

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.

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	3.9%	-20.8%	15.5%	-15.5%	50.0%
7 TO 8	-6.4%	2.7%	-2.7%	21.9%	4.5%
6 TO 7	54.3%	-14.1%	-1.6%	13.3%	-5.9%
5 TO 6	7.1%	-26.7%	12.1%	-2.7%	16.7%
4 TO 5	-20.0%	12.5%	-5.6%	-5.9%	31.3%

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				
UTAH - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.00%	0.52%	1.24%	0.63%
Asian	2.27%	1.55%	1.98%	1.46%
Black/AA	1.52%	1.55%	1.49%	1.04%
Native Hawaiian	0.25%	0.00%	0.00%	0.42%
Hispanic/Latino	2.78%	2.84%	2.72%	3.54%
White (Non-Hispanic)	78.28%	79.59%	80.20%	77.29%
Two or more races	6.82%	5.94%	5.20%	5.42%
Other	0.76%	0.52%	0.25%	0.21%
Prefer not to answer	7.07%	7.49%	6.93%	10.00%

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 +76 or +18.8%
- NEW increased by +65 or +33.5%
- RETAINED increased by +11 or +5.2%

BOYS & GIRLS 8 & UNDER SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	378	396	387	404	480
	-7.1%	4.8%	-2.3%	4.4%	18.8%
NEW	169	203	196	194	259
	-21.0%	20.1%	-3.4%	-1.0%	33.5%
RETAINED	209	193	191	210	221
	8.3%	-7.7%	-1.0%	9.9%	5.2%
LOST	95	97	97	81	57
	21.8%	2.1%	0.0%	-16.5%	-29.6%

BOYS

- TOTAL increased by +62 or +18.1%
- NEW increased by +60 or +37.0%
- RETAINED increased +2 or +1.1%

GIRLS

- TOTAL increased by +14 or +22.6%
- NEW increased by +5 or +15.6%
- RETAINED increased by +9 or +30.0%

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	318	338	332	342	404	TOTAL	60	58	55	62	76
	-10.4%	6.3%	-1.8%	3.0%	18.1%		15.4%	-3.3%	-5.2%	12.7%	22.6%
NEW	136	171	165	162	222	NEW	33	32	31	32	37
	-24.0%	25.7%	-3.5%	-1.8%	37.0%		-5.7%	-3.0%	-3.1%	3.2%	15.6%
RETAINED	182	167	167	180	182	RETAINED	27	26	24	30	39
	3.4%	-8.2%	0.0%	7.8%	1.1%		58.8%	-3.7%	-7.7%	25.0%	30.0%
LOST	84	79	76	68	44	LOST	11	18	21	13	13
	33.3%	-6.0%	-3.8%	-10.5%	-35.3%		-26.7%	63.6%	16.7%	-38.1%	0.0%
BOYS TO GIRLS RATIO					84.2%						15.8%

GROWTH CHALLENGE

- TOTAL OVER-performed by +65
- NEW OVER-performed by +60
- RETAINED OVER-performed by +5

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
415	65	76	493
199	60	65	266
216	5	11	227
# OF ASSOCIATIONS			8
AVERAGE # PLAYERS/ASSOCIATION			60.0

ASSOCIATIONS

UTH0030 ASHLEY VALLEY AHA

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	36	36	34	38	(4)	(2)	36
NEW	20	17	13	18	(5)	(4)	14
RETAINED	16	19	21	20	1	2	22
LOST	12	10	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	31	31	31	TOTAL	5	5	3
NEW	15	15	12	NEW	5	2	1
RETAINED	16	16	19	RETAINED	0	3	2
LOST	6	9	4	LOST	6	1	3
RATIO BOYS TO GIRLS			91.2%				8.8%

UTH0095 CACHE VALLEY 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	40	41	57	43	14	16	59
NEW	20	22	38	23	15	16	39
RETAINED	20	19	19	20	(1)	0	20
LOST	7	9	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	33	32	44	TOTAL	7	9	13
NEW	14	17	31	NEW	6	5	7
RETAINED	19	15	13	RETAINED	1	4	6
LOST	6	6	5	LOST	1	3	1
RATIO BOYS TO GIRLS			77.2%				22.8%

UTH0070 DAVIS 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	40	39	53	41	12	14	55
NEW	23	25	34	26	8	9	35
RETAINED	17	14	19	15	4	5	20
LOST	10	5	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	34	30	44	TOTAL	6	9	9
NEW	20	19	31	NEW	3	6	3
RETAINED	14	11	13	RETAINED	3	3	6
LOST	7	5	8	LOST	3	0	3
RATIO BOYS TO GIRLS			83.0%				17.0%

UTH0004 OLYMPIC OVAL

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	57	75	61	77	(16)	(14)	63
NEW	24	37	28	38	(10)	(9)	29
RETAINED	33	38	33	39	(6)	(5)	34
LOST	18	8	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	53	66	56	TOTAL	4	9	5
NEW	23	34	26	NEW	1	3	2
RETAINED	30	32	30	RETAINED	3	6	3
LOST	12	8	10	LOST	6	0	2
RATIO BOYS TO GIRLS			91.8%				8.2%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

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	6	35	48	37	11	13	50
NEW	3	24	34	25	9	10	35
RETAINED	3	11	14	12	2	3	15
LOST	21	1	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	6	30	42	TOTAL	0	5	6
NEW	3	19	31	NEW	0	5	3
RETAINED	3	11	11	RETAINED	0	0	3
LOST	19	1	6	LOST	2	0	0
RATIO BOYS TO GIRLS			87.5%				12.5%

SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

UTH0006

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	43	41	44	43	1	3	46
NEW	20	22	27	23	4	5	28
RETAINED	23	19	17	20	(3)	(2)	18
LOST	6	6	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	34	37	39	TOTAL	9	4	5
NEW	15	22	24	NEW	5	0	3
RETAINED	19	15	15	RETAINED	4	4	2
LOST	6	4	4	LOST	0	2	1
RATIO BOYS TO GIRLS			88.6%				11.4%

UTH0090 WASATCH MOUNTAIN AHA

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	36	32	47	34	13	15	49
NEW	30	19	20	20	0	1	21
RETAINED	6	13	27	14	13	14	28
LOST	4	8	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	35	28	40	TOTAL	1	4	7
NEW	29	15	17	NEW	1	4	3
RETAINED	6	13	23	RETAINED	0	0	4
LOST	3	8	7	LOST	1	0	0
RATIO BOYS TO GIRLS			85.1%				14.9%

UTH0077 WEBER COUNTY 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	66	81	69	12	15	84
NEW	0	44	38	46	(8)	(6)	39
RETAINED	0	22	43	23	20	21	45
LOST	0	0	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	57	67	TOTAL	0	9	14
NEW	0	37	32	NEW	0	7	6
RETAINED	0	20	35	RETAINED	0	2	8
LOST	0	0	12	LOST	0	0	2
RATIO BOYS TO GIRLS			82.7%				17.3%