

# 2022-2023 SEASON

## 8 & UNDER MEMBERSHIP REPORT

### NEVADA AMATEUR HOCKEY ASSOCIATION

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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	0.0%	173.5%	32.3%	72.4%	8.0%
7 TO 8	38.1%	131.0%	110.4%	17.0%	7.3%
6 TO 7	46.7%	159.1%	26.3%	58.3%	-1.8%
5 TO 6	183.3%	17.6%	60.0%	84.4%	-32.2%
4 TO 5	0.0%	33.3%	-25.0%	266.7%	-72.7%

## 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					
NEVADA REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.00%	0.20%	0.78%	0.21%	0.14%
Asian	2.49%	6.48%	3.60%	5.13%	5.81%
Black/AA	0.00%	0.98%	0.00%	0.96%	1.13%
Native Hawaiian	0.62%	1.96%	0.63%	0.75%	0.28%
Hispanic/Latino	4.05%	6.29%	6.26%	7.81%	7.79%
White (Non-Hispanic)	44.86%	63.46%	65.10%	65.45%	63.17%
Two or more races	11.84%	13.75%	14.87%	8.02%	11.47%
Other	1.25%	1.77%	1.41%	3.53%	3.68%
Prefer not to answer	4.36%	5.11%	7.36%	8.13%	6.52%

## 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 decreased by -230 or -24.6%
- NEW decreased by -213 or -36.4%
- RETAINED decreased by -17 or -4.9%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
<b>TOTAL</b>	370	531	704	934	704
	116.4%	43.5%	32.6%	32.7%	-24.6%
<b>NEW</b>	299	382	456	585	372
	137.3%	27.8%	19.4%	28.3%	-36.4%
<b>RETAINED</b>	71	149	248	349	332
	57.8%	109.9%	66.4%	40.7%	-4.9%
<b>LOST</b>	48	108	119	129	266
	166.7%	125.0%	10.2%	8.4%	106.2%

- BOYS**

- TOTAL decreased by -207 or -24.8%
- NEW decreased by -189 or -37.3%
- RETAINED decreased by -18 or -5.5%

- GIRLS**

- TOTAL decreased by -23 or -22.8%
- NEW decreased by -24 or -30.8%
- RETAINED increased by +1 or +4.3%

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>	335	505	643	833	626	<b>TOTAL</b>	35	26	61	101	78
	117.5%	50.7%	27.3%	29.5%	-24.8%		105.9%	-25.7%	134.6%	65.6%	-22.8%
<b>NEW</b>	269	369	403	507	318	<b>NEW</b>	30	13	53	78	54
	136.0%	37.2%	9.2%	25.8%	-37.3%		150.0%	-56.7%	307.7%	47.2%	-30.8%
<b>RETAINED</b>	66	136	240	326	308	<b>RETAINED</b>	5	13	8	23	24
	65.0%	106.1%	76.5%	35.8%	-5.5%		0.0%	160.0%	-38.5%	187.5%	4.3%
<b>LOST</b>	43	94	113	110	231	<b>LOST</b>	5	14	6	19	35
	207.1%	118.6%	20.2%	-2.7%	110.0%		25.0%	180.0%	-57.1%	216.7%	84.2%
<b>BOYS TO GIRLS RATIO</b>						88.9%					
						11.1%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -254
- NEW UNDER-performed by -228
- RETAINED UNDER-performed by -26

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
958	(254)	(230)	723
600	(228)	(213)	382
358	(26)	(17)	341
# OF ASSOCIATIONS			7
AVERAGE # PLAYERS/ASSOCIATION			100.6

# ASSOCIATIONS

NVH0020 HC RENO ICE YOUTH IN-HOUSE

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	0	37	8	38	(30)	(29)	10
NEW	0	37	4	38	(34)	(33)	5
RETAINED	0	0	4	0	4	4	5
LOST	0	0	65				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	36	8	TOTAL	0	1	0
NEW	0	36	4	NEW	0	1	0
RETAINED	0	0	4	RETAINED	0	0	0
LOST	0	0	57	LOST	0	0	8
RATIO BOYS TO GIRLS			100.0%				0.0%

NVH0018 HC RENO ICE YOUTH TRAVEL

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	0	0	38	0	38	38	40
NEW	0	0	35	0	35	35	36
RETAINED	0	0	3	0	3	3	4
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	0	29	TOTAL	0	0	9
NEW	0	0	26	NEW	0	0	9
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			76.3%				23.7%

NVH0017 HENDERSON SILVER KNIGHTS IN-HOUSE

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	0	13	70	14	56	57	72
NEW	0	13	70	14	56	57	72
RETAINED	0	0	0	0	0	0	0
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	13	66	TOTAL	0	0	4
NEW	0	13	66	NEW	0	0	4
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			94.3%				5.7%

NVH0015 SOBE ICE ARENA YOUTH

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	0	0	54	0	54	54	57
NEW	0	0	52	0	52	52	54
RETAINED	0	0	2	0	2	2	3
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	0	47	TOTAL	0	0	7
NEW	0	0	45	NEW	0	0	7
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			87.0%				13.0%

NVH0004 TEAM BROOKS 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	91	22	24	24	0	2	26
NEW	66	5	15	6	9	10	16
RETAINED	25	17	9	18	(9)	(8)	10
LOST	25	29	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	91	22	23	TOTAL	0	0	1
NEW	66	5	14	NEW	0	0	1
RETAINED	25	17	9	RETAINED	0	0	0
LOST	24	29	2	LOST	1	0	0
RATIO BOYS TO GIRLS			95.8%				4.2%

NVH0012 VEGAS GOLDEN KNIGHTS HOUSE

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	0	0	87	0	87	87	91
NEW	0	0	81	0	81	81	84
RETAINED	0	0	6	0	6	6	7
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	0	83	TOTAL	0	0	4
NEW	0	0	77	NEW	0	0	4
RETAINED	0	0	6	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			95.4%				4.6%

NVH0011

VEGAS JR GOLDEN KNIGHTS TRAVEL

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	28	26	34	28	6	8	36
NEW	21	20	26	21	5	6	27
RETAINED	7	6	8	7	1	2	9
LOST	17	4	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	27	24	33	TOTAL	1	2	1
NEW	21	18	25	NEW	0	2	1
RETAINED	6	6	8	RETAINED	1	0	0
LOST	17	4	2	LOST	0	0	0
RATIO BOYS TO GIRLS			3.0%				2.9%