

# 2021-2022

# 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](http://www.usahockey.com/programservices).

### POST COVID REBOUND

USA Hockey registrations at 8U rebounded strongly in the 2021-22 season from the COVID-19 Pandemic. Year-over-year growth was driven by a robust in-flow of NEW players as well as solid loyalty in terms of RETAINED players in delivering 119,459 8U registrations, up +26.3 percent over 2020-21 results. The 59,647 NEW registrants in 2021-22 represents the largest in-flow of NEW players at 8U in USA Hockey's history while RETAINED players remained relatively flat from year to year – off only 1.5 percent versus prior season.

The overall increase over the 2020-21 season was driven entirely by NEW registrants; an indicator that pent-up demand for those seeking to try hockey for the first time was realized in the form of record NEW sign ups. Just as important to achieving long-term growth was the resilience shown around returning or RETAINED players.

The RETAINED numbers are always directly tied to the health of NEW registrants from the previous season. An increase in NEW players one season will almost certainly result in an increase in RETAINED players the next. The fact that the RETAINED numbers were relatively stable underscores a deep loyalty to the sport from its participants, even at entry levels. The strong showing from NEW players in 2021-22 is a positive sign for the 2022-23 season as it is likely that the number of retained players will increase next season – a post-Olympic season which can also help fuel even more growth around NEW players and provides optimism for overall growth at 8U in 2022-23 and beyond.

### BOYS BOUNCE BACK – GIRLS GROW BOTH NEW AND RETAINED

Overall 8U Boys grew by +19,107 or +25.4 percent versus 2020-21 with a slight decline in RETAINED Boys dropping by -1,313 or 2.7 percent. On the other hand, 8U Girls grew both NEW and RETAINED players, increasing the TOTAL (+29.9%), NEW (+66.2%) AND RETAINED (+3.8%) suggesting a healthy, pro-growth mix of players over the near term. The overall total and number of new players with Girls' participation is a record high.

### RETENTION FROM ONE AGE TO THE NEXT: AFFILIATE LEVEL

	17-18	18-19	19-20	20-21	21-22
8 TO 9	17.1%	13.9%	-9.7%	-10.0%	11.2%
7 TO 8	19.8%	-13.6%	3.7%	-6.3%	-0.6%
6 TO 7	-8.3%	25.3%	-0.3%	-19.6%	7.7%
5 TO 6	34.7%	6.7%	-10.9%	-2.6%	2.0%
4 TO 5	92.9%	-13.6%	-18.6%	-10.5%	-21.6%

## ETHNICITY BREAKDOWN

Ethnicity Mix				
NATIONAL REGISTRATIONS - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.92%	0.86%	0.70%	0.81%
Asian	2.33%	2.71%	1.56%	2.33%
Black/AA	0.71%	0.66%	0.56%	0.79%
Native Hawaiian	0.11%	0.15%	0.09%	0.13%
Hispanic/Latino	2.33%	2.53%	2.21%	2.90%
White (Non-Hispanic)	81.33%	80.96%	81.66%	78.38%
Two or more races	4.84%	5.04%	4.78%	4.55%
Other	0.66%	0.63%	0.57%	0.96%
Prefer not to answer	6.78%	6.47%	7.88%	9.15%

Ethnicity Mix				
TEXAS - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	1.33%	0.28%	0.46%	1.05%
Asian	4.34%	5.91%	3.59%	4.98%
Black/AA	0.97%	0.83%	0.46%	1.11%
Native Hawaiian	0.18%	0.14%	0.09%	0.06%
Hispanic/Latino	9.17%	9.80%	9.76%	9.67%
White (Non-Hispanic)	70.51%	66.78%	64.64%	64.46%
Two or more races	6.03%	9.52%	11.60%	7.74%
Other	1.21%	0.49%	0.74%	1.66%
Prefer not to answer	6.27%	6.25%	8.66%	9.29%

## KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

- TOTAL increased by +24,877 or +26.3 percent
- NEW increased by +25,772 or +76.1 percent
- RETAINED decreased by -895 or -1.5 percent

BOYS & GIRLS_8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	122135	123303	121796	94582	119459
%	5.6%	1.0%	-1.2%	-22.3%	26.3%
NEW	55769	55652	53799	33875	59647
%	7.1%	-0.2%	-3.3%	-37.0%	76.1%
RET	66366	67651	67997	60707	59812
%	4.3%	1.9%	0.5%	-10.7%	-1.5%
LOST	22985	26026	27373	32617	15926
%	18.7%	13.2%	5.2%	19.2%	-51.2%

- **8U BOYS ONLY**

- TOTAL increased by +19,107 or +25.4 percent
- NEW increased by +20,420 or +79.2 percent
- RETAINED decreased by -1,313 or -2.7 percent

BOYS_8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	99605	99946	98129	75314	94421
%	5.5%	0.3%	-1.8%	-23.3%	25.4%
NEW	44054	43662	42126	25793	46213
%	-4.7%	-0.9%	-3.5%	-38.8%	79.2%
RET	55551	56284	56003	49521	48208
%	15.2%	1.3%	-0.5%	-11.6%	-2.7%
LOST	17515	19838	21016	25331	11914
%	47.0%	13.3%	5.9%	20.5%	-53.0%

- **8U GIRLS ONLY**

- TOTAL increased by +5,769 or +29.9 percent
- NEW increased by +5,349 or +66.2 percent
- RETAINED increased by +420 or +3.8 percent

GIRLS 8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	22532	23359	23665	19269	25038
%	-10.0%	3.7%	1.3%	-18.6%	29.9%
NEW	11717	11992	11673	8085	13434
%	-12.8%	2.3%	-2.7%	-30.7%	66.2%
RET	10815	11367	11992	11184	11604
%	-6.8%	5.1%	5.5%	-6.7%	3.8%
LOST	5471	6189	6360	7287	4012
%	36.4%	13.1%	2.8%	14.6%	-44.9%

## KEY TAKEAWAYS: AFFILIATE LEVEL

### BOYS & GIRLS

- TOTAL increased by +443 or +32.4%
- NEW increased by +437 or +75.3%
- RETAINED increased by +6 or +0.8%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	1948	1895	1674	1366	1809
	4.2%	-2.7%	-11.7%	-18.4%	32.4%
NEW	1045	988	794	580	1017
	-5.0%	-5.5%	-19.6%	-27.0%	75.3%
RETAINED	903	907	880	786	792
	17.4%	0.4%	-3.0%	-10.7%	0.8%
LOST	448	456	465	424	285
	62.9%	1.8%	2.0%	-8.8%	-32.8%

### BOYS

- TOTAL increased by +355 or +31.4%
- NEW increased by +355 or +80.0%
- RETAINED decreased by +0 or +0.0%

### GIRLS

- TOTAL increased by +88 or +37.3%
- NEW increased by +82 or +58.6%
- RETAINED increased by +6 or +6.3%

BOYS_8 & UNDER_ SUMMARY						GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22		17-18	18-19	19-20	20-21	21-22
TOTAL	1714	1657	1469	1130	1485	TOTAL	234	238	205	236	324
	4.6%	-3.3%	-11.3%	-23.1%	31.4%		1.3%	1.7%	-13.9%	15.1%	37.3%
NEW	901	840	689	440	795	NEW	144	148	105	140	222
	-3.0%	-6.8%	-18.0%	-36.1%	80.7%		-15.8%	2.8%	-29.1%	33.3%	58.6%
RETAINED	813	817	780	690	690	RETAINED	90	90	100	96	102
	14.7%	0.5%	-4.5%	-11.5%	0.0%		50.0%	0.0%	11.1%	-4.0%	6.3%
LOST	373	376	388	366	189	LOST	75	80	77	58	96
	53.5%	0.8%	3.2%	-5.7%	-48.4%		134.4%	6.7%	-3.8%	-24.7%	65.5%
BOYS TO GIRLS RATIO					82.1%						17.9%

### GROWTH CHALLENGE

- TOTAL OVER-performed by +408
- NEW OVER-performed by +422
- RETAINED UNDER-performed by -14

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
1401	408	443	1855
595	422	437	1043
806	(14)	6	812
# OF ASSOCIATIONS			16
AVERAGE # PLAYERS/ASSOCIATION			113.1

# ASSOCIATIONS

OKLAHOMA

OKC YOUTH HOCKEY  
ASSOCIATION

OKH0058

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	33	34	60	36	24	26	63
NEW	5	16	47	17	30	31	49
RETAINED	28	18	13	19	(6)	(5)	14
LOST	21	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	32	32	57	TOTAL	1	2	3
NEW	5	15	44	NEW	0	1	3
RETAINED	27	17	13	RETAINED	1	1	0
LOST	19	0	0	LOST	2	0	1
RATIO BOYS TO GIRLS			95.0%				5.0%

TULSA JR  
OILERS

OKH0055

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	48	17	29	19	10	12	31
NEW	9	1	13	2	11	12	14
RETAINED	39	16	16	17	(1)	0	17
LOST	35	26	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	41	15	29	TOTAL	7	2	0
NEW	8	1	13	NEW	1	0	0
RETAINED	33	14	16	RETAINED	6	2	0
LOST	29	23	0	LOST	6	3	0
RATIO BOYS TO GIRLS			100.0%				0.0%

TEXAS

AERODROME HOCKEY ASSOCIATION-  
WILLOWBROOK

TXH0065

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	35	50	67	52	15	17	70
NEW	7	26	47	27	20	21	49
RETAINED	28	24	20	25	(5)	(4)	21
LOST	20	6	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	30	42	56	TOTAL	5	8	11
NEW	7	21	40	NEW	0	5	7
RETAINED	23	21	16	RETAINED	5	3	4
LOST	15	4	4	LOST	5	2	1
RATIO BOYS TO GIRLS			83.6%				16.4%

TXH1017 ALLEN COMMUNITY ICE RINK

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	32	27	38	29	9	11	40
NEW	13	15	28	16	12	13	29
RETAINED	19	12	10	13	(3)	(2)	11
LOST	17	5	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	31	25	35	TOTAL	1	2	3
NEW	12	13	25	NEW	1	2	3
RETAINED	19	12	10	RETAINED	0	0	0
LOST	16	5	8	LOST	1	0	0
RATIO BOYS TO GIRLS			92.1%				7.9%

TXH0040 AMARILLO HOCKEY ASSOCIATION INC

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	48	21	52	23	29	31	54
NEW	30	9	36	10	26	27	37
RETAINED	18	12	16	13	3	4	17
LOST	8	19	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	42	20	44	TOTAL	6	1	8
NEW	25	9	29	NEW	5	0	7
RETAINED	17	11	15	RETAINED	1	1	1
LOST	7	15	3	LOST	1	4	0
RATIO BOYS TO GIRLS			84.6%				15.4%

TXH0029 AUSTIN METRO HOCKEY ASSN

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	115	120	140	124	16	20	144
NEW	33	46	71	48	23	25	73
RETAINED	82	74	69	76	(7)	(5)	71
LOST	23	19	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	101	99	119	TOTAL	14	21	21
NEW	27	36	62	NEW	6	10	9
RETAINED	74	63	57	RETAINED	8	11	12
LOST	21	15	20	LOST	2	4	3
RATIO BOYS TO GIRLS			85.0%				15.0%

TXH0093 CENTRAL AUSTIN HOCKEY ASSN

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	0	0	42	0	42	42	44
NEW	0	0	42	0	42	42	44
RETAINED	0	0	0	0	0	0	0
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
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%

TXH0015 CHAPARRAL ICE

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	12	8	19	10	9	11	21
NEW	12	6	15	7	8	9	16
RETAINED	0	2	4	3	1	2	5
LOST	43	10	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	11	6	16	TOTAL	1	2	3
NEW	11	5	12	NEW	1	1	3
RETAINED	0	1	4	RETAINED	0	1	0
LOST	41	8	5	LOST	2	2	2
RATIO BOYS TO GIRLS			84.2%				15.8%

TXH1073 DALLAS STARS YOUTH HOCKEY LEAGUE HOUSE

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	457	401	513	412	101	112	527
NEW	152	84	184	87	97	100	189
RETAINED	305	317	329	325	4	12	338
LOST	89	109	86				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	403	360	447	TOTAL	54	41	66
NEW	130	76	154	NEW	22	8	30
RETAINED	273	284	293	RETAINED	32	33	36
LOST	76	94	74	LOST	13	15	12
RATIO BOYS TO GIRLS			87.1%				12.9%

TXH0066 EL PASO HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	34	24	10	26	(16)	(14)	12
NEW	6	1	4	2	2	3	5
RETAINED	28	23	6	24	(18)	(17)	7
LOST	86	43	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	24	16	8	TOTAL	10	8	2
NEW	4	1	4	NEW	2	0	0
RETAINED	20	15	4	RETAINED	8	8	2
LOST	75	38	6	LOST	11	5	4
RATIO BOYS TO GIRLS			80.0%				20.0%

TXH1024 ICE AT THE PARKS

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	22	20	13	22	(9)	(7)	15
NEW	14	7	7	8	(1)	0	8
RETAINED	8	13	6	14	(8)	(7)	7
LOST	1	6	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	22	19	13	TOTAL	0	1	0
NEW	14	6	7	NEW	0	1	0
RETAINED	8	13	6	RETAINED	0	0	0
LOST	1	6	3	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

TXH0031 ICE SKATE USA HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	0	28	36	30	6	8	38
NEW	0	23	14	24	(10)	(9)	15
RETAINED	0	5	22	6	16	17	23
LOST	0	0	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	25	32	TOTAL	0	3	4
NEW	0	22	12	NEW	0	1	2
RETAINED	0	3	20	RETAINED	0	2	2
LOST	0	0	7	LOST	0	0	0
RATIO BOYS TO GIRLS			88.9%				11.1%

TXH0076 JACKALOPES AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	53	43	33	45	(12)	(10)	35
NEW	26	19	13	20	(7)	(6)	14
RETAINED	27	24	20	25	(5)	(4)	21
LOST	18	13	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	48	39	28	TOTAL	5	4	5
NEW	24	18	10	NEW	2	1	3
RETAINED	24	21	18	RETAINED	3	3	2
LOST	15	12	8	LOST	3	1	2
RATIO BOYS TO GIRLS			84.8%				15.2%

TXH1037 NYTEX SPORTS LLC

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	38	6	22	7	15	16	24
NEW	22	6	15	7	8	9	16
RETAINED	16	0	7	0	7	7	8
LOST	1	17	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	37	5	22	TOTAL	1	1	0
NEW	21	5	15	NEW	1	1	0
RETAINED	16	0	7	RETAINED	0	0	0
LOST	1	16	1	LOST	0	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

TXH0032 SPIRIT ICE ARENA

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	14	8	13	10	3	5	15
NEW	7	4	9	5	4	5	10
RETAINED	7	4	4	5	(1)	0	5
LOST	1	7	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	10	6	8	TOTAL	4	2	5
NEW	5	4	5	NEW	2	0	4
RETAINED	5	2	3	RETAINED	2	2	1
LOST	1	5	0	LOST	0	2	0
RATIO BOYS TO GIRLS			61.5%				38.5%

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	60	34	25	36	(11)	(9)	27
NEW	33	15	9	16	(7)	(6)	10
RETAINED	27	19	16	20	(4)	(3)	17
LOST	69	22	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	51	29	21	TOTAL	9	5	4
NEW	27	14	8	NEW	6	1	1
RETAINED	24	15	13	RETAINED	3	4	3
LOST	66	19	9	LOST	3	3	1
RATIO BOYS TO GIRLS			84.0%				16.0%