

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	-13.0%	-2.7%	-4.0%	-13.6%	-13.3%
7 TO 8	-5.0%	-4.5%	-12.8%	-17.6%	19.0%
6 TO 7	-3.4%	-14.1%	5.3%	-5.6%	-16.6%
5 TO 6	-3.1%	2.5%	5.6%	-48.2%	30.7%
4 TO 5	8.0%	6.5%	-21.7%	-26.7%	-6.1%

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				
RHODE ISLAND - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.09%	0.52%	0.66%	0.20%
Asian	1.11%	1.40%	1.05%	0.49%
Black/AA	0.85%	0.61%	1.05%	0.98%
Native Hawaiian	0.00%	0.17%	0.00%	0.00%
Hispanic/Latino	2.13%	2.18%	1.84%	1.08%
White (Non-Hispanic)	82.57%	82.11%	83.73%	84.07%
Two or more races	4.93%	4.54%	4.20%	3.34%
Other	0.68%	0.79%	0.52%	0.69%
Prefer not to answer	7.57%	7.68%	6.96%	9.14%

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 +273 or +35.8%
- NEW increased by +256 or +107.6%
- RETAINED increased by +17 or +3.2%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	1275	1235	1185	762	1035
	0.1%	-3.1%	-4.0%	-35.7%	35.8%
NEW	520	520	499	238	494
	6.1%	0.0%	-4.0%	-52.3%	107.6%
RETAINED	755	715	686	524	541
	-3.7%	-5.3%	-4.1%	-23.6%	3.2%
LOST	284	302	311	442	147
	-19.5%	6.3%	3.0%	42.1%	-66.7%

BOYS

- TOTAL increased by +221 or +36.2%
- NEW increased by +210 or +116.7%
- RETAINED increased by +11 or +2.6%

GIRLS

- TOTAL increased by +52 or +34.2%
- NEW increased by +46 or +79.3%
- RETAINED increased by +6 or +6.4%

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	1006	978	948	610	831	TOTAL	269	257	237	152	204
	-0.5%	-2.8%	-3.1%	-35.7%	36.2%		2.3%	-4.5%	-7.8%	-35.9%	34.2%
NEW	401	393	395	180	390	NEW	119	127	104	58	104
	9.9%	-2.0%	0.5%	-54.4%	116.7%		-4.8%	6.7%	-18.1%	-44.2%	79.3%
RETAINED	605	585	553	430	441	RETAINED	150	130	133	94	100
	-6.3%	-3.3%	-5.5%	-22.2%	2.6%		8.7%	-13.3%	2.3%	-29.3%	6.4%
LOST	213	213	233	340	105	LOST	71	89	78	102	42
	-16.5%	0.0%	9.4%	45.9%	-69.1%		-27.6%	25.4%	-12.4%	30.8%	-58.8%
BOYS TO GIRLS RATIO					80.3%						19.7%

GROWTH CHALLENGE

- TOTAL OVER-performed by +254
- NEW OVER-performed by +250
- RETAINED OVER-performed by +4

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
781	254	273	1062
244	250	256	507
537	4	17	555
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			94.1

ASSOCIATIONS

**BURRILLVILLE JUNIOR HOCKEY
LEAGUE**

RIH0142

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	8	14	19	16	3	5	21
NEW	1	9	9	10	(1)	0	10
RETAINED	7	5	10	6	4	5	11
LOST	8	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	7	10	16	TOTAL	1	4	3
NEW	1	6	9	NEW	0	3	0
RETAINED	6	4	7	RETAINED	1	1	3
LOST	7	1	1	LOST	1	0	0
RATIO BOYS TO GIRLS			84.2%				15.8%

**CRI KNIGHTS YOUTH HOCKEY
LEAGUE**

RIH0012

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	102	44	21	46	(25)	(23)	23
NEW	54	12	5	13	(8)	(7)	6
RETAINED	48	32	16	33	(17)	(16)	17
LOST	52	59	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	74	33	18	TOTAL	28	11	3
NEW	40	9	5	NEW	14	3	0
RETAINED	34	24	13	RETAINED	14	8	3
LOST	38	42	13	LOST	14	17	3
RATIO BOYS TO GIRLS			85.7%				14.3%

RIH0139 GPYHA

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	25	53	27	26	28	56
NEW	15	13	41	14	27	28	43
RETAINED	18	12	12	13	(1)	0	13
LOST	6	7	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	30	22	44	TOTAL	3	3	9
NEW	15	11	33	NEW	0	2	8
RETAINED	15	11	11	RETAINED	3	1	1
LOST	6	7	0	LOST	0	0	1
RATIO BOYS TO GIRLS			83.0%				17.0%

RIH0179 JR MOUNTIES

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	16
NEW	0	0	15	0	15	15	16
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	13	TOTAL	0	0	2
NEW	0	0	13	NEW	0	0	2
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			86.7%				13.3%

RIH0170 NEWPORT 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	160	67	170	70	100	103	175
NEW	67	18	109	19	90	91	112
RETAINED	93	49	61	51	10	12	63
LOST	38	91	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	121	53	131	TOTAL	39	14	39
NEW	51	11	81	NEW	16	7	28
RETAINED	70	42	50	RETAINED	23	7	11
LOST	23	64	8	LOST	15	27	3
RATIO BOYS TO GIRLS			77.1%				22.9%

RIH0146 N.R.I. VIKINGS

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	36	41	38	3	5	43
NEW	14	16	23	17	6	7	24
RETAINED	24	20	18	21	(3)	(2)	19
LOST	4	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	28	34	39	TOTAL	10	2	2
NEW	11	16	21	NEW	3	0	2
RETAINED	17	18	18	RETAINED	7	2	0
LOST	3	2	3	LOST	1	1	0
RATIO BOYS TO GIRLS			95.1%				4.9%

RIH0008 PROVIDENCE 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	204	112	86	116	(30)	(26)	89
NEW	119	29	25	30	(5)	(4)	26
RETAINED	85	83	61	86	(25)	(22)	63
LOST	18	54	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	186	103	79	TOTAL	18	9	7
NEW	105	27	23	NEW	14	2	2
RETAINED	81	76	56	RETAINED	4	7	5
LOST	18	46	11	LOST	0	8	2
RATIO BOYS TO GIRLS			91.9%				8.1%

RIH0177 RI JR BLUES

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	108	70	67	72	(5)	(3)	69
NEW	87	33	36	34	2	3	37
RETAINED	21	37	31	38	(7)	(6)	32
LOST	2	40	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	96	62	60	TOTAL	12	8	7
NEW	78	26	32	NEW	9	7	4
RETAINED	18	36	28	RETAINED	3	1	3
LOST	2	35	17	LOST	0	5	4
RATIO BOYS TO GIRLS			89.6%				10.4%

RIH0134 RHODE ISLAND STING

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	13	13	15	15	0	2	17
NEW	5	7	11	8	3	4	12
RETAINED	8	6	4	7	(3)	(2)	5
LOST	2	2	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	1	0	0	TOTAL	12	13	15
NEW	0	0	0	NEW	5	7	11
RETAINED	1	0	0	RETAINED	7	6	4
LOST	0	0	0	LOST	2	2	5
RATIO BOYS TO GIRLS			0.0%				100.0%

SOUTHERN RHODE ISLAND YOUTH HOCKEY
ASSOC

RIH0011

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	113	87	122	90	32	35	126
NEW	46	40	57	41	16	17	59
RETAINED	67	47	65	49	16	18	67
LOST	13	32	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	91	70	101	TOTAL	22	17	21
NEW	35	30	49	NEW	11	10	8
RETAINED	56	40	52	RETAINED	11	7	13
LOST	8	21	3	LOST	5	11	4
RATIO BOYS TO GIRLS			82.8%				17.2%

RIH0144

WARWICK JUNIOR 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	117	84	67	88	(21)	(17)	69
NEW	72	42	33	44	(11)	(9)	34
RETAINED	45	42	34	44	(10)	(8)	35
LOST	6	43	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	105	72	60	TOTAL	12	12	7
NEW	67	31	30	NEW	5	11	3
RETAINED	38	41	30	RETAINED	7	1	4
LOST	6	38	24	LOST	0	5	6
RATIO BOYS TO GIRLS			89.6%				10.4%