

# 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](http://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	20.5%	0.0%	-36.2%	60.0%	-18.8%
7 TO 8	20.0%	-16.7%	-12.5%	-22.9%	96.3%
6 TO 7	-5.0%	-18.4%	-38.7%	57.9%	40.0%
5 TO 6	-24.2%	-28.0%	-5.6%	58.8%	0.0%
4 TO 5	-23.8%	-50.0%	75.0%	-42.9%	62.5%

## 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					
NEW MEXICO REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	3.42%	2.16%	2.74%	2.36%	1.37%
Asian	0.85%	1.73%	0.00%	0.68%	2.41%
Black/AA	0.43%	0.87%	0.00%	1.01%	0.69%
Native Hawaiian	0.00%	0.00%	0.00%	0.34%	0.00%
Hispanic/Latino	18.80%	16.88%	8.90%	16.55%	19.93%
White (Non-Hispanic)	54.70%	55.84%	63.70%	55.41%	52.92%
Two or more races	6.41%	9.96%	6.85%	10.81%	10.31%
Other	1.71%	3.03%	0.68%	2.36%	0.34%
Prefer not to answer	13.25%	9.52%	17.12%	10.47%	12.03%

## 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 -3 or -1.0%
- NEW decreased by -54 or -26.9%
- RETAINED increased by +51 or +54.8%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
<b>TOTAL</b>	234	232	148	294	291
	-18.2%	-0.9%	-36.2%	98.6%	-1.0%
<b>NEW</b>	104	130	62	201	147
	-29.3%	25.0%	-52.3%	224.2%	-26.9%
<b>RETAINED</b>	130	102	86	93	144
	-6.5%	-21.5%	-15.7%	8.1%	54.8%
<b>LOST</b>	91	74	83	25	97
	44.4%	-18.7%	12.2%	-69.9%	288.0%

- BOYS**

- TOTAL increased by +1 or +0.4%
- NEW decreased by -46 or -28.9%
- RETAINED increased by +47 or +63.5%

- GIRLS**

- TOTAL decreased by -4 or -6.6%
- NEW decreased by -8 or -19.0%
- RETAINED increased by +4 or +21.1%

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
<b>TOTAL</b>	180	170	113	233	234	<b>TOTAL</b>	54	62	35	61	57
	-18.2%	-5.6%	-33.5%	106.2%	0.4%		-18.2%	14.8%	-43.5%	74.3%	-6.6%
<b>NEW</b>	77	95	45	159	113	<b>NEW</b>	27	35	17	42	34
	-30.0%	23.4%	-52.6%	253.3%	-28.9%		-27.0%	29.6%	-51.4%	147.1%	-19.0%
<b>RETAINED</b>	103	75	68	74	121	<b>RETAINED</b>	27	27	18	19	23
	-6.4%	-27.2%	-9.3%	8.8%	63.5%		-6.9%	0.0%	-33.3%	5.6%	21.1%
<b>LOST</b>	71	56	56	17	75	<b>LOST</b>	20	18	27	8	22
	57.8%	-21.1%	0.0%	-69.6%	341.2%		11.1%	-10.0%	50.0%	-70.4%	175.0%
<b>BOYS TO GIRLS RATIO</b>	80.4%					19.6%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -12
- NEW UNDER-performed by -60
- RETAINED OVER-performed by +48

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
303	(12)	(3)	299
207	(60)	(54)	151
96	48	51	148
# OF ASSOCIATIONS			6
AVERAGE # PLAYERS/ASSOCIATION			48.5

# ASSOCIATIONS

NMH0030 LOS ALAMOS 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	37	81	88	84	4	7	91
NEW	15	60	48	62	(14)	(12)	50
RETAINED	22	21	40	22	18	19	41
LOST	14	5	32				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	25	60	69	TOTAL	12	21	19
NEW	10	46	38	NEW	5	14	10
RETAINED	15	14	31	RETAINED	7	7	9
LOST	10	3	24	LOST	4	2	8
RATIO BOYS TO GIRLS			78.4%				21.6%

NMH0054 NEW MEXICO AMATEUR 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	17	22	35	24	11	13	37
NEW	10	11	22	12	10	11	23
RETAINED	7	11	13	12	1	2	14
LOST	6	2	5				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	15	18	27	TOTAL	2	4	8
NEW	8	9	16	NEW	2	2	6
RETAINED	7	9	11	RETAINED	0	2	2
LOST	4	2	4	LOST	2	0	1
RATIO BOYS TO GIRLS			77.1%				22.9%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	61	84	84	87	(3)	0	87
NEW	21	46	36	48	(12)	(10)	37
RETAINED	40	38	48	39	9	10	50
LOST	23	7	16				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	49	73	76	TOTAL	12	11	8
NEW	16	42	34	NEW	5	4	2
RETAINED	33	31	42	RETAINED	7	7	6
LOST	13	5	12	LOST	10	2	4
RATIO BOYS TO GIRLS			90.5%				9.5%

NMH0059

NEW MEXICO MUSTANGS GIRLS HOCKEY ASSOC

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	0	0	12	0	12	12	13
NEW	0	0	12	0	12	12	13
RETAINED	0	0	0	0	0	0	0
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	0	0	TOTAL	0	0	12
NEW	0	0	0	NEW	0	0	12
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

NMH0070

SANTA FE 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	9	35	37	37	0	2	39
NEW	5	31	23	32	(9)	(8)	24
RETAINED	4	4	14	5	9	10	15
LOST	7	5	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	8	28	34	TOTAL	1	7	3
NEW	5	25	20	NEW	0	6	3
RETAINED	3	3	14	RETAINED	1	1	0
LOST	5	4	9	LOST	2	1	1
RATIO BOYS TO GIRLS			91.9%				8.1%

NMH0040

TAOS 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	0	19	21	21	0	2	23
NEW	0	16	13	17	(4)	(3)	14
RETAINED	0	3	8	4	4	5	9
LOST	0	0	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	15	16	TOTAL	0	4	5
NEW	0	12	10	NEW	0	4	3
RETAINED	0	3	6	RETAINED	0	0	2
LOST	0	0	4	LOST	0	0	2
RATIO BOYS TO GIRLS			76.2%				23.8%