

# 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	2.8%	17.1%	6.0%	-3.1%	1.6%
7 TO 8	8.3%	7.2%	22.4%	-16.9%	12.9%
6 TO 7	-3.8%	35.8%	0.0%	5.4%	-4.6%
5 TO 6	15.7%	38.5%	13.5%	-6.0%	-36.6%
4 TO 5	48.4%	39.1%	-20.3%	-25.5%	-21.1%

## 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				
CAROLINA - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.45%	0.66%	0.30%	0.72%
Asian	3.26%	3.13%	2.27%	2.75%
Black/AA	1.18%	0.84%	0.59%	0.92%
Native Hawaiian	0.36%	0.24%	0.00%	0.33%
Hispanic/Latino	1.90%	2.28%	1.98%	2.35%
White (Non-Hispanic)	79.26%	81.31%	80.24%	78.09%
Two or more races	5.25%	5.89%	5.24%	4.12%
Other	0.63%	0.60%	0.59%	1.77%
Prefer not to answer	7.70%	5.05%	8.79%	8.96%

## 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 +515 or +51.0%
- NEW increased by +558 or +153.7%
- RETAINED decreased by -43 or -6.6%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	1550	1609	1745	1010	1525
	35.4%	3.8%	8.5%	-42.1%	51.0%
NEW	1024	954	1036	363	921
	56.3%	-6.8%	8.6%	-65.0%	153.7%
RETAINED	526	655	709	647	604
	7.3%	24.5%	8.2%	-8.7%	-6.6%
LOST	316	499	485	619	193
	58.0%	57.9%	-2.8%	27.6%	-68.8%

### BOYS

- TOTAL increased by +442 or +50.4%
- NEW increased by +480 or +156.9%
- RETAINED decreased by -38 or -6.7%

### GIRLS

- TOTAL increased by +37 or +54.9%
- NEW increased by +78 or +136.8%
- RETAINED decreased by -5 or -6.6%

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	1320	1390	1513	877	1319	TOTAL	230	219	232	133	206
	31.2%	5.3%	8.8%	-42.0%	50.4%		65.5%	-4.8%	5.9%	-42.7%	54.9%
NEW	848	790	882	306	786	NEW	176	164	154	57	135
	52.0%	-6.8%	11.6%	-65.3%	156.9%		81.4%	-6.8%	-6.1%	-63.0%	136.8%
RETAINED	472	600	631	571	533	RETAINED	54	55	78	76	71
	5.4%	27.1%	5.2%	-9.5%	-6.7%		28.6%	1.9%	41.8%	-2.6%	-6.6%
LOST	260	385	400	532	160	LOST	56	114	85	87	33
	56.6%	48.1%	3.9%	33.0%	-69.9%		64.7%	103.6%	-25.4%	2.4%	-62.1%
BOYS TO GIRLS RATIO					86.5%						13.5%

### GROWTH CHALLENGE

- TOTAL OVER-performed by +490
- NEW OVER-performed by +549
- RETAINED UNDER-performed by -59

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
1035	490	515	1565
372	549	558	945
663	(59)	(43)	620
# OF ASSOCIATIONS			15
AVERAGE # PLAYERS/ASSOCIATION			101.7

# ASSOCIATIONS

NCH0005      CAPE FEAR 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	0	0	20	0	20	20	22
NEW	0	0	18	0	18	18	19
RETAINED	0	0	2	0	2	2	3
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	20	TOTAL	0	0	0
NEW	0	0	18	NEW	0	0	0
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0052      CAROLINA JR HURRICANES

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	82	0	82	82	85
NEW	0	0	63	0	63	63	65
RETAINED	0	0	19	0	19	19	20
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	67	TOTAL	0	0	15
NEW	0	0	52	NEW	0	0	11
RETAINED	0	0	15	RETAINED	0	0	4
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			81.7%				18.3%

NCH0035      CAROLINA STARS

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	28	11	30	(19)	(17)	13
NEW	14	23	8	24	(16)	(15)	9
RETAINED	0	5	3	6	(3)	(2)	4
LOST	0	2	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	14	27	11	TOTAL	0	1	0
NEW	14	22	8	NEW	0	1	0
RETAINED	0	5	3	RETAINED	0	0	0
LOST	0	2	11	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0003 CHARLOTTE METRO 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	158	94	149	98	51	55	154
NEW	59	12	62	13	49	50	64
RETAINED	99	82	87	85	2	5	90
LOST	47	53	41				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	141	86	132	TOTAL	17	8	17
NEW	50	12	55	NEW	9	0	7
RETAINED	91	74	77	RETAINED	8	8	10
LOST	43	47	37	LOST	4	6	4
RATIO BOYS TO GIRLS			88.6%				11.4%

NCH0021 GREENSBORO 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	34	49	52	51	1	3	54
NEW	11	21	24	22	2	3	25
RETAINED	23	28	28	29	(1)	0	29
LOST	1	10	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	33	47	52	TOTAL	1	2	0
NEW	10	19	24	NEW	1	2	0
RETAINED	23	28	28	RETAINED	0	0	0
LOST	1	10	7	LOST	0	0	1
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0010 PINEVILLE ICE 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	9	6	36	7	29	30	38
NEW	9	6	34	7	27	28	35
RETAINED	0	0	2	0	2	2	3
LOST	0	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	9	4	33	TOTAL	0	2	3
NEW	9	4	31	NEW	0	2	3
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	1	1	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%

NCH0034 POLAR HOUSE 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	681	222	270	228	42	48	278
NEW	487	26	121	27	94	95	125
RETAINED	194	196	149	201	(52)	(47)	153
LOST	79	314	26				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	602	198	245	TOTAL	79	24	25
NEW	427	22	109	NEW	60	4	12
RETAINED	175	176	136	RETAINED	19	20	13
LOST	61	276	22	LOST	18	38	4
RATIO BOYS TO GIRLS			90.7%				9.3%

TRIANGLE YOUTH HOCKEY OF NORTH CAROLINA

NCH0006

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	42	41	44	(3)	(1)	43
NEW	32	23	24	24	0	1	25
RETAINED	16	19	17	20	(3)	(2)	18
LOST	9	7	13				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	38	36	36	TOTAL	10	6	5
NEW	23	21	20	NEW	9	2	4
RETAINED	15	15	16	RETAINED	1	4	1
LOST	8	7	11	LOST	1	0	2
RATIO BOYS TO GIRLS			87.8%				12.2%

NCH0008 WILMINGTON ICE HOCKEY ASSOC

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	15	0	15	15	17
NEW	0	0	13	0	13	13	14
RETAINED	0	0	2	0	2	2	3
LOST	0	0	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	13	TOTAL	0	0	2
NEW	0	0	11	NEW	0	0	2
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			86.7%				13.3%

WINSTON-SALEM YOUTH HOCKEY  
ASSOCIATION

NCH0050

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	65	57	61	59	2	4	63
NEW	43	33	35	34	1	2	36
RETAINED	22	24	26	25	1	2	27
LOST	4	29	25				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	43	35	46	TOTAL	22	22	15
NEW	29	21	31	NEW	14	12	4
RETAINED	14	14	15	RETAINED	8	10	11
LOST	4	22	19	LOST	0	7	6
RATIO BOYS TO GIRLS			75.4%				24.6%

SOUTH CAROLINA

CAROLINA RAGE HOCKEY  
CLUB

SCH0012

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	19	17	19	19	0	2	21
NEW	12	13	12	14	(2)	(1)	13
RETAINED	7	4	7	5	2	3	8
LOST	0	1	4				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	19	13	16	TOTAL	0	4	3
NEW	12	9	11	NEW	0	4	1
RETAINED	7	4	5	RETAINED	0	0	2
LOST	0	1	3	LOST	0	0	1
RATIO BOYS TO GIRLS			84.2%				15.8%

SCH0003 CHARLESTON 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	19	30	30	32	(2)	0	32
NEW	11	25	17	26	(9)	(8)	18
RETAINED	8	5	13	6	7	8	14
LOST	1	0	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	18	28	29	TOTAL	1	2	1
NEW	11	23	17	NEW	0	2	0
RETAINED	7	5	12	RETAINED	1	0	1
LOST	1	0	1	LOST	0	0	1
RATIO BOYS TO GIRLS			96.7%				3.3%

SCH0005 COLUMBIA CYCLONES

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	7	32	42	34	8	10	44
NEW	6	20	25	21	4	5	26
RETAINED	1	12	17	13	4	5	18
LOST	5	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	31	41	TOTAL	7	1	1
NEW	0	19	24	NEW	6	1	1
RETAINED	0	12	17	RETAINED	1	0	0
LOST	0	5	4	LOST	5	0	1
RATIO BOYS TO GIRLS			97.6%				2.4%

SCH0007 GREATER GREENVILLE 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	35	23	30	25	5	7	32
NEW	26	16	19	17	2	3	20
RETAINED	9	7	11	8	3	4	12
LOST	8	15	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	33	20	27	TOTAL	2	3	3
NEW	24	15	16	NEW	2	1	3
RETAINED	9	5	11	RETAINED	0	2	0
LOST	8	15	1	LOST	0	0	2
RATIO BOYS TO GIRLS			90.0%				10.0%

SCH0010 PAVILLION RECREATION COMPLEX

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	19	0	19	19	21
NEW	0	0	16	0	16	16	17
RETAINED	0	0	3	0	3	3	4
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	15	TOTAL	0	0	4
NEW	0	0	13	NEW	0	0	3
RETAINED	0	0	2	RETAINED	0	0	1
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			78.9%				21.1%