

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	15.8%	-4.0%	7.1%	15.6%	-4.3%
7 TO 8	-5.6%	5.4%	25.6%	-8.8%	0.6%
6 TO 7	6.3%	21.5%	-4.4%	-5.4%	18.8%
5 TO 6	21.7%	-13.5%	14.4%	-8.5%	29.0%
4 TO 5	-24.7%	-23.0%	35.6%	5.1%	6.5%

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					
MISSOURI REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.36%	0.35%	0.29%	0.26%	0.28%
Asian	1.27%	1.39%	0.90%	1.65%	1.48%
Black/AA	0.74%	0.82%	0.78%	0.88%	0.60%
Native Hawaiian	0.12%	0.11%	0.07%	0.08%	0.18%
Hispanic/Latino	1.32%	1.17%	1.28%	1.55%	1.38%
White (Non-Hispanic)	86.11%	86.86%	85.87%	82.52%	85.53%
Two or more races	3.17%	3.56%	3.99%	3.19%	2.47%
Other	0.54%	0.38%	0.53%	0.87%	2.47%
Prefer not to answer	6.37%	5.36%	6.29%	9.00%	5.61%

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 increased by +131 or +4.9%
- NEW decreased by -37 or -2.7%
- RETAINED increased by +168 or +12.8%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	2130	2731	2231	2701	2832
	-2.9%	28.2%	-18.3%	21.1%	4.9%
NEW	914	1485	813	1386	1349
	-7.4%	62.5%	-45.3%	70.5%	-2.7%
RETAINED	1216	1246	1418	1315	1483
	0.8%	2.5%	13.8%	-7.3%	12.8%
LOST	429	383	655	351	548
	-15.6%	-10.7%	71.0%	-46.4%	56.1%

- BOYS**

- TOTAL increased by +112 or +4.8%
- NEW decreased by -37 or -3.1%
- RETAINED increased by +149 or +12.9%

- GIRLS**

- TOTAL increased by +19 or +5.2%
- NEW increased by +0 or +0.0%
- RETAINED increased by +19 or +11.7%

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	1868	2355	1957	2335	2447	TOTAL	262	376	274	366	385
	-3.6%	26.1%	-16.9%	19.3%	4.8%		2.7%	43.5%	-27.1%	33.6%	5.2%
NEW	767	1248	711	1182	1145	NEW	147	237	102	204	204
	-8.9%	62.7%	-43.0%	66.2%	-3.1%		1.4%	61.2%	-57.0%	100.0%	0.0%
RETAINED	1101	1107	1246	1153	1302	RETAINED	115	139	172	162	181
	0.5%	0.5%	12.6%	-7.5%	12.9%		4.5%	20.9%	23.7%	-5.8%	11.7%
LOST	344	310	541	296	454	LOST	85	73	114	55	94
	-16.3%	-9.9%	74.5%	-45.3%	53.4%		-12.4%	-14.1%	56.2%	-51.8%	70.9%
BOYS TO GIRLS RATIO						86.4%					
						13.6%					

- GROWTH CHALLENGE**

- TOTAL OVER-performed by +63
- NEW UNDER-performed by -72
- RETAINED OVER-performed by +168

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
2769	63	131	2904
1421	(72)	(37)	1383
1348	135	168	1521
# OF ASSOCIATIONS			13
AVERAGE # PLAYERS/ASSOCIATION			217.8

ASSOCIATIONS

MOH0119 AFFTON ATHLETIC 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	125	228	247	235	12	19	255
NEW	30	132	123	136	(13)	(9)	127
RETAINED	95	96	124	99	25	28	128
LOST	117	11	39				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	88	186	193	TOTAL	37	42	54
NEW	10	112	89	NEW	20	20	34
RETAINED	78	74	104	RETAINED	17	22	20
LOST	108	3	34	LOST	9	8	5
RATIO BOYS TO GIRLS			78.1%				21.9%

MOH0121 CHESTERFIELD 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	161	180	184	186	(2)	4	190
NEW	65	94	87	97	(10)	(7)	90
RETAINED	96	86	97	89	8	11	100
LOST	18	19	18				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	128	155	159	TOTAL	33	25	25
NEW	50	83	75	NEW	15	11	12
RETAINED	78	72	84	RETAINED	18	14	13
LOST	17	15	16	LOST	1	4	2
RATIO BOYS TO GIRLS			86.4%				13.6%

MOH0109 JORDAN VALLEY ICE RINK

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	31	0	31	31	32
NEW	0	0	31	0	31	31	32
RETAINED	0	0	0	0	0	0	0
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	28	TOTAL	0	0	3
NEW	0	0	28	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			90.3%				9.7%

MOH0174

KIRKWOOD 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	218	267	72	274	(202)	(195)	75
NEW	91	151	25	155	(130)	(126)	26
RETAINED	127	116	47	119	(72)	(69)	49
LOST	22	15	138				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	204	248	65	TOTAL	14	19	7
NEW	81	143	24	NEW	10	8	1
RETAINED	123	105	41	RETAINED	4	11	6
LOST	21	15	130	LOST	1	0	8
RATIO BOYS TO GIRLS			90.3%				9.7%

MOH0175

MERAMEC HOCKEY CLUB

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	310	349	277	359	(82)	(72)	285
NEW	66	163	83	168	(85)	(80)	86
RETAINED	244	186	194	191	3	8	199
LOST	98	38	73				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	289	316	260	TOTAL	21	33	17
NEW	58	142	77	NEW	8	21	6
RETAINED	231	174	183	RETAINED	13	12	11
LOST	88	31	54	LOST	10	7	19
RATIO BOYS TO GIRLS			93.9%				6.1%

MOH0125

MID MISSOURI TIGERS

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	23	27	31	29	2	4	33
NEW	11	13	16	14	2	3	17
RETAINED	12	14	15	15	0	1	16
LOST	4	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	17	22	24	TOTAL	6	5	7
NEW	7	11	13	NEW	4	2	3
RETAINED	10	11	11	RETAINED	2	3	4
LOST	3	0	1	LOST	1	1	0
RATIO BOYS TO GIRLS			77.4%				22.6%

MOH0167

SOUTHERN ILLINOIS ICE HAWKS

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	81	75	82	78	4	7	85
NEW	39	28	44	29	15	16	46
RETAINED	42	47	38	49	(11)	(9)	39
LOST	7	9	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	72	69	74	TOTAL	9	6	8
NEW	37	27	37	NEW	2	1	7
RETAINED	35	42	37	RETAINED	7	5	1
LOST	6	9	9	LOST	1	0	2
RATIO BOYS TO GIRLS			90.2%				9.8%

MOH0177

SPRINGFIELD 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	36	40	31	42	(11)	(9)	33
NEW	3	20	11	21	(10)	(9)	12
RETAINED	33	20	20	21	(1)	0	21
LOST	12	2	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	35	37	28	TOTAL	1	3	3
NEW	3	18	10	NEW	0	2	1
RETAINED	32	19	18	RETAINED	1	1	2
LOST	10	2	5	LOST	2	0	0
RATIO BOYS TO GIRLS			90.3%				9.7%

MOH0122

SPRINGFIELD YOUTH HOCKEY ASSOCIATION - MO

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	19	18	17	20	(3)	(1)	19
NEW	10	8	11	9	2	3	12
RETAINED	9	10	6	11	(5)	(4)	7
LOST	3	5	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	18	18	16	TOTAL	1	0	1
NEW	9	8	10	NEW	1	0	1
RETAINED	9	10	6	RETAINED	0	0	0
LOST	3	5	6	LOST	0	0	0
RATIO BOYS TO GIRLS			94.1%				5.9%

MOH0300

ST LOUIS GIRLS' 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	81	78	84	(6)	(3)	81
NEW	16	46	32	48	(16)	(14)	33
RETAINED	33	35	46	36	10	11	48
LOST	21	2	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	1	0	TOTAL	49	80	78
NEW	0	1	0	NEW	16	45	32
RETAINED	0	0	0	RETAINED	33	35	46
LOST	0	0	1	LOST	21	2	11
RATIO BOYS TO GIRLS			0.0%				100.0%

MOH0169

ST LOUIS ROCKETS 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	107	144	158	149	9	14	163
NEW	37	88	92	91	1	4	95
RETAINED	70	56	66	58	8	10	68
LOST	28	6	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	102	135	152	TOTAL	5	9	6
NEW	35	82	87	NEW	2	6	5
RETAINED	67	53	65	RETAINED	3	3	1
LOST	27	6	15	LOST	1	0	0
RATIO BOYS TO GIRLS			96.2%				3.8%

MOH0248

ST PETERS HOCKEY CLUB

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	189	248	308	255	53	60	317
NEW	100	141	177	145	32	36	182
RETAINED	89	107	131	110	21	24	135
LOST	14	7	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	176	238	292	TOTAL	13	10	16
NEW	95	137	168	NEW	5	4	9
RETAINED	81	101	124	RETAINED	8	6	7
LOST	9	4	18	LOST	5	3	1
RATIO BOYS TO GIRLS			94.8%				5.2%

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	135	141	137	145	(8)	(4)	142
NEW	57	63	50	65	(15)	(13)	52
RETAINED	78	78	87	80	7	9	90
LOST	13	18	15				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	130	138	134	TOTAL	5	3	3
NEW	56	62	50	NEW	1	1	0
RETAINED	74	76	84	RETAINED	4	2	3
LOST	12	17	15	LOST	1	1	0
RATIO BOYS TO GIRLS			97.8%				2.2%