



2012 – 13

# 8 & Under Membership Report

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Program Services Contact for Affiliate .....	Mike Lukken (719) 538-1115/ <a href="mailto:mikel@usahockey.org">mikel@usahockey.org</a>



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 3<sup>rd</sup> 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
<b>9-14</b>	173,362	169,025	171,826	174,884	175,867
<b>%</b>	-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 3<sup>rd</sup> 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
<b>TOTAL</b>	91622	95775	105394	107387	102956
	2.5%	4.5%	10.0%	1.9%	-4.1%
<b>NEW</b>	39580	41967	48254	45991	41000
	4.1%	6.0%	15.0%	-4.7%	-10.9%
<b>RETAINED</b>	52042	53808	57140	61396	61956
	1.2%	3.4%	6.2%	7.4%	0.9%
<b>LOST</b>	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
<b>TOTAL</b>	78782	81978	89907	91199	87805
	2.1%	4.1%	9.7%	1.4%	-3.7%
<b>NEW</b>	33013	34819	40058	37875	33917
	4.0%	5.5%	15.0%	-5.4%	-10.5%
<b>RETAINED</b>	45769	47159	49849	53324	53888
	0.8%	3.0%	5.7%	7.0%	1.1%
<b>LOST</b>	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
<b>TOTAL</b>	12876	13798	15487	16188	15152
	4.7%	7.2%	20.3%	4.5%	-6.4%
<b>NEW</b>	6604	7149	8197	8116	7085
	5.1%	8.3%	24.1%	-1.0%	-12.7%
<b>RETAINED</b>	6272	6649	7290	8072	8067
	4.4%	6.0%	16.2%	10.7%	-0.1%
<b>LOST</b>	3145	3253	3272	4081	4201
	-2.8%	3.4%	4.0%	24.7%	2.9%

## 2012-13 KEY TAKEAWAYS—ARIZONA

### Total

- The total number of players ages 8 & under in Arizona decreased by 23 (-4.5%) to 489.
- This was Arizona's first decrease in total participation over the past three seasons.

### Acquisition

- New players decreased by 27 (-8.6%) to 288.
- This was the first decrease in new players entering the game over the past three seasons.

### Retention

- Retained players increased by 4 (2.0%) from 2011-12 to 201.
- 201 retained 8 & under players is the second-highest total in the last five seasons.

### ARIZONA BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	562	364	369	512	489
	30.7%	-35.2%	1.4%	38.8%	-4.5%
<b>NEW</b>	360	183	213	315	288
	69.8%	-49.2%	16.4%	47.9%	-8.6%
<b>RETAINED</b>	202	181	156	197	201
	-7.3%	-10.4%	-13.8%	26.3%	2.0%
<b>LOST</b>	76	256	112	77	149
	8.6%	236.8%	-56.3%	-31.3%	93.5%

### BOYS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	508	336	335	463	450
	25.4%	-33.9%	-0.3%	38.2%	-2.8%
<b>NEW</b>	317	163	190	284	258
	61.7%	-48.6%	16.6%	49.5%	-9.2%
<b>RETAINED</b>	191	173	145	179	192
	-8.6%	-9.4%	-16.2%	23.4%	7.3%
<b>LOST</b>	70	218	99	67	120
	16.7%	211.4%	-54.6%	-32.3%	79.1%

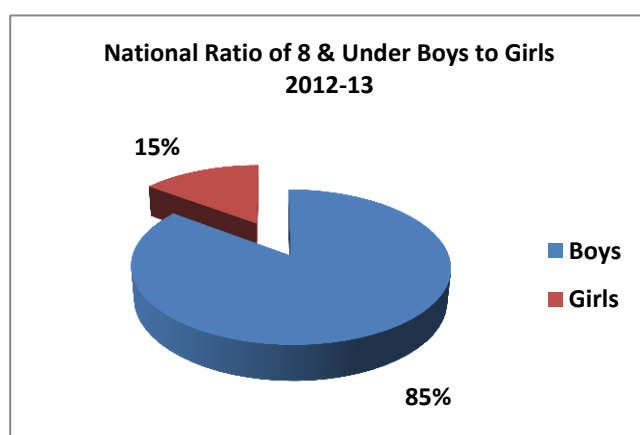
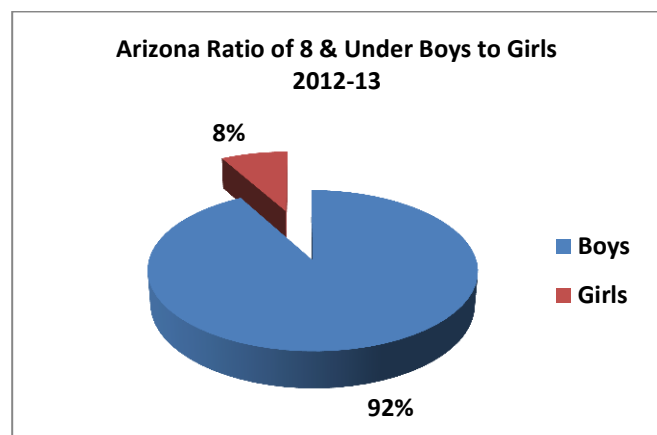
### GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	54	28	34	49	39
	125.0%	-48.1%	21.4%	44.1%	-20.4%
<b>NEW</b>	43	20	23	31	30
	186.7%	-53.5%	15.0%	34.8%	-3.2%
<b>RETAINED</b>	11	8	11	18	9
	22.2%	-27.3%	37.5%	63.6%	-50.0%
<b>LOST</b>	6	38	13	10	29
	-33.3%	533.3%	-65.8%	-23.1%	190.0%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 92% of all 8 & under in Arizona, 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.

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

- **21.5% of all 4 Year Olds returned as 5 Year Olds**
- **34.1% of all 5 Year Olds returned as 6 Year Olds**
- **47.9% of all 6 Year Olds returned as 7 Year Olds**
- **60.4% of all 7 Year Olds returned as 8 Year Olds**
  
- **76.5% of all Squirrels returned in 2012-13**
- **84.3% of all Pee Wees returned in 2012-13**
- **86.0% 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 16<sup>th</sup>-22<sup>nd</sup>

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 2<sup>nd</sup> & March 1<sup>st</sup>

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](http://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

### ARIZONA

ARIZONA	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	536	489	521
NEW	327	288	304
RETAINED	209	201	217

Based on 8 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 489 + 32 = 521 (+6.5%)
- **NEW:** 288 + 16 = 304 (+5.6%)
- **RETAINED:** 201 + 16 = 217 (+8.0%)

### 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 Coyotes Amateur Hockey Association successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

### ARIZONA 'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Coyotes Amateur Hockey Association	+37
2. Arizona Hockey Union Rec	+35
3. Wildcat Youth Hockey Association	+23
4. Polar Ice Gilbert LLC Youth	+16
5. Desert SCH Coyotes	+15
6. Mission Arizona Ice	+10
7. Valley of the Sun Hockey Association	+2
8. Flagstaff Youth Hockey Association	-28



**AZH0045 ARIZONA HOCKEY UNION REC**

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	35	4	31	35	39
NEW	0	0	35	2	33	35	37
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	35	TOTAL	0	0	0
NEW	0	0	35	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%

**AZH0028 COYOTES AMATEUR 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	81	139	176	143	33	37	180
NEW	59	99	112	101	11	13	114
RETAINED	22	40	64	42	22	24	66
LOST	16	14	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	76	135	170	TOTAL	5	4	6
NEW	56	96	107	NEW	3	3	5
RETAINED	20	39	63	RETAINED	2	1	1
LOST	15	12	14	LOST	1	2	2
RATIO BOYS TO GIRLS			96.6%				3.4%

**AZH0010 DESERT SCH COYOTES**

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	15	4	11	15	19
NEW	0	0	11	2	9	11	13
RETAINED	0	0	4	2	2	4	6
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	0	0	14	TOTAL	0	0	1
NEW	0	0	11	NEW	0	0	0
RETAINED	0	0	3	RETAINED	0	0	1
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			93.3%				6.7%

**AZH0018 FLAGSTAFF 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	67	85	57	89	(32)	(28)	61
NEW	43	47	26	49	(23)	(21)	28
RETAINED	24	38	31	40	(9)	(7)	33
LOST	12	14	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	62	74	53	TOTAL	5	11	4
NEW	38	38	25	NEW	5	9	1
RETAINED	24	36	28	RETAINED	0	2	3
LOST	12	11	23	LOST	0	3	8
RATIO BOYS TO GIRLS			93.0%				7.0%

**AZH0033 MISSION ARIZONA ICE**

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	10	4	6	10	14
NEW	0	0	4	2	2	4	6
RETAINED	0	0	6	2	4	6	8
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	10	TOTAL	0	0	0
NEW	0	0	4	NEW	0	0	0
RETAINED	0	0	6	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

**AZH0043 POLAR ICE GILBERT LLC YOUTH**

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	16	4	12	16	20
NEW	0	0	15	2	13	15	17
RETAINED	0	0	1	2	(1)	1	3
LOST	0	0	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	0	0	15	TOTAL	0	0	1
NEW	0	0	14	NEW	0	0	1
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	12	LOST	0	0	0
RATIO BOYS TO GIRLS			93.8%				6.3%



AZH0047 WILDCAT 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	0	0	23	4	19	23	27
NEW	0	0	23	2	21	23	25
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	20	TOTAL	0	0	3
NEW	0	0	20	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			87.0%				13.0%

AZH0022 VALLEY OF THE SUN 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	7	59	61	63	(2)	2	65
NEW	7	57	51	59	(8)	(6)	53
RETAINED	0	2	10	4	6	8	12
LOST	8	2	55				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	7	52	55	TOTAL	0	7	6
NEW	7	50	45	NEW	0	7	6
RETAINED	0	2	10	RETAINED	0	0	0
LOST	6	2	46	LOST	2	0	9
RATIO BOYS TO GIRLS			90.2%				9.8%