# 2020-2021 8 & Under Membership Report



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This report focuses on the foundation of USA Hockey's player base – the 8 & under age category. It examines the entry-level age group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the local association level. The objective is to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2021-22 season.

Furthermore, USA Hockey's Program Services team provides youth hockey leadership with national programs and tools to grow their 8 & under program while facilitating a more meaningful experience for volunteer leadership. Local associations can learn more about national growth programming and leadership resources by visiting: www.usahockey.com/programservices.

#### **8 & UNDER GROWTH GOAL**

The annual 8 & under growth goal set for 2021-22 season is 2.5% (as reflected in the Hattrick goals for each association). This goal is applied across the National, Affiliate, and local association levels. We do know, however, that if we grow at the same rate as pre-pandemic, we won't return to our numbers for another 5 seasons, so growth is more crucial than ever for the upcoming season.

#### **TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER**

While we continue to concentrate efforts on the 8 & Under category, participation was down as expected.

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Participants	107,703	115,694	122,135	123,303	121,796	94,582
% Change	1.70%	7.40%	5.60%	1.00%	-1.20%	-22.3%
ME Participants	1,638	1,833	1,960	1,914	2,105	1,278
ME % Change	2.8%	11.9%	6.9%	-2.3%	10.0%	-39.3%

#### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

The universe of 9-14-year olds retreated further as seen below. A slowdown in growth at 8U is still negatively impacting the early ages of 9-14, and will be increased with a gap of new players at the 8U level during the pandemic. We need to keep this in mind as there will be an emphasis on the importance of retention efforts combined with growth efforts.

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Participants	183,275	184,502	186,161	187,766	187,468	173,717
% Change	1.20%	0.70%	0.90%	0.90%	-0.20%	-7.3%

#### **RETENTION INCREASES WITH AGE**

Youth hockey retention increases with both age and seasons played. While retention rates are fairly consistent from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Maine's retention average for 2020-21 by age segment in comparison to the National average:



MAINE RETENTION	AGE SEGMENT	NATIONAL RETENTION
36.3%	4 Year Olds returned as 5 Year Olds	41.0%
45.1%	5 Year Olds returned as 6 Year Olds	63.1%
63.3%	6 Year Olds returned as 7 Year Olds	77.2%
73.5%	7 Year Olds returned as 8 Year Olds	83.3%
90.2%	10 & Under	91.6%
94.0%	12 & Under	95.2%
96.0%	14 & Under	96.2%

# **TOTAL 8 & UNDER PARTICIPATION ETHNICITY MIX**

MAINE	ETHNICITY	NATIONAL
0.21%	American Indian/Alaskan	0.70%
1.77%	Asian	1.56%
0.66%	Black/AA	0.56%
0.10%	Native Hawaiian	0.09%
3.08%	Hispanic/Latino	2.21%
81.23%	White (Non-Hisp)	81.66%
5.72%	Two or more races	4.78%
0.62%	Other	0.57%
6.62%	Prefer not to answer	7.88%



# 2020-21 KEY TAKEAWAYS—NATIONAL

# **NATIONAL BOYS AND GIRLS 8U**

- TOTAL decreased by -27,214 or -22.3 percent
- NEW decreased by -19,924 or -37.0 percent
- RETAINED decreased by -7,290 or -10.7 percent
- LOST increased by +5,244 or +19.2 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	115694	122135	123303	121796	94582
	7.4%	5.6%	1.0%	-1.2%	-22.3%
NEW	52076	55769	55652	53799	33875
	14.4%	7.1%	-0.2%	-3.3%	-37.0%
RET	63618	66366	67651	67997	60707
	2.3%	4.3%	1.9%	0.5%	-10.7%
LOST	19372	22985	26026	27373	32617
	-0.7%	18.7%	13.2%	5.2%	19.2%

#### **NATIONAL BOYS 8U**

- TOTAL decreased by -22,815 or -23.3 percent
- NEW decreased by -16,333 or -38.8 percent
- RETAINED decreased by -6,482 or -11.6 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	95136	99605	99946	98129	75314
%	26.3%	4.7%	0.3%	-1.8%	-23.3%
NEW	41346	44054	43662	42126	25793
%	60.3%	6.5%	-0.9%	-3.5%	-38.8%
RET	53790	55551	56284	56003	49521
%	8.6%	3.3%	1.3%	-0.5%	-11.6%
LOST	14792	17515	19838	21016	25331
%	-41.6%	18.4%	13.3%	5.9%	20.5%

#### **NATIONAL GIRLS 8U**

- TOTAL decreased by -4,396 or -18.6 percent
- NEW decreased by -3,588 or -30.7 percent
- RETAINED decreased by -808 or -6.7 percent

	16-17	17-18	18-19	19-20	20-21
TOTAL	20558	22532	23359	23665	19269
%	6.7%	9.6%	3.7%	1.3%	-18.6%
NEW	10731	11717	11992	11673	8085
%	32.7%	9.2%	2.3%	-2.7%	-30.7%
RET	9827	10815	11367	11992	11184
%	-12.1%	10.1%	5.1%	5.5%	-6.7%
LOST	4581	5471	6189	6360	7287
%	-37.1%	19.4%	13.1%	2.8%	14.6%
MIX R/A	47.8%	48.0%	48.7%	50.7%	58.0%



# **2020-21 KEY TAKEAWAYS—MAINE**

# **MAINE BOYS AND GIRLS 8U**

- TOTAL decreased by -827 or -39.3%
- NEW decreased by -636 or -61.6%
- RETAINED decreased by -191 or -17.8%

	1				
	16-17	17-18	18-19	19-20	20-21
TOTAL	1833	1960	1914	2105	1278
	11.9%	6.9%	-2.3%	10.0%	-39.3%
NEW	941	940	859	1033	397
	24.3%	-0.1%	-8.6%	20.3%	-61.6%
RETAINED	892	1020	1055	1072	881
	1.2%	14.3%	3.4%	1.6%	-17.8%
LOST	417	537	618	572	871
	10.9%	28.8%	15.1%	-7.4%	52.3%

# **MAINE BOYS 8U**

- TOTAL decreased by -597 or -37.5%
- NEW decreased by -457 or -60.1%
- RETAINED decreased by -140 or -16.9%

	16-17	17-18	18-19	19-20	20-21
TOTAL	1423	1492	1453	1590	993
	8.3%	4.8%	-2.6%	9.4%	-37.5%
NEW	682	689	620	761	304
	20.3%	1.0%	-10.0%	22.7%	-60.1%
RETAINED	741	803	833	829	689
	-0.8%	8.4%	3.7%	-0.5%	-16.9%
LOST	304	394	429	402	637
	12.2%	29.6%	8.9%	-6.3%	58.5%

#### **MAINE GIRLS 8U**

- TOTAL decreased by -230 or -44.7%
- NEW decreased by -179 or -65.8%
- RETAINED decreased by -51 or -21.0%

	16-17	17-18	18-19	19-20	20-21
TOTAL	410	468	461	515	285
	26.5%	14.1%	-1.5%	11.7%	-44.7%
NEW	259	251	239	272	93
	36.3%	-3.1%	-4.8%	13.8%	-65.8%
RETAINED	151	217	222	243	192
	12.7%	43.7%	2.3%	9.5%	-21.0%
LOST	113	143	189	170	234
	7.6%	26.5%	32.2%	-10.1%	37.6%



# **2020-21 MAINE ASSOCIATIONS**

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BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE				
18-19 19-20 20-21				20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	14	32	35	34	1	3	37	
NEW	2	14	17	15	2	3	18	
RETAINED	12	18	18	19	(1)	0	19	
LOST	40	2	8					

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	18-19	19-20	20-21		18-19	19-20	20-21		
TOTAL	13	31	30	TOTAL	1	1	5		
NEW	2	13	12	NEW	0	1	5		
RETAINED	11	18	18	RETAINED	1	0	0		
LOST	35	2	7	LOST	5	0	1		
RATIO BOYS TO									
GIRLS			85.7%				14.3%		

#### MEH0114 BIDDEFORD YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE				
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	76	229	72	236	(164)	(157)	75	
NEW	36	181	26	186	(160)	(155)	27	
RETAINED	40	48	46	50	(4)	(2)	48	
LOST	16	8	148					

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	18-19	19-20	20-21		18-19	19-20	20-21		
TOTAL	64	164	58	TOTAL	12	65	14		
NEW	29	119	20	NEW	7	62	6		
RETAINED	35	45	38	RETAINED	5	3	8		
LOST	13	5	103	LOST	3	3	45		
RATIO BOYS TO									
GIRLS			80.6%				19.4%		

#### MEH0025 BREWER YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE				
18-19 19-20 20-21				20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	215	204	134	210	(76)	(70)	139	
NEW	98	99	52	102	(50)	(47)	54	
RETAINED	117	105	82	108	(26)	(23)	85	
LOST	53	80	92					

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	18-19	19-20	20-21		18-19	19-20	20-21	
TOTAL	153	159	106	TOTAL	62	45	28	
NEW	67	76	41	NEW	31	23	11	
RETAINED	86	83	65	RETAINED	31	22	17	
LOST	37	44	69	LOST	16	36	23	
RATIO BOYS TO								
GIRLS			79.1%				20.9%	



#### MEH0133 CASCO BAY HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE				
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	245	255	247	262	(15)	(8)	254	
NEW	108	108	106	111	(5)	(2)	109	
RETAINED	137	147	141	151	(10)	(6)	145	
LOST	34	43	56					

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	18-19	19-20	20-21		18-19	19-20	20-21		
TOTAL	194	192	184	TOTAL	51	63	63		
NEW	82	80	80	NEW	26	28	26		
RETAINED	112	112	104	RETAINED	25	35	37		
LOST	26	35	44	LOST	8	8	12		
RATIO BOYS TO									
GIRLS			74.5%				25.5%		

# MEH0129 CENTRAL MAINE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE				
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	115	134	50	138	(88)	(84)	52	
NEW	74	67	25	69	(44)	(42)	26	
RETAINED	41	67	25	69	(44)	(42)	26	
LOST	23	38	109					

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	18-19	19-20	20-21		18-19	19-20	20-21		
TOTAL	92	109	44	TOTAL	23	25	6		
NEW	59	55	22	NEW	15	12	3		
RETAINED	33	54	22	RETAINED	8	13	3		
LOST	13	31	89	LOST	10	7	20		
RATIO BOYS TO									
GIRLS			88.0%				12.0%		

#### MEH0063 MAINE GLADIATORS

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE				
	18-19 19-20 20-21				VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	168	163	173	168	5	10	178	
NEW	80	77	78	79	(1)	1	80	
RETAINED	88	86	95	89	6	9	98	
LOST	46	50	43					

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	18-19	19-20	20-21		18-19	19-20	20-21	
TOTAL	115	116	130	TOTAL	53	47	43	
NEW	49	56	60	NEW	31	21	18	
RETAINED	66	60	70	RETAINED	22	26	25	
LOST	34	32	31	LOST	12	18	12	
RATIO BOYS TO								
GIRLS			75.1%				24.9%	



MEH0174	MAINE INFERNO
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BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
18-19 19-20 20-21				20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	0	32	18	33	(15)	(14)	20	
NEW	0	32	5	33	(28)	(27)	6	
RETAINED	0	0	13	0	13	13	14	
LOST	0	0	12					

BOYS_8 & UNDER				GIRLS_8 & UN	DER		20-21			
	18-19	19-20	20-21		18-19	19-20	20-21			
TOTAL	0	1	0	TOTAL	0	31	18			
NEW	0	1	0	NEW	0	31	5			
RETAINED	0	0	0	RETAINED	0	0	13			
LOST	0	0	0	LOST	0	0	12			
RATIO BOYS TO										
GIRLS			0.0%				100.0%			

#### MEH0116 MAINE JR BLACK BEARS

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE		
18-19 19-20 20-21			20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	87	107	69	110	(41)	(38)	72
NEW	54	69	24	71	(47)	(45)	25
RETAINED	33	38	45	39	6	7	47
LOST	4	31	39				

BOYS_8 & UNDER	BOYS_8 & UNDER				DER			
	18-19	19-20	20-21		18-19	19-20	20-21	
TOTAL	65	80	55	TOTAL	22	27	14	
NEW	36	49	15	NEW	18	20	9	
RETAINED	29	31	40	RETAINED	4	7	5	
LOST	4	21	21	LOST	0	10	18	
RATIO BOYS TO								
GIRLS			79.7%				20.3%	

#### MEH0016 MAINE NORDIQUES HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19 19-20 20-21				VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	42	61	38	63	(25)	(23)	40
NEW	26	36	16	37	(21)	(20)	17
RETAINED	16	25	22	26	(4)	(3)	23
LOST	2	5	21				

BOYS_8 & UNDER				GIRLS_8 & UN	DER		20-21		
	18-19	19-20	20-21		18-19	19-20	20-21		
TOTAL	33	43	27	TOTAL	9	18	11		
NEW	22	24	11	NEW	4	12	5		
RETAINED	11	19	16	RETAINED	5	6	6		
LOST	2	4	13	LOST	0	1	8		
RATIO BOYS TO									
GIRLS			71.1%				28.9%		



# MAINE

MEH0017	WILD

BOYS & GIRLS_8 & UNDER			I	HAT TRICK GROV	NTH CHALLENGE		
18-19 19-20 20-21				20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	0	14	12	15	(3)	(2)	13
NEW	0	14	12	15	(3)	(2)	13
RETAINED	0	0	0	0	0	0	0
LOST	0	1	3				

BOYS_8 & UNDER	BOYS_8 & UNDER				DER		20-21	
	18-19	19-20	20-21		18-19	19-20	20-21	
TOTAL	0	13	10	TOTAL	0	1	2	
NEW	0	13	10	NEW	0	1	2	
RETAINED	0	0	0	RETAINED	0	0	0	
LOST	0	1	3	LOST	0	0	0	
RATIO BOYS TO								
GIRLS			83.3%				16.7%	

#### MEH0172 MID COAST RECREATION CENTER

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
18-19 19-20 20-21				20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL	
TOTAL	132	136	46	140	(94)	(90)	49	
NEW	92	68	5	70	(65)	(63)	6	
RETAINED	40	68	41	70	(29)	(27)	43	
LOST	40	43	79					

BOYS_8 & UNDER	BOYS_8 & UNDER				DER		
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	106	105	41	TOTAL	26	31	5
NEW	73	51	4	NEW	19	17	1
RETAINED	33	54	37	RETAINED	7	14	4
LOST	21	33	56	LOST	19	10	23
RATIO BOYS TO							
GIRLS			89.1%				10.9%

#### MEH0131 SKATING ASSOICATION OF MAINE

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	54	75	79	78	1	4	82
NEW	14	42	54	44	10	12	56
RETAINED	40	33	25	34	(9)	(8)	26
LOST	19	11	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21
TOTAL	47	59	63	TOTAL	7	16	16
NEW	13	31	45	NEW	1	11	9
RETAINED	34	28	18	RETAINED	6	5	7
LOST	11	9	18	LOST	8	2	7
RATIO BOYS TO							
GIRLS			79.7%				20.3%



#### SOUTHERN AROOSTOOK MINOR HOCKEY

MEH0139

MEH0139	ASSN						
BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	18-19	19-20	20-21	20-21 GOAL	VS. GOAL	VS. ACTUAL	21-22 GOAL
TOTAL	39	44	29	46	(17)	(15)	31
NEW	16	19	11	20	(9)	(8)	12
RETAINED	23	25	18	26	(8)	(7)	19
LOST	11	8	19				

BOYS_8 & UNDER				GIRLS_8 & UN	RLS_8 & UNDER			
	18-19	19-20	20-21		18-19	19-20	20-21	
TOTAL	33	40	28	TOTAL	6	4	1	
NEW	13	18	10	NEW	3	1	1	
RETAINED	20	22	18	RETAINED	3	3	0	
LOST	10	6	17	LOST	1	2	2	
RATIO BOYS TO								
GIRLS			96.6%				3.4%	