

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	13.2%	-9.0%	115.4%	-50.9%	0.3%
7 TO 8	6.6%	-6.9%	-10.1%	9.5%	5.1%
6 TO 7	6.6%	-35.2%	14.6%	16.6%	-3.8%
5 TO 6	-31.4%	-9.2%	-14.7%	16.1%	4.6%
4 TO 5	-10.4%	-39.5%	-38.5%	37.5%	0.0%

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					
ARIZONA - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.36%	0.76%	1.12%	1.26%	0.68%
Asian	2.92%	2.68%	2.62%	2.00%	2.70%
Black/AA	0.66%	0.51%	0.82%	0.44%	0.59%
Native Hawaiian	0.44%	0.25%	0.07%	0.37%	0.42%
Hispanic/Latino	6.27%	5.48%	6.97%	5.62%	7.09%
White (non-Hispanic)	72.79%	71.85%	69.81%	71.03%	66.55%
Two or more races	10.14%	10.19%	5.47%	6.13%	6.42%
Other	9.52%	0.51%	2.17%	3.40%	7.35%
Prefer not to answer	5.69%	7.77%	10.94%	9.76%	8.19%

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%
LOST	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 decreased by -169 or -12.5%
- NEW decreased by -175 or -23.2%
- RETAINED increased by +6 or +1.0%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	1,437	850	1,334	1,353	1,184
	-6.2%	-40.8%	56.9%	1.4%	-12.5%
NEW	747	290	808	754	579
	-7.2%	-61.2%	178.6%	-6.7%	-23.2%
RETAINED	690	560	526	599	605
	-5.1%	-18.8%	-6.1%	13.9%	1.0%
LOST	496	508	150	379	387
	-7.3%	2.4%	-70.5%	152.7%	2.1%

- BOYS**

- TOTAL decreased by -112 or -10.1%
- NEW decreased by -112 or -19.1%
- RETAINED increased by +0 or +0.0%

- GIRLS**

- TOTAL decreased by -57 or -23.1%
- NEW decreased by -63 or -37.5%
- RETAINED increased by +6 or +7.6%

BOYS 8 & UNDER SUMMARY							GIRLS 8 & UNDER SUMMARY						
	18-19	19-20	20-21	21-22	22-23	23-24		18-19	19-20	20-21	21-22	22-23	23-24
TOTAL	1,342	1,241	746	1,127	1,106	994	TOTAL	190	196	104	207	247	190
	-1.1%	-7.5%	-39.9%	51.1%	-1.9%	-10.1%		-16.3%	3.2%	-46.9%	99.0%	19.3%	-23.1%
NEW	687	614	247	660	586	474	NEW	118	133	43	148	168	105
	-15.5%	-10.6%	-59.8%	167.2%	-11.2%	-19.1%		-31.8%	12.7%	-67.7%	244.2%	13.5%	-37.5%
RETAINED	655	627	499	467	520	520	RETAINED	72	63	61	59	79	85
	20.4%	-4.3%	-20.4%	-6.4%	11.3%	0.0%		33.3%	-12.5%	-3.2%	-3.3%	33.9%	7.6%
LOST	434	416	421	131	313	279	LOST	101	80	67	19	66	108
	64.4%	-4.1%	1.2%	-68.9%	138.9%	-10.9%		90.6%	-20.8%	-16.3%	-71.6%	247.4%	63.6%
BOYS TO GIRLS RATIO	84.0%						16.0%						

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -203
- NEW UNDER-performed by -194
- RETAINED UNDER-performed by -9

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
1,387	(203)	(169)	1,215
773	(194)	(175)	594
614	(9)	6	621
# OF ASSOCIATIONS			10
AVERAGE # PLAYERS/ASSOCIATION			118.4

STATE ASSOCIATIONS

AZH0045 ARIZONA HOCKEY UNION REC

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	34	34	36	36	0	2	38
NEW	25	25	22	26	(4)	(3)	23
RETAINED	9	9	14	10	4	5	15
LOST	1	1	3				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	33	33	34	TOTAL	1	1	2
NEW	25	25	22	NEW	0	0	0
RETAINED	8	8	12	RETAINED	1	1	2
LOST	1	1	3	LOST	0	0	0
RATIO BOYS TO GIRLS			94.4%				5.6%

AZH0043 AZ ICE GILBERT YOUTH

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	124	124	90	128	(38)	(34)	93
NEW	47	47	72	49	23	25	74
RETAINED	77	77	18	79	(61)	(59)	19
LOST	61	61	13				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	108	108	76	TOTAL	16	16	14
NEW	42	42	61	NEW	5	5	11
RETAINED	66	66	15	RETAINED	11	11	3
LOST	58	58	13	LOST	3	3	0
RATIO BOYS TO GIRLS			84.4%				15.6%

AZH0010 AZ ICE PEORIA YOUTH

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	86	86	78	89	(11)	(8)	81
NEW	55	55	59	57	2	4	61
RETAINED	31	31	19	32	(13)	(12)	20
LOST	39	39	15				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	78	78	67	TOTAL	8	8	11
NEW	50	50	51	NEW	5	5	8
RETAINED	28	28	16	RETAINED	3	3	3
LOST	32	32	14	LOST	7	7	1
RATIO BOYS TO GIRLS			85.9%				14.1%

AZH0006 CHANDLER 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	97	97	101	101	0	4	104
NEW	52	52	65	54	11	13	67
RETAINED	45	45	36	47	(11)	(9)	37
LOST	13	13	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	90	90	93	TOTAL	7	7	8
NEW	49	49	60	NEW	3	3	5
RETAINED	41	41	33	RETAINED	4	4	3
LOST	12	12	11	LOST	1	1	2
RATIO BOYS TO GIRLS			92.1%				7.9%

AZH0028 COYOTES 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	152	152	207	157	50	55	213
NEW	100	100	120	103	17	20	123
RETAINED	52	52	87	54	33	35	90
LOST	6	6	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	142	142	185	TOTAL	10	10	22
NEW	93	93	105	NEW	7	7	15
RETAINED	49	49	80	RETAINED	3	3	7
LOST	3	3	26	LOST	3	3	2
RATIO BOYS TO GIRLS			89.4%				10.6%

AZH0020 DESERT YOUTH 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	0	0	16	0	16	16	18
NEW	0	0	11	0	11	11	12
RETAINED	0	0	5	0	5	5	6
LOST	0	0	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	0	16	TOTAL	0	0	0
NEW	0	0	11	NEW	0	0	0
RETAINED	0	0	5	RETAINED	0	0	0
LOST	0	0	4	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0018

FLAGSTAFF 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	63	63	60	66	(6)	(3)	63
NEW	41	41	47	43	4	6	49
RETAINED	22	22	13	23	(10)	(9)	14
LOST	7	7	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	55	55	53	TOTAL	8	8	7
NEW	38	38	41	NEW	3	3	6
RETAINED	17	17	12	RETAINED	5	5	1
LOST	6	6	3	LOST	1	1	1
RATIO BOYS TO GIRLS			88.3%				11.7%

AZH0033

MISSION ARIZONA 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	16	16	19	17	2	3	21
NEW	16	16	16	17	(1)	0	17
RETAINED	0	0	3	0	3	3	4
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	13	13	18	TOTAL	3	3	1
NEW	13	13	15	NEW	3	3	1
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			94.7%				5.3%

AZH0022

VALLEY OF THE SUN 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	32	32	20	34	(14)	(12)	22
NEW	21	21	17	22	(5)	(4)	18
RETAINED	11	11	3	12	(9)	(8)	4
LOST	5	5	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	30	30	19	TOTAL	2	2	1
NEW	19	19	16	NEW	2	2	1
RETAINED	11	11	3	RETAINED	0	0	0
LOST	4	4	3	LOST	1	1	0
RATIO BOYS TO GIRLS			95.0%				5.0%

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	35	35	77	37	40	42	80
NEW	22	22	61	23	38	39	63
RETAINED	13	13	16	14	2	3	17
LOST	0	0	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	28	28	60	TOTAL	7	7	17
NEW	18	18	46	NEW	4	4	15
RETAINED	10	10	14	RETAINED	3	3	2
LOST	0	0	5	LOST	0	0	1
RATIO BOYS TO GIRLS			77.9%				22.1%