

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.

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	-16.9%	13.3%	-16.8%	9.9%	-1.3%
7 TO 8	16.3%	-15.6%	3.7%	-6.7%	17.1%
6 TO 7	-16.0%	2.9%	-13.8%	20.4%	2.3%
5 TO 6	-6.4%	11.4%	-7.1%	-12.1%	28.1%
4 TO 5	3.2%	3.8%	-30.4%	5.3%	3.0%

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					
VERMONT REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.53%	0.45%	0.19%	0.15%	0.16%
Asian	0.61%	0.60%	0.58%	0.82%	0.56%
Black/AA	0.46%	0.38%	0.78%	0.60%	0.79%
Native Hawaiian	0.00%	0.08%	0.00%	0.00%	0.00%
Hispanic/Latino	0.84%	0.75%	1.07%	1.42%	1.27%
White (Non-Hispanic)	86.48%	86.98%	88.90%	88.21%	87.53%
Two or more races	4.43%	3.91%	3.21%	3.13%	2.78%
Other	0.23%	0.45%	0.58%	2.82%	0.56%
Prefer not to answer	6.19%	6.40%	4.67%	5.22%	6.35%

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 -110 or -7.7%
- NEW decreased by -213 or -29.2%
- RETAINED increased by +103 or +14.8%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	1386	1391	1024	1425	1315
	1.4%	0.4%	-26.4%	39.2%	-7.7%
NEW	583	598	314	729	516
	6.4%	2.6%	-47.5%	132.2%	-29.2%
RETAINED	803	793	710	696	799
	-2.0%	-1.2%	-10.5%	-2.0%	14.8%
LOST	317	329	435	182	391
	74.2%	3.8%	32.2%	-58.2%	114.8%

- BOYS**

- TOTAL decreased by -73 or -7.4%
- NEW decreased by -162 or -32.2%
- RETAINED increased by +89 or +18.5%

- GIRLS**

- TOTAL decreased by -37 or -8.4%
- NEW decreased by -51 or -22.6%
- RETAINED increased by +14 or +6.5%

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
TOTAL	997	982	716	985	912	TOTAL	389	409	308	440	403
	1.5%	-1.5%	-27.1%	37.6%	-7.4%		1.0%	5.1%	-24.7%	42.9%	-8.4%
NEW	404	411	211	503	341	NEW	179	187	103	226	175
	6.0%	1.7%	-48.7%	138.4%	-32.2%		7.2%	4.5%	-44.9%	119.4%	-22.6%
RETAINED	593	571	505	482	571	RETAINED	210	222	205	214	228
	-1.3%	-3.7%	-11.6%	-4.6%	18.5%		-3.7%	5.7%	-7.7%	4.4%	6.5%
LOST	210	226	294	128	254	LOST	107	103	141	54	137
	2.4%	7.6%	30.1%	-56.5%	98.4%		4.9%	-3.7%	36.9%	-61.7%	153.7%
BOYS TO GIRLS RATIO	69.4%					30.6%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -147
- NEW UNDER-performed by -232
- RETAINED OVER-performed by +85

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
1462	(147)	(110)	1348
748	(232)	(213)	529
714	85	103	819
# OF ASSOCIATIONS			15
AVERAGE # PLAYERS/ASSOCIATION			87.7

ASSOCIATIONS

VTH0059 BAHA-BURLINGTON AMATEUR HOCKEY ASSOC

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	67	67	40	69	(29)	(27)	42
NEW	27	33	4	34	(30)	(29)	5
RETAINED	40	34	36	35	1	2	37
LOST	17	22	23				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	45	50	31	TOTAL	22	17	9
NEW	16	25	3	NEW	11	8	1
RETAINED	29	25	28	RETAINED	11	9	8
LOST	16	13	17	LOST	1	9	6
RATIO BOYS TO GIRLS			77.5%				22.5%

VTH0071 BRATTLEBORO 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	14	26	19	28	(9)	(7)	21
NEW	2	5	1	6	(5)	(4)	2
RETAINED	12	21	18	22	(4)	(3)	19
LOST	40	0	7				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	12	18	13	TOTAL	2	8	6
NEW	2	2	0	NEW	0	3	1
RETAINED	10	16	13	RETAINED	2	5	5
LOST	30	0	4	LOST	10	0	3
RATIO BOYS TO GIRLS			68.4%				31.6%

VTH0073 CENTRAL VERMONT 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	61	50	162	52	110	112	167
NEW	18	24	125	25	100	101	129
RETAINED	43	26	37	27	10	11	38
LOST	15	22	9				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	38	30	112	TOTAL	23	20	50
NEW	8	15	86	NEW	10	9	39
RETAINED	30	15	26	RETAINED	13	11	11
LOST	7	14	5	LOST	8	8	4
RATIO BOYS TO GIRLS			69.1%				30.9%

VTH0043

CHITTENDEN SOUTH BURLINGTON 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	118	124	143	128	15	19	148
NEW	38	58	59	60	(1)	1	61
RETAINED	80	66	84	68	16	18	87
LOST	33	17	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	93	92	96	TOTAL	25	32	47
NEW	31	45	34	NEW	7	13	25
RETAINED	62	47	62	RETAINED	18	19	22
LOST	22	15	18	LOST	11	2	6
RATIO BOYS TO GIRLS			67.1%				32.9%

VTH0039

ESSEX 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	94	112	94	116	(22)	(18)	97
NEW	37	59	34	61	(27)	(25)	35
RETAINED	57	53	60	55	5	7	62
LOST	23	23	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	67	80	66	TOTAL	27	32	28
NEW	26	44	27	NEW	11	15	7
RETAINED	41	36	39	RETAINED	16	17	21
LOST	19	17	24	LOST	4	6	7
RATIO BOYS TO GIRLS			70.2%				29.8%

VTH0056

LYNDON 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	22	53	69	55	14	16	72
NEW	16	26	43	27	16	17	45
RETAINED	6	27	26	28	(2)	(1)	27
LOST	31	3	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	21	44	50	TOTAL	1	9	19
NEW	15	20	28	NEW	1	6	15
RETAINED	6	24	22	RETAINED	0	3	4
LOST	24	3	13	LOST	7	0	3
RATIO BOYS TO GIRLS			72.5%				27.5%

VTH0055

MIDDLEBURY 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	43	54	52	56	(4)	(2)	54
NEW	17	24	30	25	5	6	31
RETAINED	26	30	22	31	(9)	(8)	23
LOST	4	4	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	35	43	40	TOTAL	8	11	12
NEW	13	18	22	NEW	4	6	8
RETAINED	22	25	18	RETAINED	4	5	4
LOST	3	3	10	LOST	1	1	6
RATIO BOYS TO GIRLS			76.9%				23.1%

VTH0076

MILTON 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	24	23	24	25	(1)	1	26
NEW	6	16	14	17	(3)	(2)	15
RETAINED	18	7	10	8	2	3	11
LOST	8	12	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	16	20	18	TOTAL	8	3	6
NEW	5	14	10	NEW	1	2	4
RETAINED	11	6	8	RETAINED	7	1	2
LOST	6	6	7	LOST	2	6	1
RATIO BOYS TO GIRLS			75.0%				25.0%

VTH0064

MISSISQUOI 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	57	80	77	83	(6)	(3)	80
NEW	22	38	26	39	(13)	(12)	27
RETAINED	35	42	51	44	7	9	53
LOST	11	8	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	34	46	49	TOTAL	23	34	28
NEW	12	22	14	NEW	10	16	12
RETAINED	22	24	35	RETAINED	13	18	16
LOST	9	5	7	LOST	2	3	9
RATIO BOYS TO GIRLS			63.6%				36.4%

VTH0042

NORTHSHIRE 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	44	67	56	69	(13)	(11)	58
NEW	21	39	23	40	(17)	(16)	24
RETAINED	23	28	33	29	4	5	34
LOST	7	10	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	26	48	40	TOTAL	18	19	16
NEW	13	29	17	NEW	8	10	6
RETAINED	13	19	23	RETAINED	10	9	10
LOST	4	6	11	LOST	3	4	5
RATIO BOYS TO GIRLS			71.4%				28.6%

VTH0050

RUTLAND AMATEUR HOCKEY ASSN

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	56	76	59	17	20	78
NEW	0	45	38	47	(9)	(7)	39
RETAINED	0	11	38	12	26	27	39
LOST	0	0	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	46	59	TOTAL	0	10	17
NEW	0	35	26	NEW	0	10	12
RETAINED	0	11	33	RETAINED	0	0	5
LOST	0	0	7	LOST	0	0	3
RATIO BOYS TO GIRLS			77.6%				22.4%

VTH0049

ST ALBANS 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	154	181	138	186	(48)	(43)	143
NEW	52	68	44	70	(26)	(24)	46
RETAINED	102	113	94	116	(22)	(19)	97
LOST	39	22	39				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	96	112	90	TOTAL	58	69	48
NEW	35	42	28	NEW	17	26	16
RETAINED	61	70	62	RETAINED	41	43	32
LOST	27	16	28	LOST	12	6	11
RATIO BOYS TO GIRLS			65.2%				34.8%

VTH0041 STOWE 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	39	30	53	32	21	23	55
NEW	17	9	39	10	29	30	40
RETAINED	22	21	14	22	(8)	(7)	15
LOST	7	5	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	24	19	36	TOTAL	15	11	17
NEW	9	4	28	NEW	8	5	11
RETAINED	15	15	8	RETAINED	7	6	6
LOST	5	2	2	LOST	2	3	1
RATIO BOYS TO GIRLS			67.9%				32.1%

VTH0019 VERMONT DYNAMO

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	12	15	19	17	2	4	21
NEW	7	12	11	13	(2)	(1)	12
RETAINED	5	3	8	4	4	5	9
LOST	6	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	11	14	19	TOTAL	1	1	0
NEW	7	11	11	NEW	0	1	0
RETAINED	4	3	8	RETAINED	1	0	0
LOST	4	1	0	LOST	2	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

VTH0074 WOODSTOCK 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	30	52	47	54	(7)	(5)	49
NEW	9	35	21	36	(15)	(14)	22
RETAINED	21	17	26	18	8	9	27
LOST	15	7	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	20	34	31	TOTAL	10	18	16
NEW	5	26	13	NEW	4	9	8
RETAINED	15	8	18	RETAINED	6	9	8
LOST	11	5	9	LOST	4	2	7
RATIO BOYS TO GIRLS			66.0%				34.0%