

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	-11.4%	20.5%	0.0%	-36.2%	60.0%
7 TO 8	11.1%	20.0%	-16.7%	-12.5%	-22.9%
6 TO 7	33.3%	-5.0%	-18.4%	-38.7%	57.9%
5 TO 6	13.8%	-24.2%	-28.0%	-5.6%	58.8%
4 TO 5	50.0%	-23.8%	-50.0%	75.0%	-42.9%

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				
NEW MEXICO - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	3.42%	2.16%	2.74%	2.36%
Asian	0.85%	1.73%	0.00%	0.68%
Black/AA	0.43%	0.87%	0.00%	1.01%
Native Hawaiian	0.00%	0.00%	0.00%	0.34%
Hispanic/Latino	18.80%	16.88%	8.90%	16.55%
White (Non-Hispanic)	54.70%	55.84%	63.70%	55.41%
Two or more races	6.41%	9.96%	6.85%	10.81%
Other	1.71%	3.03%	0.68%	2.36%
Prefer not to answer	13.25%	9.52%	17.12%	10.47%

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 +146 or +98.6%
- NEW increased by +139 or +224.2%
- RETAINED increased by +7 or +8.1%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	286	234	232	148	294
	13.9%	-18.2%	-0.9%	-36.2%	98.6%
NEW	147	104	130	62	201
	11.4%	-29.3%	25.0%	-52.3%	224.2%
RETAINED	139	130	102	86	93
	16.8%	-6.5%	-21.5%	-15.7%	8.1%
LOST	63	91	74	83	25
	-10.0%	44.4%	-18.7%	12.2%	-69.9%

BOYS

- TOTAL increased by +120 or +106.2%
- NEW increased by +114 or +253.3%
- RETAINED increased by +6 or +8.8%

GIRLS

- TOTAL increased by +26 or +74.3%
- NEW increased by +25 or +147.1%
- RETAINED increased by +1 or +5.6%

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	220	180	170	113	233	TOTAL	66	54	62	35	61
	10.6%	-18.2%	-5.6%	-33.5%	106.2%		26.9%	-18.2%	14.8%	-43.5%	74.3%
NEW	110	77	95	45	159	NEW	37	27	35	17	42
	2.8%	-30.0%	23.4%	-52.6%	253.3%		48.0%	-27.0%	29.6%	-51.4%	147.1%
RETAINED	110	103	75	68	74	RETAINED	29	27	27	18	19
	19.6%	-6.4%	-27.2%	-9.3%	8.8%		7.4%	-6.9%	0.0%	-33.3%	5.6%
LOST	45	71	56	56	17	LOST	18	20	18	27	8
	-13.5%	57.8%	-21.1%	0.0%	-69.6%		0.0%	11.1%	-10.0%	50.0%	-70.4%
BOYS TO GIRLS RATIO					79.3%						20.7%

GROWTH CHALLENGE

- TOTAL OVER-performed by +141
- NEW OVER-performed by +137
- RETAINED OVER-performed by +4

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
153	141	146	303
64	137	139	207
89	4	7	96
# OF ASSOCIATIONS			5
AVERAGE # PLAYERS/ASSOCIATION			58.8

ASSOCIATIONS

**LOS ALAMOS HOCKEY
ASSOCIATION**

NMH0030

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	48	37	81	39	42	44	84
NEW	26	15	60	16	44	45	62
RETAINED	22	22	21	23	(2)	(1)	22
LOST	9	14	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	32	25	60	TOTAL	16	12	21
NEW	17	10	46	NEW	9	5	14
RETAINED	15	15	14	RETAINED	7	7	7
LOST	7	10	3	LOST	2	4	2
RATIO BOYS TO GIRLS			74.1%				25.9%

**NEW MEXICO AMATEUR HOCKEY
ASSOCIATION**

NMH0054

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	17	22	19	3	5	24
NEW	13	10	11	11	0	1	12
RETAINED	7	7	11	8	3	4	12
LOST	9	6	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	17	15	18	TOTAL	3	2	4
NEW	11	8	9	NEW	2	2	2
RETAINED	6	7	9	RETAINED	1	0	2
LOST	9	4	2	LOST	0	2	0
RATIO BOYS TO GIRLS			81.8%				18.2%

NEW MEXICO ICE HOCKEY FOUNDATION

NMH0053

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	80	61	84	63	21	23	87
NEW	39	21	46	22	24	25	48
RETAINED	41	40	38	41	(3)	(2)	39
LOST	17	23	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	61	49	73	TOTAL	19	12	11
NEW	26	16	42	NEW	13	5	4
RETAINED	35	33	31	RETAINED	6	7	7
LOST	9	13	5	LOST	8	10	2
RATIO BOYS TO GIRLS			86.9%				13.1%

NMHO070 SANTA FE 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	17	9	35	11	24	26	37
NEW	13	5	31	6	25	26	32
RETAINED	4	4	4	5	(1)	0	5
LOST	2	7	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	13	8	28	TOTAL	4	1	7
NEW	11	5	25	NEW	2	0	6
RETAINED	2	3	3	RETAINED	2	1	1
LOST	1	5	4	LOST	1	2	1
RATIO BOYS TO GIRLS			80.0%				20.0%

NMHO040 TAOS YOUTH 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	0	0	19	0	19	19	21
NEW	0	0	16	0	16	16	17
RETAINED	0	0	3	0	3	3	4
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	15	TOTAL	0	0	4
NEW	0	0	12	NEW	0	0	4
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			78.9%				21.1%