

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	6.3%	5.0%	-1.9%	-7.7%	-1.3%
7 TO 8	4.8%	4.0%	-6.7%	-5.5%	-1.5%
6 TO 7	-2.6%	-1.7%	-1.0%	-4.1%	-2.1%
5 TO 6	3.3%	-1.4%	-0.9%	-15.6%	-11.2%
4 TO 5	-10.3%	-4.8%	-17.0%	-18.1%	45.6%

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				
MIDWEST - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.57%	0.48%	0.59%	0.37%
Asian	1.54%	0.91%	0.46%	0.74%
Black/AA	0.80%	0.48%	0.46%	0.74%
Native Hawaiian	0.06%	0.18%	0.00%	0.16%
Hispanic/Latino	2.56%	2.18%	1.83%	1.95%
White (Non-Hispanic)	85.71%	86.39%	85.73%	86.56%
Two or more races	3.53%	4.84%	5.24%	3.90%
Other	0.34%	0.60%	0.72%	0.16%
Prefer not to answer	4.90%	3.93%	4.97%	5.43%

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 +367 or +24.0%
- NEW increased by +361 or +56.2%
- RETAINED increased by +6 or +0.7%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	1780	1762	1653	1528	1895
	2.2%	-1.0%	-6.2%	-7.6%	24.0%
NEW	759	745	682	642	1003
	5.6%	-1.8%	-8.5%	-5.9%	56.2%
RETAINED	1021	1017	971	886	892
	-0.1%	-0.4%	-4.5%	-8.8%	0.7%
LOST	329	299	332	325	262
	8.9%	-9.1%	11.0%	-2.1%	-19.4%

BOYS

- TOTAL increased by +296 or +22.7%
- NEW increased by +307 or +58.8%
- RETAINED decreased by -11 or -1.4%

GIRLS

- TOTAL increased by +77 or +32.0%
- NEW increased by +54 or +45.0%
- RETAINED increased by +17 or +16.7%

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	1569	1540	1442	1306	1602	TOTAL	211	222	211	222	293
	2.4%	-1.8%	-6.4%	-9.4%	22.7%		1.0%	5.2%	-5.0%	5.2%	32.0%
NEW	652	626	579	522	829	NEW	107	119	103	120	174
	10.3%	-4.0%	-7.5%	-9.8%	58.8%		-16.4%	11.2%	-13.4%	16.5%	45.0%
RETAINED	917	914	863	784	773	RETAINED	104	103	108	102	119
	-2.6%	-0.3%	-5.6%	-9.2%	-1.4%		28.4%	-1.0%	4.9%	-5.6%	16.7%
LOST	274	243	274	274	218	LOST	55	56	58	51	44
	4.6%	-11.3%	12.8%	0.0%	-20.4%		37.5%	1.8%	3.6%	-12.1%	-13.7%
BOYS TO GIRLS RATIO					84.5%						15.5%

GROWTH CHALLENGE

- TOTAL OVER-performed by +327
- NEW OVER-performed by +344
- RETAINED UNDER-performed by -17

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
1568	327	367	1944
659	344	361	1029
909	(17)	6	915
# OF ASSOCIATIONS			17
AVERAGE # PLAYERS/ASSOCIATION			111.5

ASSOCIATIONS

IOWA

IAH0143

AMES MINOR HOCKEY ASSN

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	54	52	56	(4)	(2)	54
NEW	43	32	26	33	(7)	(6)	27
RETAINED	19	22	26	23	3	4	27
LOST	3	23	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	54	40	43	TOTAL	8	14	9
NEW	37	19	24	NEW	6	13	2
RETAINED	17	21	19	RETAINED	2	1	7
LOST	3	19	7	LOST	0	4	3
RATIO BOYS TO GIRLS			82.7%				17.3%

CEDAR RAPIDS HOCKEY

IAH0119

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	20	38	28	40	(12)	(10)	30
NEW	9	30	8	31	(23)	(22)	9
RETAINED	11	8	20	9	11	12	21
LOST	3	0	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	18	34	25	TOTAL	2	4	3
NEW	7	28	7	NEW	2	2	1
RETAINED	11	6	18	RETAINED	0	2	2
LOST	1	0	8	LOST	2	0	0
RATIO BOYS TO GIRLS			89.3%				10.7%

IAH0136

DES MOINES 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	163	148	110	153	(43)	(38)	114
NEW	35	58	52	60	(8)	(6)	54
RETAINED	128	90	58	93	(35)	(32)	60
LOST	24	22	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	149	134	102	TOTAL	14	14	8
NEW	32	48	48	NEW	3	10	4
RETAINED	117	86	54	RETAINED	11	4	4
LOST	19	18	30	LOST	5	4	2
RATIO BOYS TO GIRLS			92.7%				7.3%

IAH0126 DUBUQUE 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	110	76	91	79	12	15	94
NEW	44	22	33	23	10	11	34
RETAINED	66	54	58	56	2	4	60
LOST	31	25	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	99	66	79	TOTAL	11	10	12
NEW	39	18	27	NEW	5	4	6
RETAINED	60	48	52	RETAINED	6	6	6
LOST	24	24	5	LOST	7	1	0
RATIO BOYS TO GIRLS			86.8%				13.2%

IAH0160 IOWA CITY 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	45	23	34	25	9	11	36
NEW	25	4	24	5	19	20	25
RETAINED	20	19	10	20	(10)	(9)	11
LOST	10	9	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	29	14	22	TOTAL	16	9	12
NEW	13	3	16	NEW	12	1	8
RETAINED	16	11	6	RETAINED	4	8	4
LOST	8	6	2	LOST	2	3	1
RATIO BOYS TO GIRLS			64.7%				35.3%

LAKES AREA HOCKEY ASSOCIATION

IAH0120

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	32	45	34	11	13	47
NEW	4	13	32	14	18	19	33
RETAINED	29	19	13	20	(7)	(6)	14
LOST	4	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	28	26	27	TOTAL	5	6	18
NEW	4	9	18	NEW	0	4	14
RETAINED	24	17	9	RETAINED	5	2	4
LOST	1	4	8	LOST	3	0	1
RATIO BOYS TO GIRLS			60.0%				40.0%

IAH0117 MASON CITY 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	50	74	125	76	49	51	129
NEW	32	40	76	41	35	36	78
RETAINED	18	34	49	35	14	15	51
LOST	8	7	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	44	67	101	TOTAL	6	7	24
NEW	27	34	58	NEW	5	6	18
RETAINED	17	33	43	RETAINED	1	1	6
LOST	8	4	13	LOST	0	3	2
RATIO BOYS TO GIRLS			80.8%				19.2%

QUAD CITY HOCKEY ASSOCIATION

IAH0162

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	96	100	111	104	7	11	115
NEW	45	53	48	55	(7)	(5)	50
RETAINED	51	47	63	49	14	16	65
LOST	20	23	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	79	83	93	TOTAL	17	17	18
NEW	37	41	38	NEW	8	12	10
RETAINED	42	42	55	RETAINED	9	5	8
LOST	19	18	19	LOST	1	5	7
RATIO BOYS TO GIRLS			83.8%				16.2%

SIOUX CENTER HOCKEY ASSOCIATION

IAH0118

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	43	55	51	57	(6)	(4)	53
NEW	21	26	18	27	(9)	(8)	19
RETAINED	22	29	33	30	3	4	34
LOST	10	4	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	30	40	37	TOTAL	13	15	14
NEW	16	20	11	NEW	5	6	7
RETAINED	14	20	26	RETAINED	8	9	7
LOST	6	3	4	LOST	4	1	4
RATIO BOYS TO GIRLS			72.5%				27.5%

IAH0139 SIOUXLAND 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	64	69	88	72	16	19	92
NEW	26	26	45	27	18	19	47
RETAINED	38	43	43	45	(2)	0	45
LOST	36	11	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	60	65	84	TOTAL	4	4	4
NEW	24	23	42	NEW	2	3	3
RETAINED	36	42	42	RETAINED	2	1	1
LOST	28	10	7	LOST	8	1	2
RATIO BOYS TO GIRLS			95.5%				4.5%

WATERLOO YOUTH HOCKEY

IAH0138 ASSN

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	91	76	76	79	(3)	0	79
NEW	30	19	31	20	11	12	32
RETAINED	61	57	45	59	(14)	(12)	47
LOST	15	19	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	81	69	67	TOTAL	10	7	9
NEW	24	19	28	NEW	6	0	3
RETAINED	57	50	39	RETAINED	4	7	6
LOST	13	17	12	LOST	2	2	0
RATIO BOYS TO GIRLS			88.2%				11.8%

KANSAS

KANSAS CITY YOUTH HOCKEY

KSH0128 ASSN

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	243	214	286	221	65	72	294
NEW	102	89	171	92	79	82	176
RETAINED	141	125	115	129	(14)	(10)	118
LOST	30	26	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	217	187	249	TOTAL	26	27	37
NEW	92	76	148	NEW	10	13	23
RETAINED	125	111	101	RETAINED	16	14	14
LOST	24	24	19	LOST	6	2	3
RATIO BOYS TO GIRLS			87.1%				12.9%

KSH0132 WICHITA 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	31	28	32	30	2	4	34
NEW	17	9	20	10	10	11	21
RETAINED	14	19	12	20	(8)	(7)	13
LOST	4	0	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	29	25	27	TOTAL	2	3	5
NEW	16	7	16	NEW	1	2	4
RETAINED	13	18	11	RETAINED	1	1	1
LOST	3	0	5	LOST	1	0	1
RATIO BOYS TO GIRLS			84.4%				15.6%

NEBRASKA

NEH0005 FREMONT ICE 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	36	45	38	7	9	47
NEW	17	14	26	15	11	12	27
RETAINED	22	22	19	23	(4)	(3)	20
LOST	3	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	33	31	37	TOTAL	6	5	8
NEW	15	12	21	NEW	2	2	5
RETAINED	18	19	16	RETAINED	4	3	3
LOST	2	2	4	LOST	1	1	1
RATIO BOYS TO GIRLS			82.2%				17.8%

LINCOLN ICE HOCKEY ASSOCIATION

NEH0002

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	70	43	133	45	88	90	137
NEW	33	13	93	14	79	80	96
RETAINED	37	30	40	31	9	10	41
LOST	9	15	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	60	33	113	TOTAL	10	10	20
NEW	27	10	82	NEW	6	3	11
RETAINED	33	23	31	RETAINED	4	7	9
LOST	8	12	3	LOST	1	3	2
RATIO BOYS TO GIRLS			85.0%				15.0%

NEH0134

OMAHA 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	182	165	208	170	38	43	214
NEW	73	64	115	66	49	51	118
RETAINED	109	101	93	104	(11)	(8)	96
LOST	31	28	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	165	150	190	TOTAL	17	15	18
NEW	63	54	105	NEW	10	10	10
RETAINED	102	96	85	RETAINED	7	5	8
LOST	28	24	13	LOST	3	4	4
RATIO BOYS TO GIRLS			91.3%				8.7%

NEH0004

TRI-CITY YOUTH ICE 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	69	53	58	55	3	5	60
NEW	25	15	27	16	11	12	28
RETAINED	44	38	31	39	(8)	(7)	32
LOST	9	16	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	59	43	49	TOTAL	10	10	9
NEW	23	11	23	NEW	2	4	4
RETAINED	36	32	26	RETAINED	8	6	5
LOST	7	13	13	LOST	2	3	2
RATIO BOYS TO GIRLS			84.5%				15.5%