

# 2013-2014 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, as well as 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 2014-15 season.

Recently, concentrated growth efforts in the 8 & under age category have produced positive results:

- 8 & under participation has seen a 16% increase since the 2007-08 season
- During the 2013-14 season there were 103,961 players; the 3rd highest total in USA Hockey history

To continue increasing participation, USA Hockey's efforts remain focused on these key initiatives:

- Attracting new players each season
- 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, thus supplementing long-term growth.

## TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2009-10	2010-11	2011-12	2012-13	2013-14
<b>Participants</b>	169,025	171,826	174,884	175,867	177,906
<b>% increase</b>	-2.5%	1.7%	1.8%	0.6%	1.2%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey volunteers. In an effort to work more closely with local associations, USA Hockey has instituted the 2 and 2 Challenge. The 2 and 2 Challenge, further explained on page 5, is a comprehensive program that utilizes existing national growth programs, resources, and tools to help youth hockey leaders grow participation with their local associations. To achieve these growth goals, the 2 and 2 Challenge asks participating associations to add two 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

Total number of 8 & under players

Current season performance compared to previous season

Number of players acquired

BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	09-10	10-11	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	95775	105394	107387	102956	103961	108464	(4503)	1005	109121
	4.5%	10.0%	1.9%	-4.1%	1.0%				
NEW	41967	48254	45991	41000	44628	43754	874	3628	47208
	6.0%	15.0%	-4.7%	-10.9%	8.8%				
RET	53808	57140	61396	61956	59333	64710	(5377)	(2623)	61913
	3.4%	6.2%	7.4%	0.9%	-4.2%				
LOST	15184	15620	19229	19509	18316	# OF ASSOCIATIONS			1290
	-0.8%	2.9%	23.1%	1.5%	-6.1%	AVERAGE # PLAYERS/ASSOCIATION			80.6

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

## 2013-14 KEY TAKEAWAYS—NATIONAL

### Total

- In 2013-14, the total number of players ages 8 & under increased by 1,005 (1.0%) to 103,961.
- With this increase, the 2013-14 season represents the 3rd largest total of players at the 8 & under level in USA Hockey's history.

### Acquisition

- New players increased from 41,000 to 44,628 in 2013-14, an addition of 3,628 (8.8%).
- This is the first increase in new players since the 2010-11 season.

### Retention

- Retained players decreased by 2,623 (-4.2%) to 59,333.
- The drop in retention was the result of back-to-back seasons (2011-13) of decreased player acquisition.

### NATIONAL BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	95775	105394	107387	102956	103961
<b>%</b>	4.5%	10.0%	1.9%	-4.1%	1.0%
<b>NEW</b>	41967	48254	45991	41000	44628
<b>%</b>	6.0%	15.0%	-4.7%	-10.9%	8.8%
<b>RET</b>	53808	57140	61396	61956	59333
<b>%</b>	3.4%	6.2%	7.4%	0.9%	-4.2%
<b>LOST</b>	15184	15620	19229	19509	18316
<b>%</b>	-0.8%	2.9%	23.1%	1.5%	-6.1%

### NATIONAL BOYS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	81978	89907	91199	87805	88168
<b>%</b>	4.1%	9.7%	1.4%	-3.7%	0.4%
<b>NEW</b>	34819	40058	37875	33917	36744
<b>%</b>	5.5%	15.0%	-5.4%	-10.5%	8.3%
<b>RET</b>	47159	49849	53324	53888	51424
<b>%</b>	3.0%	5.7%	7.0%	1.1%	-4.6%
<b>LOST</b>	11932	12350	15149	15308	14559
<b>%</b>	-1.9%	3.5%	22.7%	1.0%	-4.9%

### NATIONAL GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	13798	15487	16188	15152	15794
<b>%</b>	7.2%	-1.9%	4.5%	-6.4%	4.2%
<b>NEW</b>	7149	8197	8116	7085	7887
<b>%</b>	8.3%	3.9%	-1.0%	-12.7%	11.3%
<b>RET</b>	6649	7290	8072	8067	7907
<b>%</b>	6.0%	-7.8%	10.7%	-0.1%	-2.0%
<b>LOST</b>	3253	3272	4081	4201	3759
<b>%</b>	3.4%	-13.0%	24.7%	2.9%	-10.5%

## 2013-14 KEY TAKEAWAYS—UTAH

### Total

- The total number of players ages 8 & under in Utah decreased by 89 (-20.4%) to 348.
- This was Utah's lowest participant total in the past five seasons.

### Acquisition

- New players increased by 5 (3.0%) to 173.
- The 2013-14 season marked the second increase in new players over the past five seasons.

### Retention

- Retained players decreased by 94 (-34.9%) from 2012-13 to 175.
- 175 players is the lowest retained total over the previous five seasons.

### UTAH BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	400	467	495	437	348
<b>%</b>	3.9%	16.8%	6.0%	-11.7%	-20.4%
<b>NEW</b>	183	252	220	168	173
<b>%</b>	-1.6%	37.7%	-12.7%	-23.6%	3.0%
<b>RETAINED</b>	217	215	275	269	175
<b>%</b>	9.0%	-0.9%	27.9%	-2.2%	-34.9%
<b>LOST</b>	67	63	88	82	114
<b>%</b>	-11.8%	-6.0%	39.7%	-6.8%	39.0%

### UTAH BOYS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	382	438	447	406	321
<b>%</b>	5.2%	14.7%	2.1%	-9.2%	-20.9%
<b>NEW</b>	170	232	189	150	155
<b>%</b>	-3.4%	36.5%	-18.5%	-20.6%	3.3%
<b>RETAINED</b>	212	206	258	256	166
<b>%</b>	13.4%	-2.8%	25.2%	-0.8%	-35.2%
<b>LOST</b>	59	57	79	68	103
<b>%</b>	-18.1%	-3.4%	38.6%	-13.9%	51.5%

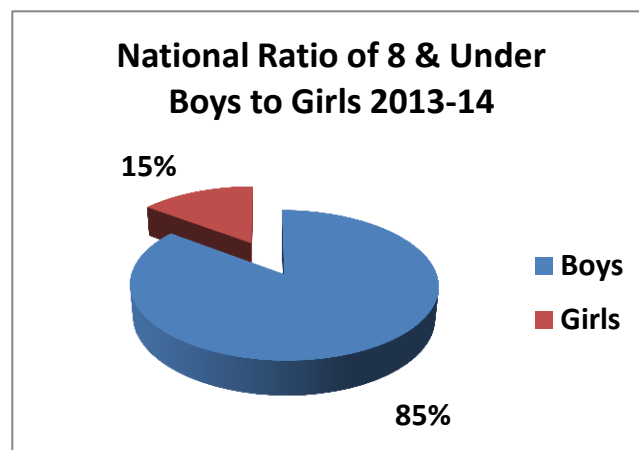
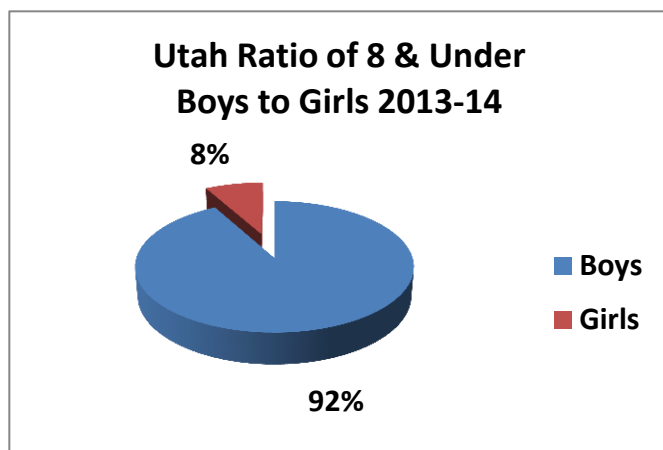
### UTAH GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	18	29	48	31	27
<b>%</b>	-18.2%	61.1%	65.5%	-35.4%	-12.9%
<b>NEW</b>	13	20	31	18	18
<b>%</b>	30.0%	53.8%	55.0%	-41.9%	0.0%
<b>RETAINED</b>	5	9	17	13	9
<b>%</b>	-58.3%	80.0%	88.9%	-23.5%	-30.8%
<b>LOST</b>	8	6	9	14	11
<b>%</b>	100.0%	-25.0%	50.0%	55.6%	-21.4%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

**Utah:** Boys represented 92% of all 8 & under youth hockey participants, while girls represented 8%.

**National:** Boys represented 85% of all 8 & under youth hockey participants, while girls represented 15%.



## RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from Squirts (9 years old) on up, the overall growth of hockey relies on acquiring more 8 & under players.

Utah's retention results for 2013-14 by age segment:

- 29.8% of all 4 Year Olds returned as 5 Year Olds
- 50.0% of all 5 Year Olds returned as 6 Year Olds
- 61.3% of all 6 Year Olds returned as 7 Year Olds
- 62.0% of all 7 Year Olds returned as 8 Year Olds
- 80.0% of all Squirts returned in 2013-14
- 82.3% of all Pee Wees returned in 2013-14
- 85.4% of all Bantams returned in 2013-14

National Average 36.5%  
 National Average 54.9%  
 National Average 70.2%  
 National Average 78.2%

National Average 86.8%  
 National Average 92.1%  
 National Average 94.6%



## 2 AND 2 CHALLENGE

The 2 and 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 15<sup>th</sup>-21<sup>st</sup>

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 8<sup>th</sup> & February 21<sup>st</sup>

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 28,000 kids were introduced to youth hockey through this program.



### **CONVERSION**—*Transition Program*

Children that sample youth hockey don't always become new hockey players. A low-cost, low-commitment program to easily transition families from trying hockey to participating in youth hockey programs will significantly increase the likelihood of adding more players. Examples of how this can be achieved is offering a Learn-to-Play program or mixing prospective players into existing beginner programs.



By taking advantage of these national programs, participating associations will be nationally recognized as achieving the 2 and 2 Challenge and be rewarded for their efforts.

To learn more and to accept the 2 and 2 Challenge, visit [www.2and2Challenge.com](http://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 2014-15:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 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 2014-15, 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	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	477	348	380
NEW	188	173	189
RETAINED	289	175	191

Based on 8 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 348 + 32 = 380 (9.2%)
- **NEW:** 173 + 16 = 189 (9.2%)
- **RETAINED:** 175 + 16 = 191 (9.1%)

### NATIONAL

NATIONAL	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	108,464	103,961	109,121
NEW	43,754	44,628	47,208
RETAINED	64,710	59,333	61,913

Based on 1,290 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 103,961 + 5,160 = 109,121 (5.0%)
- **NEW:** 44,628 + 2,580 = 47,208 (5.8%)
- **RETAINED:** 59,333 + 2,580 = 61,913 (4.3%)



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While four associations experienced growth, none successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

## UTAH'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Summit and Wasatch County Amateur Hockey	+14
2. Olympic Oval	+9
3. Davis County Youth Hockey Association	+4
4. Wasatch Mountain AHA	+4
5. Ashley Valley AHA	-2
6. Cache Valley Amateur Hockey Association	-2
7. Golden Spike Hockey	-13
8. Peaks Amateur Hockey Association Youth	-22

UTH0030 ASHLEY VALLEY AHA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	63	53	51	57	(6)	(2)	55
NEW	40	22	23	24	(1)	1	25
RETAINED	23	31	28	33	(5)	(3)	30
LOST	6	12	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	54	50	48	TOTAL	9	3	3
NEW	35	21	22	NEW	5	1	1
RETAINED	19	29	26	RETAINED	4	2	2
LOST	6	8	12	LOST	0	4	1
RATIO BOYS TO GIRLS			94.1%				5.9%

UTH0095 CACHE VALLEY AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	47	32	30	36	(6)	(2)	34
NEW	13	9	15	11	4	6	17
RETAINED	34	23	15	25	(10)	(8)	17
LOST	23	14	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	44	29	27	TOTAL	3	3	3
NEW	11	7	12	NEW	2	2	3
RETAINED	33	22	15	RETAINED	1	1	0
LOST	20	13	4	LOST	3	1	1
RATIO BOYS TO GIRLS			90.0%				10.0%

UTH0070 DAVIS COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	31	33	37	37	0	4	41
NEW	16	14	19	16	3	5	21
RETAINED	15	19	18	21	(3)	(1)	20
LOST	10	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	31	33	35	TOTAL	0	0	2
NEW	16	14	17	NEW	0	0	2
RETAINED	15	19	18	RETAINED	0	0	0
LOST	10	5	5	LOST	0	0	0
RATIO BOYS TO GIRLS			94.6%				5.4%

UTH0077 GOLDEN SPIKE HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	69	62	49	66	(17)	(13)	53
NEW	12	23	8	25	(17)	(15)	10
RETAINED	57	39	41	41	0	2	43
LOST	20	17	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	64	59	47	TOTAL	5	3	2
NEW	11	21	7	NEW	1	2	1
RETAINED	53	38	40	RETAINED	4	1	1
LOST	18	14	12	LOST	2	3	2
RATIO BOYS TO GIRLS			95.9%				4.1%

UTH0004 OLYMPIC OVAL

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	0	34	43	38	5	9	47
NEW	0	34	29	36	(7)	(5)	31
RETAINED	0	0	14	2	12	14	16
LOST	0	0	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	31	42	TOTAL	0	3	1
NEW	0	31	29	NEW	0	3	0
RETAINED	0	0	13	RETAINED	0	0	1
LOST	0	0	9	LOST	0	0	1
RATIO BOYS TO GIRLS			97.7%				2.3%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	14	30	8	34	(26)	(22)	12
NEW	9	0	1	2	(1)	1	3
RETAINED	5	30	7	32	(25)	(23)	9
LOST	5	0	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	14	30	8	TOTAL	0	0	0
NEW	9	0	1	NEW	0	0	0
RETAINED	5	30	7	RETAINED	0	0	0
LOST	5	0	14	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



UTH0006 SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	34	22	36	26	10	14	40
NEW	5	9	28	11	17	19	30
RETAINED	29	13	8	15	(7)	(5)	10
LOST	18	6	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	31	21	33	TOTAL	3	1	3
NEW	4	8	25	NEW	1	1	3
RETAINED	27	13	8	RETAINED	2	0	0
LOST	18	6	1	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%

UTH0090 WASATCH MOUNTAIN AHA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	8	5	9	9	0	4	13
NEW	4	4	7	6	1	3	9
RETAINED	4	1	2	3	(1)	1	4
LOST	0	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	8	5	9	TOTAL	0	0	0
NEW	4	4	7	NEW	0	0	0
RETAINED	4	1	2	RETAINED	0	0	0
LOST	0	1	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%