

2022-2023 SEASON

8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

01 PARTICIPATION +
RETENTION OVERVIEW

02 ETHNICITY BREAKDOWN

03 KEY TAKEAWAYS:
NATIONAL LEVEL

04 KEY TAKEAWAYS:
AFFILIATE LEVEL

05 ASSOCIATIONS



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	13.9%	-9.7%	-10.0%	11.2%	-0.9%
7 TO 8	-13.6%	3.7%	-6.3%	-0.6%	5.8%
6 TO 7	25.3%	-0.3%	-19.6%	7.7%	7.1%
5 TO 6	6.7%	-10.9%	-2.6%	2.0%	-5.8%
4 TO 5	-13.6%	-18.6%	-10.5%	-21.6%	15.0%

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					
TEXAS REGISTRATIONS - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	1.33%	0.28%	0.46%	1.05%	1.01%
Asian	4.34%	5.91%	3.59%	4.98%	8.64%
Black/AA	0.97%	0.83%	0.46%	1.11%	1.01%
Native Hawaiian	0.18%	0.14%	0.09%	0.06%	0.28%
Hispanic/Latino	9.17%	9.80%	9.76%	9.67%	7.12%
White (Non-Hispanic)	70.51%	66.78%	64.64%	64.46%	63.88%
Two or more races	6.03%	9.52%	11.60%	7.74%	7.74%
Other	1.21%	0.49%	0.74%	1.66%	3.31%
Prefer not to answer	6.27%	6.25%	8.66%	9.29%	7.01%

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 -26 or -1.4%
- NEW decreased by -60 or -5.9%
- RETAINED increased by +34 or +4.3%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	1895	1674	1366	1809	1783
	-2.7%	-11.7%	-18.4%	32.4%	-1.4%
NEW	988	794	580	1017	957
	-5.5%	-19.6%	-27.0%	75.3%	-5.9%
RETAINED	907	880	786	792	826
	0.4%	-3.0%	-10.7%	0.8%	4.3%
LOST	456	465	424	285	432
	1.8%	2.0%	-8.8%	-32.8%	51.6%

- BOYS**

- TOTAL decreased by -26 or -1.8%
- NEW decreased by -55 or -6.9%
- RETAINED increased by +29 or +4.2%

- GIRLS**

- TOTAL increased by +0 or +0.0%
- NEW decreased by -5 or +2.3%
- RETAINED increased by +5 or +4.9%

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	1657	1469	1130	1485	1459	TOTAL	238	205	236	324	324
	-3.3%	-11.3%	-23.1%	31.4%	-1.8%		1.7%	-13.9%	15.1%	37.3%	0.0%
NEW	840	689	440	795	740	NEW	148	105	140	222	217
	-6.8%	-18.0%	-36.1%	80.7%	-6.9%		2.8%	-29.1%	33.3%	58.6%	-2.3%
RETAINED	817	780	690	690	719	RETAINED	90	100	96	102	107
	0.5%	-4.5%	-11.5%	0.0%	4.2%		0.0%	11.1%	-4.0%	6.3%	4.9%
LOST	376	388	366	189	295	LOST	80	77	58	96	137
	0.8%	3.2%	-5.7%	-48.4%	56.1%		6.7%	-3.8%	-24.7%	65.5%	42.7%
BOYS TO GIRLS RATIO	81.8%					18.2%					

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -72
- NEW UNDER-performed by -86
- RETAINED OVER-performed by +14

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
1855	(72)	(26)	1828
1043	(86)	(60)	981
812	14	34	847
# OF ASSOCIATIONS			16
AVERAGE # PLAYERS/ASSOCIATION			111.4

ASSOCIATIONS

OKH0058

OKC 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	34	60	77	63	14	17	80
NEW	16	47	41	49	(8)	(6)	43
RETAINED	18	13	36	14	22	23	37
LOST	0	1	6				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	32	57	73	TOTAL	2	3	4
NEW	15	44	37	NEW	1	3	4
RETAINED	17	13	36	RETAINED	1	0	0
LOST	0	0	5	LOST	0	1	1
RATIO BOYS TO GIRLS			94.8%				5.2%

OKH0055

TULSA JR OILERS

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	29	43	31	12	14	45
NEW	1	13	29	14	15	16	30
RETAINED	16	16	14	17	(3)	(2)	15
LOST	26	0	8				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	15	29	38	TOTAL	2	0	5
NEW	1	13	25	NEW	0	0	4
RETAINED	14	16	13	RETAINED	2	0	1
LOST	23	0	7	LOST	3	0	1
RATIO BOYS TO GIRLS			88.4%				11.6%

TEXAS

TXH0065

AERODROME HOCKEY ASSOCIATION-WILLOWBROOK

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	50	67	84	70	14	17	87
NEW	26	47	55	49	6	8	57
RETAINED	24	20	29	21	8	9	30
LOST	6	5	7				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	42	56	67	TOTAL	8	11	17
NEW	21	40	43	NEW	5	7	12
RETAINED	21	16	24	RETAINED	3	4	5
LOST	4	4	5	LOST	2	1	2
RATIO BOYS TO GIRLS			79.8%				20.2%

TXH1017

ALLEN COMMUNITY ICE RINK

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	27	38	21	40	(19)	(17)	23
NEW	15	28	8	29	(21)	(20)	9
RETAINED	12	10	13	11	2	3	14
LOST	5	8	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	25	35	19	TOTAL	2	3	2
NEW	13	25	8	NEW	2	3	0
RETAINED	12	10	11	RETAINED	0	0	2
LOST	5	8	6	LOST	0	0	1
RATIO BOYS TO GIRLS			90.5%				9.5%

TXH0040

AMARILLO HOCKEY ASSOCIATION 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	21	52	42	54	(12)	(10)	44
NEW	9	36	17	37	(20)	(19)	18
RETAINED	12	16	25	17	8	9	26
LOST	19	3	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	20	44	38	TOTAL	1	8	4
NEW	9	29	16	NEW	0	7	1
RETAINED	11	15	22	RETAINED	1	1	3
LOST	15	3	12	LOST	4	0	4
RATIO BOYS TO GIRLS			90.5%				9.5%

TXH0029

AUSTIN METRO 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	120	140	126	144	(18)	(14)	130
NEW	46	71	63	73	(10)	(8)	65
RETAINED	74	69	63	71	(8)	(6)	65
LOST	19	23	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	99	119	105	TOTAL	21	21	21
NEW	36	62	55	NEW	10	9	8
RETAINED	63	57	50	RETAINED	11	12	13
LOST	15	20	21	LOST	4	3	3
RATIO BOYS TO GIRLS			83.3%				16.7%

TXH1073

DALLAS STARS YOUTH HOCKEY LEAGUE HOUSE

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	401	513	688	527	161	175	706
NEW	84	184	340	189	151	156	349
RETAINED	317	329	348	338	10	19	357
LOST	109	86	91				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	360	447	603	TOTAL	41	66	85
NEW	76	154	298	NEW	8	30	42
RETAINED	284	293	305	RETAINED	33	36	43
LOST	94	74	74	LOST	15	12	17
RATIO BOYS TO GIRLS			87.6%				12.4%

TXH0066

EL PASO 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	24	10	21	12	9	11	23
NEW	1	4	11	5	6	7	12
RETAINED	23	6	10	7	3	4	11
LOST	43	10	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	16	8	17	TOTAL	8	2	4
NEW	1	4	9	NEW	0	0	2
RETAINED	15	4	8	RETAINED	8	2	2
LOST	38	6	2	LOST	5	4	1
RATIO BOYS TO GIRLS			81.0%				19.0%

TXH0069

HOCKEY ACADEMY OF HOUSTON

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	20	0	20	20	22
NEW	0	0	19	0	19	19	20
RETAINED	0	0	1	0	1	1	2
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	19	TOTAL	0	0	1
NEW	0	0	18	NEW	0	0	1
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			95.0%				5.0%

TXH1024

ICE AT THE PARKS

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	20	13	19	15	4	6	21
NEW	7	7	13	8	5	6	14
RETAINED	13	6	6	7	(1)	0	7
LOST	6	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	19	13	19	TOTAL	1	0	0
NEW	6	7	13	NEW	1	0	0
RETAINED	13	6	6	RETAINED	0	0	0
LOST	6	3	2	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

TXH0076

JACKALOPES 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	43	33	17	35	(18)	(16)	19
NEW	19	13	8	14	(6)	(5)	9
RETAINED	24	20	9	21	(12)	(11)	10
LOST	13	10	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	39	28	15	TOTAL	4	5	2
NEW	18	10	7	NEW	1	3	1
RETAINED	21	18	8	RETAINED	3	2	1
LOST	12	8	10	LOST	1	2	2
RATIO BOYS TO GIRLS			88.2%				11.8%

TXH1037

NYTEX SPORTS LLC

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	6	22	56	24	32	34	59
NEW	6	15	49	16	33	34	51
RETAINED	0	7	7	8	(1)	0	8
LOST	17	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	5	22	49	TOTAL	1	0	7
NEW	5	15	42	NEW	1	0	7
RETAINED	0	7	7	RETAINED	0	0	0
LOST	16	1	1	LOST	1	0	0
RATIO BOYS TO GIRLS			87.5%				12.5%

TXH0013

POND 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	0	0	19	0	19	19	20
NEW	0	0	19	0	19	19	20
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	16	TOTAL	0	0	3
NEW	0	0	16	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			84.2%				15.8%

TXH0032

SPIRIT ICE ARENA

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	13	15	(2)	0	15
NEW	4	9	10	10	0	1	11
RETAINED	4	4	3	5	(2)	(1)	4
LOST	7	0	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	6	8	10	TOTAL	2	5	3
NEW	4	5	9	NEW	0	4	1
RETAINED	2	3	1	RETAINED	2	1	2
LOST	5	0	3	LOST	2	0	1
RATIO BOYS TO GIRLS			76.9%				23.1%

TXH0055

SUGAR LAND ICE & SPORTS ICE 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	34	25	30	27	3	5	32
NEW	15	9	12	10	2	3	13
RETAINED	19	16	18	17	1	2	19
LOST	22	10	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	29	21	23	TOTAL	5	4	7
NEW	14	8	9	NEW	1	1	3
RETAINED	15	13	14	RETAINED	4	3	4
LOST	19	9	8	LOST	3	1	2
RATIO BOYS TO GIRLS			76.7%				23.3%

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	5	0	5	5	6
NEW	0	0	5	0	5	5	6
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	5	TOTAL	0	0	0
NEW	0	0	5	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%