

# 2021-2022

# SEASON

## 8 & UNDER MEMBERSHIP REPORT

# NEVADA AMATEUR HOCKEY ASSOCIATION

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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](http://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	3.0%	0.0%	173.5%	32.3%	72.4%
7 TO 8	-34.4%	38.1%	131.0%	110.4%	17.0%
6 TO 7	15.4%	46.7%	159.1%	26.3%	58.3%
5 TO 6	-40.0%	183.3%	17.6%	60.0%	84.4%
4 TO 5	200.0%	0.0%	33.3%	-25.0%	266.7%

## 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				
NEVADA - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.00%	0.20%	0.78%	0.21%
Asian	2.49%	6.48%	3.60%	5.13%
Black/AA	0.00%	0.98%	0.00%	0.96%
Native Hawaiian	0.62%	1.96%	0.63%	0.75%
Hispanic/Latino	4.05%	6.29%	6.26%	7.81%
White (Non-Hispanic)	44.86%	63.46%	65.10%	65.45%
Two or more races	11.84%	13.75%	14.87%	8.02%
Other	1.25%	1.77%	1.41%	3.53%
Prefer not to answer	4.36%	5.11%	7.36%	8.13%

## 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 +230 or +32.7%
- NEW increased by +129 or +28.3%
- RETAINED increased by +101 or +40.7%

BOYS & GIRLS_8 & UNDER_SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	171	370	531	704	934
	85.9%	116.4%	43.5%	32.6%	32.7%
NEW	126	299	382	456	585
	260.0%	137.3%	27.8%	19.4%	28.3%
RETAINED	45	71	149	248	349
	-21.1%	57.8%	109.9%	66.4%	40.7%
LOST	18	48	108	119	129
	-10.0%	166.7%	125.0%	10.2%	8.4%

### BOYS

- TOTAL increased by +190 or +29.5%
- NEW increased by +104 or +25.8%
- RETAINED increased by +86 or +35.8%

### GIRLS

- TOTAL increased by +40 or +65.6%
- NEW increased by +25 or +47.2%
- RETAINED increased by +15 or +187.5%

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	154	335	505	643	833	TOTAL	17	35	26	61	101
	90.1%	117.5%	50.7%	27.3%	29.5%		54.5%	105.9%	-25.7%	134.6%	65.6%
NEW	114	269	369	403	507	NEW	12	30	13	53	78
	245.5%	136.0%	37.2%	9.2%	25.8%		500.0%	150.0%	-56.7%	307.7%	47.2%
RETAINED	40	66	136	240	326	RETAINED	5	5	13	8	23
	-16.7%	65.0%	106.1%	76.5%	35.8%		-44.4%	0.0%	160.0%	-38.5%	187.5%
LOST	14	43	94	113	110	LOST	4	5	14	6	19
	-26.3%	207.1%	118.6%	20.2%	-2.7%		300.0%	25.0%	180.0%	-57.1%	216.7%
BOYS TO GIRLS RATIO					89.2%						10.8%

### GROWTH CHALLENGE

- TOTAL OVER-performed by +212
- NEW OVER-performed by +117
- RETAINED OVER-performed by +95

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
722	212	230	958
468	117	129	600
254	95	101	358
# OF ASSOCIATIONS			4
AVERAGE # PLAYERS/ASSOCIATION			233.5

# ASSOCIATIONS

NVH0020 HC RENO ICE YOUTH IN-HOUSE

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	37	0	37	37	38
NEW	0	0	37	0	37	37	38
RETAINED	0	0	0	0	0	0	0
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	36	TOTAL	0	0	1
NEW	0	0	36	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			97.3%				2.7%

NVH0017 JR GOLDEN KNIGHTS  
HENDERSON

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	13	0	13	13	14
NEW	0	0	13	0	13	13	14
RETAINED	0	0	0	0	0	0	0
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	13	TOTAL	0	0	0
NEW	0	0	13	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NVH0004 TEAM BROOKS 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	87	91	22	94	(72)	(69)	24
NEW	66	66	5	68	(63)	(61)	6
RETAINED	21	25	17	26	(9)	(8)	18
LOST	15	25	29				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	85	91	22	TOTAL	2	0	0
NEW	66	66	5	NEW	0	0	0
RETAINED	19	25	17	RETAINED	2	0	0
LOST	14	24	29	LOST	1	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

VEGAS JR GOLDEN KNIGHTS

NVH0011

TRAVEL

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	53	28	26	30	(4)	(2)	28
NEW	42	21	20	22	(2)	(1)	21
RETAINED	11	7	6	8	(2)	(1)	7
LOST	5	17	4				

BOYS_8 & UNDER				GIRLS 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	51	27	24	TOTAL	2	1	2
NEW	41	21	18	NEW	1	0	2
RETAINED	10	6	6	RETAINED	1	1	0
LOST	4	17	4	LOST	1	0	0
RATIO BOYS TO GIRLS			3.0%				7.7%