

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.

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.

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

NEW MEXICO RETENTION	AGE SEGMENT	NATIONAL RETENTION
43.2%	4 Year Olds returned as 5 Year Olds	34.0%
53.2%	5 Year Olds returned as 6 Year Olds	53.9%
64.4%	6 Year Olds returned as 7 Year Olds	67.9%
69.6%	7 Year Olds returned as 8 Year Olds	74.6%
71.4%	10 & Under	85.3%
79.4%	12 & Under	93.0%
83.8%	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—NEW MEXICO

Total

- The total number of players ages 8 & under in New Mexico decreased by 52 (-18.2%) to 234.
- Girls' participation decreased by 12 (-18.2%) to 54.

Acquisition

- New players decreased by 43 (-29.3%) to 104.

Retention

- Retained players decreased by 9 (-6.5%) to 130.

NEW MEXICO BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	216	234	251	286	234	241
%	12.5%	8.3%	7.3%	13.9%	-18.2%	2.5%
NEW	113	129	132	147	104	107
%	41.3%	14.2%	2.3%	11.4%	-29.3%	2.5%
RETAINED	103	105	119	139	130	134
%	-8.0%	1.9%	13.3%	16.8%	-6.5%	2.5%
LOST	32	56	70	63	91	
%	-34.7%	75.0%	25.0%	-10.0%	44.4%	

NEW MEXICO BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	177	179	199	220	180
%	15.7%	1.1%	11.2%	10.6%	-18.2%
NEW	92	93	107	110	77
%	55.9%	1.1%	15.1%	2.8%	-30.0%
RETAINED	85	86	92	110	103
%	-9.6%	1.2%	7.0%	19.6%	-6.4%
LOST	21	45	52	45	71
%	-43.2%	114.3%	15.6%	-13.5%	57.8%

NEW MEXICO GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	39	55	52	66	54
%	0.0%	41.0%	-5.5%	26.9%	-18.2%
NEW	21	36	25	37	27
%	0.0%	71.4%	-30.6%	48.0%	-27.0%
RETAINED	18	19	27	29	27
%	0.0%	5.6%	42.1%	7.4%	-6.9%
LOST	11	11	18	18	20
%	-8.3%	0.0%	63.6%	0.0%	11.1%



2018-19 NEW MEXICO ASSOCIATIONS

NMH0030 LOS ALAMOS 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	64	57	42	61	(19)	(15)	44
NEW	24	17	13	19	(6)	(4)	14
RETAINED	40	40	29	42	(13)	(11)	30
LOST	10	14	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	46	41	30	TOTAL	18	16	12
NEW	18	10	8	NEW	6	7	5
RETAINED	28	31	22	RETAINED	12	9	7
LOST	5	6	13	LOST	5	8	6
RATIO BOYS TO GIRLS			71.4%				28.6%

NMH0054 NEW MEXICO 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	28	40	29	44	(15)	(11)	31
NEW	12	22	10	24	(14)	(12)	11
RETAINED	16	18	19	20	(1)	1	20
LOST	7	7	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	26	32	25	TOTAL	2	8	4
NEW	12	18	8	NEW	0	4	2
RETAINED	14	14	17	RETAINED	2	4	2
LOST	6	7	6	LOST	1	0	4
RATIO BOYS TO GIRLS			86.2%				13.8%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	60	76	77	80	(3)	1	80
NEW	31	42	33	44	(11)	(9)	34
RETAINED	29	34	44	36	8	10	46
LOST	20	9	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	47	54	60	TOTAL	13	22	17
NEW	24	27	28	NEW	7	15	5
RETAINED	23	27	32	RETAINED	6	7	12
LOST	14	6	11	LOST	6	3	6
RATIO BOYS TO GIRLS			77.9%				22.1%



NMH0057 NEW MEXICO RENEGADES 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	6	8	10	(2)	2	10
NEW	0	6	4	8	(4)	(2)	5
RETAINED	0	0	4	2	2	4	5
LOST	0	0	0				

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

NMH0070 SANTA FE 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	12	23	13	27	(14)	(10)	15
NEW	7	15	7	17	(10)	(8)	8
RETAINED	5	8	6	10	(4)	(2)	7
LOST	3	0	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	12	21	10	TOTAL	0	2	3
NEW	7	13	4	NEW	0	2	3
RETAINED	5	8	6	RETAINED	0	0	0
LOST	3	0	4	LOST	0	0	0
RATIO BOYS TO GIRLS			76.9%				23.1%

NMH0040 TAOS 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	39	37	18	41	(23)	(19)	20
NEW	19	14	3	16	(13)	(11)	4
RETAINED	20	23	15	25	(10)	(8)	16
LOST	12	12	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	31	29	16	TOTAL	8	8	2
NEW	15	11	3	NEW	4	3	0
RETAINED	16	18	13	RETAINED	4	5	2
LOST	11	9	11	LOST	1	3	3
RATIO BOYS TO GIRLS			88.9%				11.1%