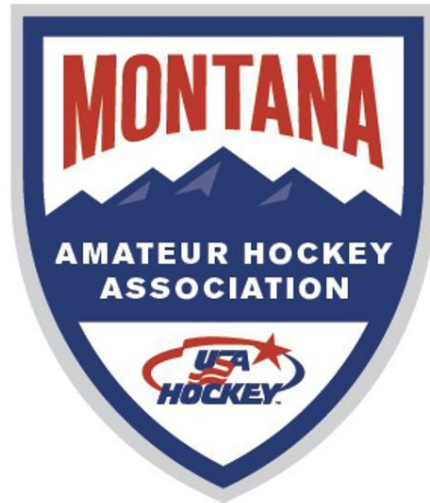


# 2022-2023 SEASON

## 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).

### ***8U REGISTRATIONS CONTINUE TO REBOUND FROM COVID DIP***

USA Hockey registrations at 8U grew slightly in 2022-23 to a total of 121,732 continuing a strong post-COVID recovery. TOTAL registrations at 8U grew at +1.9 percent year-over-year largely driven by strong retention following last season's robust inflow of NEW players.

### **BOTH BOYS AND GIRLS AT 8U GREW FOR THE SECOND STRAIGHT YEAR**

TOTAL 8U Boys and Girls grew by +2,273 or +2.1 percent versus 2021-22 tied primarily to strong retention following an unusually strong acquisition year in 2021-22 as the sport rebounded from COVID.

### **RETENTION FROM ONE AGE TO THE NEXT: AFFILIATE LEVEL**

	18-19	19-20	20-21	21-22	22-23
8 TO 9	4.6%	1.3%	-1.9%	5.7%	-4.2%
7 TO 8	-10.3%	3.1%	0.0%	0.0%	28.9%
6 TO 7	-17.9%	23.8%	-18.4%	27.5%	17.7%
5 TO 6	5.4%	-17.9%	42.2%	-3.3%	37.5%
4 TO 5	-19.6%	51.4%	-23.2%	14.0%	-2.0%

## ETHNICITY BREAKDOWN

Ethnicity Mix					
NATIONAL REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.92%	0.86%	0.70%	0.81%	0.74%
Asian	2.33%	2.71%	1.56%	2.33%	2.88%
Black/AA	0.71%	0.66%	0.56%	0.79%	0.72%
Native Hawaiian	0.11%	0.15%	0.09%	0.13%	0.15%
Hispanic/Latino	2.33%	2.53%	2.21%	2.90%	3.00%
White (Non-Hispanic)	81.33%	80.96%	81.66%	78.38%	77.99%
Two or more races	4.84%	5.04%	4.78%	4.55%	4.42%
Other	0.66%	0.63%	0.57%	0.96%	2.35%
Prefer not to answer	6.78%	6.47%	7.88%	9.15%	7.81%

Ethnicity Mix					
MONTANA REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	1.01%	1.43%	1.30%	1.90%	2.22%
Asian	0.43%	0.26%	0.43%	0.22%	0.21%
Black/AA	0.57%	0.39%	0.29%	0.00%	0.00%
Native Hawaiian	0.00%	0.00%	0.00%	0.11%	0.11%
Hispanic/Latino	2.16%	1.82%	0.29%	1.11%	1.16%
White (Non-Hispanic)	85.49%	84.82%	86.72%	84.95%	83.70%
Two or more races	3.16%	3.11%	3.17%	3.68%	3.49%
Other	0.43%	0.65%	0.29%	0.89%	0.53%
Prefer not to answer	6.61%	7.39%	7.50%	7.13%	8.57%

## KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

- TOTAL increased by +2,273 or +2.1 percent
- NEW decreased by -3,117 or -5.2 percent
- RETAINED increased by +5,390 or +9.0 percent

BOYS & GIRLS_8U					
	18-19	19-20	20-21	21-22	22-23
TOTAL	123303	121796	94582	119459	121732
	1.0%	-1.2%	-22.3%	26.3%	1.9%
NEW	55652	53799	33875	59647	56530
	-0.2%	-3.3%	-37.0%	76.1%	-5.2%
RET	67651	67997	60707	59812	65202
	1.9%	0.5%	-10.7%	-1.5%	9.0%
LOST	26026	27373	32617	15926	27405
	13.2%	5.2%	19.2%	-51.2%	72.1%

- **8U BOYS ONLY**

- TOTAL increased by +1,967 or +2.1 percent
- NEW decreased by -2,387 or -5.2 percent
- RETAINED increased by +5,390 or +9.0 percent

BOYS_8U					
	18-19	19-20	20-21	21-22	22-23
TOTAL	99946	98129	75314	94421	96388
	0.3%	-1.8%	-23.3%	25.4%	2.1%
NEW	43662	42126	25793	46213	43826
	-0.9%	-3.5%	-38.8%	79.2%	-5.2%
RET	56284	56003	49521	48208	52562
	1.3%	-0.5%	-11.6%	-2.7%	9.0%
LOST	19838	21016	25331	11914	20321
	13.3%	5.9%	20.5%	-53.0%	70.6%

- **8U GIRLS ONLY**

- TOTAL increased by +303 or +1.2 percent
- NEW decreased by -733 or -5.5 percent
- RETAINED increased by +1,036 or +8.9 percent

GIRLS 8U					
	18-19	19-20	20-21	21-22	22-23
TOTAL	23359	23665	19269	25038	25341
	3.7%	1.3%	-18.6%	29.9%	1.2%
NEW	11992	11673	8085	13434	12701
	2.3%	-2.7%	-30.7%	66.2%	-5.5%
RET	11367	11992	11184	11604	12640
	5.1%	5.5%	-6.7%	3.8%	8.9%
LOST	6189	6360	7287	4012	7083
	13.1%	2.8%	14.6%	-44.9%	76.5%

## KEY TAKEAWAYS: AFFILIATE LEVEL

- BOYS & GIRLS**

- TOTAL increased by +48 or +5.4%
- NEW decreased by -44 or -9.1%
- RETAINED increased by +92 or +22.3%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
<b>TOTAL</b>	724	771	694	897	945
	4.5%	6.5%	-10.0%	29.3%	5.4%
<b>NEW</b>	369	380	311	484	440
	26.4%	3.0%	-18.2%	55.6%	-9.1%
<b>RETAINED</b>	355	391	383	413	505
	-11.5%	10.1%	-2.0%	7.8%	22.3%
<b>LOST</b>	155	152	201	134	192
	9.9%	-1.9%	32.2%	-33.3%	43.3%

- BOYS**

- TOTAL increased by +33 or +4.8%
- NEW decreased by -41 or -11.0%
- RETAINED increased by +74 or +23.2%

- GIRLS**

- TOTAL increased by +15 or +7.4%
- NEW decreased by -3 or -2.7%
- RETAINED increased by +18 or +19.1%

BOYS_8 & UNDER_ SUMMARY						GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23		18-19	19-20	20-21	21-22	22-23
<b>TOTAL</b>	551	587	538	693	726	<b>TOTAL</b>	173	184	156	204	219
	0.4%	6.5%	-8.3%	28.8%	4.8%		20.1%	6.4%	-15.2%	30.8%	7.4%
<b>NEW</b>	271	273	237	374	333	<b>NEW</b>	98	107	74	110	107
	23.7%	0.7%	-13.2%	57.8%	-11.0%		34.2%	9.2%	-30.8%	48.6%	-2.7%
<b>RETAINED</b>	280	314	301	319	393	<b>RETAINED</b>	75	77	82	94	112
	-15.2%	12.1%	-4.1%	6.0%	23.2%		5.6%	2.7%	6.5%	14.6%	19.1%
<b>LOST</b>	120	105	138	98	137	<b>LOST</b>	35	47	63	36	55
	14.3%	-12.5%	31.4%	-29.0%	39.8%		-2.8%	34.3%	34.0%	-42.9%	52.8%
<b>BOYS TO GIRLS RATIO</b>	76.8%					23.2%					

- GROWTH CHALLENGE**

- TOTAL OVER-performed by +24
- NEW UNDER-performed by -57
- RETAINED OVER-performed by +81

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
921	24	48	969
497	(57)	(44)	451
424	81	92	518
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			85.9

# ASSOCIATIONS

MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	21	25	32	27	5	7	34
NEW	12	17	18	18	0	1	19
RETAINED	9	8	14	9	5	6	15
LOST	1	4	1				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	15	22	27	TOTAL	6	3	5
NEW	7	16	14	NEW	5	1	4
RETAINED	8	6	13	RETAINED	1	2	1
LOST	1	2	0	LOST	0	2	1
RATIO BOYS TO GIRLS			84.4%				15.6%

MTH0015 BOZEMAN AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	105	145	170	149	21	25	176
NEW	74	77	81	79	2	4	84
RETAINED	31	68	89	70	19	21	92
LOST	27	21	22				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	90	120	135	TOTAL	15	25	35
NEW	62	61	62	NEW	12	16	19
RETAINED	28	59	73	RETAINED	3	9	16
LOST	19	16	19	LOST	8	5	3
RATIO BOYS TO GIRLS			79.4%				20.6%

MTH0076 BUTTE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	49	36	41	38	3	5	43
NEW	20	19	19	20	(1)	0	20
RETAINED	29	17	22	18	4	5	23
LOST	18	10	8				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	38	27	31	TOTAL	11	9	10
NEW	16	12	13	NEW	4	7	6
RETAINED	22	15	18	RETAINED	7	2	4
LOST	13	6	5	LOST	5	4	3
RATIO BOYS TO GIRLS			75.6%				24.4%

MTH0029 FLATHEAD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	43	74	12	77	(65)	(62)	14
NEW	18	48	11	50	(39)	(37)	12
RETAINED	25	26	1	27	(26)	(25)	2
LOST	23	13	47				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	32	57	10	TOTAL	11	17	2
NEW	14	38	10	NEW	4	10	1
RETAINED	18	19	0	RETAINED	7	7	1
LOST	21	12	37	LOST	2	1	10
RATIO BOYS TO GIRLS			83.3%				16.7%

MTH0016 GLACIER HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	41	28	103	30	73	75	107
NEW	21	18	97	19	78	79	100
RETAINED	20	10	6	11	(5)	(4)	7
LOST	14	17	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	32	19	81	TOTAL	9	9	22
NEW	18	12	78	NEW	3	6	19
RETAINED	14	7	3	RETAINED	6	3	3
LOST	7	13	0	LOST	7	4	0
RATIO BOYS TO GIRLS			78.6%				21.4%

MTH0013 GREAT FALLS AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	37	44	63	46	17	19	65
NEW	18	25	36	26	10	11	37
RETAINED	19	19	27	20	7	8	28
LOST	10	7	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	29	37	51	TOTAL	8	7	12
NEW	14	21	28	NEW	4	4	8
RETAINED	15	16	23	RETAINED	4	3	4
LOST	6	3	5	LOST	4	4	2
RATIO BOYS TO GIRLS			81.0%				19.0%

MTH0012 HAVRE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	57	65	70	68	2	5	72
NEW	26	23	31	24	7	8	32
RETAINED	31	42	39	44	(5)	(3)	40
LOST	10	8	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	42	49	50	TOTAL	15	16	20
NEW	18	17	19	NEW	8	6	12
RETAINED	24	32	31	RETAINED	7	10	8
LOST	6	4	8	LOST	4	4	6
RATIO BOYS TO GIRLS			71.4%				28.6%

MTH0014 HELENA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	96	94	111	98	13	17	115
NEW	36	48	48	50	(2)	0	50
RETAINED	60	46	63	48	15	17	65
LOST	23	19	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	77	75	89	TOTAL	19	19	22
NEW	27	42	39	NEW	9	6	9
RETAINED	50	33	50	RETAINED	10	13	13
LOST	18	18	12	LOST	5	1	4
RATIO BOYS TO GIRLS			80.2%				19.8%

MTH0018 HILINE YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	26	45	38	47	(9)	(7)	40
NEW	10	22	10	23	(13)	(12)	11
RETAINED	16	23	28	24	4	5	29
LOST	3	1	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	14	28	26	TOTAL	12	17	12
NEW	6	14	8	NEW	4	8	2
RETAINED	8	14	18	RETAINED	8	9	10
LOST	1	0	4	LOST	2	1	2
RATIO BOYS TO GIRLS			68.4%				31.6%

MTH0028

## MILES CITY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	6	53	37	55	(18)	(16)	39
NEW	3	38	13	39	(26)	(25)	14
RETAINED	3	15	24	16	8	9	25
LOST	22	1	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	4	34	24	TOTAL	2	19	13
NEW	2	26	9	NEW	1	12	4
RETAINED	2	8	15	RETAINED	1	7	9
LOST	15	1	9	LOST	7	0	6
RATIO BOYS TO GIRLS			64.9%				35.1%

MTH0017

## MISSOULA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	20-21	21-22	22-23	22-23 GOAL	VS. GOAL	VS. ACTUAL	23-24 GOAL
TOTAL	77	114	121	118	3	7	125
NEW	32	56	62	58	4	6	64
RETAINED	45	58	59	60	(1)	1	61
LOST	20	6	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	64	88	97	TOTAL	13	26	24
NEW	26	39	51	NEW	6	17	11
RETAINED	38	49	46	RETAINED	7	9	13
LOST	14	6	7	LOST	6	0	6
RATIO BOYS TO GIRLS			80.2%				19.8%