

2018-2019 8 & Under Membership Report



Table of Contents

Participation & Retention Overview	Page 1
National Analysis & Goals	Page 2
Utah Analysis & Goals	Page 3
Local Association Analysis	Pages 4-6
Program Services Contact for Affiliate	Andy Gibson (719) 538-1115/ Andy.Gibson@usahockey.org





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.

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

UTAH RETENTION	AGE SEGMENT	NATIONAL RETENTION
35.3%	4 Year Olds returned as 5 Year Olds	34.0%
36.3%	5 Year Olds returned as 6 Year Olds	53.9%
59.8%	6 Year Olds returned as 7 Year Olds	67.9%
63.0%	7 Year Olds returned as 8 Year Olds	74.6%
75.5%	10 & Under	85.3%
81.4%	12 & Under	93.0%
86.0%	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—UTAH

Total

- The total number of players ages 8 & under in Utah increased by 18 (+4.8%) to 396.
- Girls' participation decreased by 2 (-3.3%) to 58.

Acquisition

- New players increased by 34 (+20.1%) to 203.

Retention

- Retained players decreased by 16 (-7.7%) to 193.

UTAH BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	353	372	407	378	396	407
%	1.4%	5.4%	9.4%	-7.1%	4.8%	2.5%
NEW	164	197	214	169	203	209
%	-5.2%	20.1%	8.6%	-21.0%	20.1%	2.5%
RETAINED	189	175	193	209	193	198
%	8.0%	-7.4%	10.3%	8.3%	-7.7%	2.5%
LOST	70	71	78	95	97	
%	-38.6%	1.4%	9.9%	21.8%	2.1%	

UTAH BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	320	331	355	318	338
%	-0.3%	3.4%	7.3%	-10.4%	6.3%
NEW	141	169	179	136	171
%	-9.0%	19.9%	5.9%	-24.0%	25.7%
RETAINED	179	162	176	182	167
%	7.8%	-9.5%	8.6%	3.4%	-8.2%
LOST	61	65	63	84	79
%	-40.8%	6.6%	-3.1%	33.3%	-6.0%

UTAH GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	33	41	52	60	58
%	22.2%	24.2%	26.8%	15.4%	-3.3%
NEW	23	28	35	33	32
%	27.8%	21.7%	25.0%	-5.7%	-3.0%
RETAINED	10	13	17	27	26
%	11.1%	30.0%	30.8%	58.8%	-3.7%
LOST	9	9	15	11	18
%	-18.2%	0.0%	66.7%	-26.7%	63.6%



2018-19 UTAH ASSOCIATIONS

UTH0030 ASHLEY VALLEY AHA

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	40	38	44	(6)	(2)	40
NEW	16	19	19	21	(2)	0	20
RETAINED	27	21	19	23	(4)	(2)	20
LOST	14	17	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	37	32	32	TOTAL	6	8	6
NEW	14	14	17	NEW	2	5	2
RETAINED	23	18	15	RETAINED	4	3	4
LOST	13	15	8	LOST	1	2	1
RATIO BOYS TO GIRLS			84.2%				15.8%

UTH0095 CACHE VALLEY 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	32	45	40	49	(9)	(5)	42
NEW	15	2	22	4	18	20	23
RETAINED	17	43	18	45	(27)	(25)	19
LOST	10	2	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	25	39	35	TOTAL	7	6	5
NEW	11	2	19	NEW	4	0	3
RETAINED	14	37	16	RETAINED	3	6	2
LOST	7	2	15	LOST	3	0	1
RATIO BOYS TO GIRLS			87.5%				12.5%

UTH0070 DAVIS COUNTY 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	60	43	41	47	(6)	(2)	43
NEW	32	16	20	18	2	4	21
RETAINED	28	27	21	29	(8)	(6)	22
LOST	8	10	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	48	32	33	TOTAL	12	11	8
NEW	22	13	16	NEW	10	3	4
RETAINED	26	19	17	RETAINED	2	8	4
LOST	8	9	10	LOST	0	1	2
RATIO BOYS TO GIRLS			80.5%				19.5%



UTH0077 GOLDEN SPIKE 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	45	48	56	52	4	8	58
NEW	21	21	31	23	8	10	32
RETAINED	24	27	25	29	(4)	(2)	26
LOST	11	7	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	45	43	48	TOTAL	0	5	8
NEW	21	16	27	NEW	0	5	4
RETAINED	24	27	21	RETAINED	0	0	4
LOST	11	7	12	LOST	0	0	1
RATIO BOYS TO GIRLS			85.7%				14.3%

UTH0004 OLYMPIC OVAL

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	59	76	63	13	17	78
NEW	27	31	36	33	3	5	37
RETAINED	28	28	40	30	10	12	41
LOST	5	11	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	50	52	64	TOTAL	5	7	12
NEW	24	26	28	NEW	3	5	8
RETAINED	26	26	36	RETAINED	2	2	4
LOST	2	9	6	LOST	3	2	2
RATIO BOYS TO GIRLS			84.2%				15.8%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

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	20	8	35	12	23	27	37
NEW	3	5	29	7	22	24	30
RETAINED	17	3	6	5	1	3	7
LOST	7	8	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	18	8	32	TOTAL	2	0	3
NEW	3	5	27	NEW	0	0	2
RETAINED	15	3	5	RETAINED	2	0	1
LOST	6	7	3	LOST	1	1	0
RATIO BOYS TO GIRLS			91.4%				8.6%



UTH0092 SALT LAKE COUNTY YOUTH

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	29	22	16	26	(10)	(6)	18
NEW	29	13	11	15	(4)	(2)	12
RETAINED	0	9	5	11	(6)	(4)	6
LOST	0	6	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	26	20	14	TOTAL	3	2	2
NEW	26	11	10	NEW	3	2	1
RETAINED	0	9	4	RETAINED	0	0	1
LOST	0	5	5	LOST	0	1	0
RATIO BOYS TO GIRLS			87.5%				12.5%

UTH0006 SUMMIT AND WASATCH COUNTY 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	15	6	37	10	27	31	38
NEW	6	4	37	6	31	33	38
RETAINED	9	2	0	4	(4)	(2)	0
LOST	5	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	14	6	32	TOTAL	1	0	5
NEW	6	4	32	NEW	0	0	5
RETAINED	8	2	0	RETAINED	1	0	0
LOST	4	1	1	LOST	1	0	0
RATIO BOYS TO GIRLS			86.5%				13.5%

UTH0090 WASATCH MOUNTAIN AHA

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	7	27	11	16	20	29
NEW	0	6	25	8	17	19	26
RETAINED	0	1	2	3	(1)	1	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	7	25	TOTAL	0	0	2
NEW	0	6	23	NEW	0	0	2
RETAINED	0	1	2	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			92.6%				7.4%