



## 2011-2012 8 & UNDER MEMBERSHIP REPORT

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This report focuses on the foundation of USA Hockey's membership – the 8 & under age category. Analysis of USA Hockey's membership data has shown that growth in this age category will positively impact the larger 9 to 14 age groups for many years.

During the last four seasons, concentrated growth efforts in the 8 & under age category has produced positive results:

- The 8 & under segment has seen a 20% increase in membership since the 2007-08 season
- In 2011-12, there was a record number of 8 & under participants with over 107,000 registered members

This report examines the 8 & under membership category, both at the National and Affiliate level for the past five seasons and past three seasons at the local association level. This is done to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2012-13 season.

To continue to increase participation and membership, USA Hockey must remain focused on the following two key initiatives:

- Attracting new players each season in the crucial 8 & under age category
- Retaining participants from one season to the next in local youth hockey programs

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and youth hockey volunteers at the grassroots level. USA Hockey provides resources for local associations to use in both the acquisition and retention of 8 & under players.

The 2 and 2 Challenge, explained in greater detail later in this report, is a comprehensive program utilizing existing national growth programs, resources and tools to help local youth hockey leaders achieve their 2 and 2 Challenge goals. Their goals are to add two additional new players and retain two more players, than the previous season's total.

Combining growth of the game at the youngest age levels with USA Hockey's American Development Model (ADM) will ensure the future health of the hockey in the U.S.

## HOW TO READ THE DATA CHARTS IN THIS REPORT

Total number of 8 & under players

Number of players acquired

BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	07-08	08-09	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL*
TOTAL	89423	91622	95775	105394	107387	110902	(3515)	1993	112875
	-0.6%	2.5%	4.5%	10.0%	1.9%				
NEW	38013	39580	41967	48254	45991	51008	(5017)	(2263)	48735
	-2.4%	4.1%	6.0%	15.0%	-4.7%				
RET	51410	52042	53808	57140	61396	59894	1502	4256	64140
	0.8%	1.2%	3.4%	6.2%	7.4%				
LOST	15899	15305	15184	15620	19229	# OF ASSOCIATIONS			1372
	7.8%	-3.7%	-0.8%	2.9%	23.1%	AVERAGE # PLAYERS/ASSOCIATION			78.3

Number of players that left youth hockey

National 2 and 2 Challenge Goals, see pages 6 & 7 for more information

Number of players retained

## 2011-12 KEY TAKEAWAYS—NATIONAL

### Total

- The total number of children ages 8 & under registered in 2011-12 increased by 1,993 (1.9%) to 107,387.
- The 2011-12 season represents the fourth consecutive year of growth in the 8 & under age category and the all-time largest total of members in this age group.

### Acquisition

- For the first-time in four seasons, new players decreased from 48,254 in 2010-11 to 45,991; a decrease of 2,263 (-4.7%).
- Even though the acquisition total decreased, it is the second-highest total for new players entering youth hockey ever.

### Retention

- Retained players increased by 4,256 (7.4%) to 61,396.
- The increase in retained players was the largest positive gain over the past four seasons.

BOYS & GIRLS 8U					
	07-08	08-09	09-10	10-11	11-12
<b>TOTAL</b>	89423	91622	95775	105394	107387
<b>%</b>	-0.6%	2.5%	4.5%	10.0%	1.9%
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<b>LOST</b>	15899	15305	15184	15620	19229
<b>%</b>	7.8%	-3.7%	-0.8%	2.9%	23.1%

BOYS 8U					
	07-08	08-09	09-10	10-11	11-12
<b>TOTAL</b>	77128	78782	81978	89907	91199
<b>%</b>	-0.8%	2.1%	4.1%	9.7%	1.4%
<b>NEW</b>	31733	33013	34819	40058	37875
<b>%</b>	-2.3%	4.0%	5.5%	15.0%	-5.4%
<b>RET</b>	45395	45769	47159	49849	53324
<b>%</b>	0.3%	0.8%	3.0%	5.7%	7.0%
<b>LOST</b>	12672	12161	11932	12350	15149
<b>%</b>	6.7%	-4.0%	-1.9%	3.5%	22.7%

GIRLS 8U					
	07-08	08-09	09-10	10-11	11-12
<b>TOTAL</b>	12295	12876	13798	15487	16188
<b>%</b>	0.8%	4.7%	7.2%	20.3%	4.5%
<b>NEW</b>	6285	6604	7149	8197	8116
<b>%</b>	-2.7%	5.1%	8.3%	24.1%	-1.0%
<b>RET</b>	6010	6272	6649	7290	8072
<b>%</b>	4.7%	4.4%	6.0%	16.2%	10.7%
<b>LOST</b>	3234	3145	3253	3272	4081
<b>%</b>	12.5%	-2.8%	3.4%	4.0%	24.7%

## 2011-12 KEY TAKEAWAYS—ARIZONA

### Total

- The total number of children ages 8 & under registered in Arizona increased by 143 (38.8%) to 512.
- This was Arizona's second-highest total of participation in the past five seasons.

### Acquisition

- New players increased by 102 (47.9%) to 315.
- The 2011-12 season marked the second-highest total of new players entering the game since 2007-08.

### Retention

- Retained players increased by 41 (26.3%) from 2010-11 to 197.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
<b>TOTAL</b>	430	562	364	369	512
<b>%</b>	3.4%	30.7%	-35.2%	1.4%	38.8%
<b>NEW</b>	212	360	183	213	315
<b>%</b>	-4.1%	69.8%	-49.2%	16.4%	47.9%
<b>RETAINED</b>	218	202	181	156	197
<b>%</b>	11.8%	-7.3%	-10.4%	-13.8%	26.3%
<b>LOST</b>	70	76	256	112	77
<b>%</b>	-30.0%	8.6%	236.8%	-56.3%	-31.3%

BOYS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
<b>TOTAL</b>	405	508	336	335	463
<b>%</b>	4.9%	25.4%	-33.9%	-0.3%	38.2%
<b>NEW</b>	196	317	163	190	284
<b>%</b>	-1.0%	61.7%	-48.6%	16.6%	49.5%
<b>RETAINED</b>	209	191	173	145	179
<b>%</b>	11.2%	-8.6%	-9.4%	-16.2%	23.4%
<b>LOST</b>	60	70	218	99	67
<b>%</b>	-35.5%	16.7%	211.4%	-54.6%	-32.3%

GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
<b>TOTAL</b>	24	54	28	34	49
<b>%</b>	-17.2%	125.0%	-48.1%	21.4%	44.1%
<b>NEW</b>	15	43	20	23	31
<b>%</b>	-34.8%	186.7%	-53.5%	15.0%	34.8%
<b>RETAINED</b>	9	11	8	11	18
<b>%</b>	50.0%	22.2%	-27.3%	37.5%	63.6%
<b>LOST</b>	9	6	38	38	10
<b>%</b>	28.6%	-33.3%	533.3%	-65.8%	-23.1%

## RETENTION INCREASES WITH AGE

The older a player gets and/or the more seasons a player plays, the more likely that player will stick with youth hockey. So while retention rates are high from Squirrels on up, the overall growth of hockey relies on acquiring more 8 & under players.

Arizona's retention results for 2011-12 by age segment:

- **29.9% of all 4 Year Olds returned as 5 Year Olds** – National Average 37.4%
- **36.5% of all 5 Year Olds returned as 6 Year Olds** – National Average 56.2%
- **38.6% of all 6 Year Olds returned as 7 Year Olds** – National Average 68.9%
- **53.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.1%
- **70.5% of all Squirrels returned in 2011-12** – National Average 84.7%
- **76.7% of all Pee Wees returned in 2011-12** – National Average 90.6%
- **84.2% of all Bantams returned in 2011-12** – National Average 93.9%

## GRADUATION RATE OF 8 & UNDERS

Thanks to the concentrated focus on growing the 8 & under base level, local programs are seeing more players graduating onto the 9 to 14 age groups.

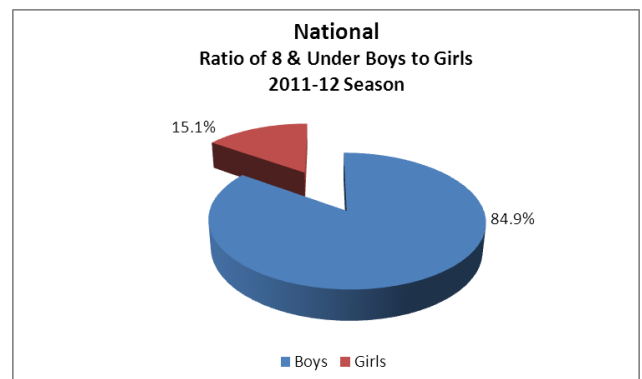
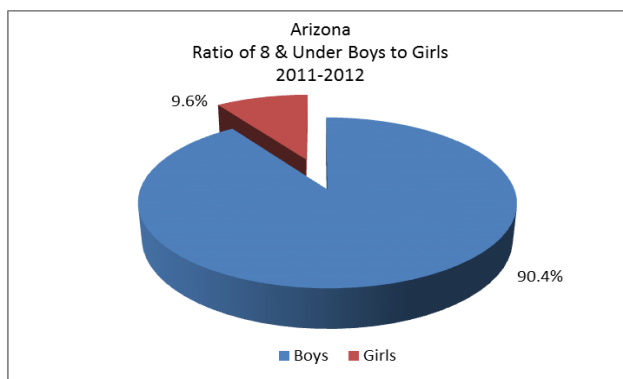
### BOYS & GIRLS GRADUATING FROM 8 TO 9

	07-08	08-09	09-10	10-11	11-12
<b>8 TO 9</b>	23314	23281	23108	23468	24618
<b>%</b>	-1.4%	-0.1%	-0.7%	1.6%	4.9%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 90.4% of all 8 & unders in Arizona, while girls represented 9.6%.

Nationally, boys represented 84.9% of all 8 & unders, while girls represented 15.1%.



## 2 AND 2 CHALLENGE

The 2 & 2 Challenge is a comprehensive growth program for local associations. It is a blueprint that guides youth hockey leadership through national programs and tools to realize their growth goal of acquiring two additional players and retaining two more players than last season.

By participating in the 2 and 2 challenge, your program will achieve the following:

1. Drive participation in the 8 & under age group to ensure continued growth as these players graduate to older age levels.
2. Establish itself as the best youth sports option in your community.

To complete the 2 and 2 Challenge, associations utilize three programs that drive growth – **Retention**, **Acquisition** & **Conversion**.

### **RETENTION**—*Welcome Back Week*

Reaching out with a personal invitation to return to youth hockey is crucial. For this program, associations coordinate phone calls inviting families back to youth hockey.



### **ACQUISITION**—*Try Hockey For Free Days*

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 17,000 kids were introduced to youth hockey through this program.



### **CONVERSION**—*Transition Program*

Children that sample youth hockey don't always become a new hockey player. A low-cost, low-commitment program to easily transition families from try hockey to youth hockey will significantly increase the likelihood of adding more new players.



By taking advantage of all three national programs, associations will be recognized as achieving the 2 and 2 Challenge and be rewarded with starter equipment and will receive national recognition. If programs choose, they can participate in additional national initiatives to achieve a higher status.

To learn more and to accept the 2 and 2 Challenge, visit [www.2and2Challenge.com](http://www.2and2Challenge.com) or call (719) 538-1124.





## 2 AND 2 CHALLENGE GOALS

### ASSOCIATION

The 2 and 2 Challenge goals for every association are to add two additional new players and retain two additional players than the previous season's 8 & under totals.

Below is an example of an association that achieved their 2 and 2 Challenge goals from this past season and their new goals for 2012-13:

Previous three seasons results

2 and 2 challenge results and goals

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	70	85	94	89	5	9	98
NEW	30	38	44	40	4	6	46
RETAINED	40	47	50	49	1	3	52
LOST	13	7	8				

If the achieve their 2 and 2 Challenge Goals again in 2012-13, this program will enjoy a 4.3% increase.

**TOTAL:** 46 new + 52 retained = 98 total players

**NEW:** 44 + 2 = 46 new players

**RETAINED:** 50 + 2 = 52 retained players

### ARIZONA

ARIZONA	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	393	512	528
NEW	225	315	323
RETAINED	168	197	205

Based on 4 associations that registered 5 players or more, the 2012-13 goals are:

- TOTAL:** 512 + 16 = 528 (+3.1%)
- NEW:** 315 + 8 = 323 (+2.5%)
- RETAINED:** 197 + 8 = 205 (+4.1%)

### NATIONAL

NATIONAL	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	110,902	107,387	112,875
NEW	51,008	45,991	48,735
RETAINED	59,894	61,396	64,140

Based on 1,372 associations that registered 5 players or more, the 2012-13 goals are:

- TOTAL:** 107,387 + 5,488 = 112,875 (+5.1%)
- NEW:** 45,991 + 2,744 = 48,735 (+6.0%)
- RETAINED:** 61,396 + 2,744 = 64,140 (+4.5%)



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

Congratulations to Coyotes Amateur Hockey Association, Valley of the Sun Hockey Association and Flagstaff Youth Hockey Association for successfully meeting the 2 and 2 Challenge goals.

## ARIZONA'S 2011-12 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Coyotes Amateur Hockey Association	+58
2. Valley of the Sun Hockey Association	+52
3. Flagstaff Youth Hockey Association	+18
4. Desert Youth Hockey Association	-22



## ARIZONA ASSOCIATIONS

### AZH0028 COYOTES AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	61	81	139	85	54	58	143
NEW	34	59	99	61	38	40	101
RETAINED	27	22	40	24	16	18	42
LOST	32	16	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	59	76	135	TOTAL	2	5	4
NEW	33	56	96	NEW	1	3	3
RETAINED	26	20	39	RETAINED	1	2	1
LOST	30	15	12	LOST	2	1	2
RATIO BOYS TO GIRLS			97.1%				2.9%

### AZH0020 DESERT YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	18	35	13	39	(26)	(22)	17
NEW	13	28	4	30	(26)	(24)	6
RETAINED	5	7	9	9	0	2	11
LOST	1	1	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	18	32	13	TOTAL	0	3	0
NEW	13	25	4	NEW	0	3	0
RETAINED	5	7	9	RETAINED	0	0	0
LOST	1	1	9	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

### AZH0018 FLAGSTAFF YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	46	67	85	71	14	18	89
NEW	9	43	47	45	2	4	49
RETAINED	37	24	38	26	12	14	40
LOST	40	12	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	46	62	74	TOTAL	0	5	11
NEW	9	38	38	NEW	0	5	9
RETAINED	37	24	36	RETAINED	0	0	2
LOST	35	12	11	LOST	5	0	3
RATIO BOYS TO GIRLS			87.1%				12.9%

AZH0022 VALLEY OF THE SUN HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	17	7	59	11	48	52	63
NEW	13	7	57	9	48	50	59
RETAINED	4	0	2	2	0	2	4
LOST	3	8	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	15	7	52	TOTAL	2	0	7
NEW	11	7	50	NEW	2	0	7
RETAINED	4	0	2	RETAINED	0	0	0
LOST	3	6	2	LOST	0	2	0
RATIO BOYS TO GIRLS			88.1%				11.9%