



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—UTAH

Total

- The total number of players ages 8 & under in Utah decreased by 58 (-11.7%) to 437.
- This was Utah's first decrease in total participation since the 2008-09 season.

Acquisition

- New players dropped by 52 (-23.6%) to 168.
- The 2012-13 season marked the lowest amount of new players entering the game over the past five seasons.

Retention

- Retained players decreased by 6 (-2.2%) to 269.
- Despite the drop, 269 players is the second largest total of retained 8 & under players in the past five seasons.

UTAH BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	385	400	467	495	437
	-0.8%	3.9%	16.8%	6.0%	-11.7%
NEW	186	183	252	220	168
	-5.6%	-1.6%	37.7%	-12.7%	-23.6%
RETAINED	199	217	215	275	269
	4.2%	9.0%	-0.9%	27.9%	-2.2%
LOST	76	67	63	88	82
	49.0%	-11.8%	-6.0%	39.7%	-6.8%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	363	382	438	447	406
	-0.5%	5.2%	14.7%	2.1%	-9.2%
NEW	176	170	232	189	150
	-2.2%	-3.4%	36.5%	-18.5%	-20.6%
RETAINED	187	212	206	258	256
	1.1%	13.4%	-2.8%	25.2%	-0.8%
LOST	72	59	57	79	68
	56.5%	-18.1%	-3.4%	38.6%	-13.9%

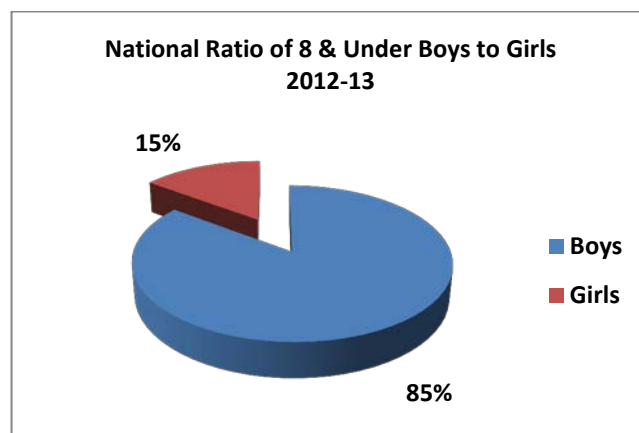
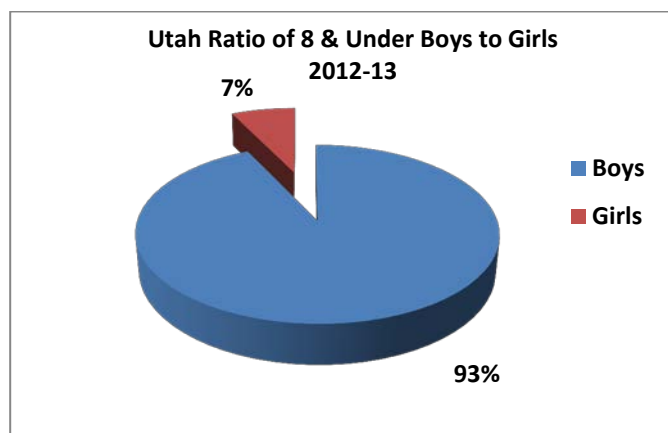
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	22	18	29	48	31
	-4.3%	-18.2%	61.1%	65.5%	-35.4%
NEW	10	13	20	31	18
	-44.4%	30.0%	53.8%	55.0%	-41.9%
RETAINED	12	5	9	17	13
	140.0%	-58.3%	80.0%	88.9%	-23.5%
LOST	4	8	6	9	14
	-33.3%	100.0%	-25.0%	50.0%	55.6%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 93% of all 8 & under in Utah, while girls represented 7%.

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.

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

- **48.0% of all 4 Year Olds returned as 5 Year Olds**
- **56.3% of all 5 Year Olds returned as 6 Year Olds**
- **66.4% of all 6 Year Olds returned as 7 Year Olds**
- **70.6% of all 7 Year Olds returned as 8 Year Olds**

- **75.5% of all Squirrels returned in 2012-13**
- **85.4% of all Pee Wees returned in 2012-13**
- **84.4% 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

UTAH

UTAH	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	535	437	477
NEW	240	168	188
RETAINED	295	269	289

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

- **TOTAL:** 437 + 40 = **477 (+9.2%)**
- **NEW:** 168 + 20 = **188 (+11.9%)**
- **RETAINED:** 269 + 20 = **289 (+7.4%)**

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 successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

UTAH 'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Olympic Oval	+34
2. Peaks Amateur Hockey Association Youth	+16
3. Davis County Youth Hockey Association	+2
4. Wasatch Mountain AHA	-3
5. Northwest Regulators Hockey LLC Special	-6
6. Golden Spike Hockey	-7
7. Ashley Valley AHA	-10
8. Summit and Wasatch County Amateur Hockey	-12
9. Salt Lake County Youth	-13
10. Cache Valley Amateur Hockey Association	-15

UTH0030 ASHLEY VALLEY AHA

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	63	53	67	(14)	(10)	57
NEW	19	40	22	42	(20)	(18)	24
RETAINED	12	23	31	25	6	8	33
LOST	3	6	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	29	54	50	TOTAL	2	9	3
NEW	17	35	21	NEW	2	5	1
RETAINED	12	19	29	RETAINED	0	4	2
LOST	2	6	8	LOST	1	0	4
RATIO BOYS TO GIRLS			94.3%				5.7%

UTH0095 CACHE VALLEY 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	77	47	32	51	(19)	(15)	36
NEW	41	13	9	15	(6)	(4)	11
RETAINED	36	34	23	36	(13)	(11)	25
LOST	13	23	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	72	44	29	TOTAL	5	3	3
NEW	37	11	7	NEW	4	2	2
RETAINED	35	33	22	RETAINED	1	1	1
LOST	12	20	13	LOST	1	3	1
RATIO BOYS TO GIRLS			90.6%				9.4%

UTH0070 DAVIS COUNTY 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	32	31	33	35	(2)	2	37
NEW	17	16	14	18	(4)	(2)	16
RETAINED	15	15	19	17	2	4	21
LOST	3	10	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	32	31	33	TOTAL	0	0	0
NEW	17	16	14	NEW	0	0	0
RETAINED	15	15	19	RETAINED	0	0	0
LOST	3	10	5	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

UTH0077 GOLDEN SPIKE 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	73	69	62	73	(11)	(7)	66
NEW	28	12	23	14	9	11	25
RETAINED	45	57	39	59	(20)	(18)	41
LOST	8	20	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	70	64	59	TOTAL	3	5	3
NEW	28	11	21	NEW	0	1	2
RETAINED	42	53	38	RETAINED	3	4	1
LOST	8	18	14	LOST	0	2	3
RATIO BOYS TO GIRLS			95.2%				4.8%

UTH0051 NORTHWEST REGULATORS HOCKEY LLC SPECIAL

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	6	12	6	16	(10)	(6)	10
NEW	5	11	1	13	(12)	(10)	3
RETAINED	1	1	5	3	2	4	7
LOST	0	5	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	3	10	4	TOTAL	3	2	2
NEW	2	10	1	NEW	3	1	0
RETAINED	1	0	3	RETAINED	0	1	2
LOST	0	3	4	LOST	0	2	0
RATIO BOYS TO GIRLS			66.7%				33.3%

UTH0004 OLYMPIC OVAL

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	34	4	30	34	38
NEW	0	0	34	2	32	34	36
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	31	TOTAL	0	0	3
NEW	0	0	31	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			91.2%				8.8%



UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION 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	16	14	30	18	12	16	34
NEW	13	9	0	11	(11)	(9)	2
RETAINED	3	5	30	7	23	25	32
LOST	5	5	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	15	14	30	TOTAL	1	0	0
NEW	12	9	0	NEW	1	0	0
RETAINED	3	5	30	RETAINED	0	0	0
LOST	4	5	0	LOST	1	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

UTH0092 SALT LAKE COUNTY 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	108	128	115	132	(17)	(13)	119
NEW	69	77	55	79	(24)	(22)	57
RETAINED	39	51	60	53	7	9	62
LOST	18	14	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	101	110	104	TOTAL	7	18	11
NEW	64	63	49	NEW	5	14	6
RETAINED	37	47	55	RETAINED	2	4	5
LOST	17	14	9	LOST	1	0	1
RATIO BOYS TO GIRLS			90.4%				9.6%

UTH0006 SUMMIT AND WASATCH COUNTY 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	61	34	22	38	(16)	(12)	26
NEW	28	5	9	7	2	4	11
RETAINED	33	29	13	31	(18)	(16)	15
LOST	9	18	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	56	31	21	TOTAL	5	3	1
NEW	25	4	8	NEW	3	1	1
RETAINED	31	27	13	RETAINED	2	2	0
LOST	9	18	6	LOST	0	0	0
RATIO BOYS TO GIRLS			95.5%				4.5%



UTH0090 WASATCH MOUNTAIN AHA

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	8	5	12	(7)	(3)	9
NEW	6	4	4	6	(2)	0	6
RETAINED	1	4	1	6	(5)	(3)	3
LOST	1	0	1				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	7	8	5	TOTAL	0	0	0
NEW	6	4	4	NEW	0	0	0
RETAINED	1	4	1	RETAINED	0	0	0
LOST	1	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%