

# 2020-2021 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 2021-22 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 2021-22 season is 2.5% (as reflected in the Hattrick goals for each association). This goal is applied across the National, Affiliate, and local association levels. We do know, however, that if we grow at the same rate as pre-pandemic, we won’t return to our numbers for another 5 seasons, so growth is more crucial than ever for the upcoming season.

### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

While we continue to concentrate efforts on the 8 & Under category, participation was down as expected.

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
<b>Participants</b>	107,703	115,694	122,135	123,303	121,796	94,582
<b>% Change</b>	1.70%	7.40%	5.60%	1.00%	-1.20%	-22.3%
<b>MT Participants</b>	741	700	693	724	771	694
<b>MT % Change</b>	9.8%	-5.5%	-1.0%	4.5%	6.5%	-10.0%

### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

The universe of 9-14-year olds retreated further as seen below. A slowdown in growth at 8U is still negatively impacting the early ages of 9-14, and will be increased with a gap of new players at the 8U level during the pandemic. 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	2020-21
<b>Participants</b>	183,275	184,502	186,161	187,766	187,468	173,717
<b>% Change</b>	1.20%	0.70%	0.90%	0.90%	-0.20%	-7.3%

### 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.

Montana’s retention average for 2020-21 by age segment in comparison to the National average:



<b>MONTANA RETENTION</b>	<b>AGE SEGMENT</b>	<b>NATIONAL RETENTION</b>
36.8%	4 Year Olds returned as 5 Year Olds	41.0%
56.2%	5 Year Olds returned as 6 Year Olds	63.1%
66.7%	6 Year Olds returned as 7 Year Olds	77.2%
74.2%	7 Year Olds returned as 8 Year Olds	83.3%
84.4%	<b>10 &amp; Under</b>	91.6%
91.8%	<b>12 &amp; Under</b>	95.2%
94.0%	<b>14 &amp; Under</b>	96.2%

**TOTAL 8 & UNDER PARTICIPATION ETHNICITY MIX**

<b>MONTANA</b>	<b>ETHNICITY</b>	<b>NATIONAL</b>
1.30%	American Indian/Alaskan	0.70%
0.43%	Asian	1.56%
0.29%	Black/AA	0.56%
0.00%	Native Hawaiian	0.09%
0.29%	Hispanic/Latino	2.21%
86.72%	White (Non-Hisp)	81.66%
3.17%	Two or more races	4.78%
0.29%	Other	0.57%
7.50%	Prefer not to answer	7.88%



## 2020-21 KEY TAKEAWAYS—NATIONAL

### NATIONAL BOYS AND GIRLS 8U

- TOTAL decreased by -27,214 or -22.3 percent
- NEW decreased by -19,924 or -37.0 percent
- RETAINED decreased by -7,290 or -10.7 percent
- LOST increased by +5,244 or +19.2 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	115694	122135	123303	121796	94582
%	7.4%	5.6%	1.0%	-1.2%	-22.3%
NEW	52076	55769	55652	53799	33875
%	14.4%	7.1%	-0.2%	-3.3%	-37.0%
RET	63618	66366	67651	67997	60707
%	2.3%	4.3%	1.9%	0.5%	-10.7%
LOST	19372	22985	26026	27373	32617
%	-0.7%	18.7%	13.2%	5.2%	19.2%

### NATIONAL BOYS 8U

- TOTAL decreased by -22,815 or -23.3 percent
- NEW decreased by -16,333 or -38.8 percent
- RETAINED decreased by -6,482 or -11.6 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	95136	99605	99946	98129	75314
%	26.3%	4.7%	0.3%	-1.8%	-23.3%
NEW	41346	44054	43662	42126	25793
%	60.3%	6.5%	-0.9%	-3.5%	-38.8%
RET	53790	55551	56284	56003	49521
%	8.6%	3.3%	1.3%	-0.5%	-11.6%
LOST	14792	17515	19838	21016	25331
%	-41.6%	18.4%	13.3%	5.9%	20.5%

### NATIONAL GIRLS 8U

- TOTAL decreased by -4,396 or -18.6 percent
- NEW decreased by -3,588 or -30.7 percent
- RETAINED decreased by -808 or -6.7 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	20558	22532	23359	23665	19269
%	6.7%	9.6%	3.7%	1.3%	-18.6%
NEW	10731	11717	11992	11673	8085
%	32.7%	9.2%	2.3%	-2.7%	-30.7%
RET	9827	10815	11367	11992	11184
%	-12.1%	10.1%	5.1%	5.5%	-6.7%
LOST	4581	5471	6189	6360	7287
%	-37.1%	19.4%	13.1%	2.8%	14.6%
MIX R/A	47.8%	48.0%	48.7%	50.7%	58.0%



## 2020-21 KEY TAKEAWAYS—MONTANA

### MONTANA BOYS AND GIRLS 8U

- TOTAL decreased by -77 or -10.0%
- NEW decreased by -69 or -18.2%
- RETAINED decreased by -8 or -2.0%

	16-17	17-18	18-19	19-20	20-21
<b>TOTAL</b>	700	693	724	771	694
	-5.5%	-1.0%	4.5%	6.5%	-10.0%
<b>NEW</b>	296	292	369	380	311
	-13.7%	-1.4%	26.4%	3.0%	-18.2%
<b>RETAINED</b>	404	401	355	391	383
	1.5%	-0.7%	-11.5%	10.1%	-2.0%
<b>LOST</b>	170	141	155	152	201
	32.8%	-17.1%	9.9%	-1.9%	32.2%

### MONTANA BOYS 8U

- TOTAL decreased by -49 or -8.3%
- NEW decreased by -36 or -13.2%
- RETAINED decreased by -13 or -4.1%

	16-17	17-18	18-19	19-20	20-21
<b>TOTAL</b>	562	549	551	587	538
	-7.1%	-2.3%	0.4%	6.5%	-8.3%
<b>NEW</b>	224	219	271	273	237
	-16.4%	-2.2%	23.7%	0.7%	-13.2%
<b>RETAINED</b>	338	330	280	314	301
	0.3%	-2.4%	-15.2%	12.1%	-4.1%
<b>LOST</b>	135	105	120	105	138
	31.1%	-22.2%	14.3%	-12.5%	31.4%

### MONTANA GIRLS 8U

- TOTAL decreased by -28 or -15.2%
- NEW decreased by -33 or -30.8%
- RETAINED increased by +5 or +6.5%

	16-17	17-18	18-19	19-20	20-21
<b>TOTAL</b>	138	144	173	184	156
	1.5%	4.3%	20.1%	6.4%	-15.2%
<b>NEW</b>	72	73	98	107	74
	-4.0%	1.4%	34.2%	9.2%	-30.8%
<b>RETAINED</b>	66	71	75	77	82
	8.2%	7.6%	5.6%	2.7%	6.5%
<b>LOST</b>	35	36	35	47	63
	40.0%	2.9%	-2.8%	34.3%	34.0%



## 2020-21 MONTANA ASSOCIATIONS

### MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	36	27	21	29	(8)	(6)	23
NEW	28	11	12	12	0	1	13
RETAINED	8	16	9	17	(8)	(7)	10
LOST	1	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	28	24	15	TOTAL	8	3	6
NEW	21	10	7	NEW	7	1	5
RETAINED	7	14	8	RETAINED	1	2	1
LOST	1	1	1	LOST	0	0	0
RATIO BOYS TO GIRLS			71.4%				28.6%

### MTH0015 BOZEMAN AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	6	89	105	92	13	16	108
NEW	1	70	74	72	2	4	76
RETAINED	5	19	31	20	11	12	32
LOST	42	0	27				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	6	73	90	TOTAL	0	16	15
NEW	1	57	62	NEW	0	13	12
RETAINED	5	16	28	RETAINED	0	3	3
LOST	36	0	19	LOST	6	0	8
RATIO BOYS TO GIRLS			85.7%				14.3%

### MTH0076 BUTTE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	45	57	49	59	(10)	(8)	51
NEW	16	30	20	31	(11)	(10)	21
RETAINED	29	27	29	28	1	2	30
LOST	20	9	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	35	45	38	TOTAL	10	12	11
NEW	12	20	16	NEW	4	10	4
RETAINED	23	25	22	RETAINED	6	2	7
LOST	11	5	13	LOST	9	4	5
RATIO BOYS TO GIRLS			77.6%				22.4%



MTH0029 FLATHEAD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	62	72	43	75	(32)	(29)	45
NEW	35	43	18	45	(27)	(25)	19
RETAINED	27	29	25	30	(5)	(4)	26
LOST	12	10	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	46	58	32	TOTAL	16	14	11
NEW	28	36	14	NEW	7	7	4
RETAINED	18	22	18	RETAINED	9	7	7
LOST	9	6	21	LOST	3	4	2
RATIO BOYS TO GIRLS			74.4%				25.6%

MTH0016 GLACIER HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	33	54	41	56	(15)	(13)	43
NEW	18	33	21	34	(13)	(12)	22
RETAINED	15	21	20	22	(2)	(1)	21
LOST	9	2	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	26	38	32	TOTAL	7	16	9
NEW	15	22	18	NEW	3	11	3
RETAINED	11	16	14	RETAINED	4	5	6
LOST	6	1	7	LOST	3	1	7
RATIO BOYS TO GIRLS			78.0%				22.0%

MTH0013 GREAT FALLS AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	34	41	37	43	(6)	(4)	39
NEW	21	20	18	21	(3)	(2)	19
RETAINED	13	21	19	22	(3)	(2)	20
LOST	12	1	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	29	32	29	TOTAL	5	9	8
NEW	17	15	14	NEW	4	5	4
RETAINED	12	17	15	RETAINED	1	4	4
LOST	7	1	6	LOST	5	0	4
RATIO BOYS TO GIRLS			78.4%				21.6%



MTH0012 HAVRE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	53	49	57	51	6	8	59
NEW	17	15	26	16	10	11	27
RETAINED	36	34	31	35	(4)	(3)	32
LOST	18	6	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	41	36	42	TOTAL	12	13	15
NEW	12	8	18	NEW	5	7	8
RETAINED	29	28	24	RETAINED	7	6	7
LOST	15	5	6	LOST	3	1	4
RATIO BOYS TO GIRLS			73.7%				26.3%

HELENA AREA YOUTH HOCKEY ASSOCIATION

MTH0014

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	104	111	96	115	(19)	(15)	99
NEW	37	46	36	48	(12)	(10)	37
RETAINED	67	65	60	67	(7)	(5)	62
LOST	14	16	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	81	90	77	TOTAL	23	21	19
NEW	29	37	27	NEW	8	9	9
RETAINED	52	53	50	RETAINED	15	12	10
LOST	11	13	18	LOST	3	3	5
RATIO BOYS TO GIRLS			80.2%				19.8%

MTH0018 HILINE YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	22	21	26	23	3	5	28
NEW	12	7	10	8	2	3	11
RETAINED	10	14	16	15	1	2	17
LOST	5	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	11	9	14	TOTAL	11	12	12
NEW	5	4	6	NEW	7	3	4
RETAINED	6	5	8	RETAINED	4	9	8
LOST	3	3	1	LOST	2	0	2
RATIO BOYS TO GIRLS			53.8%				46.2%



MTH0028 MILES CITY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	37	31	6	33	(27)	(25)	8
NEW	21	8	3	9	(6)	(5)	4
RETAINED	16	23	3	24	(21)	(20)	4
LOST	6	9	22				

  

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	26	23	4	TOTAL	11	8	2
NEW	13	4	2	NEW	8	4	1
RETAINED	13	19	2	RETAINED	3	4	1
LOST	4	4	15	LOST	2	5	7
RATIO BOYS TO GIRLS			66.7%				33.3%

MTH0017 MISSOULA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	57	85	77	88	(11)	(8)	80
NEW	29	57	32	59	(27)	(25)	33
RETAINED	28	28	45	29	16	17	47
LOST	6	9	20				

  

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	51	69	64	TOTAL	6	16	13
NEW	25	44	26	NEW	4	13	6
RETAINED	26	25	38	RETAINED	2	3	7
LOST	5	8	14	LOST	1	1	6
RATIO BOYS TO GIRLS			83.1%				16.9%