



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—PACIFIC NORTHWEST

Total

- The total number of players ages 8 & under in Pacific Northwest decreased by 9 (-0.8%) to 1,098.
- Despite the loss, it is still the second-highest total for last five seasons.

Acquisition

- New players increased by 17 (3.5%) to 500.

Retention

- Retained players decreased by 26 (-4.2%) from 2011-12 to 598.
- This was the first decrease in retention in the past five seasons.

PACIFIC NORTHWEST BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	906	997	1078	1107	1098
	1.6%	10.0%	8.1%	2.7%	-0.8%
NEW	424	475	509	483	500
	-1.9%	12.0%	7.2%	-5.1%	3.5%
RETAINED	482	522	569	624	598
	4.8%	8.3%	9.0%	9.7%	-4.2%
LOST	198	158	178	210	238
	-5.7%	-20.2%	12.7%	18.0%	13.3%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	819	897	961	987	989
	0.5%	9.5%	7.1%	2.7%	0.2%
NEW	375	417	439	420	438
	-3.4%	11.2%	5.3%	-4.3%	4.3%
RETAINED	444	480	522	567	551
	4.0%	8.1%	8.8%	8.6%	-2.8%
LOST	170	127	147	175	194
	-9.1%	-25.3%	15.7%	19.0%	10.9%

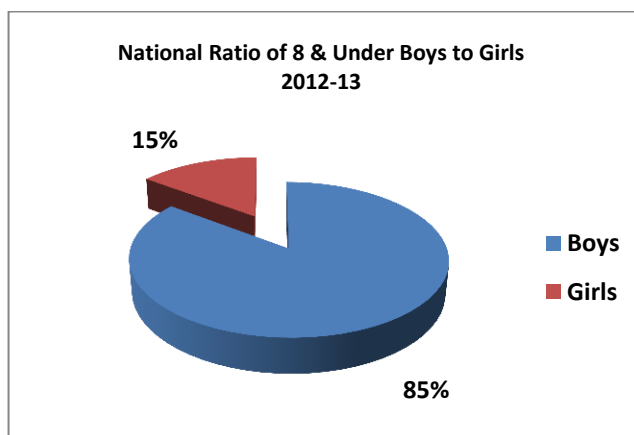
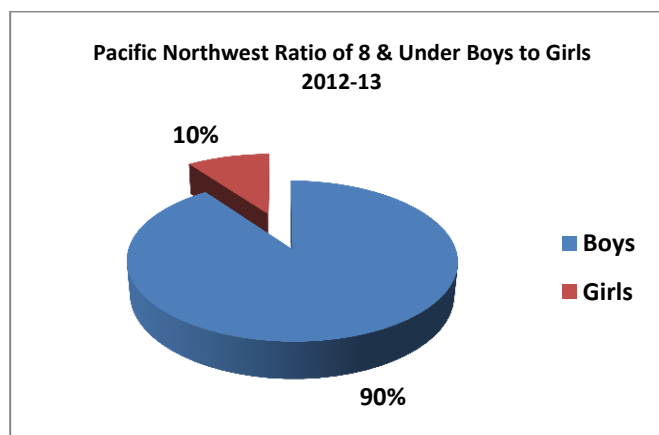
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	87	101	117	120	109
	13.0%	16.1%	15.8%	2.6%	-9.2%
NEW	49	59	70	63	62
	11.4%	20.4%	18.6%	-10.0%	-1.6%
RETAINED	38	42	47	57	47
	15.2%	10.5%	11.9%	21.3%	-17.5%
LOST	28	31	32	35	44
	21.7%	10.7%	3.2%	9.4%	25.7%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 90% of all 8 & under in Pacific Northwest, while girls represented 10%.

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.

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

- **38.9% of all 4 Year Olds returned as 5 Year Olds**
- **53.6% of all 5 Year Olds returned as 6 Year Olds**
- **69.5% of all 6 Year Olds returned as 7 Year Olds**
- **72.7% of all 7 Year Olds returned as 8 Year Olds**

- **77.9% of all Squirrels returned in 2012-13**
- **84.8% of all Pee Wees returned in 2012-13**
- **94.0% 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 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

PACIFIC NORTHWEST

PACIFIC NORTHWEST	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	1,167	1,098	1,154
NEW	513	500	528
RETAINED	654	598	626

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

- **TOTAL:** 1,098 + 56 = **1,154 (+5.1%)**
- **NEW:** 500 + 28 = **528 (+5.6%)**
- **RETAINED:** 598 + 28 = **626 (+4.7%)**

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 Everett Youth Hockey and Moses Lake Youth Hockey successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

PACIFIC NORTHWEST'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Puget Sound Amateur Hockey Association	+56
2. Tri-Cities Amateur Hockey Association	+19
3. Vancouver Youth Hockey	+15
4. Everett Youth Hockey	+9
5. Moses Lake Youth Hockey Association	+9
6. Whatcom County Amateur Hockey	+9
7. Spokane Jr Chiefs	0
8. Winthrop Amateur Hockey Assn	-1
9. Wenatchee Amateur Hockey Association	-6
10. Kent Valley Hockey Association	-10
11. Sno-King Amateur Hockey Association	-11
12. Yakima Amateur Hockey Association	-20
13. Kitsap County Hockey Association	-21
14. Seattle Junior Hockey Association	-43

WAH0014 EVERETT 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	36	30	39	34	5	9	43
NEW	21	14	20	16	4	6	22
RETAINED	15	16	19	18	1	3	21
LOST	3	6	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	35	30	37	TOTAL	1	0	2
NEW	20	14	18	NEW	1	0	2
RETAINED	15	16	19	RETAINED	0	0	0
LOST	3	6	4	LOST	0	0	0
RATIO BOYS TO GIRLS			94.9%				5.1%

WAH0002 KENT VALLEY 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	67	57	71	(14)	(10)	61
NEW	42	32	23	34	(11)	(9)	25
RETAINED	36	35	34	37	(3)	(1)	36
LOST	13	25	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	75	61	51	TOTAL	3	6	6
NEW	39	26	19	NEW	3	6	4
RETAINED	36	35	32	RETAINED	0	0	2
LOST	11	23	17	LOST	2	2	2
RATIO BOYS TO GIRLS			89.5%				10.5%

WAH0028 KITSAP COUNTY 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	42	21	46	(25)	(21)	25
NEW	26	23	6	25	(19)	(17)	8
RETAINED	21	19	15	21	(6)	(4)	17
LOST	8	16	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	42	41	21	TOTAL	5	1	0
NEW	22	23	6	NEW	4	0	0
RETAINED	20	18	15	RETAINED	1	1	0
LOST	6	13	13	LOST	2	3	1
RATIO BOYS TO GIRLS			100.0%				0.0%

WAH0058 MOSES LAKE 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	15	19	28	23	5	9	32
NEW	11	13	15	15	0	2	17
RETAINED	4	6	13	8	5	7	15
LOST	3	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	14	19	25	TOTAL	1	0	3
NEW	10	13	12	NEW	1	0	3
RETAINED	4	6	13	RETAINED	0	0	0
LOST	2	3	2	LOST	1	0	0
RATIO BOYS TO GIRLS			89.3%				10.7%

WAH0120 PUGET SOUND 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	32	27	83	31	52	56	87
NEW	14	8	73	10	63	65	75
RETAINED	18	19	10	21	(11)	(9)	12
LOST	16	13	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	31	23	73	TOTAL	1	4	10
NEW	13	6	65	NEW	1	2	8
RETAINED	18	17	8	RETAINED	0	2	2
LOST	15	12	3	LOST	1	1	0
RATIO BOYS TO GIRLS			88.0%				12.0%

WAH0050 SEATTLE JUNIOR 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	258	263	220	267	(47)	(43)	224
NEW	126	93	60	95	(35)	(33)	62
RETAINED	132	170	160	172	(12)	(10)	162
LOST	32	39	55				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	223	226	198	TOTAL	35	37	22
NEW	104	76	51	NEW	22	17	9
RETAINED	119	150	147	RETAINED	13	20	13
LOST	26	32	38	LOST	6	7	17
RATIO BOYS TO GIRLS			90.0%				10.0%

WAH0062 SNO-KING 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	165	169	158	173	(15)	(11)	162
NEW	102	74	80	76	4	6	82
RETAINED	63	95	78	97	(19)	(17)	80
LOST	28	42	41				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	146	160	140	TOTAL	19	9	18
NEW	90	70	64	NEW	12	4	16
RETAINED	56	90	76	RETAINED	7	5	2
LOST	26	32	37	LOST	2	10	4
RATIO BOYS TO GIRLS			88.6%				11.4%

WAH0048 SPOKANE JR CHIEFS

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	86	77	77	81	(4)	0	81
NEW	39	33	38	35	3	5	40
RETAINED	47	44	39	46	(7)	(5)	41
LOST	6	7	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	80	71	72	TOTAL	6	6	5
NEW	35	32	37	NEW	4	1	1
RETAINED	45	39	35	RETAINED	2	5	4
LOST	6	7	5	LOST	0	0	0
RATIO BOYS TO GIRLS			93.5%				6.5%

WAH0077 TRI-CITIES 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	147	119	138	123	15	19	142
NEW	76	31	53	33	20	22	55
RETAINED	71	88	85	90	(5)	(3)	87
LOST	22	35	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	129	110	125	TOTAL	18	9	13
NEW	67	29	46	NEW	9	2	7
RETAINED	62	81	79	RETAINED	9	7	6
LOST	19	29	14	LOST	3	6	3
RATIO BOYS TO GIRLS			90.6%				9.4%

WAH0065 WENATCHEE 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	28	40	34	44	(10)	(6)	38
NEW	2	23	14	25	(11)	(9)	16
RETAINED	26	17	20	19	1	3	22
LOST	25	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	24	32	30	TOTAL	4	8	4
NEW	2	17	12	NEW	0	6	2
RETAINED	22	15	18	RETAINED	4	2	2
LOST	20	3	2	LOST	5	0	3
RATIO BOYS TO GIRLS			88.2%				11.8%

WAH0051 WHATCOM 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	35	31	40	35	5	9	44
NEW	21	11	24	13	11	13	26
RETAINED	14	20	16	22	(6)	(4)	18
LOST	2	8	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	34	31	39	TOTAL	1	0	1
NEW	21	11	23	NEW	0	0	1
RETAINED	13	20	16	RETAINED	1	0	0
LOST	2	7	10	LOST	0	1	0
RATIO BOYS TO GIRLS			97.5%				2.5%

WAH0016 WINTHROP AMATEUR HOCKEY ASSN

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	21	20	25	(5)	(1)	24
NEW	9	16	10	18	(8)	(6)	12
RETAINED	9	5	10	7	3	5	12
LOST	5	5	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	16	18	20	TOTAL	2	3	0
NEW	8	13	10	NEW	1	3	0
RETAINED	8	5	10	RETAINED	1	0	0
LOST	1	5	6	LOST	4	0	2
RATIO BOYS TO GIRLS			100.0%				0.0%

WAH0037 VANCOUVER 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	0	0	15	4	11	15	19
NEW	0	0	15	2	13	15	17
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	14	TOTAL	0	0	1
NEW	0	0	14	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			93.3%				6.7%

WAH0056 YAKIMA 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	17	39	19	43	(24)	(20)	23
NEW	6	28	8	30	(22)	(20)	10
RETAINED	11	11	11	13	(2)	0	13
LOST	9	7	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	16	29	14	TOTAL	1	10	5
NEW	6	18	4	NEW	0	10	4
RETAINED	10	11	10	RETAINED	1	0	1
LOST	7	6	12	LOST	2	1	8
RATIO BOYS TO GIRLS			73.7%				26.3%