



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					
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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—MISSOURI

Total – Third consecutive season of growth.

- The total number of children ages 8 & under registered in Missouri increased by 44 (+2.4%) to 1,888.
- 1,888 players was the peak total for the last five seasons.

Acquisition

- New players increased by 12 (+1.4%) to 895.
- 895 was the highest total in the past five seasons.

Retention

- Retained players increased by 32 (+3.3%) from 2010-11 to 993.
- 993 players is the peak total for retained 8 & under players in Missouri over the past five seasons.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	1410	1349	1599	1844	1888
%	18.2%	-4.3%	18.5%	15.3%	2.4%
NEW	742	558	740	883	895
%	56.2%	-24.8%	32.6%	19.3%	1.4%
RETAINED	668	791	859	961	993
%	-7.0%	18.4%	8.6%	11.9%	3.3%
LOST	188	318	250	329	414
%	-29.6%	69.1%	-21.4%	31.6%	25.8%

BOYS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	1329	1253	1501	1731	1765
%	17.4%	-5.7%	19.8%	15.3%	2.0%
NEW	683	497	685	817	816
%	55.6%	-27.2%	37.8%	19.3%	-0.1%
RETAINED	646	756	816	914	949
%	-6.8%	17.0%	7.9%	12.0%	3.8%
LOST	168	286	214	287	379
%	-32.8%	70.2%	-25.2%	34.1%	32.1%

GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	81	96	98	113	123
%	32.8%	18.5%	2.1%	15.3%	8.8%
NEW	59	61	55	66	79
%	63.9%	3.4%	-9.8%	20.0%	19.7%
RETAINED	22	35	43	47	44
%	-12.0%	59.1%	22.9%	9.3%	-6.4%
LOST	20	32	36	42	35
%	17.6%	60.0%	12.5%	16.7%	-16.7%

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 Squirts on up, the overall growth of hockey relies on acquiring more 8 & under players.

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

- **36.9% of all 4 Year Olds returned as 5 Year Olds** – National Average 37.4%
- **55.4% of all 5 Year Olds returned as 6 Year Olds** – National Average 56.2%
- **68.4% of all 6 Year Olds returned as 7 Year Olds** – National Average 68.9%
- **70.4% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.1%
- **82.8% of all Squirts returned in 2011-12** – National Average 84.7%
- **87.0% of all Pee Wees returned in 2011-12** – National Average 90.6%
- **91.3% 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.

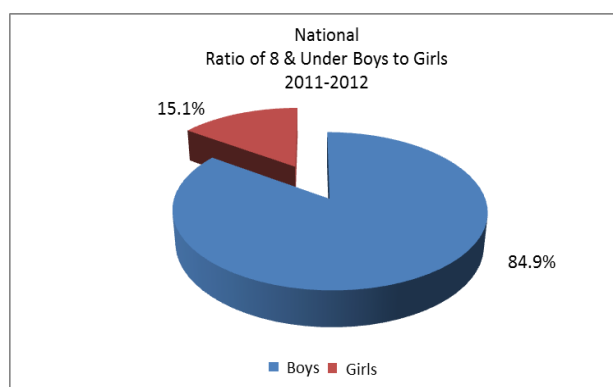
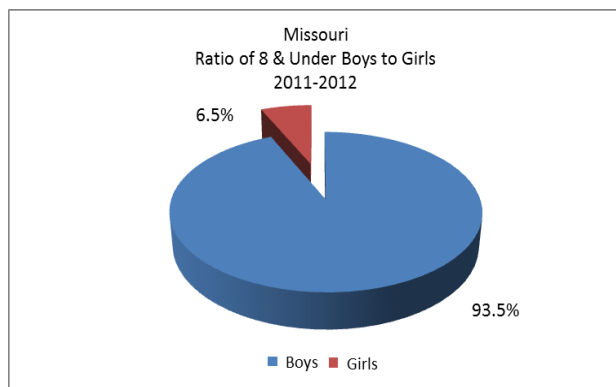
BOYS & GIRLS GRADUATING FROM 8 TO 9

	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 93.5% of all 8 & unders in Missouri, while girls represented 6.5%.

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

MISSOURI

MISSOURI	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	1,896	1,888	1,940
NEW	909	895	921
RETAINED	987	993	1,019

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

- TOTAL:** 1,888 + 52 = 1,940 (+2.8%)
- NEW:** 895 + 26 = 921 (+2.9%)
- RETAINED:** 993 + 26 = 1,019 (+2.6%)

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 Chesterfield Hockey Association and East Alton Ice Arena for successfully meeting the 2 and 2 Challenge goals. While many associations had tremendous growth, only two associations were able to successfully meet all components of the 2 and 2 Challenge Goals.

MISSOURI'S 2011-12 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Chesterfield Hockey Association	+41
2. East Alton Ice Arena	+36
3. Mediacom Ice Park	+15
4. Meramec Hockey Club	+8
5. Springfield Youth Hockey Association MO	+8
6. St Louis Rockets Hockey Association	+6
7. Mid Missouri Tigers	0
8. Kirkwood Youth Hockey Association	-1
9. Springfield Youth Hockey Association	-3
10. Affton Athletic Association	-8
11. Southern Illinois Ice Hawks	-15
12. Twin Bridges Lightning	-12
13. St Peters Hockey Club	-17

MOH0119 AFFTON ATHLETIC 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	219	100	92	104	(12)	(8)	96
NEW	73	13	34	15	19	21	36
RETAINED	146	87	58	89	(31)	(29)	60
LOST	36	83	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	208	95	86	TOTAL	11	5	6
NEW	70	13	31	NEW	3	0	3
RETAINED	138	82	55	RETAINED	8	5	3
LOST	26	77	12	LOST	10	6	0
RATIO BOYS TO GIRLS			93.5%				6.5%

MOH0121 CHESTERFIELD 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	125	97	138	101	37	41	142
NEW	80	45	73	47	26	28	75
RETAINED	45	52	65	54	11	13	67
LOST	4	37	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	117	96	135	TOTAL	8	1	3
NEW	73	44	70	NEW	7	1	3
RETAINED	44	52	65	RETAINED	1	0	0
LOST	2	30	2	LOST	2	7	0
RATIO BOYS TO GIRLS			97.8%				2.2%

MOH0252 EAST ALTON ICE ARENA

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	24	60	28	32	36	64
NEW	0	23	37	25	12	14	39
RETAINED	0	1	23	3	20	22	25
LOST	0	0	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	0	23	58	TOTAL	0	1	2
NEW	0	22	35	NEW	0	1	2
RETAINED	0	1	23	RETAINED	0	0	0
LOST	0	0	16	LOST	0	0	0
RATIO BOYS TO GIRLS			96.7%				3.3%

MOH0174 KIRKWOOD 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	144	157	156	161	(5)	(1)	160
NEW	102	80	72	82	(10)	(8)	74
RETAINED	42	77	84	79	5	7	86
LOST	69	47	42				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	133	141	146	TOTAL	11	16	10
NEW	92	67	68	NEW	10	13	4
RETAINED	41	74	78	RETAINED	1	3	6
LOST	65	40	35	LOST	4	7	7
RATIO BOYS TO GIRLS			93.6%				6.4%

MOH0109 MEDIACOM ICE PARK

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	1	16	5	11	15	20
NEW	0	1	16	3	13	15	18
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	0	0	15	TOTAL	0	1	1
NEW	0	0	15	NEW	0	1	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			93.8%				6.3%

MOH0175 MERAMEC HOCKEY CLUB

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	129	273	281	277	4	8	285
NEW	21	161	134	163	(29)	(27)	136
RETAINED	108	112	147	114	33	35	149
LOST	104	11	65				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	128	258	264	TOTAL	1	15	17
NEW	21	149	124	NEW	0	12	10
RETAINED	107	109	140	RETAINED	1	3	7
LOST	93	11	60	LOST	11	0	5
RATIO BOYS TO GIRLS			94.0%				6.0%

MOH0125 MID MISSOURI TIGERS

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	38	53	53	57	(4)	0	57
NEW	28	31	34	33	1	3	36
RETAINED	10	22	19	24	(5)	(3)	21
LOST	2	7	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	35	49	46	TOTAL	3	4	7
NEW	26	29	28	NEW	2	2	6
RETAINED	9	20	18	RETAINED	1	2	1
LOST	1	7	20	LOST	1	0	2
RATIO BOYS TO GIRLS			86.8%				13.2%

MOH0167 SOUTHERN ILLINOIS ICE HAWKS

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	56	82	67	86	(19)	(15)	71
NEW	26	52	36	54	(18)	(16)	38
RETAINED	30	30	31	32	(1)	1	33
LOST	2	7	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	53	77	63	TOTAL	3	5	4
NEW	24	48	34	NEW	2	4	2
RETAINED	29	29	29	RETAINED	1	1	2
LOST	2	5	8	LOST	0	2	1
RATIO BOYS TO GIRLS			94.0%				6.0%

MOH0177 SPRINGFIELD 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	94	97	94	101	(7)	(3)	98
NEW	72	53	41	55	(14)	(12)	43
RETAINED	22	44	53	46	7	9	55
LOST	4	31	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	90	92	86	TOTAL	4	5	8
NEW	69	51	36	NEW	3	2	5
RETAINED	21	41	50	RETAINED	1	3	3
LOST	4	31	30	LOST	0	0	0
RATIO BOYS TO GIRLS			91.5%				8.5%

MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION MO

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	13	12	20	16	4	8	24
NEW	7	6	15	8	7	9	17
RETAINED	6	6	5	8	(3)	(1)	7
LOST	0	0	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	13	11	19	TOTAL	0	1	1
NEW	7	5	14	NEW	0	1	1
RETAINED	6	6	5	RETAINED	0	0	0
LOST	0	0	4	LOST	0	0	0
RATIO BOYS TO GIRLS			95.0%				5.0%

MOH0169 ST LOUIS ROCKETS 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	109	170	176	174	2	6	180
NEW	58	101	85	103	(18)	(16)	87
RETAINED	51	69	91	71	20	22	93
LOST	19	7	52				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	107	162	170	TOTAL	2	8	6
NEW	57	96	80	NEW	1	5	5
RETAINED	50	66	90	RETAINED	1	3	1
LOST	17	7	50	LOST	2	0	2
RATIO BOYS TO GIRLS			96.6%				3.4%

MOH0248 ST PETERS HOCKEY CLUB

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	233	208	191	212	(21)	(17)	195
NEW	141	88	75	90	(15)	(13)	77
RETAINED	92	120	116	122	(6)	(4)	118
LOST	20	59	56				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	217	197	186	TOTAL	16	11	5
NEW	129	82	73	NEW	12	6	2
RETAINED	88	115	113	RETAINED	4	5	3
LOST	19	50	49	LOST	1	9	7
RATIO BOYS TO GIRLS			97.4%				2.6%

MOH0173 TWIN BRIDGES LIGHTNING

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	60	77	65	81	(16)	(12)	69
NEW	21	34	21	36	(15)	(13)	23
RETAINED	39	43	44	45	(1)	1	46
LOST	9	6	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	56	72	62	TOTAL	4	5	3
NEW	20	31	21	NEW	1	3	0
RETAINED	36	41	41	RETAINED	3	2	3
LOST	8	5	10	LOST	1	1	0
RATIO BOYS TO GIRLS			95.4%				4.6%