

2021-2022

SEASON

8 & UNDER MEMBERSHIP REPORT

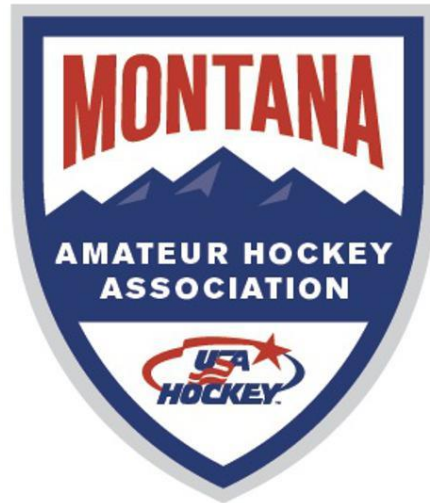


TABLE OF CONTENTS

01 PARTICIPATION +
RETENTION OVERVIEW

02 ETHNICITY BREAKDOWN

03 KEY TAKEAWAYS:
NATIONAL LEVEL

04 KEY TAKEAWAYS:
AFFILIATE LEVEL

05 ASSOCIATIONS



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	8.6%	4.6%	1.3%	-1.9%	5.7%
7 TO 8	5.0%	-10.3%	3.1%	0.0%	0.0%
6 TO 7	-3.1%	-17.9%	23.8%	-18.4%	27.5%
5 TO 6	-10.8%	5.4%	-17.9%	42.2%	-3.3%
4 TO 5	4.5%	-19.6%	51.4%	-23.2%	14.0%

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				
MONTANA - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	1.01%	1.43%	1.30%	1.90%
Asian	0.43%	0.26%	0.43%	0.22%
Black/AA	0.57%	0.39%	0.29%	0.00%
Native Hawaiian	0.00%	0.00%	0.00%	0.11%
Hispanic/Latino	2.16%	1.82%	0.29%	1.11%
White (Non-Hispanic)	85.49%	84.82%	86.72%	84.95%
Two or more races	3.16%	3.11%	3.17%	3.68%
Other	0.43%	0.65%	0.29%	0.89%
Prefer not to answer	6.61%	7.39%	7.50%	7.13%

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 +203 or +29.3%
- NEW increased by +173 or +55.6%
- RETAINED increased by +30 or +7.8%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	693	724	771	694	897
	-1.0%	4.5%	6.5%	-10.0%	29.3%
NEW	292	369	380	311	484
	-1.4%	26.4%	3.0%	-18.2%	55.6%
RETAINED	401	355	391	383	413
	-0.7%	-11.5%	10.1%	-2.0%	7.8%
LOST	141	155	152	201	134
	-17.1%	9.9%	-1.9%	32.2%	-33.3%

BOYS

- TOTAL increased by +155 or +28.8%
- NEW increased by +137 or +57.8%
- RETAINED increased by +18 or +6.0%

GIRLS

- TOTAL increased by +48 or +30.8%
- NEW increased by +36 or +48.6%
- RETAINED increased by +12 or +14.6%

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	549	551	587	538	693	TOTAL	144	173	184	156	204
	-2.3%	0.4%	6.5%	-8.3%	28.8%		4.3%	20.1%	6.4%	-15.2%	30.8%
NEW	219	271	273	237	374	NEW	73	98	107	74	110
	-2.2%	23.7%	0.7%	-13.2%	57.8%		1.4%	34.2%	9.2%	-30.8%	48.6%
RETAINED	330	280	314	301	319	RETAINED	71	75	77	82	94
	-2.4%	-15.2%	12.1%	-4.1%	6.0%		7.6%	5.6%	2.7%	6.5%	14.6%
LOST	105	120	105	138	98	LOST	36	35	47	63	36
	-22.2%	14.3%	-12.5%	31.4%	-29.0%		2.9%	-2.8%	34.3%	34.0%	-42.9%
BOYS TO GIRLS RATIO					77.3%						22.7%

GROWTH CHALLENGE

- TOTAL OVER-performed by +186
- NEW OVER-performed by +165
- RETAINED OVER-performed by +21

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
711	186	203	921
319	165	173	497
392	21	30	424
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			81.5

ASSOCIATIONS

BILLINGS AMATEUR HOCKEY LEAGUE

MTH0011

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	27	21	25	23	2	4	27
NEW	11	12	17	13	4	5	18
RETAINED	16	9	8	10	(2)	(1)	9
LOST	1	1	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	24	15	22	TOTAL	3	6	3
NEW	10	7	16	NEW	1	5	1
RETAINED	14	8	6	RETAINED	2	1	2
LOST	1	1	2	LOST	0	0	2
RATIO BOYS TO GIRLS			88.0%				12.0%

MTH0015 BOZEMAN AMATEUR 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	89	105	145	108	37	40	149
NEW	70	74	77	76	1	3	79
RETAINED	19	31	68	32	36	37	70
LOST	0	27	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	73	90	120	TOTAL	16	15	25
NEW	57	62	61	NEW	13	12	16
RETAINED	16	28	59	RETAINED	3	3	9
LOST	0	19	16	LOST	0	8	5
RATIO BOYS TO GIRLS			82.8%				17.2%

MTH0076 BUTTE AMATEUR 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	57	49	36	51	(15)	(13)	38
NEW	30	20	19	21	(2)	(1)	20
RETAINED	27	29	17	30	(13)	(12)	18
LOST	9	18	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	45	38	27	TOTAL	12	11	9
NEW	20	16	12	NEW	10	4	7
RETAINED	25	22	15	RETAINED	2	7	2
LOST	5	13	6	LOST	4	5	4
RATIO BOYS TO GIRLS			75.0%				25.0%

MTH0029 FLATHEAD 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	72	43	74	45	29	31	77
NEW	43	18	48	19	29	30	50
RETAINED	29	25	26	26	0	1	27
LOST	10	23	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	58	32	57	TOTAL	14	11	17
NEW	36	14	38	NEW	7	4	10
RETAINED	22	18	19	RETAINED	7	7	7
LOST	6	21	12	LOST	4	2	1
RATIO BOYS TO GIRLS			77.0%				23.0%

MTH0016 GLACIER 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	54	41	28	43	(15)	(13)	30
NEW	33	21	18	22	(4)	(3)	19
RETAINED	21	20	10	21	(11)	(10)	11
LOST	2	14	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	38	32	19	TOTAL	16	9	9
NEW	22	18	12	NEW	11	3	6
RETAINED	16	14	7	RETAINED	5	6	3
LOST	1	7	13	LOST	1	7	4
RATIO BOYS TO GIRLS			67.9%				32.1%

MTH0013 GREAT FALLS AMATEUR 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	41	37	44	39	5	7	46
NEW	20	18	25	19	6	7	26
RETAINED	21	19	19	20	(1)	0	20
LOST	1	10	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	32	29	37	TOTAL	9	8	7
NEW	15	14	21	NEW	5	4	4
RETAINED	17	15	16	RETAINED	4	4	3
LOST	1	6	3	LOST	0	4	4
RATIO BOYS TO GIRLS			84.1%				15.9%

MTH0012 HAVRE 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	49	57	65	59	6	8	68
NEW	15	26	23	27	(4)	(3)	24
RETAINED	34	31	42	32	10	11	44
LOST	6	10	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	36	42	49	TOTAL	13	15	16
NEW	8	18	17	NEW	7	8	6
RETAINED	28	24	32	RETAINED	6	7	10
LOST	5	6	4	LOST	1	4	4
RATIO BOYS TO GIRLS			75.4%				24.6%

MTH0014 HELENA AREA 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	111	96	94	99	(5)	(2)	98
NEW	46	36	48	37	11	12	50
RETAINED	65	60	46	62	(16)	(14)	48
LOST	16	23	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	90	77	75	TOTAL	21	19	19
NEW	37	27	42	NEW	9	9	6
RETAINED	53	50	33	RETAINED	12	10	13
LOST	13	18	18	LOST	3	5	1
RATIO BOYS TO GIRLS			79.8%				20.2%

MTH0018 HILINE 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	21	26	45	28	17	19	47
NEW	7	10	22	11	11	12	23
RETAINED	14	16	23	17	6	7	24
LOST	3	3	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	9	14	28	TOTAL	12	12	17
NEW	4	6	14	NEW	3	4	8
RETAINED	5	8	14	RETAINED	9	8	9
LOST	3	1	0	LOST	0	2	1
RATIO BOYS TO GIRLS			62.2%				37.8%

MTH0028 MILES 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	31	6	53	8	45	47	55
NEW	8	3	38	4	34	35	39
RETAINED	23	3	15	4	11	12	16
LOST	9	22	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	23	4	34	TOTAL	8	2	19
NEW	4	2	26	NEW	4	1	12
RETAINED	19	2	8	RETAINED	4	1	7
LOST	4	15	1	LOST	5	7	0
RATIO BOYS TO GIRLS			64.2%				35.8%

MTH0017 MISSOULA AREA 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	85	77	114	80	34	37	118
NEW	57	32	56	33	23	24	58
RETAINED	28	45	58	47	11	13	60
LOST	9	20	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	69	64	88	TOTAL	16	13	26
NEW	44	26	39	NEW	13	6	17
RETAINED	25	38	49	RETAINED	3	7	9
LOST	8	14	6	LOST	1	6	0
RATIO BOYS TO GIRLS			77.2%				22.8%