

2020-2021 8 & Under Membership Report



Table of Contents

Participation & Retention Overview	Page 1
Ethnicity Mix.....	Page 2
Key Takeaways-National	Page 3
Key Takeaways-Midwest	Page 4
Local Association Analysis.....	Pages 5-10

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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.

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
Participants	107,703	115,694	122,135	123,303	121,796	94,582
% Change	1.70%	7.40%	5.60%	1.00%	-1.20%	-22.3%
MID-WEST Participants	1,701	1,741	1,780	1,762	1,653	1,528
MID-WEST % Change	-3.6%	2.4%	2.2%	-1.0%	-6.2%	-7.6%

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
Participants	183,275	184,502	186,161	187,766	187,468	173,717
% Change	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.

Mid-West's retention average for 2020-21 by age segment in comparison to the National average:



MID-WEST RETENTION	AGE SEGMENT	NATIONAL RETENTION
31.3%	4 Year Olds returned as 5 Year Olds	41.0%
54.9%	5 Year Olds returned as 6 Year Olds	63.1%
70.3%	6 Year Olds returned as 7 Year Olds	77.2%
77.7%	7 Year Olds returned as 8 Year Olds	83.3%
83.7%	10 & Under	91.6%
91.3%	12 & Under	95.2%
93.1%	14 & Under	96.2%

TOTAL 8 & UNDER PARTICIPATION ETHNICITY MIX

MID-WEST	ETHNICITY	NATIONAL
0.59%	American Indian/Alaskan	0.70%
0.46%	Asian	1.56%
0.46%	Black/AA	0.56%
0.00%	Native Hawaiian	0.09%
1.83%	Hispanic/Latino	2.21%
85.73%	White (Non-Hisp)	81.66%
5.24%	Two or more races	4.78%
0.72%	Other	0.57%
4.97%	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—MID-WEST

MIDWEST BOYS AND GIRLS 8U

- TOTAL decreased by -125 or -7.6%
- NEW decreased by -40 or -5.9%
- RETAINED decreased by -85 or -8.8%

	16-17	17-18	18-19	19-20	20-21
TOTAL	1741	1780	1762	1653	1528
	2.4%	2.2%	-1.0%	-6.2%	-7.6%
NEW	719	759	745	682	642
	-1.4%	5.6%	-1.8%	-8.5%	-5.9%
RETAINED	1022	1021	1017	971	886
	5.1%	-0.1%	-0.4%	-4.5%	-8.8%
LOST	302	329	299	332	325
	-17.3%	8.9%	-9.1%	11.0%	-2.1%

MIDWEST BOYS 8U

- TOTAL decreased by -136 or -9.4%
- NEW decreased by -57 or -9.8%
- RETAINED decreased by -79 or -9.2%

	16-17	17-18	18-19	19-20	20-21
TOTAL	1532	1569	1540	1442	1306
	-0.9%	2.4%	-1.8%	-6.4%	-9.4%
NEW	591	652	626	579	522
	-8.1%	10.3%	-4.0%	-7.5%	-9.8%
RETAINED	941	917	914	863	784
	4.2%	-2.6%	-0.3%	-5.6%	-9.2%
LOST	262	274	243	274	274
	-17.4%	4.6%	-11.3%	12.8%	0.0%

MIDWEST GIRLS 8U

- TOTAL increased by +11 or +5.2%
- NEW increased by +17 or +16.5%
- RETAINED decreased by -6 or -5.6%

	16-17	17-18	18-19	19-20	20-21
TOTAL	209	211	222	211	222
	34.8%	1.0%	5.2%	-5.0%	5.2%
NEW	128	107	119	103	120
	48.8%	-16.4%	11.2%	-13.4%	16.5%
RETAINED	81	104	103	108	102
	17.4%	28.4%	-1.0%	4.9%	-5.6%
LOST	40	55	56	58	51
	-16.7%	37.5%	1.8%	3.6%	-12.1%



2020-21 MID-WEST ASSOCIATIONS

IOWA

IAH0143 AMES MINOR HOCKEY ASSN

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	28	62	54	65	(11)	(8)	56
NEW	26	43	32	45	(13)	(11)	33
RETAINED	2	19	22	20	2	3	23
LOST	0	3	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	25	54	40	TOTAL	3	8	14
NEW	23	37	19	NEW	3	6	13
RETAINED	2	17	21	RETAINED	0	2	1
LOST	0	3	19	LOST	0	0	4
RATIO BOYS TO GIRLS			74.1%				25.9%

IAH0119 CEDAR RAPIDS 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	28	20	38	22	16	18	40
NEW	12	9	30	10	20	21	31
RETAINED	16	11	8	12	(4)	(3)	9
LOST	2	3	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	27	18	34	TOTAL	1	2	4
NEW	11	7	28	NEW	1	2	2
RETAINED	16	11	6	RETAINED	0	0	2
LOST	1	1	0	LOST	1	2	0
RATIO BOYS TO GIRLS			89.5%				10.5%

IAH0136 DES MOINES 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	213	163	148	168	(20)	(15)	153
NEW	96	35	58	36	22	23	60
RETAINED	117	128	90	132	(42)	(38)	93
LOST	28	24	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	183	149	134	TOTAL	30	14	14
NEW	80	32	48	NEW	16	3	10
RETAINED	103	117	86	RETAINED	14	11	4
LOST	23	19	18	LOST	5	5	4
RATIO BOYS TO GIRLS			90.5%				9.5%



IAH0126 DUBUQUE 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	119	110	76	114	(38)	(34)	79
NEW	45	44	22	46	(24)	(22)	23
RETAINED	74	66	54	68	(14)	(12)	56
LOST	24	31	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	109	99	66	TOTAL	10	11	10
NEW	38	39	18	NEW	7	5	4
RETAINED	71	60	48	RETAINED	3	6	6
LOST	19	24	24	LOST	5	7	1
RATIO BOYS TO GIRLS			86.8%				13.2%

IAH0160 IOWA CITY 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	50	45	23	47	(24)	(22)	25
NEW	25	25	4	26	(22)	(21)	5
RETAINED	25	20	19	21	(2)	(1)	20
LOST	2	10	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	39	29	14	TOTAL	11	16	9
NEW	15	13	3	NEW	10	12	1
RETAINED	24	16	11	RETAINED	1	4	8
LOST	2	8	6	LOST	0	2	3
RATIO BOYS TO GIRLS			60.9%				39.1%

IAH0120 LAKES AREA 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	42	33	32	35	(3)	(1)	34
NEW	14	4	13	5	8	9	14
RETAINED	28	29	19	30	(11)	(10)	20
LOST	5	4	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	32	28	26	TOTAL	10	5	6
NEW	12	4	9	NEW	2	0	4
RETAINED	20	24	17	RETAINED	8	5	2
LOST	3	1	4	LOST	2	3	0
RATIO BOYS TO GIRLS			81.3%				18.8%



IAH0117 MASON 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	35	50	74	52	22	24	76
NEW	16	32	40	33	7	8	41
RETAINED	19	18	34	19	15	16	35
LOST	0	8	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	33	44	67	TOTAL	2	6	7
NEW	15	27	34	NEW	1	5	6
RETAINED	18	17	33	RETAINED	1	1	1
LOST	0	8	4	LOST	0	0	3
RATIO BOYS TO GIRLS			90.5%				9.5%

IAH0162 QUAD CITY 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	97	96	100	100	0	4	104
NEW	43	45	53	47	6	8	55
RETAINED	54	51	47	53	(6)	(4)	49
LOST	32	20	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	81	79	83	TOTAL	16	17	17
NEW	33	37	41	NEW	10	8	12
RETAINED	48	42	42	RETAINED	6	9	5
LOST	27	19	18	LOST	5	1	5
RATIO BOYS TO GIRLS			83.0%				17.0%

IAH0118 SIOUX CENTER 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	52	43	55	45	10	12	57
NEW	23	21	26	22	4	5	27
RETAINED	29	22	29	23	6	7	30
LOST	3	10	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	37	30	40	TOTAL	15	13	15
NEW	12	16	20	NEW	11	5	6
RETAINED	25	14	20	RETAINED	4	8	9
LOST	2	6	3	LOST	1	4	1
RATIO BOYS TO GIRLS			72.7%				27.3%



IAH0139 SIOUXLAND 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	91	64	69	66	3	5	72
NEW	58	26	26	27	(1)	0	27
RETAINED	33	38	43	39	4	5	45
LOST	12	36	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	78	60	65	TOTAL	13	4	4
NEW	48	24	23	NEW	10	2	3
RETAINED	30	36	42	RETAINED	3	2	1
LOST	11	28	10	LOST	1	8	1
RATIO BOYS TO GIRLS			94.2%				5.8%

IAH0138 WATERLOO YOUTH HOCKEY ASSN

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	92	91	76	94	(18)	(15)	79
NEW	37	30	19	31	(12)	(11)	20
RETAINED	55	61	57	63	(6)	(4)	59
LOST	17	15	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	85	81	69	TOTAL	7	10	7
NEW	34	24	19	NEW	3	6	0
RETAINED	51	57	50	RETAINED	4	4	7
LOST	15	13	17	LOST	2	2	2
RATIO BOYS TO GIRLS			90.8%				9.2%

KANSAS

KSH0128 KANSAS CITY YOUTH HOCKEY ASSN

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	244	243	214	250	(36)	(29)	221
NEW	102	102	89	105	(16)	(13)	92
RETAINED	142	141	125	145	(20)	(16)	129
LOST	32	30	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	217	217	187	TOTAL	27	26	27
NEW	83	92	76	NEW	19	10	13
RETAINED	134	125	111	RETAINED	8	16	14
LOST	26	24	24	LOST	6	6	2
RATIO BOYS TO GIRLS			87.4%				12.6%



KSH0132

WICHITA 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	24	31	28	33	(5)	(3)	30
NEW	15	17	9	18	(9)	(8)	10
RETAINED	9	14	19	15	4	5	20
LOST	1	4	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	22	29	25	TOTAL	2	2	3
NEW	14	16	7	NEW	1	1	2
RETAINED	8	13	18	RETAINED	1	1	1
LOST	0	3	0	LOST	1	1	0
RATIO BOYS TO GIRLS			89.3%				10.7%

NEBRASKA

NEH0005

FREMONT ICE 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	37	39	36	41	(5)	(3)	38
NEW	17	17	14	18	(4)	(3)	15
RETAINED	20	22	22	23	(1)	0	23
LOST	5	3	3				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	30	33	31	TOTAL	7	6	5
NEW	14	15	12	NEW	3	2	2
RETAINED	16	18	19	RETAINED	4	4	3
LOST	4	2	2	LOST	1	1	1
RATIO BOYS TO GIRLS			86.1%				13.9%

NEH0002

LINCOLN ICE 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	74	70	43	72	(29)	(27)	45
NEW	21	33	13	34	(21)	(20)	14
RETAINED	53	37	30	38	(8)	(7)	31
LOST	12	9	15				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	64	60	33	TOTAL	10	10	10
NEW	18	27	10	NEW	3	6	3
RETAINED	46	33	23	RETAINED	7	4	7
LOST	10	8	12	LOST	2	1	3
RATIO BOYS TO GIRLS			76.7%				23.3%



NEH0134 OMAHA HOCKEY CLUB

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	190	182	165	187	(22)	(17)	170
NEW	75	73	64	75	(11)	(9)	66
RETAINED	115	109	101	112	(11)	(8)	104
LOST	21	31	28				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	169	165	150	TOTAL	21	17	15
NEW	67	63	54	NEW	8	10	10
RETAINED	102	102	96	RETAINED	13	7	5
LOST	18	28	24	LOST	3	3	4
RATIO BOYS TO GIRLS			90.9%				9.1%

NEH0004 TRI-CITY YOUTH ICE 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	73	69	53	72	(19)	(16)	55
NEW	20	25	15	26	(11)	(10)	16
RETAINED	53	44	38	46	(8)	(6)	39
LOST	11	9	16				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	65	59	43	TOTAL	8	10	10
NEW	15	23	11	NEW	5	2	4
RETAINED	50	36	32	RETAINED	3	8	6
LOST	9	7	13	LOST	2	2	3
RATIO BOYS TO GIRLS			81.1%				18.9%