

2021-2022

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.

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	18.8%	15.8%	-19.7%	3.8%	7.3%
7 TO 8	52.5%	-18.0%	6.0%	-7.5%	-4.1%
6 TO 7	-36.4%	42.9%	17.5%	-42.6%	-11.1%
5 TO 6	19.0%	20.0%	3.3%	-38.7%	-26.3%
4 TO 5	16.7%	7.1%	-66.7%	-20.0%	75.0%

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				
OREGON- 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.00%	0.78%	0.00%	0.87%
Asian	4.04%	4.26%	0.62%	5.68%
Black/AA	0.74%	1.16%	1.23%	0.44%
Native Hawaiian	0.00%	0.00%	0.00%	0.44%
Hispanic/Latino	7.72%	5.04%	4.32%	3.49%
White (Non-Hispanic)	66.18%	70.54%	70.37%	68.56%
Two or more races	12.13%	8.53%	12.96%	12.66%
Other	1.10%	1.16%	0.00%	0.00%
Prefer not to answer	5.88%	8.53%	10.49%	7.86%

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 +67 or +41.4%
- NEW increased by +75 or +131.6%
- RETAINED decreased by -8 or -7.6%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	280	272	258	162	229
	12.4%	-2.9%	-5.1%	-37.2%	41.4%
NEW	149	136	121	57	132
	14.6%	-8.7%	-11.0%	-52.9%	131.6%
RETAINED	131	136	137	105	97
	10.1%	3.8%	0.7%	-23.4%	-7.6%
LOST	55	67	61	75	21
	27.9%	21.8%	-9.0%	23.0%	-72.0%

BOYS

- TOTAL increased by +52 or +38.5%
- NEW increased by +58 or +118.4%
- RETAINED decreased by -6 or -7.0%

GIRLS

- TOTAL increased by +15 or +55.6%
- NEW increased by +17 or +212.5%
- RETAINED decreased by -2 or -10.5%

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	223	207	135	187	TOTAL	60	49	51	27	42
	8.4%	1.4%	-7.2%	-34.8%	38.5%		30.4%	-18.3%	4.1%	-47.1%	55.6%
NEW	112	112	94	49	107	NEW	37	24	27	8	25
	15.5%	0.0%	-16.1%	-47.9%	118.4%		12.1%	-35.1%	12.5%	-70.4%	212.5%
RETAINED	108	111	113	86	80	RETAINED	23	25	24	19	17
	1.9%	2.8%	1.8%	-23.9%	-7.0%		76.9%	8.7%	-4.0%	-20.8%	-10.5%
LOST	42	52	47	52	18	LOST	13	15	14	23	3
	10.5%	23.8%	-9.6%	10.6%	-65.4%		160.0%	15.4%	-6.7%	64.3%	-87.0%
BOYS TO GIRLS RATIO					81.7%						18.3%

GROWTH CHALLENGE

- TOTAL OVER-performed by +63
- NEW OVER-performed by +74
- RETAINED UNDER-performed by -11

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
166	63	67	236
58	74	75	136
108	(11)	(8)	100
# OF ASSOCIATIONS			6
AVERAGE # PLAYERS/ASSOCIATION			38.2

ASSOCIATIONS

ORH0011 BEND ICE

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	24	23	24	25	(1)	1	26
NEW	12	16	11	17	(6)	(5)	12
RETAINED	12	7	13	8	5	6	14
LOST	0	3	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	21	18	17	TOTAL	3	5	7
NEW	11	12	8	NEW	1	4	3
RETAINED	10	6	9	RETAINED	2	1	4
LOST	0	3	3	LOST	0	0	1
RATIO BOYS TO GIRLS			70.8%				29.2%

ORH0009 KLAMATH ICE SPORTS INC

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	6	8	13	10	3	5	15
NEW	5	5	9	6	3	4	10
RETAINED	1	3	4	4	0	1	5
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	5	8	12	TOTAL	1	0	1
NEW	4	5	8	NEW	1	0	1
RETAINED	1	3	4	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			92.3%				7.7%

LANE AMATEUR HOCKEY ASSOCIATION

ORH0002

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	24	12	34	14	20	22	36
NEW	12	1	25	2	23	24	26
RETAINED	12	11	9	12	(3)	(2)	10
LOST	4	5	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	24	12	30	TOTAL	0	0	4
NEW	12	1	21	NEW	0	0	4
RETAINED	12	11	9	RETAINED	0	0	0
LOST	1	5	1	LOST	3	0	0
RATIO BOYS TO GIRLS			88.2%				11.8%

ORH0005 ROGUE VALLEY 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	11	5	5	6	(1)	0	7
NEW	9	0	3	0	3	3	4
RETAINED	2	5	2	6	(4)	(3)	3
LOST	0	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	10	5	5	TOTAL	1	0	0
NEW	8	0	3	NEW	1	0	0
RETAINED	2	5	2	RETAINED	0	0	0
LOST	0	1	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

ORH0012 ROSE CITY HOCKEY CLUB

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	15	0	15	15	17
NEW	0	0	14	0	14	14	15
RETAINED	0	0	1	0	1	1	2
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	0	TOTAL	0	0	15
NEW	0	0	0	NEW	0	0	14
RETAINED	0	0	0	RETAINED	0	0	1
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

ORH0077 WINTERHAWKS JR 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	0	0	72	0	72	72	75
NEW	0	0	49	0	49	49	51
RETAINED	0	0	23	0	23	23	24
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	64	TOTAL	0	0	8
NEW	0	0	45	NEW	0	0	4
RETAINED	0	0	19	RETAINED	0	0	4
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			88.9%				11.1%