



2012 – 13

8 & Under Membership Report

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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

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—MONTANA

Total

- The total number of players ages 8 & under in Montana increased by 28 (4.5%) to 650.
- This was Montana's fifth consecutive season of increased total participation.

Acquisition

- New players decreased by 2 (-0.7%) to 303.
- The 2012-13 season marked the first decrease in new players entering the game over the past five seasons.

Retention—*Fifth consecutive year of positive growth*

- Retained players increased by 30 (9.5%) from 2011-12 to 347.
- This was Montana's peak total of retained 8 & under players in the past five seasons.

MONTANA BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	493	507	567	622	650
	14.4%	2.8%	11.8%	9.7%	4.5%
NEW	241	249	303	305	303
	35.4%	3.3%	21.7%	0.7%	-0.7%
RETAINED	252	258	264	317	347
	-0.4%	2.4%	2.3%	20.1%	9.5%
LOST	81	105	108	109	133
	-14.7%	29.6%	2.9%	0.9%	22.0%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	425	441	487	502	548
	16.1%	16.1%	10.4%	3.1%	9.2%
NEW	204	207	251	230	261
	39.7%	39.7%	21.3%	-8.4%	13.5%
RETAINED	221	234	236	272	287
	0.5%	0.5%	0.9%	15.3%	5.5%
LOST	64	80	93	85	100
	-13.5%	-13.5%	16.3%	-8.6%	17.6%

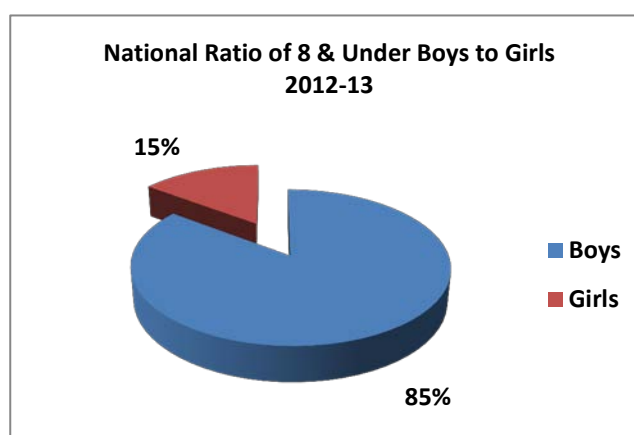
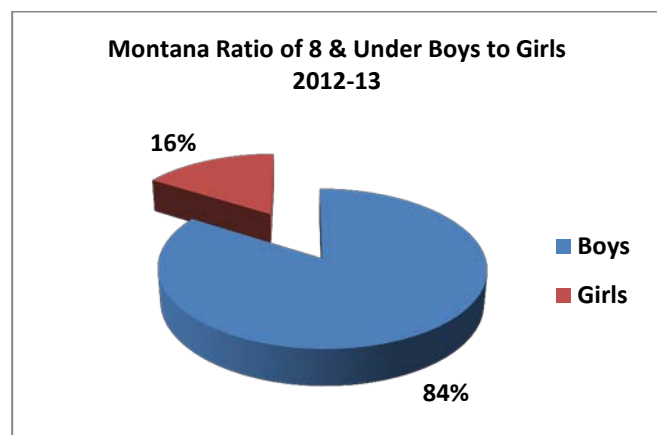
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	68	66	80	120	102
	4.6%	-2.9%	21.2%	50.0%	-15.0%
NEW	37	42	52	75	42
	15.6%	13.5%	23.8%	44.2%	-44.0%
RETAINED	31	24	28	45	60
	-6.1%	-22.6%	16.7%	60.7%	33.3%
LOST	17	25	15	24	33
	-19.0%	47.1%	-40.0%	60.0%	37.5%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 84% of all 8 & under in Montana, while girls represented 16%.

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.

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

- **35.8% of all 4 Year Olds returned as 5 Year Olds**
- **53.5% of all 5 Year Olds returned as 6 Year Olds**
- **69.4% of all 6 Year Olds returned as 7 Year Olds**
- **73.6% of all 7 Year Olds returned as 8 Year Olds**

- **83.1% of all Squirrels returned in 2012-13**
- **83.7% of all Pee Wees returned in 2012-13**
- **92.5% 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

MONTANA

MONTANA	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	666	650	698
NEW	327	303	327
RETAINED	339	347	371

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

- **TOTAL:** 650 + 48 = 698 (+7.4%)
- **NEW:** 303 + 24 = 327 (+7.9%)
- **RETAINED:** 347 + 24 = 371 (+6.9%)

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 Havre Youth Hockey Association and Miles City Youth Hockey successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

MONTANA'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Missoula Area Youth Hockey Association	+65
2. Havre Youth Hockey Association	+16
3. Missoula Area Adult Hockey	+13
4. Miles City Youth Hockey	+12
5. Helena Bighorn Youth Hockey Association	+6
6. Billings Amateur Hockey League	+4
7. Butte Amateur Hockey Association	+3
8. Flathead Youth Hockey Association	0
9. Glacier Hockey Association	0
10. Great Falls Amateur Hockey	-2
11. Hilene Youth Hockey	-9
12. Bozeman Amateur Hockey Association	-19

MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

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	56	49	53	53	0	4	57
NEW	43	28	29	30	(1)	1	31
RETAINED	13	21	24	23	1	3	26
LOST	6	18	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	52	44	47	TOTAL	4	5	6
NEW	39	25	26	NEW	4	3	3
RETAINED	13	19	21	RETAINED	0	2	3
LOST	4	17	15	LOST	2	1	1
RATIO BOYS TO GIRLS			88.7%				11.3%

MTH0015 BOZEMAN 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	78	77	58	81	(23)	(19)	62
NEW	36	31	16	33	(17)	(15)	18
RETAINED	42	46	42	48	(6)	(4)	44
LOST	15	17	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	67	67	51	TOTAL	11	10	7
NEW	27	26	11	NEW	9	5	5
RETAINED	40	41	40	RETAINED	2	5	2
LOST	14	12	8	LOST	1	5	4
RATIO BOYS TO GIRLS			87.9%				12.1%

MTH0076 BUTTE 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	31	20	23	24	(1)	3	27
NEW	11	6	11	8	3	5	13
RETAINED	20	14	12	16	(4)	(2)	14
LOST	2	11	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	26	17	16	TOTAL	5	3	7
NEW	9	6	5	NEW	2	0	6
RETAINED	17	11	11	RETAINED	3	3	1
LOST	2	7	3	LOST	0	4	0
RATIO BOYS TO GIRLS			69.6%				30.4%

MTH0029 FLATHEAD 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	18	28	28	32	(4)	0	32
NEW	11	19	17	21	(4)	(2)	19
RETAINED	7	9	11	11	0	2	13
LOST	10	1	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	13	20	22	TOTAL	5	8	6
NEW	7	13	15	NEW	4	6	2
RETAINED	6	7	7	RETAINED	1	2	4
LOST	8	0	8	LOST	2	1	1
RATIO BOYS TO GIRLS			78.6%				21.4%

MTH0016 GLACIER 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	44	42	42	46	(4)	0	46
NEW	24	18	18	20	(2)	0	20
RETAINED	20	24	24	26	(2)	0	26
LOST	11	6	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	38	40	38	TOTAL	6	2	4
NEW	21	18	16	NEW	3	0	2
RETAINED	17	22	22	RETAINED	3	2	2
LOST	10	5	9	LOST	1	1	0
RATIO BOYS TO GIRLS			90.5%				9.5%

MTH0013 GREAT FALLS 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	56	61	59	65	(6)	(2)	63
NEW	38	32	30	34	(4)	(2)	32
RETAINED	18	29	29	31	(2)	0	31
LOST	11	12	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	53	54	56	TOTAL	3	7	3
NEW	35	27	28	NEW	3	5	2
RETAINED	18	27	28	RETAINED	0	2	1
LOST	11	11	12	LOST	0	1	5
RATIO BOYS TO GIRLS			94.9%				5.1%

MTH0012 HAVRE 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	54	47	63	51	12	16	67
NEW	33	18	28	20	8	10	30
RETAINED	21	29	35	31	4	6	37
LOST	5	11	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	42	33	48	TOTAL	12	14	15
NEW	25	11	24	NEW	8	7	4
RETAINED	17	22	24	RETAINED	4	7	11
LOST	5	9	2	LOST	0	2	0
RATIO BOYS TO GIRLS			76.2%				23.8%

MTH0014 HELENA BIGHORN 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	52	55	61	59	2	6	65
NEW	24	20	31	22	9	11	33
RETAINED	28	35	30	37	(7)	(5)	32
LOST	5	5	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	49	48	56	TOTAL	3	7	5
NEW	23	18	29	NEW	1	2	2
RETAINED	26	30	27	RETAINED	2	5	3
LOST	5	5	5	LOST	0	0	1
RATIO BOYS TO GIRLS			91.8%				8.2%

MTH0018 HILINE 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	29	52	43	56	(13)	(9)	47
NEW	14	31	10	33	(23)	(21)	12
RETAINED	15	21	33	23	10	12	35
LOST	4	1	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	27	37	33	TOTAL	2	15	10
NEW	13	19	8	NEW	1	12	2
RETAINED	14	18	25	RETAINED	1	3	8
LOST	4	1	6	LOST	0	0	4
RATIO BOYS TO GIRLS			76.7%				23.3%

MTH0028 MILES CITY 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	30	37	49	41	8	12	53
NEW	21	24	26	26	0	2	28
RETAINED	9	13	23	15	8	10	25
LOST	10	11	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	24	25	37	TOTAL	6	12	12
NEW	17	15	19	NEW	4	9	7
RETAINED	7	10	18	RETAINED	2	3	5
LOST	8	9	6	LOST	2	2	6
RATIO BOYS TO GIRLS			75.5%				24.5%

MTH0026 MISSOULA AREA ADULT 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	0	0	13	4	9	13	17
NEW	0	0	13	2	11	13	15
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	12	TOTAL	0	0	1
NEW	0	0	12	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			92.3%				7.7%

MTH0017 MISSOULA AREA 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	92	49	114	53	61	65	118
NEW	40	8	81	10	71	73	83
RETAINED	52	41	33	43	(10)	(8)	35
LOST	13	27	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	75	45	95	TOTAL	17	4	19
NEW	30	7	66	NEW	10	1	15
RETAINED	45	38	29	RETAINED	7	3	4
LOST	10	17	7	LOST	3	10	0
RATIO BOYS TO GIRLS			83.3%				16.7%