



2011-2012 8 & UNDER MEMBERSHIP REPORT

TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
Idaho Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
Idaho's 2011-12 Association Performance	Page 7
Local Association Analysis	Pages 8-11
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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
TOTAL	89423	91622	95775	105394	107387
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%	7.8%	-3.7%	-0.8%	2.9%	23.1%

BOYS_8U					
	07-08	08-09	09-10	10-11	11-12
TOTAL	77128	78782	81978	89907	91199
%	-0.8%	2.1%	4.1%	9.7%	1.4%
NEW	31733	33013	34819	40058	37875
%	-2.3%	4.0%	5.5%	15.0%	-5.4%
RET	45395	45769	47159	49849	53324
%	0.3%	0.8%	3.0%	5.7%	7.0%
LOST	12672	12161	11932	12350	15149
%	6.7%	-4.0%	-1.9%	3.5%	22.7%

GIRLS_8U					
	07-08	08-09	09-10	10-11	11-12
TOTAL	12295	12876	13798	15487	16188
%	0.8%	4.7%	7.2%	20.3%	4.5%
NEW	6285	6604	7149	8197	8116
%	-2.7%	5.1%	8.3%	24.1%	-1.0%
RET	6010	6272	6649	7290	8072
%	4.7%	4.4%	6.0%	16.2%	10.7%
LOST	3234	3145	3253	3272	4081
%	12.5%	-2.8%	3.4%	4.0%	24.7%

2011-12 KEY TAKEAWAYS—IDAHO

Total - Three consecutive years of growth

- The total number of children ages 8 & under registered in Idaho increased by 61 (+15.1%) to 466.
- This was Idaho's highest total of participation ever in the past five seasons.

Acquisition

- New players increased by 46 (+24.3%) to 235.
- The 2011-12 season marked the highest amount of new players entering the game for the past five seasons.

Retention

- Retained players increased by 15 (+6.9%) from 2010-11 to 231.
- 231 players is the peak total for retained 8 & under players in Idaho over the past five years.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	413	360	375	405	466
%	7.8%	-12.8%	4.2%	8.0%	15.1%
NEW	199	149	192	189	235
%	2.1%	-25.1%	28.9%	-1.6%	24.3%
RETAINED	214	211	183	216	231
%	13.8%	-1.4%	-13.3%	18.0%	6.9%
LOST	58	98	80	72	84
%	-31.0%	69.0%	-18.4%	-10.0%	16.7%

BOYS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	336	300	306	325	374
%	2.8%	-10.7%	2.0%	6.2%	15.1%
NEW	157	125	153	144	189
%	-5.4%	-20.4%	22.4%	-5.9%	31.3%
RETAINED	179	175	153	181	185
%	11.2%	-2.2%	-12.6%	18.3%	2.2%
LOST	46	78	64	53	64
%	-40.3%	69.6%	-17.9%	-17.2%	20.8%

GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	77	60	69	80	92
%	37.5%	-22.1%	15.0%	15.9%	15.0%
NEW	42	24	39	45	46
%	44.8%	-42.9%	62.5%	15.4%	2.2%
RETAINED	35	36	30	35	46
%	29.6%	2.9%	-16.7%	16.7%	31.4%
LOST	12	20	16	19	20
%	71.4%	66.7%	-20.0%	18.8%	5.3%

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.

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

- **17.6% of all 4 Year Olds returned as 5 Year Olds** – National Average 37.4%
- **30.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 56.2%
- **49.1% of all 6 Year Olds returned as 7 Year Olds** – National Average 68.9%
- **60.9% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.1%

- **72.5% of all Squirrels returned in 2011-12** – National Average 84.7%
- **80.2% of all Pee Wees returned in 2011-12** – National Average 90.6%
- **83.4% 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.

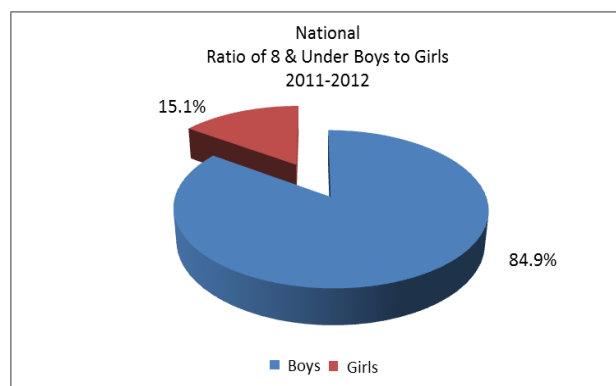
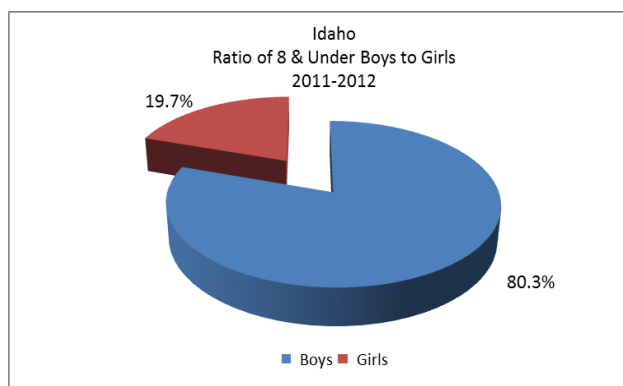
BOYS & GIRLS GRADUATING FROM 8 TO 9

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

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 80.3% of all 8 & unders in Idaho, while girls represented 19.7%.

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 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

IDAHO

IDAHO	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	445	466	506
NEW	209	235	255
RETAINED	236	231	251

Based on 10 associations that registered 5 players or more, the 2012-13 goals are:

- TOTAL:** 466 + 40 = 506 (+8.6%)
- NEW:** 235 + 20 = 255 (+8.5%)
- RETAINED:** 231 + 20 = 251 (+8.7%)

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 Teton Basin Youth Hockey, Coeur D'Alene Hockey Association, and Boise Amateur Hockey for successfully meeting the 2 and 2 Challenge goals. While many associations had tremendous growth, only three associations were able to successfully meet all components of the 2 and 2 Challenge Goals.

IDAHO'S 2011-12 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. McCall Ice Skating Association	+27
2. Teton Basin Youth Hockey	+19
3. Coeur D'Alene Hockey Association	+17
4. Boise Amateur Hockey	+16
5. Palouse Youth Hockey Association	+8
6. Lewis Clark Amateur Hockey Assoc	+7
7. Sun Valley Youth Hockey	+4
8. Boise Youth Amateur Hockey	+1
9. Idaho Falls Youth Hockey	0
10. Salmon Youth Hockey	0

IDH0060

BOISE AMATEUR HOCKEY

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	37	20	36	24	12	16	40
NEW	30	11	25	13	12	14	27
RETAINED	7	9	11	11	0	2	13
LOST	6	19	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	34	18	33	TOTAL	3	2	3
NEW	28	9	22	NEW	2	2	3
RETAINED	6	9	11	RETAINED	1	0	0
LOST	6	16	6	LOST	0	3	0
RATIO BOYS TO GIRLS			91.7%				8.3%

IDH0009

BOISE YOUTH AMATEUR HOCKEY

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	3	6	7	10	(3)	1	11
NEW	2	6	5	8	(3)	(1)	7
RETAINED	1	0	2	2	0	2	4
LOST	0	0	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	3	5	7	TOTAL	0	1	0
NEW	2	5	5	NEW	0	1	0
RETAINED	1	0	2	RETAINED	0	0	0
LOST	0	0	2	LOST	0	0	1
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0080

COEUR D'ALENE 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	3	10	27	14	13	17	31
NEW	2	8	20	10	10	12	22
RETAINED	1	2	7	4	3	5	9
LOST	13	0	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	3	9	27	TOTAL	0	1	0
NEW	2	7	20	NEW	0	1	0
RETAINED	1	2	7	RETAINED	0	0	0
LOST	12	0	2	LOST	1	0	1
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0008 IDAHO FALLS YOUTH HOCKEY

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	100	103	103	107	(4)	0	107
NEW	36	39	45	41	4	6	47
RETAINED	64	64	58	66	(8)	(6)	60
LOST	18	18	25				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	76	79	79	TOTAL	24	24	24
NEW	27	30	36	NEW	9	9	9
RETAINED	49	49	43	RETAINED	15	15	15
LOST	13	12	20	LOST	5	6	5
RATIO BOYS TO GIRLS			76.7%				23.3%

IDH0011 LEWIS CLARK AMATEUR HOCKEY ASSOC

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	15	19	26	23	3	7	30
NEW	4	13	13	15	(2)	0	15
RETAINED	11	6	13	8	5	7	15
LOST	0	2	1				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	15	15	20	TOTAL	0	4	6
NEW	4	9	10	NEW	0	4	3
RETAINED	11	6	10	RETAINED	0	0	3
LOST	0	2	0	LOST	0	0	1
RATIO BOYS TO GIRLS			76.9%				23.1%

IDH0003 MCCALL ICE SKATING 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	21	7	34	11	23	27	38
NEW	7	2	28	4	24	26	30
RETAINED	14	5	6	7	(1)	1	8
LOST	2	10	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	15	4	29	TOTAL	6	3	5
NEW	4	2	24	NEW	3	0	4
RETAINED	11	2	5	RETAINED	3	3	1
LOST	2	8	0	LOST	0	2	0
RATIO BOYS TO GIRLS			85.3%				14.7%

IDH0090

PALOUSE 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	28	37	45	41	4	8	49
NEW	18	20	21	22	(1)	1	23
RETAINED	10	17	24	19	5	7	26
LOST	5	5	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	24	29	38	TOTAL	4	8	7
NEW	15	14	18	NEW	3	6	3
RETAINED	9	15	20	RETAINED	1	2	4
LOST	4	4	3	LOST	1	1	3
RATIO BOYS TO GIRLS			84.4%				15.6%

=IDH0047

SALMON YOUTH HOCKEY

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	28	25	25	29	(4)	0	29
NEW	14	10	12	12	0	2	14
RETAINED	14	15	13	17	(4)	(2)	15
LOST	7	7	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	22	15	16	TOTAL	6	10	9
NEW	11	3	8	NEW	3	7	4
RETAINED	11	12	8	RETAINED	3	3	5
LOST	5	4	3	LOST	2	3	1
RATIO BOYS TO GIRLS			64.0%				36.0%

IDH0024

SUN VALLEY YOUTH HOCKEY

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	82	91	95	95	0	4	99
NEW	35	38	45	40	5	7	47
RETAINED	47	53	50	55	(5)	(3)	52
LOST	23	14	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	64	71	69	TOTAL	18	20	26
NEW	23	25	32	NEW	12	13	13
RETAINED	41	46	37	RETAINED	6	7	13
LOST	19	9	13	LOST	4	5	8
RATIO BOYS TO GIRLS			72.6%				27.4%

IDH0016 TETON BASIN YOUTH HOCKEY

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	0	16	35	20	15	19	39
NEW	0	16	26	18	8	10	28
RETAINED	0	0	9	2	7	9	11
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	0	16	30	TOTAL	0	0	5
NEW	0	16	21	NEW	0	0	5
RETAINED	0	0	9	RETAINED	0	0	0
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			85.7%				14.3%