

# 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	28.0%	-10.2%	2.4%	-4.8%	-0.8%
7 TO 8	7.2%	-8.4%	0.0%	0.9%	-6.4%
6 TO 7	12.8%	-10.4%	-3.2%	-1.1%	-14.3%
5 TO 6	6.6%	-11.1%	-19.4%	8.6%	6.3%
4 TO 5	45.7%	-29.4%	-16.7%	-16.7%	24.0%

## 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				
WYOMING - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	1.35%	0.74%	1.60%	0.90%
Asian	1.35%	1.30%	0.20%	0.18%
Black/AA	0.58%	0.37%	0.80%	0.36%
Native Hawaiian	0.00%	0.00%	0.00%	0.18%
Hispanic/Latino	3.87%	3.15%	1.60%	2.15%
White (Non-Hispanic)	81.62%	83.30%	83.20%	83.33%
Two or more races	4.64%	4.82%	4.60%	4.12%
Other	0.58%	0.00%	1.00%	0.00%
Prefer not to answer	5.42%	6.31%	7.00%	8.78%

## 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 +72 or +14.3%
- NEW increased by +80 or +38.6%
- RETAINED decreased by -8 or -2.7%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	607	531	546	505	577
	-5.6%	-12.5%	2.8%	-7.5%	14.3%
NEW	241	215	249	207	287
	-24.2%	-10.8%	15.8%	-16.9%	38.6%
RETAINED	366	316	297	298	290
	12.6%	-13.7%	-6.0%	0.3%	-2.7%
LOST	125	137	103	117	93
	4.2%	9.6%	-24.8%	13.6%	-20.5%

### BOYS

- TOTAL increased by +45 or +11.3%
- NEW increased by +64 or +43.0%
- RETAINED decreased by -19 or -7.6%

### GIRLS

- TOTAL increased by +27 or +25.2%
- NEW increased by +16 or +27.6%
- RETAINED increased by +11 or +22.4%

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	494	441	451	398	443	TOTAL	113	90	95	107	134
	-5.2%	-10.7%	2.3%	-11.8%	11.3%		-7.4%	-20.4%	5.6%	12.6%	25.2%
NEW	188	171	194	149	213	NEW	53	44	55	58	74
	-25.7%	-9.0%	13.5%	-23.2%	43.0%		-18.5%	-17.0%	25.0%	5.5%	27.6%
RETAINED	306	270	257	249	230	RETAINED	60	46	40	49	60
	14.2%	-11.8%	-4.8%	-3.1%	-7.6%		5.3%	-23.3%	-13.0%	22.5%	22.4%
LOST	95	102	78	87	64	LOST	30	35	25	30	29
	1.1%	7.4%	-23.5%	11.5%	-26.4%		15.4%	16.7%	-28.6%	20.0%	-3.3%
BOYS TO GIRLS RATIO					76.8%						23.2%

### GROWTH CHALLENGE

- TOTAL OVER-performed by +60
- NEW OVER-performed by +75
- RETAINED UNDER-performed by -15

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
517	60	72	593
212	75	80	295
305	(15)	(8)	298
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			52.5

# ASSOCIATIONS

WYH0004 CASPER AMATEUR HOCKEY CLUB

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	76	79	92	82	10	13	95
NEW	36	27	40	28	12	13	41
RETAINED	40	52	52	54	(2)	0	54
LOST	7	5	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	67	68	76	TOTAL	9	11	16
NEW	29	21	32	NEW	7	6	8
RETAINED	38	47	44	RETAINED	2	5	8
LOST	6	4	7	LOST	1	1	2
RATIO BOYS TO GIRLS			82.6%				17.4%

WYH0011 CHEYENNE YOUTH 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	40	52	55	54	1	3	57
NEW	16	27	23	28	(5)	(4)	24
RETAINED	24	25	32	26	6	7	33
LOST	6	2	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	29	36	40	TOTAL	11	16	15
NEW	11	19	16	NEW	5	8	7
RETAINED	18	17	24	RETAINED	6	8	8
LOST	6	1	2	LOST	0	1	2
RATIO BOYS TO GIRLS			72.7%				27.3%

WYH0015 DOUGLAS YOUTH 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	33	36	28	38	(10)	(8)	30
NEW	14	16	12	17	(5)	(4)	13
RETAINED	19	20	16	21	(5)	(4)	17
LOST	8	4	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	28	24	16	TOTAL	5	12	12
NEW	12	8	6	NEW	2	8	6
RETAINED	16	16	10	RETAINED	3	4	6
LOST	6	3	7	LOST	2	1	6
RATIO BOYS TO GIRLS			57.1%				42.9%

WYH0060 GILLETTE 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	32	16	24	18	6	8	26
NEW	14	3	20	4	16	17	21
RETAINED	18	13	4	14	(10)	(9)	5
LOST	7	5	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	30	15	21	TOTAL	2	1	3
NEW	13	2	17	NEW	1	1	3
RETAINED	17	13	4	RETAINED	1	0	0
LOST	7	4	1	LOST	0	1	0
RATIO BOYS TO GIRLS			87.5%				12.5%

WYH0080 JACKSON YOUTH HOCKEY

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	92	76	87	79	8	11	90
NEW	32	31	35	32	3	4	36
RETAINED	60	45	52	47	5	7	54
LOST	14	26	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	74	56	69	TOTAL	18	20	18
NEW	23	18	30	NEW	9	13	5
RETAINED	51	38	39	RETAINED	9	7	13
LOST	10	18	5	LOST	4	8	3
RATIO BOYS TO GIRLS			79.3%				20.7%

LARAMIE AMATEUR HOCKEY

WYH0003 CLUB

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	30	37	32	5	7	39
NEW	29	12	23	13	10	11	24
RETAINED	31	18	14	19	(5)	(4)	15
LOST	10	23	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	52	26	28	TOTAL	8	4	9
NEW	24	8	15	NEW	5	4	8
RETAINED	28	18	13	RETAINED	3	0	1
LOST	9	19	4	LOST	1	4	1
RATIO BOYS TO GIRLS			75.7%				24.3%

WYH0050 PARK COUNTY YOUTH 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	16	14	19	16	3	5	21
NEW	4	3	13	4	9	10	14
RETAINED	12	11	6	12	(6)	(5)	7
LOST	6	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	12	11	15	TOTAL	4	3	4
NEW	1	2	10	NEW	3	1	3
RETAINED	11	9	5	RETAINED	1	2	1
LOST	6	2	1	LOST	0	1	1
RATIO BOYS TO GIRLS			78.9%				21.1%

WYH0008 PINEDALE 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	41	34	66	36	30	32	68
NEW	13	13	35	14	21	22	36
RETAINED	28	21	31	22	9	10	32
LOST	5	6	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	32	31	57	TOTAL	9	3	9
NEW	9	13	28	NEW	4	0	7
RETAINED	23	18	29	RETAINED	5	3	2
LOST	3	4	3	LOST	2	2	1
RATIO BOYS TO GIRLS			86.4%				13.6%

RIVERTON ICE HOCKEY ASSOCIATION

WYH0040

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	45	42	49	44	5	7	51
NEW	25	12	25	13	12	13	26
RETAINED	20	30	24	31	(7)	(6)	25
LOST	7	15	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	39	33	43	TOTAL	6	9	6
NEW	21	8	23	NEW	4	4	2
RETAINED	18	25	20	RETAINED	2	5	4
LOST	4	12	5	LOST	3	3	3
RATIO BOYS TO GIRLS			87.8%				12.2%

WYH0009 ROCK SPRINGS YOUTH HOCKEY

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	27	35	31	37	(6)	(4)	33
NEW	10	16	14	17	(3)	(2)	15
RETAINED	17	19	17	20	(3)	(2)	18
LOST	6	3	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	22	26	21	TOTAL	5	9	10
NEW	7	11	10	NEW	3	5	4
RETAINED	15	15	11	RETAINED	2	4	6
LOST	3	2	3	LOST	3	1	1
RATIO BOYS TO GIRLS			67.7%				32.3%

SHERIDAN AMATEUR HOCKEY  
ASSN

WYH0013

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	18	0	18	18	20
NEW	0	0	17	0	17	17	18
RETAINED	0	0	1	0	1	1	2
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	12	TOTAL	0	0	6
NEW	0	0	11	NEW	0	0	6
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			66.7%				33.3%