



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—MONTANA

Total - Four consecutive seasons of growth

- The total number of children ages 8 & under registered in Montana increased by 55 (+9.7%) to 622.
- This was Montana's highest total of participation for the past five seasons.

Acquisition

- New players increased by 2 (+0.7%) to 305.
- The 2011-12 season marked the highest amount of new players entering the game for the past five seasons.

Retention

- Retained players increased by 53 (+20.1%) from 2010-11 to 317.
- 317 players is the peak total for retained 8 & under players in Montana over the past five years.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	431	493	507	567	622
%	-4.6%	14.4%	2.8%	11.8%	9.7%
NEW	178	241	249	303	305
%	-11.4%	35.4%	3.3%	21.7%	0.7%
RETAINED	253	252	258	264	317
%	0.8%	-0.4%	2.4%	2.3%	20.1%
LOST	95	81	105	108	109
%	-23.4%	-14.7%	29.6%	2.9%	0.9%

BOYS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	366	425	441	487	502
%	-4.2%	16.1%	16.1%	10.4%	3.1%
NEW	146	204	207	251	230
%	-12.6%	39.7%	39.7%	21.3%	-8.4%
RETAINED	220	221	234	236	272
%	2.3%	0.5%	0.5%	0.9%	15.3%
LOST	74	64	80	93	85
%	-29.5%	-13.5%	-13.5%	16.3%	-8.6%

GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	65	68	66	80	120
%	-7.1%	4.6%	-2.9%	21.2%	50.0%
NEW	32	37	42	52	75
%	-5.9%	15.6%	13.5%	23.8%	44.2%
RETAINED	33	31	24	28	45
%	-8.3%	-6.1%	-22.6%	16.7%	60.7%
LOST	21	17	25	15	24
%	10.5%	-19.0%	47.1%	-40.0%	60.0%

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.

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

- **38.1% of all 4 Year Olds returned as 5 Year Olds** – National Average 37.4%
- **53.2% of all 5 Year Olds returned as 6 Year Olds** – National Average 56.2%
- **60.1% of all 6 Year Olds returned as 7 Year Olds** – National Average 68.9%
- **68.2% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.1%

- **76.1% of all Squirts returned in 2011-12** – National Average 84.7%
- **86.9% of all Pee Wees returned in 2011-12** – National Average 90.6%
- **85.9% 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.

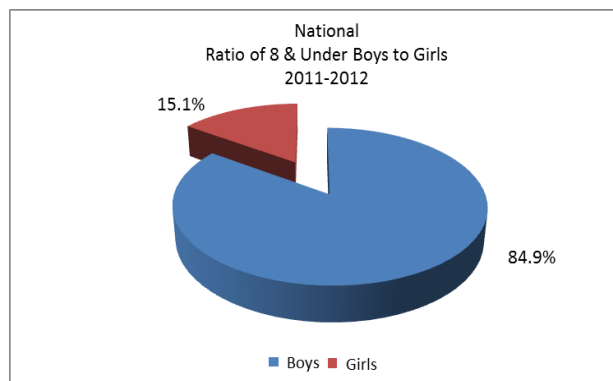
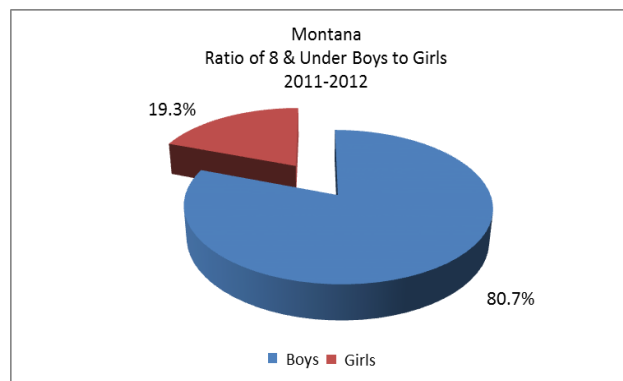
BOYS & GIRLS GRADUATING FROM 8 TO 9

	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 80.7% of all 8 & unders in Montana, while girls represented 19.3%.

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

MONTANA

MONTANA	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	611	622	666
NEW	325	305	327
RETAINED	286	317	339

Based on 11 associations that registered 5 players or more, the 2012-13 goals are:

- TOTAL:** 622 + 44 = 666 (+7.1%)
- NEW:** 305 + 22 = 327 (+7.2%)
- RETAINED:** 317 + 22 = 339 (+6.9%)

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 Hilene Youth Hockey, Flathead Youth Hockey Association and Miles City Youth 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.

MONTANA'S 2011-12 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Hilene Youth Hockey	+23
2. Flathead Youth Hockey Association	+10
3. Miles City Youth Hockey	+7
4. Great Falls Amateur Hockey Association	+5
5. Helena Bighorn Youth Hockey Association	+3
6. Bozeman Amateur Hockey Association	-1
7. Glacier Hockey Association	-2
8. Billings Amateur Hockey League	-7
9. Havre Youth Hockey Association	-7
10. Butte Amateur Hockey Association	-11
11. Missoula Area Youth Hockey Association	-43

MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

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	36	56	49	60	(11)	(7)	53
NEW	18	43	28	45	(17)	(15)	30
RETAINED	18	13	21	15	6	8	23
LOST	6	6	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	30	52	44	TOTAL	6	4	5
NEW	13	39	25	NEW	5	4	3
RETAINED	17	13	19	RETAINED	1	0	2
LOST	6	4	17	LOST	0	2	1
RATIO BOYS TO GIRLS			89.8%				10.2%

MTH0015 BOZEMAN 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	78	78	77	82	(5)	(1)	81
NEW	33	36	31	38	(7)	(5)	33
RETAINED	45	42	46	44	2	4	48
LOST	10	15	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	74	67	67	TOTAL	4	11	10
NEW	31	27	26	NEW	2	9	5
RETAINED	43	40	41	RETAINED	2	2	5
LOST	6	14	12	LOST	4	1	5
RATIO BOYS TO GIRLS			87.0%				13.0%

MTH0076 BUTTE 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	29	31	20	35	(15)	(11)	24
NEW	11	11	6	13	(7)	(5)	8
RETAINED	18	20	14	22	(8)	(6)	16
LOST	5	2	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	26	26	17	TOTAL	3	5	3
NEW	8	9	6	NEW	3	2	0
RETAINED	18	17	11	RETAINED	0	3	3
LOST	3	2	7	LOST	2	0	4
RATIO BOYS TO GIRLS			85.0%				15.0%

MTH0029 FLATHEAD 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	22	18	28	22	6	10	32
NEW	11	11	19	13	6	8	21
RETAINED	11	7	9	9	0	2	11
LOST	4	10	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	17	13	20	TOTAL	5	5	8
NEW	7	7	13	NEW	4	4	6
RETAINED	10	6	7	RETAINED	1	1	2
LOST	4	8	0	LOST	0	2	1
RATIO BOYS TO GIRLS			71.4%				28.6%

MTH0016 GLACIER 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	37	44	42	48	(6)	(2)	46
NEW	20	24	18	26	(8)	(6)	20
RETAINED	17	20	24	22	2	4	26
LOST	4	11	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	32	38	40	TOTAL	5	6	2
NEW	16	21	18	NEW	4	3	0
RETAINED	16	17	22	RETAINED	1	3	2
LOST	3	10	5	LOST	1	1	1
RATIO BOYS TO GIRLS			95.2%				4.8%

MTH0013 GREAT FALLS 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	43	56	61	60	1	5	65
NEW	27	38	32	40	(8)	(6)	34
RETAINED	16	18	29	20	9	11	31
LOST	6	11	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	42	53	54	TOTAL	1	3	7
NEW	27	35	27	NEW	0	3	5
RETAINED	15	18	27	RETAINED	1	0	2
LOST	5	11	11	LOST	1	0	1
RATIO BOYS TO GIRLS			88.5%				11.5%

MTH0012 HAVRE 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	36	54	47	58	(11)	(7)	51
NEW	16	33	18	35	(17)	(15)	20
RETAINED	20	21	29	23	6	8	31
LOST	12	5	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	30	42	33	TOTAL	6	12	14
NEW	11	25	11	NEW	5	8	7
RETAINED	19	17	22	RETAINED	1	4	7
LOST	9	5	9	LOST	3	0	2
RATIO BOYS TO GIRLS			70.2%				29.8%

MTH0014 HELENA BIGHORN 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	44	52	55	56	(1)	3	59
NEW	21	24	20	26	(6)	(4)	22
RETAINED	23	28	35	30	5	7	37
LOST	7	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	42	49	48	TOTAL	2	3	7
NEW	20	23	18	NEW	1	1	2
RETAINED	22	26	30	RETAINED	1	2	5
LOST	4	5	5	LOST	3	0	0
RATIO BOYS TO GIRLS			87.3%				12.7%

MTH0018 HILINE 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	29	52	33	19	23	56
NEW	14	14	31	16	15	17	33
RETAINED	14	15	21	17	4	6	23
LOST	5	4	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	26	27	37	TOTAL	2	2	15
NEW	13	13	19	NEW	1	1	12
RETAINED	13	14	18	RETAINED	1	1	3
LOST	4	4	1	LOST	1	0	0
RATIO BOYS TO GIRLS			71.2%				28.8%

MTH0028 MILES CITY 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	27	30	37	34	3	7	41
NEW	15	21	24	23	1	3	26
RETAINED	12	9	13	11	2	4	15
LOST	11	10	11				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	21	24	25	TOTAL	6	6	12
NEW	11	17	15	NEW	4	4	9
RETAINED	10	7	10	RETAINED	2	2	3
LOST	11	8	9	LOST	0	2	2
RATIO BOYS TO GIRLS			67.6%				32.4%

MTH0017 MISSOULA AREA 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	84	92	49	96	(47)	(43)	53
NEW	37	40	8	42	(34)	(32)	10
RETAINED	47	52	41	54	(13)	(11)	43
LOST	20	13	27				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	67	75	45	TOTAL	17	17	4
NEW	29	30	7	NEW	8	10	1
RETAINED	38	45	38	RETAINED	9	7	3
LOST	15	10	17	LOST	5	3	10
RATIO BOYS TO GIRLS			91.8%				8.2%