

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	5.0%	-1.9%	-7.7%	-1.3%	9.0%
7 TO 8	4.0%	-6.7%	-5.5%	-1.5%	13.7%
6 TO 7	-1.7%	-1.0%	-4.1%	-2.1%	9.1%
5 TO 6	-1.4%	-0.9%	-15.6%	-11.2%	30.8%
4 TO 5	-4.8%	-17.0%	-18.1%	45.6%	7.1%

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					
MIDWEST - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.57%	0.48%	0.59%	0.37%	0.22%
Asian	1.54%	0.91%	0.46%	0.74%	0.67%
Black/AA	0.80%	0.48%	0.46%	0.74%	0.73%
Native Hawaiian	0.06%	0.18%	0.00%	0.16%	0.17%
Hispanic/Latino	2.56%	2.18%	1.83%	1.95%	2.80%
White (Non-Hispanic)	85.71%	86.39%	85.73%	86.56%	84.83%
Two or more races	3.53%	4.84%	5.24%	3.90%	4.98%
Other	0.34%	0.60%	0.72%	0.16%	0.34%
Prefer not to answer	4.90%	3.93%	4.97%	5.43%	5.26%

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 decreased by -111 or -5.9%
- NEW decreased by -243 or -24.2%
- RETAINED increased by +132 or +14.8%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	1762	1653	1528	1895	1784
	-1.0%	-6.2%	-7.6%	24.0%	-5.9%
NEW	745	682	642	1003	760
	-1.8%	-8.5%	-5.9%	56.2%	-24.2%
RETAINED	1017	971	886	892	1024
	-0.4%	-4.5%	-8.8%	0.7%	14.8%
LOST	299	332	325	262	406
	-9.1%	11.0%	-2.1%	-19.4%	55.0%

- BOYS**

- TOTAL decreased by -107 or -6.7%
- NEW decreased by -221 or -26.7%
- RETAINED increased by +114 or +14.7%

- GIRLS**

- TOTAL decreased by -4 or -1.4%
- NEW decreased by -22 or -12.6%
- RETAINED increased by +18 or +15.1%

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	1540	1442	1306	1602	1495	TOTAL	222	211	222	293	289
	-1.8%	-6.4%	-9.4%	22.7%	-6.7%		5.2%	-5.0%	5.2%	32.0%	-1.4%
NEW	626	579	522	829	608	NEW	119	103	120	174	152
	-4.0%	-7.5%	-9.8%	58.8%	-26.7%		11.2%	-13.4%	16.5%	45.0%	-12.6%
RETAINED	914	863	784	773	887	RETAINED	103	108	102	119	137
	-0.3%	-5.6%	-9.2%	-1.4%	14.7%		-1.0%	4.9%	-5.6%	16.7%	15.1%
LOST	243	274	274	218	309	LOST	56	58	51	44	97
	-11.3%	12.8%	0.0%	-20.4%	41.7%		1.8%	3.6%	-12.1%	-13.7%	120.5%
BOYS TO GIRLS RATIO	83.8%					16.2%					

GROWTH CHALLENGE

- TOTAL UNDER-performed by -160
- NEW UNDER-performed by -269
- RETAINED OVER-performed by +109

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
1944	(160)	(111)	1829
1029	(269)	(243)	779
915	109	132	1050
# OF ASSOCIATIONS			17
AVERAGE # PLAYERS/ASSOCIATION			104.9

ASSOCIATIONS

IOWA

IAH0143 AMES MINOR HOCKEY ASSN

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	54	52	62	54	8	10	64
NEW	32	26	36	27	9	10	37
RETAINED	22	26	26	27	(1)	0	27
LOST	23	10	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	40	43	52	TOTAL	14	9	10
NEW	19	24	28	NEW	13	2	8
RETAINED	21	19	24	RETAINED	1	7	2
LOST	19	7	7	LOST	4	3	2
RATIO BOYS TO GIRLS			83.9%				16.1%

IAH0119 CEDAR RAPIDS 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	38	28	36	30	6	8	38
NEW	30	8	23	9	14	15	24
RETAINED	8	20	13	21	(8)	(7)	14
LOST	0	8	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	34	25	25	TOTAL	4	3	11
NEW	28	7	14	NEW	2	1	9
RETAINED	6	18	11	RETAINED	2	2	2
LOST	0	8	2	LOST	0	0	1
RATIO BOYS TO GIRLS			69.4%				30.6%

IAH0136 DES MOINES 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	148	110	146	114	32	36	151
NEW	58	52	89	54	35	37	92
RETAINED	90	58	57	60	(3)	(1)	59
LOST	22	32	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	134	102	127	TOTAL	14	8	19
NEW	48	48	72	NEW	10	4	17
RETAINED	86	54	55	RETAINED	4	4	2
LOST	18	30	8	LOST	4	2	4
RATIO BOYS TO GIRLS			87.0%				13.0%

IAH0126 DUBUQUE 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	76	91	84	94	(10)	(7)	87
NEW	22	33	35	34	1	2	36
RETAINED	54	58	49	60	(11)	(9)	51
LOST	25	5	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	66	79	73	TOTAL	10	12	11
NEW	18	27	31	NEW	4	6	4
RETAINED	48	52	42	RETAINED	6	6	7
LOST	24	5	16	LOST	1	0	5
RATIO BOYS TO GIRLS			86.9%				13.1%

IAH0160 IOWA CITY 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	23	34	28	36	(8)	(6)	30
NEW	4	24	13	25	(12)	(11)	14
RETAINED	19	10	15	11	4	5	16
LOST	9	3	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	14	22	18	TOTAL	9	12	10
NEW	3	16	8	NEW	1	8	5
RETAINED	11	6	10	RETAINED	8	4	5
LOST	6	2	3	LOST	3	1	5
RATIO BOYS TO GIRLS			64.3%				35.7%

IAH0120 LAKES AREA 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	32	45	52	47	5	7	54
NEW	13	32	23	33	(10)	(9)	24
RETAINED	19	13	29	14	15	16	30
LOST	4	9	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	26	27	31	TOTAL	6	18	21
NEW	9	18	14	NEW	4	14	9
RETAINED	17	9	17	RETAINED	2	4	12
LOST	4	8	5	LOST	0	1	5
RATIO BOYS TO GIRLS			59.6%				40.4%

IAH0117 MASON CITY YOUTH HOCKEY

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	74	125	99	129	(30)	(26)	102
NEW	40	76	23	78	(55)	(53)	24
RETAINED	34	49	76	51	25	27	78
LOST	7	15	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	67	101	82	TOTAL	7	24	17
NEW	34	58	16	NEW	6	18	7
RETAINED	33	43	66	RETAINED	1	6	10
LOST	4	13	20	LOST	3	2	13
RATIO BOYS TO GIRLS			82.8%				17.2%

IAH0162 QUAD CITY 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	100	111	90	115	(25)	(21)	93
NEW	53	48	36	50	(14)	(12)	37
RETAINED	47	63	54	65	(11)	(9)	56
LOST	23	26	35				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	83	93	79	TOTAL	17	18	11
NEW	41	38	30	NEW	12	10	6
RETAINED	42	55	49	RETAINED	5	8	5
LOST	18	19	28	LOST	5	7	7
RATIO BOYS TO GIRLS			87.8%				12.2%

IAH0118 SIOUX CENTER 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	55	51	59	53	6	8	61
NEW	26	18	32	19	13	14	33
RETAINED	29	33	27	34	(7)	(6)	28
LOST	4	8	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	40	37	48	TOTAL	15	14	11
NEW	20	11	26	NEW	6	7	6
RETAINED	20	26	22	RETAINED	9	7	5
LOST	3	4	9	LOST	1	4	4
RATIO BOYS TO GIRLS			81.4%				18.6%

IAH0139 SIOUXLAND 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	69	88	40	92	(52)	(48)	42
NEW	26	45	8	47	(39)	(37)	9
RETAINED	43	43	32	45	(13)	(11)	33
LOST	11	9	32				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	65	84	40	TOTAL	4	4	0
NEW	23	42	8	NEW	3	3	0
RETAINED	42	42	32	RETAINED	1	1	0
LOST	10	7	30	LOST	1	2	2
RATIO BOYS TO GIRLS			100.0%				0.0%

IAH0138 WATERLOO YOUTH HOCKEY ASSN

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	76	76	63	79	(16)	(13)	66
NEW	19	31	21	32	(11)	(10)	22
RETAINED	57	45	42	47	(5)	(3)	44
LOST	19	12	19				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	69	67	59	TOTAL	7	9	4
NEW	19	28	18	NEW	0	3	3
RETAINED	50	39	41	RETAINED	7	6	1
LOST	17	12	14	LOST	2	0	5
RATIO BOYS TO GIRLS			93.7%				6.3%

KANSAS

KSH0128 KANSAS CITY YOUTH HOCKEY ASSN

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	214	286	300	294	6	14	308
NEW	89	171	144	176	(32)	(27)	148
RETAINED	125	115	156	118	38	41	160
LOST	26	22	39				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	187	249	255	TOTAL	27	37	45
NEW	76	148	117	NEW	13	23	27
RETAINED	111	101	138	RETAINED	14	14	18
LOST	24	19	33	LOST	2	3	6
RATIO BOYS TO GIRLS			85.0%				15.0%

KSH0132

WICHITA 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	28	32	39	34	5	7	41
NEW	9	20	20	21	(1)	0	21
RETAINED	19	12	19	13	6	7	20
LOST	0	6	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	25	27	31	TOTAL	3	5	8
NEW	7	16	15	NEW	2	4	5
RETAINED	18	11	16	RETAINED	1	1	3
LOST	0	5	2	LOST	0	1	2
RATIO BOYS TO GIRLS			79.5%				20.5%

NEBRASKA

NEH0005

FREMONT ICE 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	45	46	47	(1)	1	48
NEW	14	26	23	27	(4)	(3)	24
RETAINED	22	19	23	20	3	4	24
LOST	3	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	31	37	39	TOTAL	5	8	7
NEW	12	21	20	NEW	2	5	3
RETAINED	19	16	19	RETAINED	3	3	4
LOST	2	4	3	LOST	1	1	2
RATIO BOYS TO GIRLS			84.8%				15.2%

NEH0002

LINCOLN ICE 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	43	133	127	137	(10)	(6)	131
NEW	13	93	50	96	(46)	(43)	52
RETAINED	30	40	77	41	36	37	79
LOST	15	5	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	33	113	104	TOTAL	10	20	23
NEW	10	82	40	NEW	3	11	10
RETAINED	23	31	64	RETAINED	7	9	13
LOST	12	3	26	LOST	3	2	4
RATIO BOYS TO GIRLS			81.9%				18.1%

NEH0134

OMAHA 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	165	208	231	214	17	23	238
NEW	64	115	104	118	(14)	(11)	107
RETAINED	101	93	127	96	31	34	131
LOST	28	17	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	150	190	208	TOTAL	15	18	23
NEW	54	105	92	NEW	10	10	12
RETAINED	96	85	116	RETAINED	5	8	11
LOST	24	13	17	LOST	4	4	4
RATIO BOYS TO GIRLS			90.0%				10.0%

NEH0004

TRI-CITY YOUTH ICE 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	53	58	42	60	(18)	(16)	44
NEW	15	27	18	28	(10)	(9)	19
RETAINED	38	31	24	32	(8)	(7)	25
LOST	16	15	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	43	49	38	TOTAL	10	9	4
NEW	11	23	16	NEW	4	4	2
RETAINED	32	26	22	RETAINED	6	5	2
LOST	13	13	20	LOST	3	2	4
RATIO BOYS TO GIRLS			90.5%				9.5%