

# 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](http://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
<b>Participants</b>	105,925	107,703	115,694	122,135	123,303
<b>% increase</b>	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
<b>Participants</b>	181,107	183,275	184,502	186,161	187,766
<b>% increase</b>	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.

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

ARIZONA RETENTION	AGE SEGMENT	NATIONAL RETENTION
21.8%	<b>4 Year Olds returned as 5 Year Olds</b>	34.0%
44.5%	<b>5 Year Olds returned as 6 Year Olds</b>	53.9%
57.4%	<b>6 Year Olds returned as 7 Year Olds</b>	67.9%
63.8%	<b>7 Year Olds returned as 8 Year Olds</b>	74.6%
69.1%	<b>10 &amp; Under</b>	85.3%
86.5%	<b>12 &amp; Under</b>	93.0%
89.4%	<b>14 &amp; Under</b>	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
<b>TOTAL</b>	105,925	107,703	115,694	122,135	123,303	126,386
%	1.9%	1.7%	7.4%	5.6%	1.0%	2.5%
<b>NEW</b>	45,480	45,539	52,076	55,769	55,652	57,043
%	1.9%	0.1%	14.4%	7.1%	-0.2%	2.5%
<b>RETAINED</b>	60,445	62,164	63,618	66,366	67,651	69,342
%	1.9%	2.8%	2.3%	4.3%	1.9%	2.5%
<b>LOST</b>	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
<b>TOTAL</b>	89,386	89,353	95,136	99,605	99,946
%	1.4%	-0.04%	6.5%	4.7%	0.3%
<b>NEW</b>	37,184	36,198	41,346	44,054	43,662
%	1.2%	-2.7%	14.2%	6.5%	-0.9%
<b>RETAINED</b>	52,202	53,155	53,790	55,551	56,284
%	1.5%	1.8%	1.2%	3.3%	1.3%
<b>LOST</b>	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
<b>TOTAL</b>	16,539	18,350	20,558	22,532	23,359
%	4.7%	10.9%	12.0%	9.6%	3.7%
<b>NEW</b>	8,299	9,341	10,731	11,717	11,992
%	5.2%	12.6%	14.9%	9.2%	2.3%
<b>RETAINED</b>	8,240	9,009	9,827	10,815	11,367
%	4.2%	9.3%	9.1%	10.1%	5.1%
<b>LOST</b>	4,082	4,055	4,581	5,471	6,189
%	8.6%	-0.7%	13.0%	19.4%	13.1%



## 2018-19 KEY TAKEAWAYS—ARIZONA

### Total

- The total number of players ages 8 & under in Arizona decreased by 52 (-3.3%) to 1,532.
- Girls' participation decreased by 181 (-16.3%) to 190.

### Acquisition

- New players decreased by 394 (-18.4%) to 805.

### Retention

- Retained players increased by 129 (+21.6%) to 727.

### ARIZONA BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
<b>TOTAL</b>	1,105	1,115	1,152	1,584	1,532	1,572
%	126.0%	0.9%	3.3%	37.5%	-3.3%	2.5%
<b>NEW</b>	788	617	648	986	805	826
%	181.4%	-21.7%	5.0%	52.2%	-18.4%	2.5%
<b>RETAINED</b>	317	498	504	598	727	746
%	51.7%	57.1%	1.2%	18.7%	21.6%	2.5%
<b>LOST</b>	103	385	389	317	535	
%	-20.8%	273.8%	1.0%	-18.5%	68.8%	

### ARIZONA BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	987	978	1,025	1,357	1,342
%	123.3%	-0.9%	4.8%	32.4%	-1.1%
<b>NEW</b>	695	529	565	813	687
%	183.7%	-23.9%	6.8%	43.9%	-15.5%
<b>RETAINED</b>	292	449	460	544	655
%	48.2%	53.8%	2.4%	18.3%	20.4%
<b>LOST</b>	85	333	326	264	434
%	-22.0%	291.8%	-2.1%	-19.0%	64.4%

### ARIZONA GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
<b>TOTAL</b>	118	137	127	227	190
%	151.1%	16.1%	-7.3%	78.7%	-16.3%
<b>NEW</b>	93	88	83	173	118
%	165.7%	-5.4%	-5.7%	108.4%	-31.8%
<b>RETAINED</b>	25	49	44	54	72
%	108.3%	96.0%	-10.2%	22.7%	33.3%
<b>LOST</b>	18	52	63	53	101
%	-14.3%	188.9%	21.2%	-15.9%	90.6%



## 2018-19 ARIZONA ASSOCIATIONS

### AZH0045 ARIZONA HOCKEY UNION REC

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	41	57	37	61	(24)	(20)	39
NEW	28	35	8	37	(29)	(27)	9
RETAINED	13	22	29	24	5	7	30
LOST	7	1	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	39	52	34	TOTAL	2	5	3
NEW	26	31	8	NEW	2	4	0
RETAINED	13	21	26	RETAINED	0	1	3
LOST	6	1	5	LOST	1	0	0
RATIO BOYS TO GIRLS			91.9%				8.1%

### AZH0043 AZ ICE GILBERT 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	88	96	144	100	44	48	149
NEW	24	66	99	68	31	33	102
RETAINED	64	30	45	32	13	15	47
LOST	141	50	39				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	77	80	131	TOTAL	11	16	13
NEW	23	57	92	NEW	1	9	7
RETAINED	54	23	39	RETAINED	10	7	6
LOST	125	46	35	LOST	16	4	4
RATIO BOYS TO GIRLS			91.0%				9.0%

### AZH0010 AZ ICE PEORIA 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	112	124	105	128	(23)	(19)	109
NEW	71	74	45	76	(31)	(29)	47
RETAINED	41	50	60	52	8	10	62
LOST	44	41	61				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	105	115	93	TOTAL	7	9	12
NEW	68	66	37	NEW	3	8	8
RETAINED	37	49	56	RETAINED	4	1	4
LOST	40	38	55	LOST	4	3	6
RATIO BOYS TO GIRLS			88.6%				11.4%



AZH0006 CHANDLER 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	87	18	104	22	82	86	108
NEW	32	3	89	5	84	86	92
RETAINED	55	15	15	17	(2)	0	16
LOST	22	41	4				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	78	18	90	TOTAL	9	0	14
NEW	28	3	75	NEW	4	0	14
RETAINED	50	15	15	RETAINED	5	0	0
LOST	19	36	4	LOST	3	5	0
RATIO BOYS TO GIRLS			86.5%				13.5%

AZH0028 COYOTES 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	149	50	175	54	121	125	181
NEW	76	24	121	26	95	97	125
RETAINED	73	26	54	28	26	28	56
LOST	31	85	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	140	50	167	TOTAL	9	0	8
NEW	70	24	113	NEW	6	0	8
RETAINED	70	26	54	RETAINED	3	0	0
LOST	30	80	5	LOST	1	5	0
RATIO BOYS TO GIRLS			95.4%				4.6%

AZH0020 DESERT 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	16	16	20	20	0	4	22
NEW	8	10	14	12	2	4	15
RETAINED	8	6	6	8	(2)	0	7
LOST	18	1	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	15	15	20	TOTAL	1	1	0
NEW	7	9	14	NEW	1	1	0
RETAINED	8	6	6	RETAINED	0	0	0
LOST	16	1	3	LOST	2	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



**AZH0018 FLAGSTAFF 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
<b>TOTAL</b>	92	71	21	75	(54)	(50)	23
<b>NEW</b>	40	26	1	28	(27)	(25)	2
<b>RETAINED</b>	52	45	20	47	(27)	(25)	21
<b>LOST</b>	24	31	37				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
<b>TOTAL</b>	80	61	20	<b>TOTAL</b>	12	10	1
<b>NEW</b>	33	19	1	<b>NEW</b>	7	7	0
<b>RETAINED</b>	47	42	19	<b>RETAINED</b>	5	3	1
<b>LOST</b>	19	23	28	<b>LOST</b>	5	8	9
<b>RATIO BOYS TO GIRLS</b>			95.2%				4.8%

**AZH0033 MISSION ARIZONA 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
<b>TOTAL</b>	13	12	14	16	(2)	2	16
<b>NEW</b>	11	8	9	10	(1)	1	10
<b>RETAINED</b>	2	4	5	6	(1)	1	6
<b>LOST</b>	1	2	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
<b>TOTAL</b>	10	10	13	<b>TOTAL</b>	3	2	1
<b>NEW</b>	9	8	9	<b>NEW</b>	2	0	0
<b>RETAINED</b>	1	2	4	<b>RETAINED</b>	1	2	1
<b>LOST</b>	1	2	1	<b>LOST</b>	0	0	0
<b>RATIO BOYS TO GIRLS</b>			92.9%				7.1%

**AZH0022 VALLEY OF THE SUN 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
<b>TOTAL</b>	34	46	46	50	(4)	0	48
<b>NEW</b>	11	24	32	26	6	8	33
<b>RETAINED</b>	23	22	14	24	(10)	(8)	15
<b>LOST</b>	88	1	7				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
<b>TOTAL</b>	33	44	43	<b>TOTAL</b>	1	2	3
<b>NEW</b>	10	23	29	<b>NEW</b>	1	1	3
<b>RETAINED</b>	23	21	14	<b>RETAINED</b>	0	1	0
<b>LOST</b>	71	1	6	<b>LOST</b>	17	0	1
<b>RATIO BOYS TO GIRLS</b>			93.5%				6.5%



AZH0047 WILDCAT 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	20	71	84	75	9	13	88
NEW	6	57	43	59	(16)	(14)	45
RETAINED	14	14	41	16	25	27	43
LOST	5	2	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	19	60	70	TOTAL	1	11	14
NEW	6	46	37	NEW	0	11	6
RETAINED	13	14	33	RETAINED	1	0	8
LOST	4	2	28	LOST	1	0	5
RATIO BOYS TO GIRLS			83.3%				16.7%