



2012 – 13

8 & Under Membership Report

TABLE OF CONTENTS



Background	Page 1
National Analysis	Page 2
Missouri Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
Missouri's 2012-13 Association Performance.....	Page 7
Local Association Analysis	Pages 8-11
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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

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

Number of players retained from the previous season

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 third 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—MISSOURI

Total

- The total number of players ages 8 & under in Missouri decreased by 5 (-0.3%) to 1,883.
- This was Missouri's first decrease in total participation in the past four seasons.

Acquisition

- New players dropped by 50 (-5.6%) to 845.
- The 2012-13 season marked the lowest amount of new players entering the game over the past three seasons.

Retention

- Retained players increased by 45 (4.5%) to 1,038.
- This is the peak total for retained players over the past five seasons.

MISSOURI BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	1349	1599	1844	1888	1883
	-4.3%	18.5%	15.3%	2.4%	-0.3%
NEW	558	740	883	895	845
	-24.8%	32.6%	19.3%	1.4%	-5.6%
RETAINED	791	859	961	993	1038
	18.4%	8.6%	11.9%	3.3%	4.5%
LOST	318	250	329	414	443
	69.1%	-21.4%	31.6%	25.8%	7.0%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	1253	1501	1731	1765	1735
	-5.7%	19.8%	15.3%	2.0%	-1.7%
NEW	497	685	817	816	749
	-27.2%	37.8%	19.3%	-0.1%	-8.2%
RETAINED	756	816	914	949	986
	17.0%	7.9%	12.0%	3.8%	3.9%
LOST	286	214	287	379	405
	70.2%	-25.2%	34.1%	32.1%	6.9%

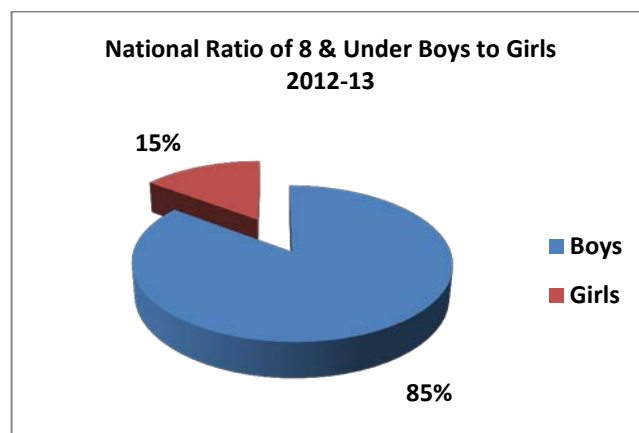
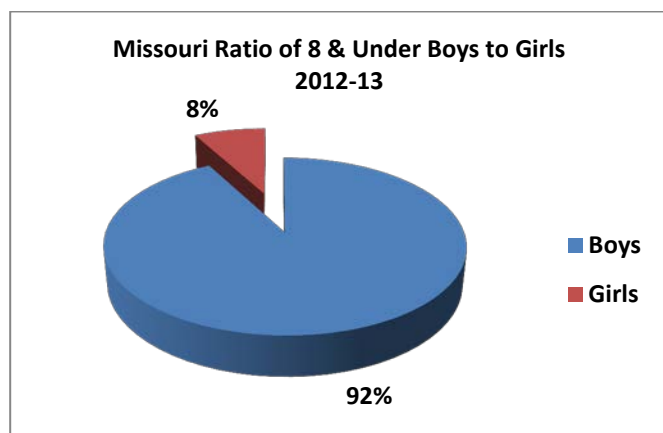
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	96	98	113	123	148
	18.5%	2.1%	15.3%	8.8%	20.3%
NEW	61	55	66	79	96
	3.4%	-9.8%	20.0%	19.7%	21.5%
RETAINED	35	43	47	44	52
	59.1%	22.9%	9.3%	-6.4%	18.2%
LOST	32	36	42	35	38
	60.0%	12.5%	16.7%	-16.7%	8.6%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 92% of all 8 & under in Missouri, while girls represented 8%.

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.

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

- **42.5% of all 4 Year Olds returned as 5 Year Olds**
- **53.2% of all 5 Year Olds returned as 6 Year Olds**
- **69.9% of all 6 Year Olds returned as 7 Year Olds**
- **77.4% of all 7 Year Olds returned as 8 Year Olds**

- **83.3% of all Squirrels returned in 2012-13**
- **89.6% of all Pee Wees returned in 2012-13**
- **89.7% 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

MISSOURI

MISSOURI	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	1,940	1,883	1,931
NEW	921	845	869
RETAINED	1,019	1,038	1,062

Based on 12 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 1,883 + 48 = **1,931 (+2.5%)**
- **NEW:** 845 + 24 = **869 (+2.8%)**
- **RETAINED:** 1,038 + 24 = **1,062 (+2.3%)**

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 had tremendous growth, only East Alton Ice Arena and Southern Illinois Ice Hawks successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

MISSOURI 'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. East Alton Ice Arena	+23
2. Southern Illinois Ice Hawks	+13
3. St Louis Girls YHA	+6
4. Twin Bridges Lightning	+4
5. St Louis Rockets Hockey Association	-11
6. Affton Athletic Association	-12
7. Mid Missouri Tigers	-26
8. Springfield Youth Hockey Association	-30
9. Kirkwood Youth Hockey Association	-41
10. Chesterfield Hockey Association	-46
11. St Peters Hockey Club	-78
12. Meramec Hockey Club	-131

MOH0119 AFFTON ATHLETIC 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	100	92	80	96	(16)	(12)	84
NEW	13	34	23	36	(13)	(11)	25
RETAINED	87	58	57	60	(3)	(1)	59
LOST	83	12	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	95	86	77	TOTAL	5	6	3
NEW	13	31	22	NEW	0	3	1
RETAINED	82	55	55	RETAINED	5	3	2
LOST	77	12	9	LOST	6	0	2
RATIO BOYS TO GIRLS			96.3%				3.8%

MOH0121 CHESTERFIELD 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	97	138	92	142	(50)	(46)	96
NEW	45	73	21	75	(54)	(52)	23
RETAINED	52	65	71	67	4	6	73
LOST	37	2	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	96	135	89	TOTAL	1	3	3
NEW	44	70	21	NEW	1	3	0
RETAINED	52	65	68	RETAINED	0	0	3
LOST	30	2	17	LOST	7	0	0
RATIO BOYS TO GIRLS			96.7%				3.3%

MOH0252 EAST ALTON ICE ARENA

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	24	60	83	64	19	23	87
NEW	23	37	48	39	9	11	50
RETAINED	1	23	35	25	10	12	37
LOST	0	16	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	23	58	76	TOTAL	1	2	7
NEW	22	35	42	NEW	1	2	6
RETAINED	1	23	34	RETAINED	0	0	1
LOST	0	16	14	LOST	0	0	0
RATIO BOYS TO GIRLS			91.6%				8.4%



MOH0174 KIRKWOOD 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	157	156	115	160	(45)	(41)	119
NEW	80	72	35	74	(39)	(37)	37
RETAINED	77	84	80	86	(6)	(4)	82
LOST	47	42	41				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	141	146	105	TOTAL	16	10	10
NEW	67	68	29	NEW	13	4	6
RETAINED	74	78	76	RETAINED	3	6	4
LOST	40	35	36	LOST	7	7	5
RATIO BOYS TO GIRLS			91.3%				8.7%

MOH0175 MERAMEC HOCKEY CLUB

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	273	281	150	285	(135)	(131)	154
NEW	161	134	19	136	(117)	(115)	21
RETAINED	112	147	131	149	(18)	(16)	133
LOST	11	65	105				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	258	264	143	TOTAL	15	17	7
NEW	149	124	18	NEW	12	10	1
RETAINED	109	140	125	RETAINED	3	7	6
LOST	11	60	95	LOST	0	5	10
RATIO BOYS TO GIRLS			95.3%				4.7%

MOH0125 MID MISSOURI TIGERS

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	53	53	27	57	(30)	(26)	31
NEW	31	34	3	36	(33)	(31)	5
RETAINED	22	19	24	21	3	5	26
LOST	7	22	20				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	49	46	26	TOTAL	4	7	1
NEW	29	28	3	NEW	2	6	0
RETAINED	20	18	23	RETAINED	2	1	1
LOST	7	20	17	LOST	0	2	3
RATIO BOYS TO GIRLS			96.3%				3.7%

MOH0167 SOUTHERN ILLINOIS ICE HAWKS

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	82	67	80	71	9	13	84
NEW	52	36	38	38	0	2	40
RETAINED	30	31	42	33	9	11	44
LOST	7	9	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	77	63	79	TOTAL	5	4	1
NEW	48	34	38	NEW	4	2	0
RETAINED	29	29	41	RETAINED	1	2	1
LOST	5	8	5	LOST	2	1	0
RATIO BOYS TO GIRLS			98.8%				1.3%

MOH0177 SPRINGFIELD 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	97	94	64	98	(34)	(30)	68
NEW	53	41	17	43	(26)	(24)	19
RETAINED	44	53	47	55	(8)	(6)	49
LOST	31	30	29				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	92	86	63	TOTAL	5	8	1
NEW	51	36	17	NEW	2	5	0
RETAINED	41	50	46	RETAINED	3	3	1
LOST	31	30	24	LOST	0	0	5
RATIO BOYS TO GIRLS			98.4%				1.6%

MOH0300 ST LOUIS GIRLS YHA

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	6	4	2	6	10
NEW	0	0	5	2	3	5	7
RETAINED	0	0	1	2	(1)	1	3
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	0	TOTAL	0	0	6
NEW	0	0	0	NEW	0	0	5
RETAINED	0	0	0	RETAINED	0	0	1
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

MOH0169 ST LOUIS ROCKETS 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	170	176	165	180	(15)	(11)	169
NEW	101	85	59	87	(28)	(26)	61
RETAINED	69	91	106	93	13	15	108
LOST	7	52	38				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	162	170	155	TOTAL	8	6	10
NEW	96	80	53	NEW	5	5	6
RETAINED	66	90	102	RETAINED	3	1	4
LOST	7	50	37	LOST	0	2	1
RATIO BOYS TO GIRLS			93.9%				6.1%

MOH0248 ST PETERS HOCKEY CLUB

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	208	191	113	195	(82)	(78)	117
NEW	88	75	20	77	(57)	(55)	22
RETAINED	120	116	93	118	(25)	(23)	95
LOST	59	56	54				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	197	186	109	TOTAL	11	5	4
NEW	82	73	18	NEW	6	2	2
RETAINED	115	113	91	RETAINED	5	3	2
LOST	50	49	51	LOST	9	7	3
RATIO BOYS TO GIRLS			96.5%				3.5%

MOH0173 TWIN BRIDGES LIGHTNING

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	77	65	69	69	0	4	73
NEW	34	21	35	23	12	14	37
RETAINED	43	44	34	46	(12)	(10)	36
LOST	6	10	4				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	72	62	63	TOTAL	5	3	6
NEW	31	21	31	NEW	3	0	4
RETAINED	41	41	32	RETAINED	2	3	2
LOST	5	10	4	LOST	1	0	0
RATIO BOYS TO GIRLS			91.3%				8.7%