

2018-2019 8 & Under Membership Report



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Program Services Contact for Affiliate	Katie Holmgren (719) 538-1120/ KatieH@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.

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

OREGON RETENTION	AGE SEGMENT	NATIONAL RETENTION
34.9%	4 Year Olds returned as 5 Year Olds	34.0%
42.3%	5 Year Olds returned as 6 Year Olds	53.9%
59.7%	6 Year Olds returned as 7 Year Olds	67.9%
62.5%	7 Year Olds returned as 8 Year Olds	74.6%
70.8%	10 & Under	85.3%
81.0%	12 & Under	93.0%
91.2%	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—OREGON

Total

- The total number of players ages 8 & under in Oregon decreased by 8 (-2.9%) to 272.
- Girls' participation decreased by 11 (-18.3%) to 49.

Acquisition

- New players decreased by 13 (-8.7%) to 136.

Retention

- Retained players increased by 5 (+3.8%) to 136.

OREGON BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	233	221	249	280	272	280
%	11.5%	-5.2%	12.7%	12.4%	-2.9%	2.5%
NEW	106	111	130	149	136	140
%	-1.9%	4.7%	17.1%	14.6%	-8.7%	2.5%
RETAINED	127	110	119	131	136	140
%	25.7%	-13.4%	8.2%	10.1%	3.8%	2.5%
LOST	40	62	43	55	67	
%	-7.0%	55.0%	-30.6%	27.9%	21.8%	

OREGON BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	216	196	203	220	223
%	18.0%	-9.3%	3.6%	8.4%	1.4%
NEW	100	98	97	112	112
%	8.7%	-2.0%	-1.0%	15.5%	0.0%
RETAINED	116	98	106	108	111
%	27.5%	-15.5%	8.2%	1.9%	2.8%
LOST	34	59	38	42	52
%	-5.6%	73.5%	-35.6%	10.5%	23.8%

OREGON GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	17	25	46	60	49
%	-34.6%	47.1%	84.0%	30.4%	-18.3%
NEW	6	13	33	37	24
%	-62.5%	116.7%	153.8%	12.1%	-35.1%
RETAINED	11	12	13	23	25
%	10.0%	9.1%	8.3%	76.9%	8.7%
LOST	6	3	5	13	15
%	-14.3%	-50.0%	66.7%	160.0%	15.4%



2018-19 OREGON ASSOCIATIONS

ORH0011 BEND 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	0	13	25	17	8	12	27
NEW	0	12	14	14	0	2	15
RETAINED	0	1	11	3	8	10	12
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	13	24	TOTAL	0	0	1
NEW	0	12	13	NEW	0	0	1
RETAINED	0	1	11	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			96.0%				4.0%

ORH0002 LANE 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	18	17	22	21	1	5	24
NEW	9	8	15	10	5	7	16
RETAINED	9	9	7	11	(4)	(2)	8
LOST	2	2	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	17	14	18	TOTAL	1	3	4
NEW	9	6	13	NEW	0	2	2
RETAINED	8	8	5	RETAINED	1	1	2
LOST	2	2	2	LOST	0	0	0
RATIO BOYS TO GIRLS			81.8%				18.2%

ORH0077 PORTLAND JUNIOR HAWKS

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	125	132	127	136	(9)	(5)	131
NEW	37	52	57	54	3	5	59
RETAINED	88	80	70	82	(12)	(10)	72
LOST	15	31	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	109	112	111	TOTAL	16	20	16
NEW	32	42	50	NEW	5	10	7
RETAINED	77	70	61	RETAINED	11	10	9
LOST	13	27	14	LOST	2	4	2
RATIO BOYS TO GIRLS			87.4%				12.6%



ORH0005 ROGUE VALLEY 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	8	10	5	14	(9)	(5)	7
NEW	4	5	1	7	(6)	(4)	2
RETAINED	4	5	4	7	(3)	(1)	5
LOST	0	1	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	8	10	5	TOTAL	0	0	0
NEW	4	5	1	NEW	0	0	0
RETAINED	4	5	4	RETAINED	0	0	0
LOST	0	1	2	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

ORH0012 ROSE CITY 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	0	0	31	4	27	31	32
NEW	0	0	31	2	29	31	32
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	0	TOTAL	0	0	31
NEW	0	0	0	NEW	0	0	31
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%