

# 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	-7.8%	-12.9%	11.6%	1.2%	4.6%
7 TO 8	-11.9%	11.5%	-4.2%	12.0%	-8.5%
6 TO 7	11.1%	-3.3%	4.1%	0.7%	14.5%
5 TO 6	-17.2%	5.4%	-6.0%	34.5%	-18.9%
4 TO 5	8.2%	-1.5%	36.9%	-21.3%	-2.9%

## 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					
SOUTH DAKOTA REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	1.23%	1.07%	1.18%	1.28%	1.28%
Asian	0.74%	0.71%	0.47%	0.64%	0.47%
Black/AA	0.61%	0.12%	0.35%	0.43%	0.35%
Native Hawaiian	0.00%	0.00%	0.00%	0.11%	0.35%
Hispanic/Latino	1.72%	0.83%	1.53%	1.18%	1.63%
White (Non-Hispanic)	88.96%	90.52%	88.78%	86.65%	87.91%
Two or more races	2.21%	3.55%	3.78%	4.59%	3.84%
Other	0.00%	0.12%	0.00%	0.64%	0.23%
Prefer not to answer	3.19%	3.08%	3.90%	4.49%	3.95%

## 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 -76 or -8.1%
- NEW decreased by -58 or -15.2%
- RETAINED decreased by -18 or -3.2%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
<b>TOTAL</b>	815	846	848	936	860
	0.4%	3.8%	0.2%	10.4%	-8.1%
<b>NEW</b>	326	337	328	381	323
	6.5%	3.4%	-2.7%	16.2%	-15.2%
<b>RETAINED</b>	489	509	520	555	537
	-3.4%	4.1%	2.2%	6.7%	-3.2%
<b>LOST</b>	140	149	141	126	191
	-6.0%	6.4%	-5.4%	-10.6%	51.6%

- BOYS**

- TOTAL decreased by -61 or -8.1%
- NEW decreased by -62 or -20.7%
- RETAINED increased by +1 or +0.2%

- GIRLS**

- TOTAL decreased by -15 or -8.0%
- NEW increased by +4 or +4.9%
- RETAINED decreased by -19 or -17.9%

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>	653	675	668	749	688	<b>TOTAL</b>	162	171	180	187	172
	-3.5%	3.4%	-1.0%	12.1%	-8.1%		20.0%	5.6%	5.3%	3.9%	-8.0%
<b>NEW</b>	242	259	250	300	238	<b>NEW</b>	84	78	78	81	85
	-4.3%	7.0%	-3.5%	20.0%	-20.7%		58.5%	-7.1%	0.0%	3.8%	4.9%
<b>RETAINED</b>	411	416	418	449	450	<b>RETAINED</b>	78	93	102	106	87
	-3.1%	1.2%	0.5%	7.4%	0.2%		-4.9%	19.2%	9.7%	3.9%	-17.9%
<b>LOST</b>	105	108	112	86	140	<b>LOST</b>	35	41	29	40	51
	5.0%	2.9%	3.7%	-23.2%	62.8%		-28.6%	17.1%	-29.3%	37.9%	27.5%
<b>BOYS TO GIRLS RATIO</b>	80.0%					20.0%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -100
- NEW UNDER-performed by -68
- RETAINED UNDER-performed by -32

HAT TRICK GROWTH CHALLENGE			
960	(100)	(76)	883
391	(68)	(58)	332
569	(32)	(18)	551
960	(100)	(76)	883
<b># OF ASSOCIATIONS</b>			10
<b>AVERAGE # PLAYERS/ASSOCIATION</b>			86.0

# ASSOCIATIONS

SDH0118 ABERDEEN 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	65	69	51	72	(21)	(18)	53
NEW	28	19	18	20	(2)	(1)	19
RETAINED	37	50	33	52	(19)	(17)	34
LOST	10	6	17				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	52	55	39	TOTAL	13	14	12
NEW	20	13	12	NEW	8	6	6
RETAINED	32	42	27	RETAINED	5	8	6
LOST	6	4	13	LOST	4	2	4
RATIO BOYS TO GIRLS			76.5%				23.5%

SDH0123 BRANDON VALLEY 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	55	41	57	(16)	(14)	43
NEW	21	17	5	18	(13)	(12)	6
RETAINED	28	38	36	39	(3)	(2)	37
LOST	2	0	6				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	40	46	37	TOTAL	9	9	4
NEW	18	16	5	NEW	3	1	0
RETAINED	22	30	32	RETAINED	6	8	4
LOST	1	0	5	LOST	1	0	1
RATIO BOYS TO GIRLS			90.2%				9.8%

SDH0119 BROOKINGS ICE SKATING 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	87	100	94	104	(10)	(6)	97
NEW	28	42	25	44	(19)	(17)	26
RETAINED	59	58	69	60	9	11	71
LOST	7	7	15				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	72	84	74	TOTAL	15	16	20
NEW	18	32	16	NEW	10	10	9
RETAINED	54	52	58	RETAINED	5	6	11
LOST	5	5	11	LOST	2	2	4
RATIO BOYS TO GIRLS			78.7%				21.3%

SDH0116

## HURON 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	50	52	52	0	2	54
NEW	16	20	24	21	3	4	25
RETAINED	27	30	28	31	(3)	(2)	29
LOST	13	5	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	31	34	35	TOTAL	12	16	17
NEW	11	12	13	NEW	5	8	11
RETAINED	20	22	22	RETAINED	7	8	6
LOST	11	3	5	LOST	2	2	4
RATIO BOYS TO GIRLS			67.3%				32.7%

SDH0124

## MITCHELL SKATING AND 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	42	41	32	43	(11)	(9)	34
NEW	14	14	15	15	0	1	16
RETAINED	28	27	17	28	(11)	(10)	18
LOST	6	5	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	31	34	26	TOTAL	11	7	6
NEW	10	13	12	NEW	4	1	3
RETAINED	21	21	14	RETAINED	7	6	3
LOST	5	3	10	LOST	1	2	1
RATIO BOYS TO GIRLS			81.3%				18.8%

SDH0127

## OAHE 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	31	31	78	33	45	47	81
NEW	7	12	55	13	42	43	57
RETAINED	24	19	23	20	3	4	24
LOST	1	2	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	23	26	63	TOTAL	8	5	15
NEW	6	11	42	NEW	1	1	13
RETAINED	17	15	21	RETAINED	7	4	2
LOST	1	1	1	LOST	0	1	1
RATIO BOYS TO GIRLS			80.8%				19.2%

SDH0129

## RUSHMORE 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	78	75	83	78	5	8	86
NEW	36	25	44	26	18	19	46
RETAINED	42	50	39	52	(13)	(11)	40
LOST	21	9	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	65	65	68	TOTAL	13	10	15
NEW	29	22	32	NEW	7	3	12
RETAINED	36	43	36	RETAINED	6	7	3
LOST	16	5	9	LOST	5	4	2
RATIO BOYS TO GIRLS			81.9%				18.1%

SDH0117

## SIOUX FALLS 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	269	306	294	315	(21)	(12)	302
NEW	93	134	98	138	(40)	(36)	101
RETAINED	176	172	196	177	19	24	201
LOST	37	36	48				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	216	260	241	TOTAL	53	46	53
NEW	73	118	76	NEW	20	16	22
RETAINED	143	142	165	RETAINED	33	30	31
LOST	31	27	41	LOST	6	9	7
RATIO BOYS TO GIRLS			82.0%				18.0%

SDH0120

## WATERTOWN 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	22	40	34	42	(8)	(6)	36
NEW	4	23	16	24	(8)	(7)	17
RETAINED	18	17	18	18	0	1	19
LOST	17	0	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	20	29	28	TOTAL	2	11	6
NEW	4	16	13	NEW	0	7	3
RETAINED	16	13	15	RETAINED	2	4	3
LOST	13	0	3	LOST	4	0	6
RATIO BOYS TO GIRLS			82.4%				17.6%

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	40	47	49	49	0	2	51
NEW	15	22	22	23	(1)	0	23
RETAINED	25	25	27	26	1	2	28
LOST	5	4	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	29	29	32	TOTAL	11	18	17
NEW	12	12	16	NEW	3	10	6
RETAINED	17	17	16	RETAINED	8	8	11
LOST	5	2	6	LOST	0	2	1
RATIO BOYS TO GIRLS			65.3%				34.7%