



2012 – 13

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 2012-13 Association Performance	Page 7
Local Association Analysis	Pages 8-11
Program Services Contact for Affiliate	Mike Lukken (719) 538-1115/ mikel@usahockey.org





This report focuses on the foundation of USA Hockey's player base – the 8 & under age category. It examines the entry-level age class both at the National and Affiliate level for the past five seasons, in addition to the past three seasons at the association level. The objective is to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2013-14 season.

Recently, concentrated growth efforts in the 8 & under age category has produced positive results:

- 8 & under participation has seen a 15% increase since the 2007-08 season
- During the 2012-13 season there were 102,956 players; the 3rd highest in USA Hockey history

To continue increasing participation, USA Hockey's efforts remain focused on these key initiatives:

- 1) Attracting new players each season
- 2) Retaining players from one season to the next

By increasing the number of players at the 8 & under age level, associations are positively impacting growth at the older age levels. The table below demonstrates that recent growth at the 8 & under age level is improving the larger 9 to 14 age groups and supplementing long-term growth.

TOTAL BOYS & GIRLS PARTICIPATING FROM AGES 9 THROUGH 14

	08-09	09-10	10-11	11-12	12-13
9-14	173,362	169,025	171,826	174,884	175,867
%	-1.6%	-2.5%	1.7%	1.8%	0.6%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey grassroots volunteers. The 2 and 2 Challenge, as explained on page 5, 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. The 2 and 2 Challenge goals for every association are to add two additional new players and retain two more players than the previous season's total.

Combining established growth initiatives with USA Hockey's American Development Model will ensure greater skill development and increased participation.

HOW TO READ THE DATA CHARTS IN THIS REPORT

Current season performance compared to 2 and 2 Challenge goals

Total number of 8 & under players

Number of players acquired

Current season performance compared to previous season totals

BOYS & GIRLS_8U						2 AND 2 CHALLENGE			
	08-09	09-10	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL*
TOTAL	91622	95775	105394	107387	102956	112875	(9939)	(4431)	108356
	2.5%	4.5%	10.0%	1.9%	-4.1%				
NEW	39580	41967	48254	45991	41000	48735	(7745)	(4991)	43700
	4.1%	6.0%	15.0%	-4.7%	-10.9%				
RET	52042	53808	57140	61396	61956	64140	(2194)	560	64656
	1.2%	3.4%	6.2%	7.4%	0.9%				
LOST	15305	15184	15620	19229	19509	# OF ASSOCIATIONS			1350
	-3.7%	-0.8%	2.9%	23.1%	1.5%	AVERAGE # PLAYERS/ASSOCIATION			80.3

Number of players that left youth hockey

Number of players retained from the previous season

2 and 2 Challenge Goals for the upcoming season, see pages 6 & 7 for more information

2012-13 KEY TAKEAWAYS—NATIONAL

Total

- In 2012-13, the total number of players ages 8 & under decreased by 4,431 (-4.1%) to 102,956.
- Even though there was a loss, the 2012-13 season represents the 3rd largest total of players at 8U.

Acquisition

- New players decreased from 45,991 to 41,000 in 2012-13, a difference of 4,991 (-10.9%)

Retention - *Fifth consecutive year of positive growth*

- Retained players increased by 560 (0.9%) to 61,956.
- Retained players reached a peak total in USA Hockey History

NATIONAL 8U BOYS AND GIRLS

	08-09	09-10	10-11	11-12	12-13
TOTAL	91622	95775	105394	107387	102956
	2.5%	4.5%	10.0%	1.9%	-4.1%
NEW	39580	41967	48254	45991	41000
	4.1%	6.0%	15.0%	-4.7%	-10.9%
RETAINED	52042	53808	57140	61396	61956
	1.2%	3.4%	6.2%	7.4%	0.9%
LOST	15305	15184	15620	19229	19509
	-3.7%	-0.8%	2.9%	23.1%	1.5%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	78782	81978	89907	91199	87805
	2.1%	4.1%	9.7%	1.4%	-3.7%
NEW	33013	34819	40058	37875	33917
	4.0%	5.5%	15.0%	-5.4%	-10.5%
RETAINED	45769	47159	49849	53324	53888
	0.8%	3.0%	5.7%	7.0%	1.1%
LOST	12161	11932	12350	15149	15308
	-4.0%	-1.9%	3.5%	22.7%	1.0%

GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	12876	13798	15487	16188	15152
	4.7%	7.2%	20.3%	4.5%	-6.4%
NEW	6604	7149	8197	8116	7085
	5.1%	8.3%	24.1%	-1.0%	-12.7%
RETAINED	6272	6649	7290	8072	8067
	4.4%	6.0%	16.2%	10.7%	-0.1%
LOST	3145	3253	3272	4081	4201
	-2.8%	3.4%	4.0%	24.7%	2.9%

2012-13 KEY TAKEAWAYS—IDAHO

Total

- The total number of players ages 8 & under in Idaho increased by 33 (7.1%) to 499.
- This was Idaho's fourth consecutive increase in total participation.

Acquisition

- New players increased by 4 (1.7%) to 239.
- The 2012-13 season marked a peak total of new players entering the game over the past five seasons.

Retention - *Fifth consecutive year of positive growth*

- Retained players increased by 29 (12.6%) from 2011-12 to 260.
- This was the peak total of retained players over the past five seasons.

IDAHO BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	360	375	405	466	499
	-12.8%	4.2%	8.0%	15.1%	7.1%
NEW	149	192	189	235	239
	-25.1%	28.9%	-1.6%	24.3%	1.7%
RETAINED	211	183	216	231	260
	-1.4%	-13.3%	18.0%	6.9%	12.6%
LOST	98	80	72	84	85
	69.0%	-18.4%	-10.0%	16.7%	1.2%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	300	306	325	374	412
	-10.7%	2.0%	6.2%	15.1%	10.2%
NEW	125	153	144	189	202
	-20.4%	22.4%	-5.9%	31.3%	6.9%
RETAINED	175	153	181	185	210
	-2.2%	-12.6%	18.3%	2.2%	13.5%
LOST	78	64	53	64	64
	69.6%	-17.9%	-17.2%	20.8%	0.0%

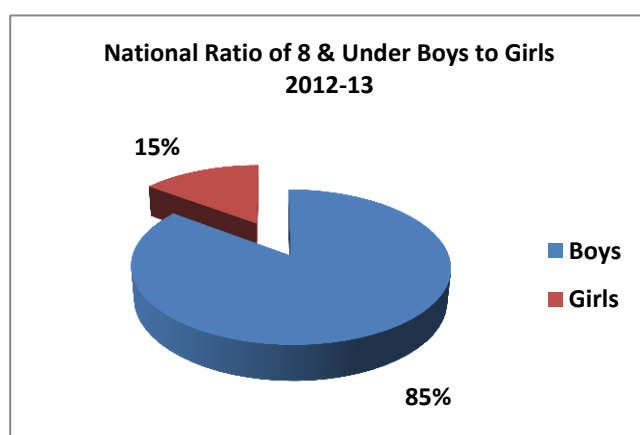
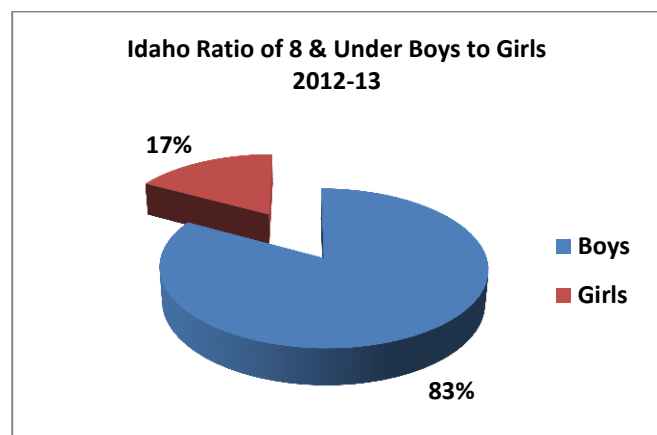
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	60	69	80	92	87
	-22.1%	15.0%	15.9%	15.0%	-5.4%
NEW	24	39	45	46	37
	-42.9%	62.5%	15.4%	2.2%	-19.6%
RETAINED	36	30	35	46	50
	2.9%	-16.7%	16.7%	31.4%	8.7%
LOST	20	16	19	20	21
	66.7%	-20.0%	18.8%	5.3%	5.0%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 83% of all 8 & under in Idaho, while girls represented 17%.

Nationally, boys represented 85% of all 8 & under, while girls represented 15%.



RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from Squirrels on up, the overall growth of hockey relies on acquiring more 8 & under players.

Idaho's retention results for 2012-13 by age segment:

- **17.6% of all 4 Year Olds returned as 5 Year Olds**
- **30.8% of all 5 Year Olds returned as 6 Year Olds**
- **49.1% of all 6 Year Olds returned as 7 Year Olds**
- **60.9% of all 7 Year Olds returned as 8 Year Olds**

- **72.5% of all Squirrels returned in 2012-13**
- **80.2% of all Pee Wees returned in 2012-13**
- **83.4% of all Bantams returned in 2012-13**

National Average 39.6%
National Average 58.1%
National Average 72.9%
National Average 80.0%

National Average 87.1%
National Average 91.9%
National Average 94.5%



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 reach their growth goals of acquiring two additional players and retaining two more players than last season.

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

RETENTION—*Welcome Back Week* September 16th-22nd

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* November 2nd & March 1st

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 players. An example would be a Learn-to-Play or mixing them in with a current beginner program.



By taking advantage of all these growth programs, participating associations will be recognized nationally as achieving the 2 and 2 Challenge and rewarded for their efforts.

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 more players than the previous season's 8 & under player total.

Below is an example of an association that achieved their 2 and 2 Challenge goals from this past season and their new goals for 2013-14:

Previous three seasons results				2 and 2 challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	71	64	79	68	11	15	83
NEW	37	32	42	34	8	10	44
RETAINED	34	32	37	34	3	5	39
LOST	23	25	15				

If the 2 and 2 Challenge goals are achieved again in 2013-14, this program will enjoy a 5.1% increase.

TOTAL: 44 new + 39 retained = 83 total players

NEW: 42 + 2 = 44 new players

RETAINED: 37 + 2 = 39 retained players

IDAHO

IDAHO	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	506	499	539
NEW	255	239	259
RETAINED	251	260	280

Based on 10 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 499 + 40 = **539 (+8.0%)**
- **NEW:** 239 + 20 = **259 (+8.4%)**
- **RETAINED:** 260 + 20 = **280 (+7.7%)**

NATIONAL

NATIONAL	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	112,875	102,956	108,356
NEW	48,735	41,000	43,700
RETAINED	64,140	61,956	64,656

Based on 1,350 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 102,956 + 5,400 = **108,356 (+5.2%)**
- **NEW:** 41,000 + 2,700 = **43,700 (+6.6%)**
- **RETAINED:** 61,956 + 2,700 = **64,656 (+4.4%)**



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations grew, only Palouse Youth Hockey Association has successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

IDAHO'S 2012-13 ASSOCIATION PERFORMANCE

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

IDH0060 BOISE AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	20	36	32	40	(8)	(4)	36
NEW	11	25	21	27	(6)	(4)	23
RETAINED	9	11	11	13	(2)	0	13
LOST	19	6	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	18	33	26	TOTAL	2	3	6
NEW	9	22	17	NEW	2	3	4
RETAINED	9	11	9	RETAINED	0	0	2
LOST	16	6	10	LOST	3	0	0
RATIO BOYS TO GIRLS			81.3%				18.8%

IDH0080 COEUR D'ALENE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	10	27	28	31	(3)	1	32
NEW	8	20	14	22	(8)	(6)	16
RETAINED	2	7	14	9	5	7	16
LOST	0	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	9	27	28	TOTAL	1	0	0
NEW	7	20	14	NEW	1	0	0
RETAINED	2	7	14	RETAINED	0	0	0
LOST	0	2	5	LOST	0	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0008 IDAHO FALLS YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	103	103	107	107	0	4	111
NEW	39	45	43	47	(4)	(2)	45
RETAINED	64	58	64	60	4	6	66
LOST	18	25	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	79	79	88	TOTAL	24	24	19
NEW	30	36	37	NEW	9	9	6
RETAINED	49	43	51	RETAINED	15	15	13
LOST	12	20	11	LOST	6	5	5
RATIO BOYS TO GIRLS			82.2%				17.8%

IDH0004 KOOTENAI YOUTH RECREATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	0	0	17	4	13	17	21
NEW	0	0	17	2	15	17	19
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	0	0	17	TOTAL	0	0	0
NEW	0	0	17	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%

IDH0011 LEWIS CLARK AMATEUR HOCKEY ASSOC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	19	26	26	30	(4)	0	30
NEW	13	13	15	15	0	2	17
RETAINED	6	13	11	15	(4)	(2)	13
LOST	2	1	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	15	20	23	TOTAL	4	6	3
NEW	9	10	13	NEW	4	3	2
RETAINED	6	10	10	RETAINED	0	3	1
LOST	2	0	5	LOST	0	1	3
RATIO BOYS TO GIRLS			88.5%				11.5%

IDH0003 MCCALL ICE SKATING ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	7	34	35	38	(3)	1	39
NEW	2	28	18	30	(12)	(10)	20
RETAINED	5	6	17	8	9	11	19
LOST	10	0	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	4	29	31	TOTAL	3	5	4
NEW	2	24	17	NEW	0	4	1
RETAINED	2	5	14	RETAINED	3	1	3
LOST	8	0	8	LOST	2	0	0
RATIO BOYS TO GIRLS			88.6%				11.4%

IDH0090 PALOUSE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	37	45	52	49	3	7	56
NEW	20	21	25	23	2	4	27
RETAINED	17	24	27	26	1	3	29
LOST	5	6	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	29	38	45	TOTAL	8	7	7
NEW	14	18	22	NEW	6	3	3
RETAINED	15	20	23	RETAINED	2	4	4
LOST	4	3	5	LOST	1	3	1
RATIO BOYS TO GIRLS			86.5%				13.5%

IDH0047 SALMON YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	25	25	28	29	(1)	3	32
NEW	10	12	12	14	(2)	0	14
RETAINED	15	13	16	15	1	3	18
LOST	7	4	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	15	16	16	TOTAL	10	9	12
NEW	3	8	7	NEW	7	4	5
RETAINED	12	8	9	RETAINED	3	5	7
LOST	4	3	2	LOST	3	1	2
RATIO BOYS TO GIRLS			57.1%				42.9%

IDH0024 SUN VALLEY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	91	95	88	99	(11)	(7)	92
NEW	38	45	28	47	(19)	(17)	30
RETAINED	53	50	60	52	8	10	62
LOST	14	21	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	71	69	66	TOTAL	20	26	22
NEW	25	32	22	NEW	13	13	6
RETAINED	46	37	44	RETAINED	7	13	16
LOST	9	13	12	LOST	5	8	4
RATIO BOYS TO GIRLS			75.0%				25.0%

IDH0013 TREASURE VALLEY AMATEUR

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	0	0	5	4	1	5	9
NEW	0	0	5	2	3	5	7
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	1				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	0	0	5	TOTAL	0	0	0
NEW	0	0	5	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%