

# 2021-2022

# SEASON

## 8 & UNDER MEMBERSHIP REPORT



### TABLE OF CONTENTS

**01** PARTICIPATION +  
RETENTION OVERVIEW

**02** ETHNICITY BREAKDOWN

**03** KEY TAKEAWAYS:  
NATIONAL LEVEL

**04** KEY TAKEAWAYS:  
AFFILIATE LEVEL

**05** ASSOCIATIONS



## 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	-4.9%	-7.8%	-12.9%	11.6%	1.2%
7 TO 8	-8.7%	-11.9%	11.5%	-4.2%	12.0%
6 TO 7	-10.0%	11.1%	-3.3%	4.1%	0.7%
5 TO 6	27.6%	-17.2%	5.4%	-6.0%	34.5%
4 TO 5	0.0%	8.2%	-1.5%	36.9%	-21.3%

## 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				
SOUTH DAKOTA - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	1.23%	1.07%	1.18%	1.28%
Asian	0.74%	0.71%	0.47%	0.64%
Black/AA	0.61%	0.12%	0.35%	0.43%
Native Hawaiian	0.00%	0.00%	0.00%	0.11%
Hispanic/Latino	1.72%	0.83%	1.53%	1.18%
White (Non-Hispanic)	88.96%	90.52%	88.78%	86.65%
Two or more races	2.21%	3.55%	3.78%	4.59%
Other	0.00%	0.12%	0.00%	0.64%
Prefer not to answer	3.19%	3.08%	3.90%	4.49%

## 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 +88 or +10.4%
- NEW increased by +53 or +16.2%
- RETAINED increased by +35 or +6.7%

BOYS & GIRLS 8 & UNDER SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	812	815	846	848	936
	-5.7%	0.4%	3.8%	0.2%	10.4%
NEW	306	326	337	328	381
	-11.8%	6.5%	3.4%	-2.7%	16.2%
RETAINED	506	489	509	520	555
	-1.6%	-3.4%	4.1%	2.2%	6.7%
LOST	149	140	149	141	126
	-5.1%	-6.0%	6.4%	-5.4%	-10.6%

### BOYS

- TOTAL increased by +81 or +12.1%
- NEW increased by +50 or +20.0%
- RETAINED increased by +31 or +7.4%

### GIRLS

- TOTAL increased by +7 or +3.9%
- NEW increased by +3 or +3.8%
- RETAINED increased by +4 or +3.9%

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	677	653	675	668	749	TOTAL	135	162	171	180	187
	-2.4%	-3.5%	3.4%	-1.0%	12.1%		-19.2%	20.0%	5.6%	5.3%	3.9%
NEW	253	242	259	250	300	NEW	53	84	78	78	81
	-3.8%	-4.3%	7.0%	-3.5%	20.0%		-36.9%	58.5%	-7.1%	0.0%	3.8%
RETAINED	424	411	416	418	449	RETAINED	82	78	93	102	106
	-1.6%	-3.1%	1.2%	0.5%	7.4%		-1.2%	-4.9%	19.2%	9.7%	3.9%
LOST	100	105	108	112	86	LOST	49	35	41	29	40
	-13.8%	5.0%	2.9%	3.7%	-23.2%		19.5%	-28.6%	17.1%	-29.3%	37.9%
BOYS TO GIRLS RATIO					80.0%						20.0%

### GROWTH CHALLENGE

- TOTAL OVER-performed by +68
- NEW OVER-performed by +35
- RETAINED OVER-performed by +33

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
868	68	88	960
346	35	53	391
522	33	35	569
# OF ASSOCIATIONS			10
AVERAGE # PLAYERS/ASSOCIATION			93.6

# ASSOCIATIONS

SDH0118 ABERDEEN 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	62	65	69	67	2	4	72
NEW	17	28	19	29	(10)	(9)	20
RETAINED	45	37	50	38	12	13	52
LOST	10	10	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	50	52	55	TOTAL	12	13	14
NEW	14	20	13	NEW	3	8	6
RETAINED	36	32	42	RETAINED	9	5	8
LOST	6	6	4	LOST	4	4	2
RATIO BOYS TO GIRLS			79.7%				20.3%

SDH0123 BRANDON VALLEY 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	39	49	55	51	4	6	57
NEW	11	21	17	22	(5)	(4)	18
RETAINED	28	28	38	29	9	10	39
LOST	16	2	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	32	40	46	TOTAL	7	9	9
NEW	10	18	16	NEW	1	3	1
RETAINED	22	22	30	RETAINED	6	6	8
LOST	7	1	0	LOST	9	1	0
RATIO BOYS TO GIRLS			83.6%				16.4%

SDH0119 BROOKINGS ICE SKATING 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	79	87	100	90	10	13	104
NEW	33	28	42	29	13	14	44
RETAINED	46	59	58	61	(3)	(1)	60
LOST	9	7	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	68	72	84	TOTAL	11	15	16
NEW	28	18	32	NEW	5	10	10
RETAINED	40	54	52	RETAINED	6	5	6
LOST	7	5	5	LOST	2	2	2
RATIO BOYS TO GIRLS			84.0%				16.0%

SDH0116 HURON 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	46	43	50	45	5	7	52
NEW	14	16	20	17	3	4	21
RETAINED	32	27	30	28	2	3	31
LOST	13	13	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	38	31	34	TOTAL	8	12	16
NEW	12	11	12	NEW	2	5	8
RETAINED	26	20	22	RETAINED	6	7	8
LOST	5	11	3	LOST	8	2	2
RATIO BOYS TO GIRLS			68.0%				32.0%

SDH0124 MITCHELL SKATING AND 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	46	42	41	44	(3)	(1)	43
NEW	11	14	14	15	(1)	0	15
RETAINED	35	28	27	29	(2)	(1)	28
LOST	6	6	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	37	31	34	TOTAL	9	11	7
NEW	8	10	13	NEW	3	4	1
RETAINED	29	21	21	RETAINED	6	7	6
LOST	5	5	3	LOST	1	1	2
RATIO BOYS TO GIRLS			82.9%				17.1%

SDH0127 OAHE 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	36	31	31	33	(2)	0	33
NEW	8	7	12	8	4	5	13
RETAINED	28	24	19	25	(6)	(5)	20
LOST	32	1	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	25	23	26	TOTAL	11	8	5
NEW	7	6	11	NEW	1	1	1
RETAINED	18	17	15	RETAINED	10	7	4
LOST	28	1	1	LOST	4	0	1
RATIO BOYS TO GIRLS			83.9%				16.1%

## SDH0129 RUSHMORE 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	92	78	75	81	(6)	(3)	78
NEW	47	36	25	37	(12)	(11)	26
RETAINED	45	42	50	44	6	8	52
LOST	8	21	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	72	65	65	TOTAL	20	13	10
NEW	36	29	22	NEW	11	7	3
RETAINED	36	36	43	RETAINED	9	6	7
LOST	8	16	5	LOST	0	5	4
RATIO BOYS TO GIRLS			86.7%				13.3%

## SDH0117 SIOUX FALLS 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	267	269	306	277	29	37	315
NEW	114	93	134	96	38	41	138
RETAINED	153	176	172	181	(9)	(4)	177
LOST	36	37	36				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	217	216	260	TOTAL	50	53	46
NEW	85	73	118	NEW	29	20	16
RETAINED	132	143	142	RETAINED	21	33	30
LOST	31	31	27	LOST	5	6	9
RATIO BOYS TO GIRLS			85.0%				15.0%

## WATERTOWN HOCKEY ASSOCIATION

SDH0120

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	52	22	40	24	16	18	42
NEW	22	4	23	5	18	19	24
RETAINED	30	18	17	19	(2)	(1)	18
LOST	8	17	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	40	20	29	TOTAL	12	2	11
NEW	18	4	16	NEW	4	0	7
RETAINED	22	16	13	RETAINED	8	2	4
LOST	6	13	0	LOST	2	4	0
RATIO BOYS TO GIRLS			72.5%				27.5%

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	44	40	47	42	5	7	49
NEW	17	15	22	16	6	7	23
RETAINED	27	25	25	26	(1)	0	26
LOST	9	5	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	33	29	29	TOTAL	11	11	18
NEW	11	12	12	NEW	6	3	10
RETAINED	22	17	17	RETAINED	5	8	8
LOST	7	5	2	LOST	2	0	2
RATIO BOYS TO GIRLS			61.7%				38.3%