

2018-2019 8 & Under Membership Report

CAROLINA AMATEUR



HOCKEY ASSOCIATION

Table of Contents

Participation & Retention Overview	Page 1
National Analysis & Goals	Page 2
Carolina Analysis & Goals	Page 3
Local Association Analysis	Pages 4-9
Program Services Contact for Affiliate	Shannon Webster (719) 538-1118/ ShannonW@usahockey.org





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.

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

CAROLINA RETENTION	AGE SEGMENT	NATIONAL RETENTION
25.2%	4 Year Olds returned as 5 Year Olds	34.0%
36.8%	5 Year Olds returned as 6 Year Olds	53.9%
47.9%	6 Year Olds returned as 7 Year Olds	67.9%
49.1%	7 Year Olds returned as 8 Year Olds	74.6%
65.0%	10 & Under	85.3%
83.4%	12 & Under	93.0%
86.3%	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—CAROLINA

Total

- The total number of players ages 8 & under in Carolina increased by 59 (+3.8%) to 1,609.

Acquisition

- New players decreased by 70 (-6.8%) to 954.

Retention

- Retained players increased by 129 (+24.5%) to 655.

CAROLINA BOYS AND GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 GOALS
TOTAL	936	950	1,145	1,550	1,609	1,650
%	7.5%	1.5%	20.5%	35.4%	3.8%	2.5%
NEW	479	456	655	1,024	954	978
%	6.4%	-4.8%	43.6%	56.3%	-6.8%	2.5%
RETAINED	457	494	490	526	655	672
%	8.6%	8.1%	-0.8%	7.3%	24.5%	2.5%
LOST	176	188	200	316	499	
%	-11.6%	6.8%	6.4%	58.0%	57.9%	

CAROLINA BOYS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	841	852	1,006	1,320	1,390
%	7.5%	1.3%	18.1%	31.2%	5.3%
NEW	428	404	558	848	790
%	9.2%	-5.6%	38.1%	52.0%	-6.8%
RETAINED	413	448	448	472	600
%	5.9%	8.5%	0.0%	5.4%	27.1%
LOST	147	164	166	260	385
%	-16.0%	11.6%	1.2%	56.6%	48.1%

CAROLINA GIRLS 8U

	2014-15	2015-16	2016-17	2017-18	2018-19
TOTAL	95	98	139	230	219
%	6.7%	3.2%	41.8%	65.5%	-4.8%
NEW	51	52	97	176	164
%	-12.1%	2.0%	86.5%	81.4%	-6.8%
RETAINED	44	46	42	54	55
%	41.9%	4.5%	-8.7%	28.6%	1.9%
LOST	29	24	34	56	114
%	20.8%	-17.2%	41.7%	64.7%	103.6%



2018-19 CAROLINA ASSOCIATIONS

NORTH CAROLINA

NCH0005 CAPE FEAR YOUTH HOCKEY

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	15	13	19	(6)	(2)	15
NEW	10	10	9	12	(3)	(1)	10
RETAINED	2	5	4	7	(3)	(1)	5
LOST	1	6	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	7	14	13	TOTAL	5	1	0
NEW	5	10	9	NEW	5	0	0
RETAINED	2	4	4	RETAINED	0	1	0
LOST	1	3	1	LOST	0	3	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0041 CAROLINA ICE ZONE YOUTH & ADULT HOCKEY

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	7	9	10	13	(3)	1	12
NEW	5	4	5	6	(1)	1	6
RETAINED	2	5	5	7	(2)	0	6
LOST	1	0	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	7	9	9	TOTAL	0	0	1
NEW	5	4	4	NEW	0	0	1
RETAINED	2	5	5	RETAINED	0	0	0
LOST	1	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			90.0%				10.0%

NCH0003 CHARLOTTE METRO 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	90	142	154	146	8	12	159
NEW	34	97	68	99	(31)	(29)	70
RETAINED	56	45	86	47	39	41	89
LOST	52	25	32				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	85	129	139	TOTAL	5	13	15
NEW	33	87	62	NEW	1	10	6
RETAINED	52	42	77	RETAINED	4	3	9
LOST	46	22	28	LOST	6	3	4
RATIO BOYS TO GIRLS			90.3%				9.7%



NCH0043 EAST COAST EAGLES YOUTH HOCKEY

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	23	19	22	23	(1)	3	24
NEW	23	19	21	21	0	2	22
RETAINED	0	0	1	2	(1)	1	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	20	19	21	TOTAL	3	0	1
NEW	20	19	20	NEW	3	0	1
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			95.5%				4.5%

NCH0021 GREENSBORO 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	41	53	26	57	(31)	(27)	28
NEW	35	34	6	36	(30)	(28)	7
RETAINED	6	19	20	21	(1)	1	21
LOST	2	8	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	36	46	26	TOTAL	5	7	0
NEW	30	28	6	NEW	5	6	0
RETAINED	6	18	20	RETAINED	0	1	0
LOST	2	7	18	LOST	0	1	6
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0034 POLAR HOUSE 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	170	217	401	221	180	184	412
NEW	67	131	300	133	167	169	308
RETAINED	103	86	101	88	13	15	104
LOST	27	13	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	156	199	350	TOTAL	14	18	51
NEW	59	118	258	NEW	8	13	42
RETAINED	97	81	92	RETAINED	6	5	9
LOST	27	9	10	LOST	0	4	4
RATIO BOYS TO GIRLS			87.3%				12.7%



NCH0038 RALEIGH YOUTH HOCKEY ASSN

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	0	42	4	38	42	44
NEW	0	0	42	2	40	42	44
RETAINED	0	0	0	2	(2)	0	0
LOST	0	0	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	0	39	TOTAL	0	0	3
NEW	0	0	39	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			92.9%				7.1%

NCH0006 TRIANGLE YOUTH HOCKEY OF NORTH CAROLINA

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	26	28	38	32	6	10	40
NEW	13	23	25	25	0	2	26
RETAINED	13	5	13	7	6	8	14
LOST	5	2	6				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	25	23	36	TOTAL	1	5	2
NEW	13	18	24	NEW	0	5	1
RETAINED	12	5	12	RETAINED	1	0	1
LOST	5	2	6	LOST	0	0	0
RATIO BOYS TO GIRLS			94.7%				5.3%

NCH0008 WILMINGTON ICE HOCKEY ASSOC

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	18	18	20	22	(2)	2	22
NEW	11	5	11	7	4	6	12
RETAINED	7	13	9	15	(6)	(4)	10
LOST	8	4	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	17	17	18	TOTAL	1	1	2
NEW	10	5	9	NEW	1	0	2
RETAINED	7	12	9	RETAINED	0	1	0
LOST	8	4	3	LOST	0	0	2
RATIO BOYS TO GIRLS			90.0%				10.0%



NCH0050 WINSTON-SALEM 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	21	76	43	80	(37)	(33)	45
NEW	16	66	15	68	(53)	(51)	16
RETAINED	5	10	28	12	16	18	29
LOST	0	2	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	21	57	34	TOTAL	0	19	9
NEW	16	47	12	NEW	0	19	3
RETAINED	5	10	22	RETAINED	0	0	6
LOST	0	2	23	LOST	0	0	8
RATIO BOYS TO GIRLS			79.1%				20.9%



SOUTH CAROLINA

SCH0012 CAROLINA RAGE 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	0	10	4	6	10	11
NEW	0	0	10	2	8	10	11
RETAINED	0	0	0	2	(2)	0	0
LOST	0	0	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	0	10	TOTAL	0	0	0
NEW	0	0	10	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

SCH0003 CHARLESTON 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	17	35	26	39	(13)	(9)	28
NEW	12	30	18	32	(14)	(12)	19
RETAINED	5	5	8	7	1	3	9
LOST	1	1	8				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	16	31	25	TOTAL	1	4	1
NEW	11	26	17	NEW	1	4	1
RETAINED	5	5	8	RETAINED	0	0	0
LOST	1	1	6	LOST	0	0	2
RATIO BOYS TO GIRLS			96.2%				3.8%

SCH0007 GREATER GREENVILLE 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	40	40	23	44	(21)	(17)	25
NEW	34	24	11	26	(15)	(13)	12
RETAINED	6	16	12	18	(6)	(4)	13
LOST	2	5	9				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	37	30	23	TOTAL	3	10	0
NEW	32	16	11	NEW	2	8	0
RETAINED	5	14	12	RETAINED	1	2	0
LOST	2	5	6	LOST	0	0	3
RATIO BOYS TO GIRLS			100.0%				0.0%



SCH0010 PAVILION RECREATION COMPLEX

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	50	61	54	7	11	63
NEW	0	43	36	45	(9)	(7)	37
RETAINED	0	7	25	9	16	18	26
LOST	0	20	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	16-17	17-18	18-19		16-17	17-18	18-19
TOTAL	0	44	54	TOTAL	0	6	7
NEW	0	38	31	NEW	0	5	5
RETAINED	0	6	23	RETAINED	0	1	2
LOST	0	19	29	LOST	0	1	2
RATIO BOYS TO GIRLS			88.5%				11.5%