

# 2023-2024 SEASON

## 8 & UNDER MEMBERSHIP REPORT



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## PARTICIPATION + RETENTION OVERVIEW

The 8 & under Membership Report highlights the USA Hockey entry level program at the National, Affiliate, and Association levels. The 8 & under age group is the Key Performance Indicator (KPI) for USA Hockey membership, and this report shares metrics from previous seasons to share insights on growth goals for the upcoming season.

The USA Hockey Program Services Team provides resources and tools to help local associations grow their 8 & under program, which can be found on [www.usahockey.com/programservices](http://www.usahockey.com/programservices).

### **8U REGISTRATIONS CONTINUE TO HOLD FIRM**

USA Hockey registrations at 8U totaled 121,647 for 2023-24, essentially holding firm with prior year while continuing a strong post-COVID recovery. TOTAL registrations at 8U were only 85 short of 2022-23 levels demonstrating resilience largely tied to strong retention at the foundational 8U level.

### **RETENTION FROM ONE AGE TO THE NEXT: AFFILIATE LEVEL**

	19-20	20-21	21-22	22-23	23-24
8 TO 9	-12.9%	11.6%	1.2%	4.6%	-5.5%
7 TO 8	11.5%	-4.2%	12.0%	-8.5%	11.1%
6 TO 7	-3.3%	4.1%	0.7%	14.5%	-2.9%
5 TO 6	5.4%	-6.0%	34.5%	-18.9%	2.5%
4 TO 5	-1.5%	36.9%	-21.3%	-2.9%	-8.8%

# ETHNICITY BREAKDOWN

## ETHNICITY BENCHMARKS

Several minority segments increased as a percentage of the total in 2023-24 with the White/Non-Hispanic segment continuing to slide to 77.99%, reflecting a nation-wide trend in shifting demographics:

Ethnicity Mix					
NATIONAL REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.86%	0.70%	0.81%	0.74%	0.78%
Asian	2.71%	1.56%	2.33%	2.88%	2.72%
Black/AA	0.66%	0.56%	0.79%	0.72%	0.71%
Native Hawaiian	0.15%	0.09%	0.13%	0.15%	0.15%
Hispanic/Latino	2.53%	2.21%	2.90%	3.00%	3.19%
White (non-Hispanic)	80.96%	81.66%	78.38%	77.99%	77.35%
Two or more races	5.04%	4.78%	4.55%	4.42%	4.67%
Other	0.63%	0.57%	0.96%	2.35%	3.68%
Prefer not to answer	6.47%	7.88%	9.15%	7.81%	6.75%

Ethnicity Mix					
SOUTH DAKOTA REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	1.07%	1.18%	1.28%	1.28%	1.22%
Asian	0.71%	0.47%	0.64%	0.47%	0.33%
Black/AA	0.12%	0.35%	0.43%	0.35%	0.33%
Native Hawaiian	0.00%	0.00%	0.11%	0.35%	0.00%
Hispanic/Latino	0.83%	1.53%	1.18%	1.63%	1.33%
White (non-Hispanic)	90.52%	88.78%	86.65%	87.91%	87.17%
Two or more races	3.55%	3.78%	4.59%	3.84%	4.98%
Other	0.12%	0.00%	0.64%	0.23%	0.11%
Prefer not to answer	3.08%	3.90%	4.49%	3.95%	4.54%

## KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

- TOTAL decreased by -85 or -0.1%
- NEW decreased by -1,059 or -1.9%
- RETAINED increased by +974 or +1.5%

BOYS & GIRLS 8U					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	121,796	94,582	119,459	121,732	121,647
	-1.2%	-22.3%	26.3%	1.9%	-0.1%
<b>NEW</b>	53,799	33,875	59,647	56,530	55,471
	-3.3%	-37.0%	76.1%	-5.2%	-1.9%
<b>RETAINED</b>	67,997	60,707	59,812	65,202	66,176
	0.5%	-10.7%	-1.5%	9.0%	1.5%
<b>LOST</b>	27,373	32,617	15,926	27,405	26,657
	5.2%	19.2%	-51.2%	72.1%	-2.7%

- **8U BOYS ONLY**

- TOTAL decreased by -55 or -0.1%
- NEW decreased by -1,082 or -2.5%
- RETAINED increased by +1,027 or +2.0%

BOYS 8U					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	98,129	75,314	94,421	96,388	96,333
	-1.8%	-23.3%	25.4%	2.1%	-0.1%
<b>NEW</b>	42,126	25,793	46,213	43,826	42,744
	-3.5%	-38.8%	79.2%	-5.2%	-2.5%
<b>RETAINED</b>	56,003	49,521	48,208	52,562	53,589
	-0.5%	-11.6%	-2.7%	9.0%	2.0%
<b>LOST</b>	21,016	25,331	11,914	20,321	20,321
	5.9%	20.5%	-53.0%	70.6%	0.0%

- **8U GIRLS ONLY**

- TOTAL decreased by -27 or -0.1%
- NEW increased by +26 or +0.2%
- RETAINED decreased by -53 or -0.4%

GIRLS 8U					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	23,665	19,269	25,038	25,341	25,314
	1.3%	-18.6%	29.9%	1.2%	-0.1%
<b>NEW</b>	11,673	8,085	13,434	12,701	12,727
	-2.7%	-30.7%	66.2%	-5.5%	0.2%
<b>RETAINED</b>	11,992	11,184	11,604	12,640	12,587
	5.5%	-6.7%	3.8%	8.9%	-0.4%
<b>LOST</b>	6,360	7,287	4,012	7,083	6,911
	2.8%	14.6%	-44.9%	76.5%	-2.4%

## KEY TAKEAWAYS: AFFILIATE LEVEL

- BOYS & GIRLS**

- TOTAL increased by +44 or +5.1%
- NEW increased by +33 or +10.2%
- RETAINED increased by +11 or +2.0%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	846	848	936	860	904
	3.8%	0.2%	10.4%	-8.1%	5.1%
<b>NEW</b>	337	328	381	323	356
	3.4%	-2.7%	16.2%	-15.2%	10.2%
<b>RETAINED</b>	509	520	555	537	548
	4.1%	2.2%	6.7%	-3.2%	2.0%
<b>LOST</b>	149	141	126	191	130
	6.4%	-5.4%	-10.6%	51.6%	-31.9%

- BOYS**

- TOTAL increased by +39 or +5.7%
- NEW increased by +38 or +16.0%
- RETAINED increased by +1 or +0.2%

- GIRLS**

- TOTAL increased by +5 or +2.9%
- NEW decreased by -5 or -5.9%
- RETAINED increased by +10 or +11.5%

BOYS 8 & UNDER SUMMARY						GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24		19-20	20-21	21-22	22-23	23-24
<b>TOTAL</b>	675	668	749	688	727	<b>TOTAL</b>	171	180	187	172	177
	3.4%	-1.0%	12.1%	-8.1%	5.7%		5.6%	5.3%	3.9%	-8.0%	2.9%
<b>NEW</b>	259	250	300	238	276	<b>NEW</b>	78	78	81	85	80
	7.0%	-3.5%	20.0%	-20.7%	16.0%		-7.1%	0.0%	3.8%	4.9%	-5.9%
<b>RETAINED</b>	416	418	449	450	451	<b>RETAINED</b>	93	102	106	87	97
	1.2%	0.5%	7.4%	0.2%	0.2%		19.2%	9.7%	3.9%	-17.9%	11.5%
<b>LOST</b>	108	112	86	140	95	<b>LOST</b>	41	29	40	51	35
	2.9%	3.7%	-23.2%	62.8%	-32.1%		17.1%	-29.3%	37.9%	27.5%	-31.4%
<b>BOYS TO GIRLS RATIO</b>						80.4%					
						19.6%					

- GROWTH CHALLENGE**

- TOTAL OVER-performed by +23
- NEW OVER-performed by +25
- RETAINED UNDER-performed by -2

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
881	23	44	927
331	25	33	365
550	(2)	11	562
# OF ASSOCIATIONS			10
AVERAGE # PLAYERS/ASSOCIATION			90.4

# ASSOCIATIONS

SDH0118 ABERDEEN HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	69	51	68	53	15	17	70
NEW	19	18	30	19	11	12	31
RETAINED	50	33	38	34	4	5	39
LOST	6	17	8				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	55	39	58	TOTAL	14	12	10
NEW	13	12	28	NEW	6	6	2
RETAINED	42	27	30	RETAINED	8	6	8
LOST	4	13	5	LOST	2	4	3
RATIO BOYS TO GIRLS			85.3%				14.7%

SDH0123 BRANDON VALLEY HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	55	41	46	43	3	5	48
NEW	17	5	20	6	14	15	21
RETAINED	38	36	26	37	(11)	(10)	27
LOST	0	6	5				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	46	37	40	TOTAL	9	4	6
NEW	16	5	15	NEW	1	0	5
RETAINED	30	32	25	RETAINED	8	4	1
LOST	0	5	4	LOST	0	1	1
RATIO BOYS TO GIRLS			87.0%				13.0%

SDH0119 BROOKINGS ICE SKATING ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	100	94	90	97	(7)	(4)	93
NEW	42	25	29	26	3	4	30
RETAINED	58	69	61	71	(10)	(8)	63
LOST	7	15	10				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	84	74	70	TOTAL	16	20	20
NEW	32	16	22	NEW	10	9	7
RETAINED	52	58	48	RETAINED	6	11	13
LOST	5	11	5	LOST	2	4	5
RATIO BOYS TO GIRLS			77.8%				22.2%

SDH0116 HURON HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	50	52	55	54	1	3	57
NEW	20	24	17	25	(8)	(7)	18
RETAINED	30	28	38	29	9	10	39
LOST	5	9	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	34	35	39	TOTAL	16	17	16
NEW	12	13	14	NEW	8	11	3
RETAINED	22	22	25	RETAINED	8	6	13
LOST	3	5	2	LOST	2	4	1
RATIO BOYS TO GIRLS			70.9%				29.1%

SDH0124 MITCHELL SKATING AND HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	41	32	49	34	15	17	51
NEW	14	15	27	16	11	12	28
RETAINED	27	17	22	18	4	5	23
LOST	5	11	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	34	26	31	TOTAL	7	6	18
NEW	13	12	14	NEW	1	3	13
RETAINED	21	14	17	RETAINED	6	3	5
LOST	3	10	1	LOST	2	1	0
RATIO BOYS TO GIRLS			63.3%				36.7%

SDH0127 OAHE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	31	78	68	81	(13)	(10)	71
NEW	12	55	25	57	(32)	(30)	26
RETAINED	19	23	43	24	19	20	45
LOST	2	2	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	26	63	57	TOTAL	5	15	11
NEW	11	42	20	NEW	1	13	5
RETAINED	15	21	37	RETAINED	4	2	6
LOST	1	1	15	LOST	1	1	6
RATIO BOYS TO GIRLS			83.8%				16.2%

SDH0129

## RUSHMORE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	75	83	92	86	6	9	96
NEW	25	44	41	46	(5)	(3)	43
RETAINED	50	39	51	40	11	12	53
LOST	9	11	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	65	68	81	TOTAL	10	15	11
NEW	22	32	37	NEW	3	12	4
RETAINED	43	36	44	RETAINED	7	3	7
LOST	5	9	18	LOST	4	2	5
RATIO BOYS TO GIRLS			88.0%				12.0%

SDH0117

## SIOUX FALLS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	306	294	273	302	(29)	(21)	281
NEW	134	98	89	101	(12)	(9)	92
RETAINED	172	196	184	201	(17)	(12)	189
LOST	36	48	48				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	260	241	223	TOTAL	46	53	50
NEW	118	76	67	NEW	16	22	22
RETAINED	142	165	156	RETAINED	30	31	28
LOST	27	41	38	LOST	9	7	10
RATIO BOYS TO GIRLS			81.7%				18.3%

SDH0120

## WATERTOWN HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	40	34	60	36	24	26	62
NEW	23	16	36	17	19	20	37
RETAINED	17	18	24	19	5	6	25
LOST	0	9	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	29	28	48	TOTAL	11	6	12
NEW	16	13	25	NEW	7	3	11
RETAINED	13	15	23	RETAINED	4	3	1
LOST	0	3	1	LOST	0	6	1
RATIO BOYS TO GIRLS			80.0%				20.0%

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	21-22	22-23	23-24	23-24 GOAL	VS. GOAL	VS. ACTUAL	24-25 GOAL
TOTAL	47	49	48	51	(3)	(1)	50
NEW	22	22	19	23	(4)	(3)	20
RETAINED	25	27	29	28	1	2	30
LOST	4	7	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	29	32	33	TOTAL	18	17	15
NEW	12	16	13	NEW	10	6	6
RETAINED	17	16	20	RETAINED	8	11	9
LOST	2	6	4	LOST	2	1	2
RATIO BOYS TO GIRLS			68.8%				31.3%