

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.

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	-19.7%	20.6%	-10.2%	0.0%	14.6%
7 TO 8	16.3%	-6.8%	14.6%	-7.4%	-8.3%
6 TO 7	-4.3%	12.0%	12.2%	-23.4%	4.3%
5 TO 6	24.0%	9.3%	-16.2%	-7.0%	-14.7%
4 TO 5	31.7%	-12.8%	16.0%	-42.9%	14.8%

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				
MAINE - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	1.24%	1.45%	1.10%	0.93%
Asian	0.68%	0.75%	0.55%	0.82%
Black/AA	0.45%	0.15%	0.00%	0.29%
Native Hawaiian	0.06%	0.00%	0.08%	0.00%
Hispanic/Latino	0.90%	0.70%	0.86%	1.58%
White (Non-Hispanic)	86.85%	86.76%	87.19%	85.28%
Two or more races	3.10%	3.50%	3.14%	3.91%
Other	0.79%	0.35%	0.08%	0.47%
Prefer not to answer	5.93%	6.35%	7.00%	6.72%

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 +541 or +42.3%
- NEW increased by +586 or +147.6%
- RETAINED decreased by -45 or -5.1%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	1960	1914	2105	1278	1819
	6.9%	-2.3%	10.0%	-39.3%	42.3%
NEW	940	859	1033	397	983
	-0.1%	-8.6%	20.3%	-61.6%	147.6%
RETAINED	1020	1055	1072	881	836
	14.3%	3.4%	1.6%	-17.8%	-5.1%
LOST	537	618	572	871	252
	28.8%	15.1%	-7.4%	52.3%	-71.1%

BOYS

- TOTAL increased by +381 or +38.4%
- NEW increased by +409 or +134.5%
- RETAINED decreased by -28 or -4.1%

GIRLS

- TOTAL increased by +160 or +56.1%
- NEW increased by +177 or +190.3%
- RETAINED decreased by -17 or -8.9%

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
TOTAL	1492	1453	1590	993	1374	TOTAL	468	461	515	285	445
	4.8%	-2.6%	9.4%	-37.5%	38.4%		14.1%	-1.5%	11.7%	-44.7%	56.1%
NEW	689	620	761	304	713	NEW	251	239	272	93	270
	1.0%	-10.0%	22.7%	-60.1%	134.5%		-3.1%	-4.8%	13.8%	-65.8%	190.3%
RETAINED	803	833	829	689	661	RETAINED	217	222	243	192	175
	8.4%	3.7%	-0.5%	-16.9%	-4.1%		43.7%	2.3%	9.5%	-21.0%	-8.9%
LOST	394	429	402	637	183	LOST	143	189	170	234	69
	29.6%	8.9%	-6.3%	58.5%	-71.3%		26.5%	32.2%	-10.1%	37.6%	-70.5%
BOYS TO GIRLS RATIO					75.5%						24.5%

GROWTH CHALLENGE

- TOTAL OVER-performed by +508
- NEW OVER-performed by +576
- RETAINED UNDER-performed by -68

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
1311	508	541	1865
407	576	586	1008
904	(68)	(45)	857
# OF ASSOCIATIONS			14
AVERAGE # PLAYERS/ASSOCIATION			129.9

ASSOCIATIONS

MEH0002 AROOSTOOK 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	32	35	44	37	7	9	46
NEW	14	17	20	18	2	3	21
RETAINED	18	18	24	19	5	6	25
LOST	2	8	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	31	30	40	TOTAL	1	5	4
NEW	13	12	16	NEW	1	5	4
RETAINED	18	18	24	RETAINED	0	0	0
LOST	2	7	3	LOST	0	1	3
RATIO BOYS TO GIRLS			90.9%				9.1%

MEH0114 BIDDEFORD 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	229	72	154	75	79	82	159
NEW	181	26	101	27	74	75	104
RETAINED	48	46	53	48	5	7	55
LOST	8	148	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	164	58	112	TOTAL	65	14	42
NEW	119	20	68	NEW	62	6	33
RETAINED	45	38	44	RETAINED	3	8	9
LOST	5	103	18	LOST	3	45	4
RATIO BOYS TO GIRLS			72.7%				27.3%

MEH0025 BREWER 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	204	134	222	139	83	88	229
NEW	99	52	133	54	79	81	137
RETAINED	105	82	89	85	4	7	92
LOST	80	92	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	159	106	178	TOTAL	45	28	44
NEW	76	41	102	NEW	23	11	31
RETAINED	83	65	76	RETAINED	22	17	13
LOST	44	69	22	LOST	36	23	11
RATIO BOYS TO GIRLS			80.2%				19.8%

MEH0133 CASCO BAY 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	255	247	284	254	30	37	292
NEW	108	106	146	109	37	40	150
RETAINED	147	141	138	145	(7)	(3)	142
LOST	43	56	36				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	192	184	213	TOTAL	63	63	71
NEW	80	80	105	NEW	28	26	41
RETAINED	112	104	108	RETAINED	35	37	30
LOST	35	44	24	LOST	8	12	12
RATIO BOYS TO GIRLS			75.0%				25.0%

MEH0163 MAINE COAST STORM

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	7	0	7	7	8
NEW	0	0	7	0	7	7	8
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	7	TOTAL	0	0	0
NEW	0	0	7	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%

MEH0063 MAINE GLADIATORS

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	163	173	252	178	74	79	259
NEW	77	78	140	80	60	62	144
RETAINED	86	95	112	98	14	17	115
LOST	50	43	33				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	116	130	183	TOTAL	47	43	69
NEW	56	60	100	NEW	21	18	40
RETAINED	60	70	83	RETAINED	26	25	29
LOST	32	31	23	LOST	18	12	10
RATIO BOYS TO GIRLS			72.6%				27.4%

MEH0174 MAINE INFERNO

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	18	40	20	20	22	42
NEW	32	5	27	6	21	22	28
RETAINED	0	13	13	14	(1)	0	14
LOST	0	12	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	1	0	0	TOTAL	31	18	40
NEW	1	0	0	NEW	31	5	27
RETAINED	0	0	0	RETAINED	0	13	13
LOST	0	0	0	LOST	0	12	5
RATIO BOYS TO GIRLS			0.0%				100.0%

MEH0116 MAINE JR BLACK BEARS

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	107	69	119	72	47	50	123
NEW	69	24	76	25	51	52	78
RETAINED	38	45	43	47	(4)	(2)	45
LOST	31	39	16				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	80	55	91	TOTAL	27	14	28
NEW	49	15	59	NEW	20	9	17
RETAINED	31	40	32	RETAINED	7	5	11
LOST	21	21	14	LOST	10	18	2
RATIO BOYS TO GIRLS			76.5%				23.5%

MEH0017 MAINE WILD

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	14	12	13	13	0	1	15
NEW	14	12	4	13	(9)	(8)	5
RETAINED	0	0	9	0	9	9	10
LOST	1	3	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	13	10	11	TOTAL	1	2	2
NEW	13	10	3	NEW	1	2	1
RETAINED	0	0	8	RETAINED	0	0	1
LOST	1	3	1	LOST	0	0	0
RATIO BOYS TO GIRLS			84.6%				15.4%

MEH0115 MID COAST 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	0	0	56	0	56	56	58
NEW	0	0	40	0	40	40	41
RETAINED	0	0	16	0	16	16	17
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	42	TOTAL	0	0	14
NEW	0	0	27	NEW	0	0	13
RETAINED	0	0	15	RETAINED	0	0	1
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			75.0%				25.0%

MIDCOAST RECREATION CENTER

MEH0172

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	136	46	113	49	64	67	117
NEW	68	5	64	6	58	59	66
RETAINED	68	41	49	43	6	8	51
LOST	43	79	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	105	41	95	TOTAL	31	5	18
NEW	51	4	54	NEW	17	1	10
RETAINED	54	37	41	RETAINED	14	4	8
LOST	33	56	17	LOST	10	23	9
RATIO BOYS TO GIRLS			84.1%				15.9%

MEH0173 PENQUIS 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	0	0	26	0	26	26	28
NEW	0	0	17	0	17	17	18
RETAINED	0	0	9	0	9	9	10
LOST	0	0	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	20	TOTAL	0	0	6
NEW	0	0	14	NEW	0	0	3
RETAINED	0	0	6	RETAINED	0	0	3
LOST	0	0	5	LOST	0	0	1
RATIO BOYS TO GIRLS			76.9%				23.1%

MEH0131 SKATING ASSOCIATION OF MAINE

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	75	79	45	82	(37)	(34)	47
NEW	42	54	19	56	(37)	(35)	20
RETAINED	33	25	26	26	0	1	27
LOST	11	25	40				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	59	63	35	TOTAL	16	16	10
NEW	31	45	14	NEW	11	9	5
RETAINED	28	18	21	RETAINED	5	7	5
LOST	9	18	33	LOST	2	7	7
RATIO BOYS TO GIRLS			77.8%				22.2%

SOUTHERN AROOSTOOK MINOR HOCKEY

MEH0139 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	44	29	49	31	18	20	51
NEW	19	11	29	12	17	18	30
RETAINED	25	18	20	19	1	2	21
LOST	8	19	8				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	40	28	40	TOTAL	4	1	9
NEW	18	10	22	NEW	1	1	7
RETAINED	22	18	18	RETAINED	3	0	2
LOST	6	17	8	LOST	2	2	0
RATIO BOYS TO GIRLS			81.6%				18.4%