

# 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	-2.1%	-2.9%	14.2%	5.2%	3.1%
7 TO 8	-7.4%	41.6%	-15.6%	-13.3%	35.0%
6 TO 7	8.8%	28.3%	-29.1%	34.4%	33.9%
5 TO 6	13.2%	1.3%	26.9%	7.1%	18.9%
4 TO 5	-29.4%	141.7%	-20.7%	0.0%	23.9%

## 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					
IDAHO - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.80%	1.29%	0.79%	1.02%	0.42%
Asian	2.66%	2.47%	0.47%	1.25%	1.68%
Black/AA	0.40%	0.82%	0.31%	0.46%	0.00%
Native Hawaiian	0.27%	0.35%	0.47%	0.23%	0.10%
Hispanic/Latino	2.79%	3.29%	3.62%	3.87%	3.56%
White (Non-Hispanic)	79.26%	80.49%	78.90%	75.54%	76.42%
Two or more races	6.25%	5.05%	6.77%	5.12%	6.60%
Other	0.80%	0.59%	1.10%	1.02%	0.94%
Prefer not to answer	6.78%	5.64%	7.56%	11.49%	10.27%

## 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 +76 or +8.6%
- NEW decreased by -44 or -9.2%
- RETAINED increased by +120 or +30.1%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
<b>TOTAL</b>	759	851	635	879	955
	47.1%	12.1%	-25.4%	38.4%	8.6%
<b>NEW</b>	441	409	251	480	436
	123.9%	-7.3%	-38.6%	91.2%	-9.2%
<b>RETAINED</b>	318	442	384	399	519
	-0.3%	39.0%	-13.1%	3.9%	30.1%
<b>LOST</b>	77	173	284	135	203
	-25.2%	124.7%	64.2%	-52.5%	50.4%

- BOYS**

- TOTAL increased by +62 or +9.1%
- NEW decreased by -29 or -8.0%
- RETAINED increased by +91 or +28.8%

- GIRLS**

- TOTAL increased by +14 or +7.0%
- NEW decreased by -15 or -12.7%
- RETAINED increased by +29 or +34.9%

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
<b>TOTAL</b>	596	665	483	678	740	<b>TOTAL</b>	163	186	152	201	215
	44.0%	11.6%	-27.4%	40.4%	9.1%		59.8%	14.1%	-18.3%	32.2%	7.0%
<b>NEW</b>	347	318	187	362	333	<b>NEW</b>	94	91	64	118	103
	132.9%	-8.4%	-41.2%	93.6%	-8.0%		95.8%	-3.2%	-29.7%	84.4%	-12.7%
<b>RETAINED</b>	249	347	296	316	407	<b>RETAINED</b>	69	95	88	83	112
	-6.0%	39.4%	-14.7%	6.8%	28.8%		27.8%	37.7%	-7.4%	-5.7%	34.9%
<b>LOST</b>	58	133	296	92	139	<b>LOST</b>	19	40	54	43	64
	-21.6%	129.3%	122.6%	-68.9%	51.1%		-34.5%	110.5%	35.0%	-20.4%	48.8%
<b>BOYS TO GIRLS RATIO</b>	77.5%					22.5%					

- GROWTH CHALLENGE**

- TOTAL OVER-performed by +54
- NEW UNDER-performed by -56
- RETAINED OVER-performed by +110

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
901	54	76	979
492	(56)	(44)	447
409	110	120	532
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			86.8

# ASSOCIATIONS

IDH0053 BOISE ADULT RECREATIONAL LEAGUE

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	21
NEW	0	0	20	0	20	20	21
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	17	TOTAL	0	0	3
NEW	0	0	17	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			85.0%				15.0%

IDH0060 BOISE AMATEUR 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	11	133	226	138	88	93	233
NEW	2	82	123	85	38	41	127
RETAINED	9	51	103	53	50	52	106
LOST	194	4	69				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	8	109	182	TOTAL	3	24	44
NEW	1	68	97	NEW	1	14	26
RETAINED	7	41	85	RETAINED	2	10	18
LOST	166	4	54	LOST	28	0	15
RATIO BOYS TO GIRLS			80.5%				19.5%

IDH0080 COEUR D'ALENE 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	104	114	167	118	49	53	172
NEW	53	56	99	58	41	43	102
RETAINED	51	58	68	60	8	10	70
LOST	9	24	14				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	91	96	134	TOTAL	13	18	33
NEW	48	44	74	NEW	5	12	25
RETAINED	43	52	60	RETAINED	8	6	8
LOST	8	20	9	LOST	1	4	5
RATIO BOYS TO GIRLS			80.2%				19.8%

IDH0008 IDAHO FALLS 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	97	106	110	110	0	4	114
NEW	24	49	44	51	(7)	(5)	46
RETAINED	73	57	66	59	7	9	68
LOST	19	21	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	75	80	84	TOTAL	22	26	26
NEW	18	33	35	NEW	6	16	9
RETAINED	57	47	49	RETAINED	16	10	17
LOST	11	14	20	LOST	8	7	8
RATIO BOYS TO GIRLS			76.4%				23.6%

IDH0004 KOOTENAI YOUTH RECREATION

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	25	33	28	35	(7)	(5)	30
NEW	8	12	7	13	(6)	(5)	8
RETAINED	17	21	21	22	(1)	0	22
LOST	3	1	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	25	33	28	TOTAL	0	0	0
NEW	8	12	7	NEW	0	0	0
RETAINED	17	21	21	RETAINED	0	0	0
LOST	3	1	5	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0011 LEWIS CLARK AMATEUR 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	36	39	38	1	3	41
NEW	15	14	13	15	(2)	(1)	14
RETAINED	19	22	26	23	3	4	27
LOST	2	5	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	25	27	29	TOTAL	9	9	10
NEW	12	10	8	NEW	3	4	5
RETAINED	13	17	21	RETAINED	6	5	5
LOST	1	3	1	LOST	1	2	1
RATIO BOYS TO GIRLS			74.4%				25.6%

IDH0003

## MCCALL ICE SKATING 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	33	41	34	43	(9)	(7)	36
NEW	11	24	14	25	(11)	(10)	15
RETAINED	22	17	20	18	2	3	21
LOST	3	1	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	25	27	24	TOTAL	8	14	10
NEW	7	16	10	NEW	4	8	4
RETAINED	18	11	14	RETAINED	4	6	6
LOST	3	1	4	LOST	0	0	3
RATIO BOYS TO GIRLS			70.6%				29.4%

IDH0090

## PALOUSE 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	37	56	43	58	(15)	(13)	45
NEW	9	30	16	31	(15)	(14)	17
RETAINED	28	26	27	27	0	1	28
LOST	17	6	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	29	38	30	TOTAL	8	18	13
NEW	6	17	12	NEW	3	13	4
RETAINED	23	21	18	RETAINED	5	5	9
LOST	12	4	8	LOST	5	2	6
RATIO BOYS TO GIRLS			69.8%				30.2%

IDH0047

## SALMON 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	37	37	35	39	(4)	(2)	37
NEW	16	16	13	17	(4)	(3)	14
RETAINED	21	21	22	22	0	1	23
LOST	8	10	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	21	24	27	TOTAL	16	13	8
NEW	7	9	11	NEW	9	7	2
RETAINED	14	15	16	RETAINED	7	6	6
LOST	5	2	6	LOST	3	8	3
RATIO BOYS TO GIRLS			77.1%				22.9%

IDH0024

## SUN VALLEY 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	93	103	104	107	(3)	1	108
NEW	46	53	44	55	(11)	(9)	46
RETAINED	47	50	60	52	8	10	62
LOST	15	12	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	66	69	68	TOTAL	27	34	36
NEW	31	37	29	NEW	15	16	15
RETAINED	35	32	39	RETAINED	12	18	21
LOST	10	8	6	LOST	5	4	7
RATIO BOYS TO GIRLS			65.4%				34.6%

IDH0016

## TETON 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	58	56	54	58	(4)	(2)	56
NEW	26	31	17	32	(15)	(14)	18
RETAINED	32	25	37	26	11	12	38
LOST	9	10	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	39	43	45	TOTAL	19	13	9
NEW	17	24	16	NEW	9	7	1
RETAINED	22	19	29	RETAINED	10	6	8
LOST	4	6	4	LOST	5	4	5
RATIO BOYS TO GIRLS			83.3%				16.7%