	45	50	(5)	(3)	47
RETAINED	111	78	74	80	(6)	(4)	76
LOST	27	24	24				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	115	112	109	TOTAL	6	14	10
NEW	9	39	38	NEW	1	9	7
RETAINED	106	73	71	RETAINED	5	5	3
LOST	20	22	19	LOST	7	2	5
RATIO BOYS TO GIRLS			91.6%				8.4%

IAH0160 IOWA CITY 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	6	47	50	51	(1)	3	52
NEW	1	40	25	42	(17)	(15)	26
RETAINED	5	7	25	9	16	18	26
LOST	7	0	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	6	38	39	TOTAL	0	9	11
NEW	1	32	15	NEW	0	8	10
RETAINED	5	6	24	RETAINED	0	1	1
LOST	7	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			78.0%				22.0%

IAH0120 LAKES AREA 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	44	44	42	48	(6)	(2)	44
NEW	23	7	14	9	5	7	15
RETAINED	21	37	28	39	(11)	(9)	29
LOST	7	5	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	33	34	32	TOTAL	11	10	10
NEW	15	4	12	NEW	8	3	2
RETAINED	18	30	20	RETAINED	3	7	8
LOST	6	4	3	LOST	1	1	2
RATIO BOYS TO GIRLS			76.2%				23.8%



IAH0117 MASON 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	5	11	35	15	20	24	37
NEW	0	0	16	2	14	16	17
RETAINED	5	11	19	13	6	8	20
LOST	50	0	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	5	11	33	TOTAL	0	0	2
NEW	0	0	15	NEW	0	0	1
RETAINED	5	11	18	RETAINED	0	0	1
LOST	46	0	0	LOST	4	0	0
RATIO BOYS TO GIRLS			94.3%				5.7%

IAH0162 QUAD CITY 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	135	124	97	128	(31)	(27)	101
NEW	66	48	43	50	(7)	(5)	45
RETAINED	69	76	54	78	(24)	(22)	56
LOST	36	40	32				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	115	111	81	TOTAL	20	13	16
NEW	51	44	33	NEW	15	4	10
RETAINED	64	67	48	RETAINED	5	9	6
LOST	33	34	27	LOST	3	6	5
RATIO BOYS TO GIRLS			83.5%				16.5%

IAH0118 SIOUX CENTER 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	46	46	52	50	2	6	54
NEW	18	23	23	25	(2)	0	24
RETAINED	28	23	29	25	4	6	30
LOST	10	4	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	38	37	37	TOTAL	8	9	15
NEW	13	20	12	NEW	5	3	11
RETAINED	25	17	25	RETAINED	3	6	4
LOST	9	2	2	LOST	1	2	1
RATIO BOYS TO GIRLS			71.2%				28.8%



IAH0139 SIOUXLAND 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	66	91	70	21	25	94
NEW	13	31	58	33	25	27	60
RETAINED	40	35	33	37	(4)	(2)	34
LOST	34	9	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	48	59	78	TOTAL	5	7	13
NEW	12	28	48	NEW	1	3	10
RETAINED	36	31	30	RETAINED	4	4	3
LOST	31	9	11	LOST	3	0	1
RATIO BOYS TO GIRLS			85.7%				14.3%

IAH0138 WATERLOO YOUTH 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	105	92	109	(17)	(13)	95
NEW	0	67	37	69	(32)	(30)	38
RETAINED	0	38	55	40	15	17	57
LOST	0	0	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	99	85	TOTAL	0	6	7
NEW	0	61	34	NEW	0	6	3
RETAINED	0	38	51	RETAINED	0	0	4
LOST	0	0	15	LOST	0	0	2
RATIO BOYS TO GIRLS			92.4%				7.6%



KANSAS (2)

KSH0128 KANSAS CITY YOUTH 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	208	241	244	245	(1)	3	251
NEW	75	110	102	112	(10)	(8)	105
RETAINED	133	131	142	133	9	11	146
LOST	24	27	32				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	194	224	217	TOTAL	14	17	27
NEW	68	98	83	NEW	7	12	19
RETAINED	126	126	134	RETAINED	7	5	8
LOST	23	23	26	LOST	1	4	6
RATIO BOYS TO GIRLS			88.9%				11.1%

KSH0132 WICHITA 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	31	23	24	27	(3)	1	26
NEW	20	9	15	11	4	6	16
RETAINED	11	14	9	16	(7)	(5)	10
LOST	4	5	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	28	20	22	TOTAL	3	3	2
NEW	19	7	14	NEW	1	2	1
RETAINED	9	13	8	RETAINED	2	1	1
LOST	4	5	0	LOST	0	0	1
RATIO BOYS TO GIRLS			91.7%				8.3%



NEBRASKA (4)

NEH0005 FREMONT ICE 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	46	39	37	43	(6)	(2)	39
NEW	14	24	17	26	(9)	(7)	18
RETAINED	32	15	20	17	3	5	21
LOST	3	7	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	39	34	30	TOTAL	7	5	7
NEW	12	19	14	NEW	2	5	3
RETAINED	27	15	16	RETAINED	5	0	4
LOST	1	5	4	LOST	2	2	1
RATIO BOYS TO GIRLS			81.1%				18.9%

NEH0002 LINCOLN 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	99	94	74	98	(24)	(20)	77
NEW	41	29	21	31	(10)	(8)	22
RETAINED	58	65	53	67	(14)	(12)	55
LOST	20	11	12				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	86	80	64	TOTAL	13	14	10
NEW	34	27	18	NEW	7	2	3
RETAINED	52	53	46	RETAINED	6	12	7
LOST	16	11	10	LOST	4	0	2
RATIO BOYS TO GIRLS			86.5%				13.5%

NEH0134 OMAHA 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	187	191	190	195	(5)	(1)	195
NEW	70	58	75	60	15	17	77
RETAINED	117	133	115	135	(20)	(18)	118
LOST	28	28	21				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	166	172	169	TOTAL	21	19	21
NEW	57	52	67	NEW	13	6	8
RETAINED	109	120	102	RETAINED	8	13	13
LOST	26	23	18	LOST	2	5	3
RATIO BOYS TO GIRLS			88.9%				11.1%



NEH0004 TRI-CITY YOUTH 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	89	82	73	86	(13)	(9)	76
NEW	36	28	20	30	(10)	(8)	21
RETAINED	53	54	53	56	(3)	(1)	55
LOST	13	25	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	79	75	65	TOTAL	10	7	8
NEW	31	25	15	NEW	5	3	5
RETAINED	48	50	50	RETAINED	5	4	3
LOST	12	19	9	LOST	1	6	2
RATIO BOYS TO GIRLS			89.0%				11.0%