

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 Current season performance compared to previous season totals-Number of players acquired **BOYS & GIRLS_8U** 2 AND 2 CHALLENGE VS. VS. 13-14 08-09 09-10 10-11 11-12 12-13 12-13 GOAL **GOAL ACTUAL** GOAL* TOTAL 95775 105394 107387 102956 91622 112875 (9939)(4431)108356 2.5% 4.5% 10.0% 1.9% -4.1% 41967 48254 45991 41000 (7745)(4991)NEW 39580 48735 43700 4.1% 6.0% 15.0% -4.7% -10.9% RET 52042 53808 57140 61396 61956 64140 (2194)560 64656 3.4% 0.9% 1.2% 6.2% 7.4% LOST 15305 15184 15620 19229 19509 **ASSOCIATIONS** 1350 -3.7% -0.8% 2.9% 23.1% 1.5% AVERAGE # PLAYERS/ASSOCIATION 80.3

Number of players that left youth hockey

2 and 2 Challenge Goals for the upcoming season, see pages 6 & 7 for more information

Number of players retained from the previous season



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—WYOMING

Total

- The total number of players ages 8 & under in Wyoming decreased by 6 (-1.2%) to 509.
- This was Wyoming's first decrease in total participation over the past three seasons.

Acquisition

- New players dropped by 16 (-6.0%) to 251.
- The 2012-13 season marked the first drop of new players entering the game over the past three seasons.

Retention

- Retained players increased by 10 (4.0%) from 2011-12 to 258.
- This was the peak amount of players returning to the game over the past five seasons.

WYOMING BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	441	437	462	515	509
	2.6%	-0.9%	5.7%	11.5%	-1.2%
NEW	188	186	226	267	251
	-23.0%	-1.1%	21.5%	18.1%	-6.0%
RETAINED	253	251	236	248	258
	36.0%	-0.8%	-6.0%	5.1%	4.0%
LOST	100	104	87	107	129
	19.0%	4.0%	-16.3%	23.0%	20.6%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	383	372	392	432	435
	0.8%	-2.9%	5.4%	10.2%	0.7%
NEW	156	150	187	215	205
	-26.1%	-3.8%	24.7%	15.0%	-4.7%
RETAINED	227	222	205	217	230
	34.3%	-2.2%	-7.7%	5.9%	6.0%
LOST	85	81	70	85	93
	19.7%	-4.7%	-13.6%	21.4%	9.4%

GIRLS 8U

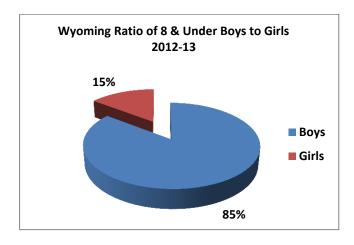
	08-09	09-10	10-11	11-12	12-13
TOTAL	58	65	70	83	74
	16.0%	12.1%	7.7%	18.6%	-10.8%
NEW	32	36	39	52	46
	-3.0%	12.5%	8.3%	33.3%	-11.5%
RETAINED	26	29	31	31	28
	52.9%	11.5%	6.9%	0.0%	-9.7%
LOST	15	23	17	22	36
	15.4%	53.3%	-26.1%	29.4%	63.6%

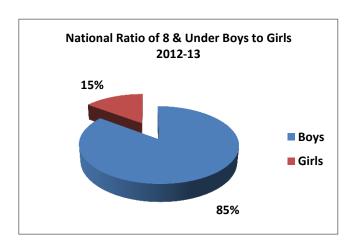


RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 85% of all 8 & under in Wyoming, while girls represented 15%.

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 Squirts on up, the overall growth of hockey relies on acquiring more 8 & under players.

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

•	36.6% of all 4 Year Olds returned as 5 Year Olds	N
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61.5% of all 5 Year Olds returned as 6 Year Olds

62.7% of all 6 Year Olds returned as 7 Year Olds

70.3% of all 7 Year Olds returned as 8 Year Olds

83.7% of all Squirts returned in 2012-13

88.8% of all Pee Wees returned in 2012-13

92.0% 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

WYOMING

WYOMING	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	555	509	549
NEW	287	251	271
RETAINED	268	258	278

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

TOTAL: 509 + 40 = 549 (+7.9%)
NEW: 251 + 20 = 271 (+8.0%)

• **RETAINED:** 258 + 20 = **278 (+7.8%)**

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 Jackson Youth Hockey and Laramie Amateur Hockey Club have successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

WYOMING'S 2012-13 ASSOCIATION PERFORMANCE

Ass.	<u>ociation</u>	<u>Net Growth</u>
1.	Jackson Youth Hockey	+16
<mark>2.</mark>	Laramie Amateur Hockey Club	+6
3.	Park County Youth Hockey Association	+7
4.	Gillette Hockey Association (GHA)	0
5.	Riverton Ice Hockey Association	-1
6.	Rock Springs Youth Hockey	-3
7.	Pinedale Hockey Association	-5
8.	Douglas Youth Hockey Association	-7
9.	Casper Amateur Hockey Club	-8
10	. Cheyenne Youth Hockey Association	-13



WYH0004 CASPER AMATEUR HOCKEY CLUB

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	78	85	77	89	(12)	(8)	81
NEW	32	45	36	47	(11)	(9)	38
RETAINED	46	40	41	42	(1)	1	43
LOST	13	20	21				
	•	•				•	•

BOYS_8 & UNDER	BOYS_8 & UNDER					GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13			
TOTAL	70	80	71	TOTAL	8	5	6			
NEW	31	43	31	NEW	1	2	5			
RETAINED	39	37	40	RETAINED	7	3	1			
LOST	12	16	19	LOST	1	4	2			
RATIO BOYS TO										
GIRLS			92.2%				7.8%			

WYH0011 CHEYENNE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	68	55	42	59	(17)	(13)	46
NEW	39	19	11	21	(10)	(8)	13
RETAINED	29	36	31	38	(7)	(5)	33
LOST	10	19	13				

BOYS_8 & UNDER	BOYS_8 & UNDER					GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13			
TOTAL	57	47	38	TOTAL	11	8	4			
NEW	31	16	11	NEW	8	3	0			
RETAINED	26	31	27	RETAINED	3	5	4			
LOST	10	15	11	LOST	0	4	2			
RATIO BOYS TO										
GIRLS			90.5%				9.5%			

WYH0015 DOUGLAS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	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	25	18	29	(11)	(7)	22		
NEW	21	11	11	13	(2)	0	13		
RETAINED	11	14	7	16	(9)	(7)	9		
LOST	3	9	11						

BOYS_8 & UNDER	GIRLS_8 & UNDER						
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	24	18	17	TOTAL	8	7	1
NEW	15	8	10	NEW	6	3	1
RETAINED	9	10	7	RETAINED	2	4	0
LOST	2	7	6	LOST	1	2	5
RATIO BOYS TO							
GIRLS			94.4%				5.6%



WYH0060 GILLETTE HOCKEY ASSOCIATION (GHA)

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	20	23	23	27	(4)	0	27
NEW	11	15	13	17	(4)	(2)	15
RETAINED	9	8	10	10	0	2	12
LOST	1	3	0				

BOYS_8 & UNDER	BOYS_8 & UNDER					GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13			
TOTAL	20	21	20	TOTAL	0	2	3			
NEW	11	13	11	NEW	0	2	2			
RETAINED	9	8	9	RETAINED	0	0	1			
LOST	1	3	0	LOST	0	0	0			
RATIO BOYS TO										
GIRLS			87.0%				13.0%			

WYH0080 JACKSON YOUTH HOCKEY

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	88	113	129	117	12	16	133
NEW	39	54	58	56	2	4	60
RETAINED	49	59	71	61	10	12	73
LOST	17	13	18				

BOYS_8 & UNDER			GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	76	97	112	TOTAL	12	16	17
NEW	30	46	46	NEW	9	8	12
RETAINED	46	51	66	RETAINED	3	8	5
LOST	12	10	12	LOST	5	3	6
RATIO BOYS TO							
GIRLS			86.8%				13.2%

WYH0003 LARAMIE AMATEUR HOCKEY CLUB

BOYS & GIRLS_8 & U	2 AND 2 CHALLENGE						
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	28	28	34	32	2	6	38
NEW	12	15	18	17	1	3	20
RETAINED	16	13	16	15	1	3	18
LOST	12	9	2				

BOYS_8 & UNDER	BOYS_8 & UNDER			GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13	
TOTAL	21	24	30	TOTAL	7	4	4	
NEW	8	13	16	NEW	4	2	2	
RETAINED	13	11	14	RETAINED	3	2	2	
LOST	9	7	1	LOST	3	2	1	
RATIO BOYS TO								
GIRLS			88.2%				11.8%	



WYH0050 PARK 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	34	25	32	29	3	7	36
NEW	14	6	14	8	6	8	16
RETAINED	20	19	18	21	(3)	(1)	20
LOST	6	7	3				

BOYS_8 & UNDER			GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	32	24	29	TOTAL	2	1	3
NEW	12	6	12	NEW	2	0	2
RETAINED	20	18	17	RETAINED	0	1	1
LOST	5	7	3	LOST	1	0	0
RATIO BOYS TO							
GIRLS			90.6%				9.4%

WYH0008 PINEDALE 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	20	30	25	34	(9)	(5)	29
NEW	8	16	16	18	(2)	0	18
RETAINED	12	14	9	16	(7)	(5)	11
LOST	5	0	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13	
TOTAL	19	25	21	TOTAL	1	5	4	
NEW	8	11	13	NEW	0	5	3	
RETAINED	11	14	8	RETAINED	1	0	1	
LOST	4	0	8	LOST	1	0	2	
RATIO BOYS TO								
GIRLS			84.0%				16.0%	

WYH0040 RIVERTON ICE 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	25	24	29	(5)	(1)	28
NEW	18	14	10	16	(6)	(4)	12
RETAINED	10	11	14	13	1	3	16
LOST	3	14	7				

BOYS_8 & UNDER				TOTAL 6 5 NEW 5 2 RETAINED 1 3			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	22	20	18	TOTAL	6	5	6
NEW	13	12	7	NEW	5	2	3
RETAINED	9	8	11	RETAINED	1	3	3
LOST	2	12	5	LOST	1	2	2
RATIO BOYS TO							
GIRLS			75.0%				25.0%



WYH0009 ROCK SPRINGS 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	38	35	42	(7)	(3)	39
NEW	14	23	17	25	(8)	(6)	19
RETAINED	15	15	18	17	1	3	20
LOST	10	6	14				
	•			•		•	

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	10-11	11-12	12-13		10-11	11-12	12-13	
TOTAL	24	31	27	TOTAL	5	7	8	
NEW	13	18	14	NEW	1	5	3	
RETAINED	11	13	13	RETAINED	4	2	5	
LOST	8	5	12	LOST	2	1	2	
RATIO BOYS TO								
GIRLS			77.1%				22.9%	