

# 2021-2022

# 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).

### POST COVID REBOUND

USA Hockey registrations at 8U rebounded strongly in the 2021-22 season from the COVID-19 Pandemic. Year-over-year growth was driven by a robust in-flow of NEW players as well as solid loyalty in terms of RETAINED players in delivering 119,459 8U registrations, up +26.3 percent over 2020-21 results. The 59,647 NEW registrants in 2021-22 represents the largest in-flow of NEW players at 8U in USA Hockey's history while RETAINED players remained relatively flat from year to year – off only 1.5 percent versus prior season.

The overall increase over the 2020-21 season was driven entirely by NEW registrants; an indicator that pent-up demand for those seeking to try hockey for the first time was realized in the form of record NEW sign ups. Just as important to achieving long-term growth was the resilience shown around returning or RETAINED players.

The RETAINED numbers are always directly tied to the health of NEW registrants from the previous season. An increase in NEW players one season will almost certainly result in an increase in RETAINED players the next. The fact that the RETAINED numbers were relatively stable underscores a deep loyalty to the sport from its participants, even at entry levels. The strong showing from NEW players in 2021-22 is a positive sign for the 2022-23 season as it is likely that the number of retained players will increase next season – a post-Olympic season which can also help fuel even more growth around NEW players and provides optimism for overall growth at 8U in 2022-23 and beyond.

### BOYS BOUNCE BACK – GIRLS GROW BOTH NEW AND RETAINED

Overall 8U Boys grew by +19,107 or +25.4 percent versus 2020-21 with a slight decline in RETAINED Boys dropping by -1,313 or 2.7 percent. On the other hand, 8U Girls grew both NEW and RETAINED players, increasing the TOTAL (+29.9%), NEW (+66.2%) AND RETAINED (+3.8%) suggesting a healthy, pro-growth mix of players over the near term. The overall total and number of new players with Girls' participation is a record high.

### RETENTION FROM ONE AGE TO THE NEXT: AFFILIATE LEVEL

	17-18	18-19	19-20	20-21	21-22
8 TO 9	3.6%	-0.6%	5.0%	-7.8%	14.3%
7 TO 8	1.1%	7.1%	14.0%	-10.8%	-3.1%
6 TO 7	6.2%	16.2%	5.4%	-19.1%	13.6%
5 TO 6	3.8%	17.5%	-8.2%	-10.6%	-6.3%
4 TO 5	11.0%	-3.3%	37.5%	-36.4%	-19.5%

## ETHNICITY BREAKDOWN

Ethnicity Mix				
NATIONAL REGISTRATIONS - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.92%	0.86%	0.70%	0.81%
Asian	2.33%	2.71%	1.56%	2.33%
Black/AA	0.71%	0.66%	0.56%	0.79%
Native Hawaiian	0.11%	0.15%	0.09%	0.13%
Hispanic/Latino	2.33%	2.53%	2.21%	2.90%
White (Non-Hispanic)	81.33%	80.96%	81.66%	78.38%
Two or more races	4.84%	5.04%	4.78%	4.55%
Other	0.66%	0.63%	0.57%	0.96%
Prefer not to answer	6.78%	6.47%	7.88%	9.15%

Ethnicity Mix				
PACIFIC NORTHWEST - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.90%	0.82%	1.04%	0.91%
Asian	4.73%	6.04%	5.20%	6.70%
Black/AA	0.66%	0.76%	0.61%	0.63%
Native Hawaiian	0.30%	0.47%	0.09%	0.63%
Hispanic/Latino	3.11%	2.64%	2.78%	3.92%
White (Non-Hispanic)	70.96%	67.78%	68.69%	62.61%
Two or more races	10.60%	10.97%	10.93%	12.05%
Other	0.60%	1.29%	1.21%	0.85%
Prefer not to answer	8.14%	9.21%	9.45%	11.70%

## KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

- TOTAL increased by +24,877 or +26.3 percent
- NEW increased by +25,772 or +76.1 percent
- RETAINED decreased by -895 or -1.5 percent

BOYS & GIRLS_8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	122135	123303	121796	94582	119459
%	5.6%	1.0%	-1.2%	-22.3%	26.3%
NEW	55769	55652	53799	33875	59647
%	7.1%	-0.2%	-3.3%	-37.0%	76.1%
RET	66366	67651	67997	60707	59812
%	4.3%	1.9%	0.5%	-10.7%	-1.5%
LOST	22985	26026	27373	32617	15926
%	18.7%	13.2%	5.2%	19.2%	-51.2%

- **8U BOYS ONLY**

- TOTAL increased by +19,107 or +25.4 percent
- NEW increased by +20,420 or +79.2 percent
- RETAINED decreased by -1,313 or -2.7 percent

BOYS_8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	99605	99946	98129	75314	94421
%	5.5%	0.3%	-1.8%	-23.3%	25.4%
NEW	44054	43662	42126	25793	46213
%	-4.7%	-0.9%	-3.5%	-38.8%	79.2%
RET	55551	56284	56003	49521	48208
%	15.2%	1.3%	-0.5%	-11.6%	-2.7%
LOST	17515	19838	21016	25331	11914
%	47.0%	13.3%	5.9%	20.5%	-53.0%

- **8U GIRLS ONLY**

- TOTAL increased by +5,769 or +29.9 percent
- NEW increased by +5,349 or +66.2 percent
- RETAINED increased by +420 or +3.8 percent

GIRLS 8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	22532	23359	23665	19269	25038
%	-10.0%	3.7%	1.3%	-18.6%	29.9%
NEW	11717	11992	11673	8085	13434
%	-12.8%	2.3%	-2.7%	-30.7%	66.2%
RET	10815	11367	11992	11184	11604
%	-6.8%	5.1%	5.5%	-6.7%	3.8%
LOST	5471	6189	6360	7287	4012
%	36.4%	13.1%	2.8%	14.6%	-44.9%

## KEY TAKEAWAYS: AFFILIATE LEVEL

### BOYS & GIRLS

- TOTAL increased by +603 or +52.2%
- NEW increased by +601 or +151.0%
- RETAINED increased by +2 or +0.3%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
<b>TOTAL</b>	1536	1680	1705	1156	1759
	4.1%	9.4%	1.5%	-32.2%	52.2%
<b>NEW</b>	768	827	777	398	999
	3.2%	7.7%	-6.0%	-48.8%	151.0%
<b>RETAINED</b>	768	853	928	758	760
	4.9%	11.1%	8.8%	-18.3%	0.3%
<b>LOST</b>	375	370	416	534	209
	20.2%	-1.3%	12.4%	28.4%	-60.9%

### BOYS

- TOTAL increased by +456 or +47.5%
- NEW increased by +472 or +151.3%
- RETAINED decreased by -16 or -2.5%

### GIRLS

- TOTAL increased by +147 or +74.6%
- NEW increased by +129 or +150.0%
- RETAINED increased by +18 or +16.2%

BOYS_8 & UNDER_ SUMMARY						GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22		17-18	18-19	19-20	20-21	21-22
<b>TOTAL</b>	1256	1366	1403	959	1415	<b>TOTAL</b>	280	314	302	197	344
	2.6%	8.8%	2.7%	-31.6%	47.5%		11.1%	12.1%	-3.8%	-34.8%	74.6%
<b>NEW</b>	598	663	640	312	784	<b>NEW</b>	170	164	137	86	215
	1.7%	10.9%	-3.5%	-51.3%	151.3%		9.0%	-3.5%	-16.5%	-37.2%	150.0%
<b>RETAINED</b>	658	703	763	647	631	<b>RETAINED</b>	110	150	165	111	129
	3.5%	6.8%	8.5%	-15.2%	-2.5%		14.6%	36.4%	10.0%	-32.7%	16.2%
<b>LOST</b>	295	276	318	429	164	<b>LOST</b>	80	94	98	105	45
	27.2%	-6.4%	15.2%	34.9%	-61.8%		0.0%	17.5%	4.3%	7.1%	-57.1%
<b>BOYS TO GIRLS RATIO</b>					80.4%						19.6%

### GROWTH CHALLENGE

- TOTAL OVER-performed by +574
- NEW OVER-performed by +591
- RETAINED UNDER-performed by -17

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
1185	574	603	1803
408	591	601	1024
777	(17)	2	779
# OF ASSOCIATIONS			16
AVERAGE # PLAYERS/ASSOCIATION			109.9

# ASSOCIATIONS

WAH0014 EVERETT YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	79	67	78	69	9	11	81
NEW	27	28	36	29	7	8	37
RETAINED	52	39	42	40	2	3	44
LOST	13	14	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	71	57	61	TOTAL	8	10	17
NEW	25	23	26	NEW	2	5	10
RETAINED	46	34	35	RETAINED	6	5	7
LOST	11	13	8	LOST	2	1	1
RATIO BOYS TO GIRLS			78.2%				21.8%

KENT VALLEY HOCKEY ASSOCIATION

WAH0002

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	98	85	97	88	9	12	100
NEW	63	35	60	36	24	25	62
RETAINED	35	50	37	52	(15)	(13)	38
LOST	26	33	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	84	72	81	TOTAL	14	13	16
NEW	52	27	49	NEW	11	8	11
RETAINED	32	45	32	RETAINED	3	5	5
LOST	20	28	24	LOST	6	5	6
RATIO BOYS TO GIRLS			83.5%				16.5%

WAH0129 KRACKEN YOUTH HOCKEY ASSN

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	0	0	51	0	51	51	53
NEW	0	0	51	0	51	51	53
RETAINED	0	0	0	0	0	0	0
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	40	TOTAL	0	0	11
NEW	0	0	40	NEW	0	0	11
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			78.4%				21.6%

WAH0058 MOSES LAKE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	22	33	17	35	(18)	(16)	19
NEW	6	17	4	18	(14)	(13)	5
RETAINED	16	16	13	17	(4)	(3)	14
LOST	5	1	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	19	27	13	TOTAL	3	6	4
NEW	6	15	4	NEW	0	2	0
RETAINED	13	12	9	RETAINED	3	4	4
LOST	1	0	5	LOST	4	1	1
RATIO BOYS TO GIRLS			76.5%				23.5%

WAH0120 PUGET SOUND AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	182	107	134	110	24	27	139
NEW	72	29	83	30	53	54	86
RETAINED	110	78	51	80	(29)	(27)	53
LOST	88	70	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	153	84	110	TOTAL	29	23	24
NEW	59	18	67	NEW	13	11	16
RETAINED	94	66	43	RETAINED	16	12	8
LOST	67	60	18	LOST	21	10	8
RATIO BOYS TO GIRLS			82.1%				17.9%

SEATTLE JUNIOR HOCKEY ASSOCIATION

WAH0050

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	223	66	187	69	118	121	192
NEW	113	9	116	10	106	107	119
RETAINED	110	57	71	59	12	14	73
LOST	54	101	56				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	179	62	140	TOTAL	44	4	47
NEW	86	8	82	NEW	27	1	34
RETAINED	93	54	58	RETAINED	17	3	13
LOST	45	83	48	LOST	9	18	8
RATIO BOYS TO GIRLS			74.9%				25.1%

WAH0062 SNO-KING AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	300	250	161	257	(96)	(89)	166
NEW	132	109	55	112	(57)	(54)	57
RETAINED	168	141	106	145	(39)	(35)	109
LOST	54	68	59				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	250	205	133	TOTAL	50	45	28
NEW	113	90	48	NEW	19	19	7
RETAINED	137	115	85	RETAINED	31	26	21
LOST	40	59	50	LOST	14	9	9
RATIO BOYS TO GIRLS			82.6%				17.4%

WAH0048 SPOKANE JR CHIEFS

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	118	72	85	75	10	13	88
NEW	51	23	33	24	9	10	34
RETAINED	67	49	52	51	1	3	54
LOST	19	28	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	102	66	79	TOTAL	16	6	6
NEW	44	20	30	NEW	7	3	3
RETAINED	58	46	49	RETAINED	9	3	3
LOST	18	22	6	LOST	1	6	2
RATIO BOYS TO GIRLS			92.9%				7.1%

WAH0077 TRI-CITIES AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	133	74	95	77	18	21	98
NEW	44	14	27	15	12	13	28
RETAINED	89	60	68	62	6	8	70
LOST	23	40	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	118	67	77	TOTAL	15	7	18
NEW	38	13	16	NEW	6	1	11
RETAINED	80	54	61	RETAINED	9	6	7
LOST	19	35	3	LOST	4	5	3
RATIO BOYS TO GIRLS			81.1%				18.9%

WAH0037 VANCOUVER YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	37	29	45	31	14	16	47
NEW	22	16	31	17	14	15	32
RETAINED	15	13	14	14	0	1	15
LOST	6	13	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	33	25	38	TOTAL	4	4	7
NEW	19	12	24	NEW	3	4	7
RETAINED	14	13	14	RETAINED	1	0	0
LOST	5	11	3	LOST	1	2	2
RATIO BOYS TO GIRLS			84.4%				15.6%

WAH0065 WENATCHEE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	80	34	45	36	9	11	47
NEW	48	2	25	3	22	23	26
RETAINED	32	32	20	33	(13)	(12)	21
LOST	15	29	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	66	29	41	TOTAL	14	5	4
NEW	40	1	23	NEW	8	1	2
RETAINED	26	28	18	RETAINED	6	4	2
LOST	13	21	5	LOST	2	8	2
RATIO BOYS TO GIRLS			91.1%				8.9%

WESTERN WASHINGTON FEMALE HOCKEY ASSOCIATION

WAH0005

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	25	12	13	14	(1)	1	15
NEW	14	4	10	5	5	6	11
RETAINED	11	8	3	9	(6)	(5)	4
LOST	2	4	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	0	TOTAL	25	12	13
NEW	0	0	0	NEW	14	4	10
RETAINED	0	0	0	RETAINED	11	8	3
LOST	0	0	0	LOST	2	4	1
RATIO BOYS TO GIRLS			0.0%				100.0%

WAH0028 WEST SOUND HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	37	14	15	16	(1)	1	17
NEW	14	3	8	4	4	5	9
RETAINED	23	11	7	12	(5)	(4)	8
LOST	2	13	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	31	12	11	TOTAL	6	2	4
NEW	12	3	6	NEW	2	0	2
RETAINED	19	9	5	RETAINED	4	2	2
LOST	2	11	3	LOST	0	2	1
RATIO BOYS TO GIRLS			73.3%				26.7%

WAH0051 WHATCOM COUNTY AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	66	25	57	27	30	32	59
NEW	25	7	39	8	31	32	40
RETAINED	41	18	18	19	(1)	0	19
LOST	22	33	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	55	22	42	TOTAL	11	3	15
NEW	21	6	29	NEW	4	1	10
RETAINED	34	16	13	RETAINED	7	2	5
LOST	18	25	0	LOST	4	8	0
RATIO BOYS TO GIRLS			73.7%				26.3%

WINTHROP AMATEUR HOCKEY

WAH0016 ASSN

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	32	43	47	45	2	4	49
NEW	17	20	24	21	3	4	25
RETAINED	15	23	23	24	(1)	0	24
LOST	19	7	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	25	34	30	TOTAL	7	9	17
NEW	14	16	12	NEW	3	4	12
RETAINED	11	18	18	RETAINED	4	5	5
LOST	12	6	4	LOST	7	1	2
RATIO BOYS TO GIRLS			63.8%				36.2%

BOYS & GIRLS_8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	36	11	32	13	19	21	34
NEW	24	1	21	2	19	20	22
RETAINED	12	10	11	11	0	1	12
LOST	7	18	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	26	8	24	TOTAL	10	3	8
NEW	17	0	14	NEW	7	1	7
RETAINED	9	8	10	RETAINED	3	2	1
LOST	6	11	0	LOST	1	7	0
RATIO BOYS TO GIRLS			75.0%				25.0%