

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.

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	-9.7%	-10.0%	11.2%	-0.9%	3.3%
7 TO 8	3.7%	-6.3%	-0.6%	5.8%	-0.3%
6 TO 7	-0.3%	-19.6%	7.7%	7.1%	-4.4%
5 TO 6	-10.9%	-2.6%	2.0%	-5.8%	5.5%
4 TO 5	-18.6%	-10.5%	-21.6%	15.0%	-4.3%

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					
TEXAS REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.28%	0.46%	1.05%	1.01%	1.68%
Asian	5.91%	3.59%	4.98%	8.64%	6.11%
Black/AA	0.83%	0.46%	1.11%	1.01%	1.02%
Native Hawaiian	0.14%	0.09%	0.06%	0.28%	0.12%
Hispanic/Latino	9.80%	9.76%	9.67%	7.12%	8.02%
White (non-Hispanic)	66.78%	64.64%	64.46%	63.88%	65.63%
Two or more races	9.52%	11.60%	7.74%	7.74%	8.14%
Other	0.49%	0.74%	1.66%	3.31%	1.74%
Prefer not to answer	6.25%	8.66%	9.29%	7.01%	7.54%

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
TOTAL	121,796	94,582	119,459	121,732	121,647
	-1.2%	-22.3%	26.3%	1.9%	-0.1%
NEW	53,799	33,875	59,647	56,530	55,471
	-3.3%	-37.0%	76.1%	-5.2%	-1.9%
RETAINED	67,997	60,707	59,812	65,202	66,176
	0.5%	-10.7%	-1.5%	9.0%	1.5%
LOST	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
TOTAL	98,129	75,314	94,421	96,388	96,333
	-1.8%	-23.3%	25.4%	2.1%	-0.1%
NEW	42,126	25,793	46,213	43,826	42,744
	-3.5%	-38.8%	79.2%	-5.2%	-2.5%
RETAINED	56,003	49,521	48,208	52,562	53,589
	-0.5%	-11.6%	-2.7%	9.0%	2.0%
LOST	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
TOTAL	23,665	19,269	25,038	25,341	25,314
	1.3%	-18.6%	29.9%	1.2%	-0.1%
NEW	11,673	8,085	13,434	12,701	12,727
	-2.7%	-30.7%	66.2%	-5.5%	0.2%
RETAINED	11,992	11,184	11,604	12,640	12,587
	5.5%	-6.7%	3.8%	8.9%	-0.4%

KEY TAKEAWAYS: AFFILIATE LEVEL

- BOYS & GIRLS**

- TOTAL decreased by -113 or -6.3%
- NEW decreased by -109 or -11.4%
- RETAINED decreased by -4 or -0.5%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	1,674	1,366	1,809	1,783	1,670
	-11.7%	-18.4%	32.4%	-1.4%	-6.3%
NEW	794	580	1,017	957	848
	-19.6%	-27.0%	75.3%	-5.9%	-11.4%
RETAINED	880	786	792	826	822
	-3.0%	-10.7%	0.8%	4.3%	-0.5%
LOST	465	424	285	432	395
	2.0%	-8.8%	-32.8%	51.6%	-8.6%

- BOYS**

- TOTAL decreased by -36 or -2.5%
- NEW decreased by -35 or -4.7%
- RETAINED decreased by -1 or -0.1%

- GIRLS**

- TOTAL decreased by -77 or -23.8%
- NEW decreased by -74 or -34.1%
- RETAINED decreased by -5 or -2.8%

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
TOTAL	1,469	1,130	1,485	1,459	1,423	TOTAL	205	236	324	324	247
	-11.3%	-23.1%	31.4%	-1.8%	-2.5%		-13.9%	15.1%	37.3%	0.0%	-23.8%
NEW	689	440	795	740	705	NEW	105	140	222	217	143
	-18.0%	-36.1%	80.7%	-6.9%	-4.7%		-29.1%	33.3%	58.6%	-2.3%	-34.1%
RETAINED	780	690	690	719	718	RETAINED	100	96	102	107	104
	-4.5%	-11.5%	0.0%	4.2%	-0.1%		11.1%	-4.0%	6.3%	4.9%	-2.8%
LOST	388	366	189	295	263	LOST	77	58	96	137	132
	3.2%	-5.7%	-48.4%	56.1%	-10.8%		-3.8%	-24.7%	65.5%	42.7%	-3.6%
BOYS TO GIRLS RATIO	85.2%					14.8%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -158
- NEW UNDER-performed by -133
- RETAINED UNDER-performed by -25

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
1,828	(158)	(113)	1,713
981	(133)	(109)	870
847	(25)	(4)	843
# OF ASSOCIATIONS			17
AVERAGE # PLAYERS/ASSOCIATION			98.2

ASSOCIATIONS

OKLAHOMA

OKH0058 OKC 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	60	77	70	80	(10)	(7)	72
NEW	47	41	33	43	(10)	(8)	34
RETAINED	13	36	37	37	0	1	38
LOST	1	6	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	57	73	63	TOTAL	3	4	7
NEW	44	37	27	NEW	3	4	6
RETAINED	13	36	36	RETAINED	0	0	1
LOST	0	5	5	LOST	1	1	2
RATIO BOYS TO GIRLS			90.0%				10.0%

OKH0055 TULSA JR OILERS

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	29	43	67	45	22	24	69
NEW	13	29	37	30	7	8	38
RETAINED	16	14	30	15	15	16	31
LOST	0	8	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	29	38	58	TOTAL	0	5	9
NEW	13	25	31	NEW	0	4	6
RETAINED	16	13	27	RETAINED	0	1	3
LOST	0	7	3	LOST	0	1	0
RATIO BOYS TO GIRLS			86.6%				13.4%

TEXAS

TXH0065 AERODROME HOCKEY ASSOCIATION-WILLOWBROOK

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	67	84	58	87	(29)	(26)	60
NEW	47	55	29	57	(28)	(26)	30
RETAINED	20	29	29	30	(1)	0	30
LOST	5	7	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	56	67	52	TOTAL	11	17	6
NEW	40	43	26	NEW	7	12	3
RETAINED	16	24	26	RETAINED	4	5	3
LOST	4	5	21	LOST	1	2	10
RATIO BOYS TO GIRLS			89.7%				10.3%

TXH1017

ALLEN COMMUNITY ICE RINK

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	38	21	27	23	4	6	29
NEW	28	8	20	9	11	12	21
RETAINED	10	13	7	14	(7)	(6)	8
LOST	8	7	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	35	19	25	TOTAL	3	2	2
NEW	25	8	19	NEW	3	0	1
RETAINED	10	11	6	RETAINED	0	2	1
LOST	8	6	8	LOST	0	1	0
RATIO BOYS TO GIRLS			92.6%				7.4%

TXH0040

AMARILLO HOCKEY ASSOCIATION INC

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	52	42	63	44	19	21	66
NEW	36	17	42	18	24	25	44
RETAINED	16	25	21	26	(5)	(4)	22
LOST	3	16	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	44	38	61	TOTAL	8	4	2
NEW	29	16	42	NEW	7	1	0
RETAINED	15	22	19	RETAINED	1	3	2
LOST	3	12	4	LOST	0	4	2
RATIO BOYS TO GIRLS			96.8%				3.2%

TXH0029

AUSTIN METRO HOCKEY ASSN

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	140	126	117	130	(13)	(9)	121
NEW	71	63	53	65	(12)	(10)	55
RETAINED	69	63	64	65	(1)	1	66
LOST	23	24	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	119	105	98	TOTAL	21	21	19
NEW	62	55	49	NEW	9	8	4
RETAINED	57	50	49	RETAINED	12	13	15
LOST	20	21	11	LOST	3	3	3
RATIO BOYS TO GIRLS			83.8%				16.2%

TXH0015 CHAPARRAL ICE

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	0	0	5	0	5	5	7
NEW	0	0	3	0	3	3	4
RETAINED	0	0	2	0	2	2	3
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	0	4	TOTAL	0	0	1
NEW	0	0	3	NEW	0	0	0
RETAINED	0	0	1	RETAINED	0	0	1
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			80.0%				20.0%

TXH1073 DALLAS STARS YOUTH HOCKEY LEAGUE HOUSE

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	513	688	519	706	(187)	(169)	533
NEW	184	340	175	349	(174)	(165)	180
RETAINED	329	348	344	357	(13)	(4)	353
LOST	86	91	113				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	447	603	459	TOTAL	66	85	60
NEW	154	298	151	NEW	30	42	24
RETAINED	293	305	308	RETAINED	36	43	36
LOST	74	74	95	LOST	12	17	18
RATIO BOYS TO GIRLS			88.4%				11.6%

TXH0066 EL PASO 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	10	21	12	23	(11)	(9)	14
NEW	4	11	8	12	(4)	(3)	9
RETAINED	6	10	4	11	(7)	(6)	5
LOST	10	3	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	8	17	11	TOTAL	2	4	1
NEW	4	9	7	NEW	0	2	1
RETAINED	4	8	4	RETAINED	2	2	0
LOST	6	2	6	LOST	4	1	3
RATIO BOYS TO GIRLS			91.7%				8.3%

TXH1040 HTX STORM

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	0	0	8	0	8	8	9
NEW	0	0	8	0	8	8	9
RETAINED	0	0	0	0	0	0	0
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	0	0	TOTAL	0	0	8
NEW	0	0	0	NEW	0	0	8
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

TXH1024 ICE AT THE PARKS

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	13	19	16	21	(5)	(3)	18
NEW	7	13	6	14	(8)	(7)	7
RETAINED	6	6	10	7	3	4	11
LOST	3	2	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	13	19	16	TOTAL	0	0	0
NEW	7	13	6	NEW	0	0	0
RETAINED	6	6	10	RETAINED	0	0	0
LOST	3	2	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

TXH0076 JACKALOPES AMATEUR 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	33	17	42	19	23	25	44
NEW	13	8	30	9	21	22	31
RETAINED	20	9	12	10	2	3	13
LOST	10	12	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	28	15	39	TOTAL	5	2	3
NEW	10	7	28	NEW	3	1	2
RETAINED	18	8	11	RETAINED	2	1	1
LOST	8	10	6	LOST	2	2	1
RATIO BOYS TO GIRLS			92.9%				7.1%

TXH1037

NYTEX SPORTS LLC

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	22	56	58	59	(1)	2	60
NEW	15	49	37	51	(14)	(12)	38
RETAINED	7	7	21	8	13	14	22
LOST	1	1	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	22	49	54	TOTAL	0	7	4
NEW	15	42	33	NEW	0	7	4
RETAINED	7	7	21	RETAINED	0	0	0
LOST	1	1	9	LOST	0	0	4
RATIO BOYS TO GIRLS			93.1%				6.9%

TXH0013

POND HOCKEY CLUB

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	0	19	33	20	13	14	35
NEW	0	19	20	20	0	1	21
RETAINED	0	0	13	0	13	13	14
LOST	0	0	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	16	32	TOTAL	0	3	1
NEW	0	16	19	NEW	0	3	1
RETAINED	0	0	13	RETAINED	0	0	0
LOST	0	0	7	LOST	0	0	3
RATIO BOYS TO GIRLS			97.0%				3.0%

TXH0032

SPIRIT ICE ARENA

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	13	13	13	15	(2)	0	15
NEW	9	10	6	11	(5)	(4)	7
RETAINED	4	3	7	4	3	4	8
LOST	0	4	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	8	10	12	TOTAL	5	3	1
NEW	5	9	6	NEW	4	1	0
RETAINED	3	1	6	RETAINED	1	2	1
LOST	0	3	9	LOST	0	1	4
RATIO BOYS TO GIRLS			92.3%				7.7%

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	25	30	30	32	(2)	0	32
NEW	9	12	22	13	9	10	23
RETAINED	16	18	8	19	(11)	(10)	9
LOST	10	10	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	21	23	24	TOTAL	4	7	6
NEW	8	9	18	NEW	1	3	4
RETAINED	13	14	6	RETAINED	3	4	2
LOST	9	8	5	LOST	1	2	2
RATIO BOYS TO GIRLS			80.0%				20.0%