

2020-2021 8 & Under Membership Report



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This report focuses on the foundation of USA Hockey's player base – the 8 & under age category. It examines the entry-level age group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the local association level. The objective is to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2021-22 season.

Furthermore, USA Hockey's Program Services team provides youth hockey leadership with national programs and tools to grow their 8 & under program while facilitating a more meaningful experience for volunteer leadership. Local associations can learn more about national growth programming and leadership resources by visiting: www.usahockey.com/programservices.

8 & UNDER GROWTH GOAL

The annual 8 & under growth goal set for 2021-22 season is 2.5% (as reflected in the Hattrick goals for each association). This goal is applied across the National, Affiliate, and local association levels. We do know, however, that if we grow at the same rate as pre-pandemic, we won't return to our numbers for another 5 seasons, so growth is more crucial than ever for the upcoming season.

TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

While we continue to concentrate efforts on the 8 & Under category, participation was down as expected.

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Participants	107,703	115,694	122,135	123,303	121,796	94,582
% Change	1.70%	7.40%	5.60%	1.00%	-1.20%	-22.3%
UT Participants	372	407	378	396	387	404
UT % Change	5.4%	9.4%	-7.1%	4.8%	-2.3%	4.4%

TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

The universe of 9-14-year olds retreated further as seen below. A slowdown in growth at 8U is still negatively impacting the early ages of 9-14, and will be increased with a gap of new players at the 8U level during the pandemic. We need to keep this in mind as there will be an emphasis on the importance of retention efforts *combined* with growth efforts.

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Participants	183,275	184,502	186,161	187,766	187,468	173,717
% Change	1.20%	0.70%	0.90%	0.90%	-0.20%	-7.3%

RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons played. While retention rates are fairly consistent from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Utah's retention average for 2020-21 by age segment in comparison to the National average:



UTAH RETENTION	AGE SEGMENT	NATIONAL RETENTION
33.3%	4 Year Olds returned as 5 Year Olds	41.0%
43.9%	5 Year Olds returned as 6 Year Olds	63.1%
63.6%	6 Year Olds returned as 7 Year Olds	77.2%
65.0%	7 Year Olds returned as 8 Year Olds	83.3%
70.3%	10 & Under	91.6%
78.5%	12 & Under	95.2%
84.8%	14 & Under	96.2%

TOTAL 8 & UNDER PARTICIPATION ETHNICITY MIX

UTAH	ETHNICITY	NATIONAL
1.24%	American Indian/Alaskan	0.70%
1.98%	Asian	1.56%
1.49%	Black/AA	0.56%
0.00%	Native Hawaiian	0.09%
2.72%	Hispanic/Latino	2.21%
80.20%	White (Non-Hisp)	81.66%
5.20%	Two or more races	4.78%
0.25%	Other	0.57%
6.93%	Prefer not to answer	7.88%



2020-21 KEY TAKEAWAYS—NATIONAL

NATIONAL BOYS AND GIRLS 8U

- TOTAL decreased by -27,214 or -22.3 percent
- NEW decreased by -19,924 or -37.0 percent
- RETAINED decreased by -7,290 or -10.7 percent
- LOST increased by +5,244 or +19.2 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	115694	122135	123303	121796	94582
	7.4%	5.6%	1.0%	-1.2%	-22.3%
NEW	52076	55769	55652	53799	33875
	14.4%	7.1%	-0.2%	-3.3%	-37.0%
RET	63618	66366	67651	67997	60707
	2.3%	4.3%	1.9%	0.5%	-10.7%
LOST	19372	22985	26026	27373	32617
	-0.7%	18.7%	13.2%	5.2%	19.2%

NATIONAL BOYS 8U

- TOTAL decreased by -22,815 or -23.3 percent
- NEW decreased by -16,333 or -38.8 percent
- RETAINED decreased by -6,482 or -11.6 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	95136	99605	99946	98129	75314
%	26.3%	4.7%	0.3%	-1.8%	-23.3%
NEW	41346	44054	43662	42126	25793
%	60.3%	6.5%	-0.9%	-3.5%	-38.8%
RET	53790	55551	56284	56003	49521
%	8.6%	3.3%	1.3%	-0.5%	-11.6%
LOST	14792	17515	19838	21016	25331
%	-41.6%	18.4%	13.3%	5.9%	20.5%

NATIONAL GIRLS 8U

- TOTAL decreased by -4,396 or -18.6 percent
- NEW decreased by -3,588 or -30.7 percent
- RETAINED decreased by -808 or -6.7 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	20558	22532	23359	23665	19269
%	6.7%	9.6%	3.7%	1.3%	-18.6%
NEW	10731	11717	11992	11673	8085
%	32.7%	9.2%	2.3%	-2.7%	-30.7%
RET	9827	10815	11367	11992	11184
%	-12.1%	10.1%	5.1%	5.5%	-6.7%
LOST	4581	5471	6189	6360	7287
%	-37.1%	19.4%	13.1%	2.8%	14.6%
MIX R/A	47.8%	48.0%	48.7%	50.7%	58.0%



2020-21 KEY TAKEAWAYS—UTAH

UTAH BOYS AND GIRLS 8U

- TOTAL increased by +17 or +4.4%
- NEW decreased by -2 or -1.0%
- RETAINED increased by +19 or +9.9%

	16-17	17-18	18-19	19-20	20-21
TOTAL	407	378	396	387	404
	9.4%	-7.1%	4.8%	-2.3%	4.4%
NEW	214	169	203	196	194
	8.6%	-21.0%	20.1%	-3.4%	-1.0%
RETAINED	193	209	193	191	210
	10.3%	8.3%	-7.7%	-1.0%	9.9%
LOST	78	95	97	97	81
	9.9%	21.8%	2.1%	0.0%	-16.5%

UTAH BOYS 8U

- TOTAL increased by +10 or +3.0%
- NEW decreased by -3 or -1.8%
- RETAINED increased +13 or +7.8%

	16-17	17-18	18-19	19-20	20-21
TOTAL	355	318	338	332	342
	7.3%	-10.4%	6.3%	-1.8%	3.0%
NEW	179	136	171	165	162
	5.9%	-24.0%	25.7%	-3.5%	-1.8%
RETAINED	176	182	167	167	180
	8.6%	3.4%	-8.2%	0.0%	7.8%
LOST	63	84	79	76	68
	-3.1%	33.3%	-6.0%	-3.8%	-10.5%

UTAH GIRLS 8U

- TOTAL increased by +7 or +12.7%
- NEW increased by +1 or +3.2%
- RETAINED increased by +6 or +25.0%

	16-17	17-18	18-19	19-20	20-21
TOTAL	52	60	58	55	62
	26.8%	15.4%	-3.3%	-5.2%	12.7%
NEW	35	33	32	31	32
	25.0%	-5.7%	-3.0%	-3.1%	3.2%
RETAINED	17	27	26	24	30
	30.8%	58.8%	-3.7%	-7.7%	25.0%
LOST	15	11	18	21	13
	66.7%	-26.7%	63.6%	16.7%	-38.1%



2020-21 UTAH ASSOCIATIONS

UTH0030

ASHLEY VALLEY AHA

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	38	36	36	38	(2)	0	38
NEW	16	20	17	21	(4)	(3)	18
RETAINED	22	16	19	17	2	3	20
LOST	16	12	10				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	32	31	31	TOTAL	6	5	5
NEW	14	15	15	NEW	2	5	2
RETAINED	18	16	16	RETAINED	4	0	3
LOST	15	6	9	LOST	1	6	1
RATIO BOYS TO GIRLS			86.1%				13.9%

UTH0095

CACHE VALLEY AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	40	40	41	42	(1)	1	43
NEW	22	20	22	21	1	2	23
RETAINED	18	20	19	21	(2)	(1)	20
LOST	16	7	9				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	35	33	32	TOTAL	5	7	9
NEW	19	14	17	NEW	3	6	5
RETAINED	16	19	15	RETAINED	2	1	4
LOST	15	6	6	LOST	1	1	3
RATIO BOYS TO GIRLS			78.0%				22.0%

UTH0070

DAVIS COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	41	40	39	42	(3)	(1)	41
NEW	20	23	25	24	1	2	26
RETAINED	21	17	14	18	(4)	(3)	15
LOST	12	10	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	33	34	30	TOTAL	8	6	9
NEW	16	20	19	NEW	4	3	6
RETAINED	17	14	11	RETAINED	4	3	3
LOST	10	7	5	LOST	2	3	0
RATIO BOYS TO GIRLS			76.9%				23.1%



UTH0004 OLYMPIC OVAL

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	76	57	75	59	16	18	77
NEW	36	24	37	25	12	13	38
RETAINED	40	33	38	34	4	5	39
LOST	8	18	8				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	64	53	66	TOTAL	12	4	9
NEW	28	23	34	NEW	8	1	3
RETAINED	36	30	32	RETAINED	4	3	6
LOST	6	12	8	LOST	2	6	0
RATIO BOYS TO GIRLS			88.0%				12.0%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	35	6	35	8	27	29	37
NEW	29	3	24	4	20	21	25
RETAINED	6	3	11	4	7	8	12
LOST	3	21	1				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	32	6	30	TOTAL	3	0	5
NEW	27	3	19	NEW	2	0	5
RETAINED	5	3	11	RETAINED	1	0	0
LOST	3	19	1	LOST	0	2	0
RATIO BOYS TO GIRLS			85.7%				14.3%

UTH0006 SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	37	43	41	45	(4)	(2)	43
NEW	37	20	22	21	1	2	23
RETAINED	0	23	19	24	(5)	(4)	20
LOST	1	6	6				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	32	34	37	TOTAL	5	9	4
NEW	32	15	22	NEW	5	5	0
RETAINED	0	19	15	RETAINED	0	4	4
LOST	1	6	4	LOST	0	0	2
RATIO BOYS TO GIRLS			90.2%				9.8%



UTH0090 WASATCH MOUNTAIN AHA

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	27	36	32	38	(6)	(4)	34
NEW	25	30	19	31	(12)	(11)	20
RETAINED	2	6	13	7	6	7	14
LOST	0	4	8				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	25	35	28	TOTAL	2	1	4
NEW	23	29	15	NEW	2	1	4
RETAINED	2	6	13	RETAINED	0	0	0
LOST	0	3	8	LOST	0	1	0
RATIO BOYS TO GIRLS			87.5%				12.5%

UTH0077 WEBER COUNTY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	0	0	66	0	66	66	69
NEW	0	0	44	0	44	44	46
RETAINED	0	0	22	0	22	22	23
LOST	0	0	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	0	0	57	TOTAL	0	0	9
NEW	0	0	37	NEW	0	0	7
RETAINED	0	0	20	RETAINED	0	0	2
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			86.4%				13.6%