

2019-2020

8 & Under Membership Report



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Program Services- ProgramServices@usahockey.org (719)-538-1124	





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

While we continue to concentrate efforts on the 8 & Under category, participation was down for the first time in 7 years.

	2015-16	2016-17	2017-18	2018-19	2019-20
Participants	107,703	115,694	122,135	123,303	121,796
% Change	1.7%	7.4%	5.6%	1.0%	-1.2%
AZ Participants	1,115	1,152	1,584	1,532	1,437
AZ % Change	0.9%	3.3%	37.5%	-3.3%	-6.2%

TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

The universe of 9-14 year olds retreated marginally as seen below. A slowdown in growth at 8U is starting to negatively impact the early ages of 9-14. We need to keep this in mind as there will be an emphasis on the importance of retention efforts *combined* with growth efforts.

	2015-16	2016-17	2017-18	2018-19	2019-20
Participants	183,275	184,502	186,161	187,766	187,468
% Change	1.2%	0.7%	0.9%	0.9%	-0.2%

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.

Arizona's retention average for 2019-20 by age segment in comparison to the National average:

ARIZONA RETENTION	AGE SEGMENT	NATIONAL RETENTION
18.9%	4 Year Olds returned as 5 Year Olds	34.7%
37.5%	5 Year Olds returned as 6 Year Olds	53.3%
63.0%	6 Year Olds returned as 7 Year Olds	69.0%
66.5%	7 Year Olds returned as 8 Year Olds	76.2%
73.2%	10 & Under	85.5%
83.8%	12 & Under	93.0%
87.5%	14 & Under	95.2%

TOTAL 8 & UNDER PARTICIPATION ETHNICITY MIX

ARIZONA	ETHNICITY	NATIONAL
0.36%	American Indian/Alaskan	0.86%
2.92%	Asian	2.71%
0.66%	Black/AA	0.66%
0.44%	Native Hawaiian	0.15%
6.27%	Hispanic/Latino	2.53%
72.79%	White (Non-Hisp)	80.96%
10.14%	Two or more races	5.04%
9.52%	Other	0.63%
5.69%	Prefer not to answer	6.47%

2019-20 KEY TAKEAWAYS—NATIONAL

Total

- In 2019-20, the total number of players ages 8 & under decreased by 1,507 (-1.2%) to 121,796.
- In addition, girls' participation saw a new record for total players.

Acquisition

- New players decreased from 55,652 to 53,799 in 2019-20, a decrease of 1,853 (-3.3%).

Retained

- Retained players increased by 346 (+0.5%) to 67,997.
- This was a new record high for retained players.

NATIONAL BOYS AND GIRLS 8U

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21 GOALS
TOTAL	107,703	115,694	122,135	123,303	121,796	124,841
%	1.7%	7.4%	5.6%	1.0%	-1.2%	2.5%
NEW	45,539	52,076	55,769	55,652	53,799	55,144
%	0.1%	14.4%	7.1%	-0.2%	-3.3%	2.5%
RETAINED	62,164	63,618	66,366	67,651	67,997	69,697
%	2.8%	2.3%	4.3%	1.9%	0.5%	2.5%
LOST	19,518	19,372	22,985	26,026	27,373	
%	0.7%	-0.7%	18.7%	13.2%	5.2%	

NATIONAL BOYS 8U

	2015-16	2016-17	2017-18	2018-19	2019-20
TOTAL	89,353	95,136	99,605	99,946	98,129
%	-0.04%	6.5%	4.7%	0.3%	-1.8%
NEW	36,198	41,346	44,054	43,662	42,126
%	-2.7%	14.2%	6.5%	-0.9%	-3.5%
RETAINED	53,155	53,790	55,551	56,284	56,003
%	1.8%	1.2%	3.3%	1.3%	-0.5%
LOST	15,463	14,792	17,515	19,838	21,016
%	1.0%	-4.3%	18.4%	13.3%	5.9%

NATIONAL GIRLS 8U

	2015-16	2016-17	2017-18	2018-19	2019-20
TOTAL	18,350	20,558	22,532	23,359	23,665
%	10.9%	12.0%	9.6%	3.7%	1.3%
NEW	9,341	10,731	11,717	11,992	11,673
%	12.6%	14.9%	9.2%	2.3%	-2.7%
RETAINED	9,009	9,827	10,815	11,367	11,992
%	9.3%	9.1%	10.1%	5.1%	5.5%
LOST	4,055	4,581	5,471	6,189	6,360
%	-0.7%	13.0%	19.4%	13.1%	2.8%

2019-20 KEY TAKEAWAYS—ARIZONA

Total

- The total number of players ages 8 & under in Arizona decreased by 95 (-6.2%) to 1,437.
- In addition, girls' participation increased by 6 (+3.2%) for a new 5-year high.

Acquisition

- New players decreased by 58 (-7.2%) to 747.

Retention

- Retained players decreased by 37 (-5.1%) to 690.

ARIZONA BOYS AND GIRLS 8U

	2015-16	2016-17	2017-18	2018-19	2019-20	National % 2019-2020	2020-21 GOALS
TOTAL	1,115	1,152	1,584	1,532	1,437	1.2%	1,474
%	0.9%	3.3%	37.5%	-3.3%	-6.2%	-1.2%	2.5%
NEW	617	648	986	805	747	1.4%	766
%	-21.7%	5.0%	52.2%	-18.4%	-7.2%	-3.3%	2.5%
RETAINED	498	504	598	727	690	1.0%	708
%	57.1%	1.2%	18.7%	21.6%	-5.1%	0.5%	2.5%
LOST	385	389	317	535	496	1.8%	
%	273.8%	1.0%	-18.5%	68.8%	-7.3%	5.2%	

ARIZONA BOYS 8U

	2015-16	2016-17	2017-18	2018-19	2019-20	National % 2019-2020
TOTAL	978	1,025	1,357	1,342	1,241	1.3%
%	-0.9%	4.8%	32.4%	-1.1%	-7.5%	-1.8%
NEW	529	565	813	687	614	1.5%
%	-23.9%	6.8%	43.9%	-15.5%	-10.6%	-3.5%
RETAINED	449	460	544	655	627	1.1%
%	53.8%	2.4%	18.3%	20.4%	-4.3%	-0.5%
LOST	333	326	264	434	416	2.0%
%	291.8%	-2.1%	-19.0%	64.4%	-4.1%	5.9%

ARIZONA GIRLS 8U

	2015-16	2016-17	2017-18	2018-19	2019-20	National % 2019-2020
TOTAL	137	127	227	190	196	0.8%
%	16.1%	-7.3%	78.7%	-16.3%	3.2%	1.3%
NEW	88	83	173	118	133	1.1%
%	-5.4%	-5.7%	108.4%	-31.8%	12.7%	-2.7%
RETAINED	49	44	54	72	63	0.5%
%	96.0%	-10.2%	22.7%	33.3%	-12.5%	5.5%
LOST	52	63	53	101	80	1.3%
%	188.9%	21.2%	-15.9%	90.6%	-20.8%	2.8%

2019-20 ARIZONA ASSOCIATIONS

AZH0045 ARIZONA HOCKEY UNION REC

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	57	37	34	39	(5)	(3)	36
NEW	35	8	19	9	10	11	20
RETAINED	22	29	15	30	(15)	(14)	16
LOST	1	5	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	52	34	32	TOTAL	5	3	2
NEW	31	8	19	NEW	4	0	0
RETAINED	21	26	13	RETAINED	1	3	2
LOST	1	5	3	LOST	0	0	0
RATIO BOYS TO GIRLS			94.1%				5.9%

AZH0043 AZ ICE GILBERT YOUTH

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	96	144	84	149	(65)	(60)	87
NEW	66	99	33	102	(69)	(66)	34
RETAINED	30	45	51	47	4	6	53
LOST	50	39	107				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	80	131	78	TOTAL	16	13	6
NEW	57	92	29	NEW	9	7	4
RETAINED	23	39	49	RETAINED	7	6	2
LOST	46	35	102	LOST	4	4	5
RATIO BOYS TO GIRLS			92.9%				7.1%

AZH0010 AZ ICE PEORIA YOUTH

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	124	105	79	109	(30)	(26)	82
NEW	74	45	46	47	(1)	1	48
RETAINED	50	60	33	62	(29)	(27)	34
LOST	41	61	43				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	115	93	66	TOTAL	9	12	13
NEW	66	37	39	NEW	8	8	7
RETAINED	49	56	27	RETAINED	1	4	6
LOST	38	55	39	LOST	3	6	4
RATIO BOYS TO GIRLS			83.5%				16.5%

AZH0060 AZ KACHINAS

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	0	0	13	88	(75)	13	14
NEW	0	0	13	45	(32)	13	14
RETAINED	0	0	0	43	(43)	0	0
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	0	0	0	TOTAL	0	0	13
NEW	0	0	0	NEW	0	0	13
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

AZH0006 CHANDLER AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	18	104	91	108	(17)	(13)	95
NEW	3	89	42	92	(50)	(47)	44
RETAINED	15	15	49	16	33	34	51
LOST	41	4	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	18	90	79	TOTAL	0	14	12
NEW	3	75	34	NEW	0	14	8
RETAINED	15	15	45	RETAINED	0	0	4
LOST	36	4	9	LOST	5	0	3
RATIO BOYS TO GIRLS			86.8%				13.2%

AZH0028 COYOTES AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	50	175	192	181	11	17	198
NEW	24	121	107	125	(18)	(14)	110
RETAINED	26	54	85	56	29	31	88
LOST	85	5	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	50	167	175	TOTAL	0	8	17
NEW	24	113	94	NEW	0	8	13
RETAINED	26	54	81	RETAINED	0	0	4
LOST	80	5	31	LOST	5	0	1
RATIO BOYS TO GIRLS			91.1%				8.9%



AZH0020 DESERT YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	16	20	20	22	(2)	0	22
NEW	10	14	13	15	(2)	(1)	14
RETAINED	6	6	7	7	0	1	8
LOST	1	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	15	20	19	TOTAL	1	0	1
NEW	9	14	12	NEW	1	0	1
RETAINED	6	6	7	RETAINED	0	0	0
LOST	1	3	3	LOST	0	0	0
RATIO BOYS TO GIRLS			95.0%				5.0%

AZH0018 FLAGSTAFF YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	71	21	24	23	1	3	26
NEW	26	1	4	2	2	3	5
RETAINED	45	20	20	21	(1)	0	21
LOST	31	37	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	61	20	23	TOTAL	10	1	1
NEW	19	1	3	NEW	7	0	1
RETAINED	42	19	20	RETAINED	3	1	0
LOST	23	28	0	LOST	8	9	0
RATIO BOYS TO GIRLS			95.8%				4.2%

AZH0033 MISSION ARIZONA ICE

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	12	14	8	16	(8)	(6)	10
NEW	8	9	7	10	(3)	(2)	8
RETAINED	4	5	1	6	(5)	(4)	2
LOST	2	1	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	10	13	8	TOTAL	2	1	0
NEW	8	9	7	NEW	0	0	0
RETAINED	2	4	1	RETAINED	2	1	0
LOST	2	1	6	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



AZH0022 VALLEY OF THE SUN HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	46	46	39	48	(9)	(7)	41
NEW	24	32	24	33	(9)	(8)	25
RETAINED	22	14	15	15	0	1	16
LOST	1	7	20				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	44	43	38	TOTAL	2	3	1
NEW	23	29	23	NEW	1	3	1
RETAINED	21	14	15	RETAINED	1	0	0
LOST	1	6	20	LOST	0	1	0
RATIO BOYS TO GIRLS			97.4%				2.6%

AZH0047 WILDCAT YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	17-18	18-19	19-20	19-20 GOAL	VS. GOAL	VS. ACTUAL	20-21 GOAL
TOTAL	71	84	107	88	19	23	111
NEW	57	43	57	45	12	14	59
RETAINED	14	41	50	43	7	9	52
LOST	2	33	17				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	17-18	18-19	19-20		17-18	18-19	19-20
TOTAL	60	70	78	TOTAL	11	14	29
NEW	46	37	38	NEW	11	6	19
RETAINED	14	33	40	RETAINED	0	8	10
LOST	2	28	14	LOST	0	5	3
RATIO BOYS TO GIRLS			72.9%				27.1%

Many association codes changed between the 2017-18 and 2018-19 seasons and as a result, the association previous counts are not be reflected. We suggest you look at the 2017-18 season 8 & under Affiliate report for historical counts.