

2023-2024 SEASON

8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

01 PARTICIPATION +
RETENTION OVERVIEW

02 ETHNICITY BREAKDOWN

03 KEY TAKEAWAYS:
NATIONAL LEVEL

04 KEY TAKEAWAYS:
AFFILIATE LEVEL

05 ASSOCIATIONS



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	-1.9%	-7.7%	-1.3%	9.0%	6.8%
7 TO 8	-6.7%	-5.5%	-1.5%	13.7%	-1.8%
6 TO 7	-1.0%	-4.1%	-2.1%	9.1%	5.3%
5 TO 6	-0.9%	-15.6%	-11.2%	30.8%	1.0%
4 TO 5	-17.0%	-18.1%	45.6%	7.1%	-17.0%

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					
MIDWEST - 8U					
	19-20	20-21	21-22	22-23	23-24
American Indian/Alaskan	0.48%	0.59%	0.37%	0.22%	0.51%
Asian	0.91%	0.46%	0.74%	0.67%	1.18%
Black/AA	0.48%	0.46%	0.74%	0.73%	0.45%
Native Hawaiian	0.18%	0.00%	0.16%	0.17%	0.11%
Hispanic/Latino	2.18%	1.83%	1.95%	2.80%	3.37%
White (non-Hispanic)	86.39%	85.73%	86.56%	84.83%	84.78%
Two or more races	4.84%	5.24%	3.90%	4.98%	4.32%
Other	0.60%	0.72%	0.16%	0.34%	0.56%
Prefer not to answer	3.93%	4.97%	5.43%	5.26%	4.72%

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 -13 or -0.7%
- NEW increased by +2 or +0.3%
- RETAINED decreased by -15 or -1.5%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	1,653	1,528	1,895	1,784	1,771
	-6.2%	-7.6%	24.0%	-5.9%	-0.7%
NEW	682	642	1,003	760	762
	-8.5%	-5.9%	56.2%	-24.2%	0.3%
RETAINED	971	886	892	1,024	1,009
	-4.5%	-8.8%	0.7%	14.8%	-1.5%
LOST	332	325	262	406	319
	11.0%	-2.1%	-19.4%	55.0%	-21.4%

- BOYS**

- TOTAL increased by +5 or +0.3%
- NEW increased by +27 or +4.4%
- RETAINED decreased by -22 or -2.5%

- GIRLS**

- TOTAL decreased by -18 or -6.2%
- NEW decreased by -25 or -16.4%
- RETAINED increased by +7 or +5.1%

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	1,442	1,306	1,602	1,495	1,500	TOTAL	211	222	293	289	271
	-6.4%	-9.4%	22.7%	-6.7%	0.3%		-5.0%	5.2%	32.0%	-1.4%	-6.2%
NEW	579	522	829	608	635	NEW	103	120	174	152	127
	-7.5%	-9.8%	58.8%	-26.7%	4.4%		-13.4%	16.5%	45.0%	-12.6%	-16.4%
RETAINED	863	784	773	887	865	RETAINED	108	102	119	137	144
	-5.6%	-9.2%	-1.4%	14.7%	-2.5%		4.9%	-5.6%	16.7%	15.1%	5.1%
LOST	274	274	218	309	237	LOST	58	51	44	97	82
	12.8%	0.0%	-20.4%	41.7%	-23.3%		3.6%	-12.1%	-13.7%	120.5%	-15.5%
BOYS TO GIRLS RATIO	%					%					

GROWTH CHALLENGE

- TOTAL UNDER-performed by -58
- NEW UNDER-performed by -17
- RETAINED UNDER-performed by -41

HAT TRICK GROWTH CHALLENGE			
23-24 GOAL	VS. GOAL	VS. ACT	24-25 GOAL
1,829	(58)	(13)	1,817
779	(17)	2	782
1,050	(41)	(15)	1,035
# OF ASSOCIATIONS			17
AVERAGE # PLAYERS/ASSOCIATION			104.2

ASSOCIATIONS

IOWA

IAH0143 AMES MINOR 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	52	62	55	64	(9)	(7)	57
NEW	26	36	17	37	(20)	(19)	18
RETAINED	26	26	38	27	11	12	39
LOST	10	9	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	43	52	43	TOTAL	9	10	12
NEW	24	28	11	NEW	2	8	6
RETAINED	19	24	32	RETAINED	7	2	6
LOST	7	7	8	LOST	3	2	1
RATIO BOYS TO GIRLS			78.2%				21.8%

IAH0119 CEDAR RAPIDS 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	28	36	43	38	5	7	45
NEW	8	23	24	24	0	1	25
RETAINED	20	13	19	14	5	6	20
LOST	8	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	25	25	35	TOTAL	3	11	8
NEW	7	14	20	NEW	1	9	4
RETAINED	18	11	15	RETAINED	2	2	4
LOST	8	2	3	LOST	0	1	2
RATIO BOYS TO GIRLS			81.4%				18.6%

IAH0136 DES MOINES 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	110	146	149	151	(2)	3	154
NEW	52	89	62	92	(30)	(27)	64
RETAINED	58	57	87	59	28	30	90
LOST	32	12	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	102	127	128	TOTAL	8	19	21
NEW	48	72	51	NEW	4	17	11
RETAINED	54	55	77	RETAINED	4	2	10
LOST	30	8	9	LOST	2	4	3
RATIO BOYS TO GIRLS			85.9%				14.1%

IAH0126 DUBUQUE 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	91	84	77	87	(10)	(7)	80
NEW	33	35	29	36	(7)	(6)	30
RETAINED	58	49	48	51	(3)	(1)	50
LOST	5	21	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	79	73	62	TOTAL	12	11	15
NEW	27	31	21	NEW	6	4	8
RETAINED	52	42	41	RETAINED	6	7	7
LOST	5	16	15	LOST	0	5	2
RATIO BOYS TO GIRLS			80.5%				19.5%

IAH0160 IOWA CITY 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	34	28	43	30	13	15	45
NEW	24	13	24	14	10	11	25
RETAINED	10	15	19	16	3	4	20
LOST	3	8	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	22	18	32	TOTAL	12	10	11
NEW	16	8	18	NEW	8	5	6
RETAINED	6	10	14	RETAINED	4	5	5
LOST	2	3	1	LOST	1	5	0
RATIO BOYS TO GIRLS			74.4%				25.6%

IAH0120 LAKES AREA 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	45	52	40	54	(14)	(12)	42
NEW	32	23	17	24	(7)	(6)	18
RETAINED	13	29	23	30	(7)	(6)	24
LOST	9	10	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	27	31	29	TOTAL	18	21	11
NEW	18	14	15	NEW	14	9	2
RETAINED	9	17	14	RETAINED	4	12	9
LOST	8	5	10	LOST	1	5	10
RATIO BOYS TO GIRLS			72.5%				27.5%

IAH0117 MASON CITY 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	125	99	74	102	(28)	(25)	77
NEW	76	23	29	24	5	6	30
RETAINED	49	76	45	78	(33)	(31)	47
LOST	15	33	27				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	101	82	59	TOTAL	24	17	15
NEW	58	16	21	NEW	18	7	8
RETAINED	43	66	38	RETAINED	6	10	7
LOST	13	20	19	LOST	2	13	8
RATIO BOYS TO GIRLS			79.7%				20.3%

IAH0162 QUAD CITY 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	111	90	125	93	32	35	129
NEW	48	36	64	37	27	28	66
RETAINED	63	54	61	56	5	7	63
LOST	26	35	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	93	79	105	TOTAL	18	11	20
NEW	38	30	51	NEW	10	6	13
RETAINED	55	49	54	RETAINED	8	5	7
LOST	19	28	21	LOST	7	7	7
RATIO BOYS TO GIRLS			84.0%				16.0%

IAH0118 SIOUX CENTER 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	51	59	50	61	(11)	(9)	52
NEW	18	32	18	33	(15)	(14)	19
RETAINED	33	27	32	28	4	5	33
LOST	8	13	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	37	48	40	TOTAL	14	11	10
NEW	11	26	13	NEW	7	6	5
RETAINED	26	22	27	RETAINED	7	5	5
LOST	4	9	8	LOST	4	4	3
RATIO BOYS TO GIRLS			80.0%				20.0%

IAH0139 SIOUXLAND 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	88	40	40	42	(2)	0	42
NEW	45	8	5	9	(4)	(3)	6
RETAINED	43	32	35	33	2	3	36
LOST	9	32	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	84	40	37	TOTAL	4	0	3
NEW	42	8	4	NEW	3	0	1
RETAINED	42	32	33	RETAINED	1	0	2
LOST	7	30	28	LOST	2	2	3
RATIO BOYS TO GIRLS			92.5%				7.5%

IAH0138 WATERLOO 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	76	63	82	66	16	19	85
NEW	31	21	46	22	24	25	48
RETAINED	45	42	36	44	(8)	(6)	37
LOST	12	19	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	67	59	70	TOTAL	9	4	12
NEW	28	18	38	NEW	3	3	8
RETAINED	39	41	32	RETAINED	6	1	4
LOST	12	14	8	LOST	0	5	0
RATIO BOYS TO GIRLS			85.4%				14.6%

KANSAS

KSH0128 KANSAS CITY 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	286	300	269	308	(39)	(31)	277
NEW	171	144	123	148	(25)	(21)	127
RETAINED	115	156	146	160	(14)	(10)	150
LOST	22	39	49				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	249	255	230	TOTAL	37	45	39
NEW	148	117	106	NEW	23	27	17
RETAINED	101	138	124	RETAINED	14	18	22
LOST	19	33	45	LOST	3	6	4
RATIO BOYS TO GIRLS			85.5%				14.5%

KSH0121 MID AMERICA 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	28	0	28	28	29
NEW	0	0	28	0	28	28	29
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	27	TOTAL	0	0	1
NEW	0	0	27	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			96.4%				3.6%

KSH0132 WICHITA 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	32	39	37	41	(4)	(2)	39
NEW	20	20	17	21	(4)	(3)	18
RETAINED	12	19	20	20	0	1	21
LOST	6	4	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	27	31	32	TOTAL	5	8	5
NEW	16	15	16	NEW	4	5	1
RETAINED	11	16	16	RETAINED	1	3	4
LOST	5	2	3	LOST	1	2	3
RATIO BOYS TO GIRLS			86.5%				13.5%

NEBRASKA

NEH0005 FREMONT ICE 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	45	46	43	48	(5)	(3)	45
NEW	26	23	19	24	(5)	(4)	20
RETAINED	19	23	24	24	0	1	25
LOST	5	5	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	37	39	38	TOTAL	8	7	5
NEW	21	20	17	NEW	5	3	2
RETAINED	16	19	21	RETAINED	3	4	3
LOST	4	3	4	LOST	1	2	2
RATIO BOYS TO GIRLS			88.4%				11.6%

NEH0002 LINCOLN ICE 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	133	127	141	131	10	14	145
NEW	93	50	62	52	10	12	64
RETAINED	40	77	79	79	0	2	81
LOST	5	30	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	113	104	121	TOTAL	20	23	20
NEW	82	40	56	NEW	11	10	6
RETAINED	31	64	65	RETAINED	9	13	14
LOST	3	26	11	LOST	2	4	6
RATIO BOYS TO GIRLS			85.8%				14.2%

NEH0134 OMAHA 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	208	231	219	238	(19)	(12)	225
NEW	115	104	70	107	(37)	(34)	72
RETAINED	93	127	149	131	18	22	153
LOST	17	21	34				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	190	208	206	TOTAL	18	23	13
NEW	105	92	67	NEW	10	12	3
RETAINED	85	116	139	RETAINED	8	11	10
LOST	13	17	25	LOST	4	4	9
RATIO BOYS TO GIRLS			94.1%				5.9%

NEH0004 TRI-CITY YOUTH ICE 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	58	42	52	44	8	10	54
NEW	27	18	30	19	11	12	31
RETAINED	31	24	22	25	(3)	(2)	23
LOST	15	24	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	21-22	22-23	23-24		21-22	22-23	23-24
TOTAL	49	38	46	TOTAL	9	4	6
NEW	23	16	26	NEW	4	2	4
RETAINED	26	22	20	RETAINED	5	2	2
LOST	13	20	7	LOST	2	4	2
RATIO BOYS TO GIRLS			88.5%				11.5%