

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	15.8%	-19.7%	3.8%	7.3%	0.0%
7 TO 8	-18.0%	6.0%	-7.5%	-4.1%	-23.4%
6 TO 7	42.9%	17.5%	-42.6%	-11.1%	37.5%
5 TO 6	20.0%	3.3%	-38.7%	-26.3%	78.6%
4 TO 5	7.1%	-66.7%	-20.0%	75.0%	71.4%

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					
OREGON REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.00%	0.78%	0.00%	0.87%	0.42%
Asian	4.04%	4.26%	0.62%	5.68%	5.49%
Black/AA	0.74%	1.16%	1.23%	0.44%	0.42%
Native Hawaiian	0.00%	0.00%	0.00%	0.44%	0.42%
Hispanic/Latino	7.72%	5.04%	4.32%	3.49%	2.53%
White (Non-Hispanic)	66.18%	70.54%	70.37%	68.56%	67.51%
Two or more races	12.13%	8.53%	12.96%	12.66%	13.08%
Other	1.10%	1.16%	0.00%	0.00%	1.27%
Prefer not to answer	5.88%	8.53%	10.49%	7.86%	8.86%

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 increased by +9 or +3.9%
- NEW increased by +0 or +0.0%
- RETAINED increased by +9 or +9.3%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	272	258	162	229	238
	-2.9%	-5.1%	-37.2%	41.4%	3.9%
NEW	136	121	57	132	132
	-8.7%	-11.0%	-52.9%	131.6%	0.0%
RETAINED	136	137	105	97	106
	3.8%	0.7%	-23.4%	-7.6%	9.3%
LOST	67	61	75	21	49
	21.8%	-9.0%	23.0%	-72.0%	133.3%

- BOYS**

- TOTAL increased by +25 or +13.4%
- NEW increased by +11 or +10.3%
- RETAINED increased by +14 or +17.5%

- GIRLS**

- TOTAL decreased by -16 or -38.1%
- NEW decreased by -11 or -44.0%
- RETAINED decreased by -5 or -29.4%

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	223	207	135	187	212	TOTAL	49	51	27	42	26
	1.4%	-7.2%	-34.8%	38.5%	13.4%		-18.3%	4.1%	-47.1%	55.6%	-38.1%
NEW	112	94	49	107	118	NEW	24	27	8	25	14
	0.0%	-16.1%	-47.9%	118.4%	10.3%		-35.1%	12.5%	-70.4%	212.5%	-44.0%
RETAINED	111	113	86	80	94	RETAINED	25	24	19	17	12
	2.8%	1.8%	-23.9%	-7.0%	17.5%		8.7%	-4.0%	-20.8%	-10.5%	-29.4%
LOST	52	47	52	18	37	LOST	15	14	23	3	12
	23.8%	-9.6%	10.6%	-65.4%	105.6%		15.4%	-6.7%	64.3%	-87.0%	300.0%
BOYS TO GIRLS RATIO	89.1%					10.9%					

- GROWTH CHALLENGE**

- TOTAL OVER-performed by +2
- NEW UNDER-performed by -4
- RETAINED OVER-performed by +6

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
236	2	9	245
136	(4)	0	136
100	6	9	109
# OF ASSOCIATIONS			7
AVERAGE # PLAYERS/ASSOCIATION			35.0

ASSOCIATIONS

ORH0011 BEND ICE

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	24	22	26	(4)	(2)	24
NEW	16	11	11	12	(1)	0	12
RETAINED	7	13	11	14	(3)	(2)	12
LOST	3	4	6				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	18	17	21	TOTAL	5	7	1
NEW	12	8	11	NEW	4	3	0
RETAINED	6	9	10	RETAINED	1	4	1
LOST	3	3	3	LOST	0	1	3
RATIO BOYS TO GIRLS			95.5%				4.5%

ORH0009 KLAMATH ICE SPORTS INC

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	8	13	14	15	(1)	1	16
NEW	5	9	10	10	0	1	11
RETAINED	3	4	4	5	(1)	0	5
LOST	0	0	2				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	8	12	14	TOTAL	0	1	0
NEW	5	8	10	NEW	0	1	0
RETAINED	3	4	4	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	1
RATIO BOYS TO GIRLS			100.0%				0.0%

ORH0002 LANE 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	12	34	29	36	(7)	(5)	31
NEW	1	25	13	26	(13)	(12)	14
RETAINED	11	9	16	10	6	7	17
LOST	5	1	4				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	12	30	24	TOTAL	0	4	5
NEW	1	21	12	NEW	0	4	1
RETAINED	11	9	12	RETAINED	0	0	4
LOST	5	1	4	LOST	0	0	0
RATIO BOYS TO GIRLS			82.8%				17.2%

ORH0080 REHL

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	13	0	13	13	15
NEW	0	0	12	0	12	12	13
RETAINED	0	0	1	0	1	1	2
LOST	0	0	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	0	11	TOTAL	0	0	2
NEW	0	0	10	NEW	0	0	2
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	4	LOST	0	0	0
RATIO BOYS TO GIRLS			84.6%				15.4%

ORH0005 ROGUE VALLEY 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	5	5	10	7	3	5	12
NEW	0	3	6	4	2	3	7
RETAINED	5	2	4	3	1	2	5
LOST	1	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	5	5	10	TOTAL	0	0	0
NEW	0	3	6	NEW	0	0	0
RETAINED	5	2	4	RETAINED	0	0	0
LOST	1	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

ORH0013 SHERWOOD ICE ARENA 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	0	0	21	0	21	21	22
NEW	0	0	21	0	21	21	22
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	20	TOTAL	0	0	1
NEW	0	0	20	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			95.2%				4.8%

ORH0077

WINTERHAWKS JR 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	0	72	71	75	(4)	(1)	74
NEW	0	49	23	51	(28)	(26)	24
RETAINED	0	23	48	24	24	25	50
LOST	0	0	7				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	64	69	TOTAL	0	8	2
NEW	0	45	23	NEW	0	4	0
RETAINED	0	19	46	RETAINED	0	4	2
LOST	0	0	6	LOST	0	0	1
RATIO BOYS TO GIRLS			97.2%				2.8%