



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—NEW MEXICO

Total

- The total number of players ages 8 & under in New Mexico decreased by 20 (-8.1%) to 226.
- This was New Mexico's first decrease of total participation in the past four seasons.

Acquisition

- New players decreased by 34 (-28.6%) to 85.

Retention

- Retained players increased by 14 (11.0%) from 2011-12 to 141.
- This was New Mexico's peak total of retained players for the past five seasons.

NEW MEXICO BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	198	212	222	246	226
	-2.0%	7.1%	4.7%	10.8%	-8.1%
NEW	95	100	112	119	85
	-5.0%	5.3%	12.0%	6.3%	-28.6%
RETAINED	103	112	110	127	141
	1.0%	8.7%	-1.8%	15.5%	11.0%
LOST	34	38	49	39	43
	-26.1%	11.8%	28.9%	-20.4%	10.3%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	167	176	176	207	190
	-3.5%	5.4%	0.0%	17.6%	-8.2%
NEW	75	84	87	102	68
	-11.8%	12.0%	3.6%	17.2%	-33.3%
RETAINED	92	92	89	105	122
	4.5%	0.0%	-3.3%	18.0%	16.2%
LOST	27	31	43	28	32
	-18.2%	14.8%	38.7%	-34.9%	14.3%

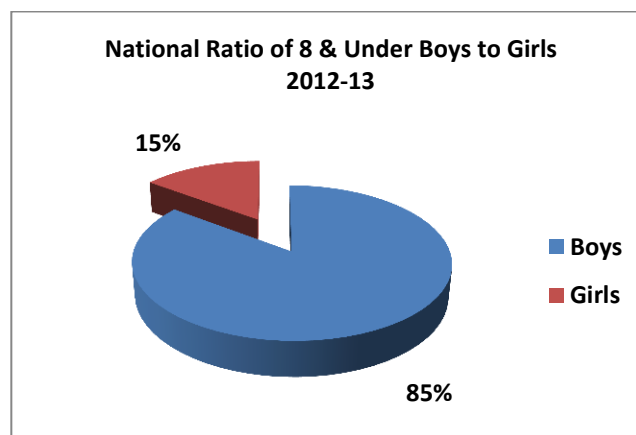
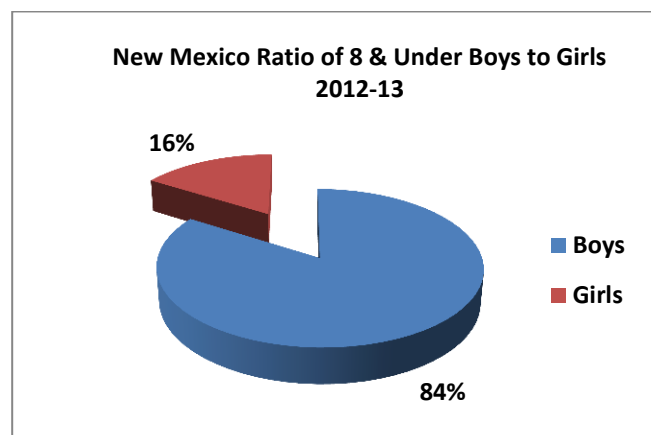
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	31	36	46	39	36
	6.9%	16.1%	27.8%	-15.2%	-7.7%
NEW	20	16	25	17	17
	33.3%	-20.0%	56.3%	-32.0%	0.0%
RETAINED	11	20	21	22	19
	-21.4%	81.8%	5.0%	4.8%	-13.6%
LOST	7	7	6	11	11
	-46.2%	0.0%	-14.3%	83.3%	0.0%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 84% of all 8 & under in New Mexico, 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.

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

- **53.3% of all 4 Year Olds returned as 5 Year Olds**
- **62.2% of all 5 Year Olds returned as 6 Year Olds**
- **72.4% of all 6 Year Olds returned as 7 Year Olds**
- **75.7% of all 7 Year Olds returned as 8 Year Olds**

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

- **79.2% of all Squirrels returned in 2012-13**
- **84.8% of all Pee Wees returned in 2012-13**
- **90.1% of all Bantams returned in 2012-13**

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

NEW MEXICO

NEW MEXICO	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	266	226	246
NEW	129	85	95
RETAINED	137	141	151

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

- **TOTAL:** 226 + 20 = 246 (+8.9%)
- **NEW:** 85 + 10 = 95 (+11.8%)
- **RETAINED:** 141 + 10 = 151 (+7.1%)

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

Unfortunately, no associations were able to successfully meet their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

NEW MEXICO'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Los Alamos Hockey Association	0
2. New Mexico Amateur Hockey Association	-4
3. Taos Youth Hockey Association	-4
4. Santa Fe Skaters Association	-5
5. New Mexico Ice Hockey Foundation	-6

NMH0030 LOS ALAMOS 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	76	64	64	68	(4)	0	68
NEW	24	24	22	26	(4)	(2)	24
RETAINED	52	40	42	42	0	2	44
LOST	24	13	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	63	51	49	TOTAL	13	13	15
NEW	20	18	18	NEW	4	6	4
RETAINED	43	33	31	RETAINED	9	7	11
LOST	20	10	3	LOST	4	3	1
RATIO BOYS TO GIRLS			76.6%				23.4%

NMH0054 NEW MEXICO 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	47	48	44	52	(8)	(4)	48
NEW	26	21	16	23	(7)	(5)	18
RETAINED	21	27	28	29	(1)	1	30
LOST	7	8	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	40	44	42	TOTAL	7	4	2
NEW	22	20	15	NEW	4	1	1
RETAINED	18	24	27	RETAINED	3	3	1
LOST	6	7	3	LOST	1	1	1
RATIO BOYS TO GIRLS			95.5%				4.5%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	45	58	52	62	(10)	(6)	56
NEW	25	32	24	34	(10)	(8)	26
RETAINED	20	26	28	28	0	2	30
LOST	5	10	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	35	46	47	TOTAL	10	12	5
NEW	20	25	23	NEW	5	7	1
RETAINED	15	21	24	RETAINED	5	5	4
LOST	5	8	6	LOST	0	2	4
RATIO BOYS TO GIRLS			90.4%				9.6%

NMH0070 SANTA FE SKATERS 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	24	30	25	34	(9)	(5)	29
NEW	19	14	6	16	(10)	(8)	8
RETAINED	5	16	19	18	1	3	21
LOST	1	4	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	22	30	25	TOTAL	2	0	0
NEW	18	14	6	NEW	1	0	0
RETAINED	4	16	19	RETAINED	1	0	0
LOST	1	3	3	LOST	0	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NMH0040 TAOS 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	21	38	34	42	(8)	(4)	38
NEW	13	26	13	28	(15)	(13)	15
RETAINED	8	12	21	14	7	9	23
LOST	3	2	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	13	30	25	TOTAL	8	8	9
NEW	8	21	7	NEW	5	5	6
RETAINED	5	9	18	RETAINED	3	3	3
LOST	3	1	10	LOST	0	1	3
RATIO BOYS TO GIRLS			73.5%				26.5%