

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	-19.7%	3.8%	7.3%	0.0%	-3.4%
7 TO 8	6.0%	-7.5%	-4.1%	-23.4%	30.6%
6 TO 7	17.5%	-42.6%	-11.1%	37.5%	-15.2%
5 TO 6	3.3%	-38.7%	-26.3%	78.6%	12.0%
4 TO 5	-66.7%	-20.0%	75.0%	71.4%	-41.7%

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					
OREGON REGISTRATIONS - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.78%	0.00%	0.87%	0.42%	0.42%
Asian	4.26%	0.62%	5.68%	5.49%	5.88%
Black/AA	1.16%	1.23%	0.44%	0.42%	0.00%
Native Hawaiian	0.00%	0.00%	0.44%	0.42%	0.84%
Hispanic/Latino	5.04%	4.32%	3.49%	2.53%	5.04%
White (non-Hispanic)	70.54%	70.37%	68.56%	67.51%	69.75%
Two or more races	8.53%	12.96%	12.66%	13.08%	10.08%
Other	1.16%	0.00%	0.00%	1.27%	0.84%
Prefer not to answer	8.53%	10.49%	7.86%	8.86%	7.14%

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 increased by +0 or +0.0%
- NEW decreased by -4 or -3.0%
- RETAINED increased by +4 or +3.8%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	258	162	229	238	238
	-5.1%	-37.2%	41.4%	3.9%	0.0%
NEW	121	57	132	132	128
	-11.0%	-52.9%	131.6%	0.0%	-3.0%
RETAINED	137	105	97	106	110
	0.7%	-23.4%	-7.6%	9.3%	3.8%
LOST	61	75	21	49	52
	-9.0%	23.0%	-72.0%	133.3%	6.1%

- BOYS**

- TOTAL decreased by -13 or -6.1%
- NEW decreased by -17 or -14.4%
- RETAINED increased by +4 or +4.3%

- GIRLS**

- TOTAL increased by +13 or +50.0%
- NEW increased by +13 or +92.9%
- RETAINED increased by +0 or +0.0%

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	207	135	187	212	199	TOTAL	51	27	42	26	39
	-7.2%	-34.8%	38.5%	13.4%	-6.1%		4.1%	-47.1%	55.6%	-38.1%	50.0%
NEW	94	49	107	118	101	NEW	27	8	25	14	27
	-16.1%	-47.9%	118.4%	10.3%	-14.4%		12.5%	-70.4%	212.5%	-44.0%	92.9%
RETAINED	113	86	80	94	98	RETAINED	24	19	17	12	12
	1.8%	-23.9%	-7.0%	17.5%	4.3%		-4.0%	-20.8%	-10.5%	-29.4%	0.0%
LOST	47	52	18	37	44	LOST	14	23	3	12	8
	-9.6%	10.6%	-65.4%	105.6%	18.9%		-6.7%	64.3%	-87.0%	300.0%	-33.3%
BOYS TO GIRLS RATIO	83.6%					16.4%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -7
- NEW UNDER-performed by -8
- RETAINED OVER-performed by +1

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
245	(7)	0	245
136	(8)	(4)	132
109	1	4	113
# OF ASSOCIATIONS			6
AVERAGE # PLAYERS/ASSOCIATION			40.8

ASSOCIATIONS

ORH0011 BEND 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	24	22	18	24	(6)	(4)	20
NEW	11	11	9	12	(3)	(2)	10
RETAINED	13	11	9	12	(3)	(2)	10
LOST	4	6	4				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	17	21	17	TOTAL	7	1	1
NEW	8	11	8	NEW	3	0	1
RETAINED	9	10	9	RETAINED	4	1	0
LOST	3	3	4	LOST	1	3	0
RATIO BOYS TO GIRLS			94.4%				5.6%

ORH0009 KLAMATH ICE SPORTS 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	13	14	12	16	(4)	(2)	14
NEW	9	10	4	11	(7)	(6)	5
RETAINED	4	4	8	5	3	4	9
LOST	0	2	1				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	12	14	11	TOTAL	1	0	1
NEW	8	10	4	NEW	1	0	0
RETAINED	4	4	7	RETAINED	0	0	1
LOST	0	1	1	LOST	0	1	0
RATIO BOYS TO GIRLS			91.7%				8.3%

ORH0002 LANE 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	34	29	20	31	(11)	(9)	22
NEW	25	13	8	14	(6)	(5)	9
RETAINED	9	16	12	17	(5)	(4)	13
LOST	1	4	9				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	30	24	17	TOTAL	4	5	3
NEW	21	12	6	NEW	4	1	2
RETAINED	9	12	11	RETAINED	0	4	1
LOST	1	4	8	LOST	0	0	1
RATIO BOYS TO GIRLS			85.0%				15.0%

ORH0080 REHL

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	13	48	15	33	35	51
NEW	0	12	47	13	34	35	49
RETAINED	0	1	1	2	(1)	0	2
LOST	0	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	11	35	TOTAL	0	2	13
NEW	0	10	34	NEW	0	2	13
RETAINED	0	1	1	RETAINED	0	0	0
LOST	0	4	8	LOST	0	0	1
RATIO BOYS TO GIRLS			72.9%				27.1%

ORH0005 ROGUE VALLEY 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	5	10	5	12	(7)	(5)	7
NEW	3	6	3	7	(4)	(3)	4
RETAINED	2	4	2	5	(3)	(2)	3
LOST	0	1	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	5	10	5	TOTAL	0	0	0
NEW	3	6	3	NEW	0	0	0
RETAINED	2	4	2	RETAINED	0	0	0
LOST	0	1	2	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

ORH0013 SHERWOOD ICE ARENA YOUTH HOCKEY

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	21	27	22	5	6	29
NEW	0	21	15	22	(7)	(6)	16
RETAINED	0	0	12	0	12	12	13
LOST	0	0	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	0	20	26	TOTAL	0	1	1
NEW	0	20	15	NEW	0	1	0
RETAINED	0	0	11	RETAINED	0	0	1
LOST	0	0	3	LOST	0	0	0
RATIO BOYS TO GIRLS			96.3%				3.7%

ORH0077 WINTERHAWKS JR HOCKEY

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	72	71	69	74	(5)	(2)	71
NEW	49	23	33	24	9	10	34
RETAINED	23	48	36	50	(14)	(12)	37
LOST	0	7	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	64	69	63	TOTAL	8	2	6
NEW	45	23	30	NEW	4	0	3
RETAINED	19	46	33	RETAINED	4	2	3
LOST	0	6	18	LOST	0	1	0
RATIO BOYS TO GIRLS			91.3%				8.7%