

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	16.2%	13.2%	-9.0%	115.4%	-50.9%
7 TO 8	25.1%	6.6%	-6.9%	-10.1%	9.5%
6 TO 7	29.4%	6.6%	-35.2%	14.6%	16.6%
5 TO 6	25.0%	-31.4%	-9.2%	-14.7%	16.1%
4 TO 5	-20.0%	-10.4%	-39.5%	-38.5%	37.5%

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					
ARIZONA - 8U					
	18-19	19-20	20-21	21-22	22-23
American Indian/Alaskan	0.80%	0.36%	0.76%	1.12%	1.26%
Asian	2.84%	2.92%	2.68%	2.62%	2.00%
Black/AA	0.44%	0.66%	0.51%	0.82%	0.44%
Native Hawaiian	0.35%	0.44%	0.25%	0.07%	0.37%
Hispanic/Latino	5.94%	6.27%	5.48%	6.97%	5.62%
White (Non-Hispanic)	70.01%	72.79%	71.85%	69.81%	71.03%
Two or more races	8.87%	10.14%	10.19%	5.47%	6.13%
Other	0.98%	9.52%	0.51%	2.17%	3.40%
Prefer not to answer	9.76%	5.69%	7.77%	10.94%	9.76%

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 +19 or +1.4%
- NEW decreased by -54 or -6.7%
- RETAINED increased by +73 or +13.9%

BOYS & GIRLS 8 & UNDER SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	1532	1437	850	1334	1353
	-3.3%	-6.2%	-40.8%	56.9%	1.4%
NEW	805	747	290	808	754
	-18.4%	-7.2%	-61.2%	178.6%	-6.7%
RETAINED	727	690	560	526	599
	21.6%	-5.1%	-18.8%	-6.1%	13.9%
LOST	535	496	508	150	379
	68.8%	-7.3%	2.4%	-70.5%	152.7%

- BOYS**

- TOTAL decreased by -21 or -1.9%
- NEW decreased by -74 or -11.2%
- RETAINED increased by +53 or +11.3%

- GIRLS**

- TOTAL increased by +40 or +19.3%
- NEW increased by +20 or +13.5%
- RETAINED increased by +20 or +33.9%

BOYS 8 & UNDER SUMMARY							GIRLS 8 & UNDER SUMMARY						
	17-18	18-19	19-20	20-21	21-22	22-23		17-18	18-19	19-20	20-21	21-22	22-23
TOTAL	1357	1342	1241	746	1127	1106	TOTAL	227	190	196	104	207	247
	32.4%	-1.1%	-7.5%	-39.9%	51.1%	-1.9%		78.7%	-16.3%	3.2%	-46.9%	99.0%	19.3%
NEW	813	687	614	247	660	586	NEW	173	118	133	43	148	168
	43.9%	-15.5%	-10.6%	-59.8%	167.2%	-11.2%		108.4%	-31.8%	12.7%	-67.7%	244.2%	13.5%
RETAINED	544	655	627	499	467	520	RETAINED	54	72	63	61	59	79
	18.3%	20.4%	-4.3%	-20.4%	-6.4%	11.3%		22.7%	33.3%	-12.5%	-3.2%	-3.3%	33.9%
LOST	264	434	416	421	131	313	LOST	53	101	80	67	19	66
	-19.0%	64.4%	-4.1%	1.2%	-68.9%	138.9%		-15.9%	90.6%	-20.8%	-16.3%	-71.6%	247.4%
BOYS TO GIRLS RATIO	81.7%						15.5%						

- GROWTH CHALLENGE**

- TOTAL UNDER-performed by -16
- NEW UNDER-performed by -75
- RETAINED OVER-performed by +59

HAT TRICK GROWTH CHALLENGE			
22-23 GOAL	VS. GOAL	VS. ACT	23-24 GOAL
1369	(16)	19	1387
829	(75)	(54)	773
540	59	73	614
# OF ASSOCIATIONS			12
AVERAGE # PLAYERS/ASSOCIATION			112.8

STATE ASSOCIATIONS

AZH0045 ARIZONA HOCKEY UNION REC

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	41	34	36	36	0	2	38
NEW	29	25	30	26	4	5	31
RETAINED	12	9	6	10	(4)	(3)	7
LOST	3	1	3				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	38	33	34	TOTAL	3	1	2
NEW	27	25	28	NEW	2	0	2
RETAINED	11	8	6	RETAINED	1	1	0
LOST	3	1	3	LOST	0	0	0
RATIO BOYS TO GIRLS			94.4%				5.6%

AZH0043 AZ ICE GILBERT YOUTH

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	143	124	54	128	(74)	(70)	56
NEW	86	47	21	49	(28)	(26)	22
RETAINED	57	77	33	79	(46)	(44)	34
LOST	23	61	55				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	125	108	49	TOTAL	18	16	5
NEW	70	42	19	NEW	16	5	2
RETAINED	55	66	30	RETAINED	2	11	3
LOST	20	58	49	LOST	3	3	6
RATIO BOYS TO GIRLS			90.7%				9.3%

AZH0052 AZ ICE GILBERT ADULT

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	64	0	64	64	66
NEW	0	0	64	0	64	64	66
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	56	TOTAL	0	0	8
NEW	0	0	56	NEW	0	0	8
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			87.5%				12.5%

AZH0010 AZ ICE PEORIA YOUTH

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	86	43	89	(46)	(43)	45
NEW	0	55	20	57	(37)	(35)	21
RETAINED	0	31	23	32	(9)	(8)	24
LOST	0	39	34				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	78	37	TOTAL	0	8	6
NEW	0	50	16	NEW	0	5	4
RETAINED	0	28	21	RETAINED	0	3	2
LOST	0	32	30	LOST	0	7	4
RATIO BOYS TO GIRLS			86.0%				14.0%

AZH0051 AZ ICE PEORIA ADULT

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	48	0	48	48	50
NEW	0	0	48	0	48	48	50
RETAINED	0	0	0	0	0	0	0
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	0	41	TOTAL	0	0	7
NEW	0	0	41	NEW	0	0	7
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			85.4%				14.6%

AZH0006 CHANDLER 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	102	97	88	101	(13)	(9)	92
NEW	56	52	43	54	(11)	(9)	45
RETAINED	46	45	45	47	(2)	0	47
LOST	15	13	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	91	90	79	TOTAL	11	7	9
NEW	50	49	39	NEW	6	3	4
RETAINED	41	41	40	RETAINED	5	4	5
LOST	12	12	9	LOST	3	1	0
RATIO BOYS TO GIRLS			89.8%				10.2%

AZH0028

COYOTES 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	130	152	176	157	19	24	181
NEW	43	100	112	103	9	12	115
RETAINED	87	52	64	54	10	12	66
LOST	21	6	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	123	142	166	TOTAL	7	10	10
NEW	39	93	106	NEW	4	7	6
RETAINED	84	49	60	RETAINED	3	3	4
LOST	18	3	19	LOST	3	3	1
RATIO BOYS TO GIRLS			94.3%				5.7%

AZH0020

DESERT 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	0	14	0	14	14	15
NEW	0	0	14	0	14	14	15
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	14	TOTAL	0	0	0
NEW	0	0	14	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%

AZH0018

FLAGSTAFF 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	40	63	19	66	(47)	(44)	21
NEW	35	41	2	43	(41)	(39)	3
RETAINED	5	22	17	23	(6)	(5)	18
LOST	4	7	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	30	55	16	TOTAL	10	8	3
NEW	27	38	2	NEW	8	3	0
RETAINED	3	17	14	RETAINED	2	5	3
LOST	3	6	25	LOST	1	1	5
RATIO BOYS TO GIRLS			84.2%				15.8%

AZH0033

MISSION ARIZONA 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	0	16	16	17	(1)	0	18
NEW	0	16	9	17	(8)	(7)	10
RETAINED	0	0	7	0	7	7	8
LOST	0	0	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	13	14	TOTAL	0	3	2
NEW	0	13	8	NEW	0	3	1
RETAINED	0	0	6	RETAINED	0	0	1
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			87.5%				12.5%

AZH0022

VALLEY OF THE SUN 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	32	17	34	(17)	(15)	19
NEW	10	21	5	22	(17)	(16)	6
RETAINED	14	11	12	12	0	1	13
LOST	10	5	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	23	30	17	TOTAL	1	2	0
NEW	9	19	5	NEW	1	2	0
RETAINED	14	11	12	RETAINED	0	0	0
LOST	10	4	4	LOST	0	1	1
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0047

WILDCAT 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	35	44	37	7	9	46
NEW	0	22	29	23	6	7	30
RETAINED	0	13	15	14	1	2	16
LOST	0	0	10				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	20-21	21-22	22-23		20-21	21-22	22-23
TOTAL	0	28	35	TOTAL	0	7	9
NEW	0	18	22	NEW	0	4	7
RETAINED	0	10	13	RETAINED	0	3	2
LOST	0	0	9	LOST	0	0	1
RATIO BOYS TO GIRLS			79.5%				20.5%