

# 2016-2017 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 group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the local 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 2017-18 season.

### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Participants</b>	102,956	103,961	105,925	107,703	115,694
<b>% increase</b>	-4.1%	1.0%	1.9%	1.7%	7.4%

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

- 8 & under participation saw an increase for the fourth year in a row.
- During the 2016-17 season there were 115,694 players; the highest total in USA Hockey’s 80 year history.

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

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Participants</b>	175,867	177,906	181,107	183,275	184,502
<b>% increase</b>	0.6%	1.2%	1.8%	1.2%	0.7%

### 2 AND 2 CHALLENGE REPORTING

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 additional players than the previous season’s total.

By combining established growth initiatives with USA Hockey’s American Development Model, associations are poised to acquire players and retain those players through age-appropriate developmental principles.

BOYS & GIRLS 8U	Current season performance compared to previous season totals					2 AND 2 CHALLENGE			
	2012-13	2013-14	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
<b>TOTAL</b>	102,956	103,961	105,925	107,703	115,694	111,065	4,629	7,991	120,738
	-4.1%	1.0%	1.9%	1.7%	7.4%				
<b>NEW</b>	41,000	44,628	45,480	45,539	52,076	48,062	4,014	6,537	54,598
	-10.9%	8.8%	1.9%	0.1%	14.4%				
<b>RETAINED</b>	61,956	59,333	60,445	62,164	63,618	63,027	591	1,454	66,140
	0.9%	-4.2%	1.9%	2.8%	2.3%				
<b>LOST</b>	19,509	18,316	19,382	19,518	19,372	# OF ASSOCIATIONS			1,261
	1.5%	-6.1%	5.8%	0.7%	-0.7%	AVERAGE # PLAYERS/ASSOCIATION			91.7

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



## 2016-17 KEY TAKEAWAYS—NATIONAL

### Total

- In 2016-17, the total number of players ages 8 & under increased by 7,991 (+7.4%) to 115,694.
- With this increase, the 2016-17 season represents the largest total at the 8 & under level in USA Hockey history.
- In addition, girls' participation surpassed the unprecedented 20,000-player mark for a new record total.

### Acquisition

- New players increased from 45,539 to 52,076 in 2016-17, an addition of 6,537 (+14.4%).
- This marks the fourth consecutive season of growth in new players.
- USA Hockey saw a record level of growth with new girl participants from 9,341 last season to 10,731 (+14.9%).

### Retained

- Retained players increased by 1,454 (+2.3%) to 63,618.
- This was a new record high for retained players.

### NATIONAL BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	102,956	103,961	105,925	107,703	115,694
%	-4.1%	1.0%	1.9%	1.7%	7.4%
<b>NEW</b>	41,000	44,628	45,480	45,539	52,076
%	-10.9%	8.8%	1.9%	0.1%	14.4%
<b>RETAINED</b>	61,956	59,333	60,445	62,164	63,618
%	0.9%	-4.2%	1.9%	2.8%	2.3%
<b>LOST</b>	19,509	18,316	19,382	19,518	19,372
%	1.5%	-6.1%	5.8%	0.7%	-0.7%

### NATIONAL BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	87,805	88,168	89,386	89,353	95,136
%	-3.7%	0.4%	1.4%	-0.04%	6.5%
<b>NEW</b>	33,917	36,744	37,184	36,198	41,346
%	-10.5%	8.3%	1.2%	-2.7%	14.2%
<b>RETAINED</b>	53,888	51,424	52,202	53,155	53,790
%	1.1%	-4.6%	1.5%	1.8%	1.2%
<b>LOST</b>	15,308	14,559	15,304	15,463	14,792
%	1.0%	-4.9%	5.1%	1.0%	-4.3%

### NATIONAL GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	15,152	15,794	16,539	18,350	20,558
%	-6.4%	4.2%	4.7%	10.9%	12.0%
<b>NEW</b>	7,085	7,887	8,299	9,341	10,731
%	-12.7%	11.3%	5.2%	12.6%	14.9%
<b>RETAINED</b>	8,067	7,907	8,240	9,009	9,827
%	-0.1%	-2.0%	4.2%	9.3%	9.1%
<b>LOST</b>	4,201	3,759	4,082	4,055	4,581
%	2.9%	-10.5%	8.6%	-0.7%	13.0%



## 2016-17 KEY TAKEAWAYS—MONTANA

### Total

- The total number of players ages 8 & under in Montana decreased by 41 (-5.5%) to 700.

### Acquisition

- New players decreased by 47 (-13.7%) to 296.

### Retention

- Retained players increased by 6 (+1.5%) to 404.
- This is the eighth consecutive season of growth in retention.

### MONTANA BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	650	739	675	741	700
<b>%</b>	4.5%	13.7%	-8.7%	9.8%	-5.5%
<b>NEW</b>	303	362	292	343	296
<b>%</b>	-0.7%	19.5%	-19.3%	17.5%	-13.7%
<b>RETAINED</b>	347	377	383	398	404
<b>%</b>	9.5%	8.6%	1.6%	3.9%	1.5%
<b>LOST</b>	133	126	191	128	170
<b>%</b>	22.0%	-5.3%	51.6%	-33.0%	32.8%

### MONTANA BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	548	617	558	605	562
<b>%</b>	9.2%	12.6%	-9.6%	8.4%	-7.1%
<b>NEW</b>	261	299	237	268	224
<b>%</b>	13.5%	14.6%	-20.7%	13.1%	-16.4%
<b>RETAINED</b>	287	318	321	337	338
<b>%</b>	5.5%	10.8%	0.9%	5.0%	0.3%
<b>LOST</b>	100	109	156	103	135
<b>%</b>	17.6%	9.0%	43.1%	-34.0%	31.1%

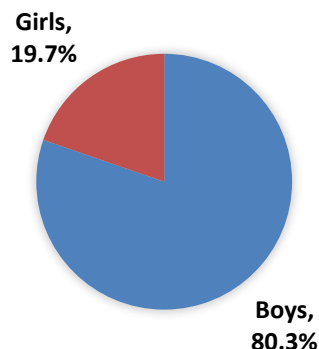
### MONTANA GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	102	122	117	136	138
<b>%</b>	-15.0%	19.6%	-4.1%	16.2%	1.5%
<b>NEW</b>	42	63	55	75	72
<b>%</b>	-44.0%	50.0%	-12.7%	36.4%	-4.0%
<b>RETAINED</b>	60	59	62	61	66
<b>%</b>	33.3%	-1.7%	5.1%	-1.6%	8.2%
<b>LOST</b>	33	17	35	25	35
<b>%</b>	37.5%	-48.5%	105.9%	-28.6%	40.0%

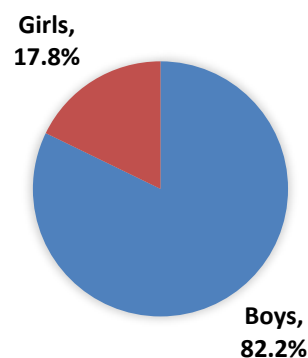


## RATIO OF GIRLS TO BOYS—8 & UNDER

**MONTANA RATIO OF 8 & UNDER  
GIRLS TO BOYS 2016-17**



**NATIONAL RATIO OF 8 & UNDER  
GIRLS TO BOYS 2016-17**



## RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons played. While retention rates are consistently maintained from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Montana's retention results for 2016-17 by age segment in comparison to National average:

MONTANA RETENTION	AGE SEGMENT	NATIONAL AVERAGE
40.0%	4 Year Olds returned as 5 Year Olds	35.6%
51.9%	5 Year Olds returned as 6 Year Olds	53.6%
76.5%	6 Year Olds returned as 7 Year Olds	68.3%
76.4%	7 Year Olds returned as 8 Year Olds	74.9%
81.4%	10 & Under	87.0%
85.1%	12 & Under	93.0%
91.3%	14 & Under	95.6%

## 2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

### MONTANA

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	785	700	744
NEW	365	296	318
RETAINED	420	404	426

Based on 11 associations that registered 5 players or more, the Montana 2017-18 goals are:

**TOTAL:** 700 + 44 = **744 (+6.3%)**

**NEW:** 296 + 22 = **318 (+7.4%)**

**RETAINED:** 404 + 22 = **426 (+5.4%)**

### NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	111,065	115,694	120,738
NEW	48,062	52,076	54,598
RETAINED	63,027	63,618	66,140

Based on 1,261 associations that registered 5 players or more, the National 2017-18 goals are:

**TOTAL:** 115,694 + 5,044 = **120,738 (+4.4%)**

**NEW:** 52,076 + 2,522 = **54,598 (+4.8%)**

**RETAINED:** 63,618 + 2,522 = **66,140 (+4.0%)**



## 2 AND 2 CHALLENGE

The 2 and 2 Challenge is a comprehensive growth program for local associations. The program guides youth hockey leadership through national programs and tools to reach their growth goals of acquiring two new players and retaining two additional players than the previous season's total.



To complete the 2 and 2 Challenge, associations utilize three programs that drive growth – **Retention**, **Acquisition** & **Conversion**.



### **RETENTION**—*Welcome Back Week* (September 18<sup>th</sup> - 24<sup>th</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 4<sup>th</sup> & March 3<sup>rd</sup>)

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season, over 26,000 kids were introduced to youth hockey through this program.



### **CONVERSION**—*Transition Program* (Followed by Try Hockey For Free Days)

Children that sample youth hockey do not 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 new players and retain two additional 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 the 2016-17 past season and their new goals for 2017-18 season:

Previous three seasons results			2 and 2 Challenge results and goals				
BOYS & GIRLS 8 & UNDER	2014-15	2015-16	2016-17	2 AND 2 CHALLENGE			
				16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	64	79	84	83	1	5	88
NEW	32	42	44	44	0	2	46
RETAINED	32	37	40	39	1	3	42
LOST	25	15	14				

If the 2 and 2 Challenge goals are achieved again in 2017-18, this program will enjoy a 4.8% increase.

**TOTAL:** 46 new + 42 retained = 88 total players

**NEW:** 44 + 2 = 46 new players

**RETAINED:** 40 + 2 = 42 retained players



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only the associations highlighted below successfully met their 2 and 2 Challenge goals by adding two new players and retaining two additional players than the previous season's total.

### MONTANA'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. Bozeman Amateur Hockey Association	Achieved	+27
2. Glacier Hockey Association	Achieved	+22
3. Helena Area Youth Hockey Association		+8
4. Billings Amateur Hockey League		+2
5. Havre Youth Hockey Association		-5
6. Hilina Youth Hockey		-6
7. Miles City Youth Hockey		-7
8. Butte Amateur Hockey Association		-13
9. Flathead Youth Hockey Association		-13
10. Great Falls Amateur Hockey		-13
11. Missoula Area Youth Hockey Association		-30



MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	87	35	37	39	(2)	2	41
NEW	42	7	4	9	(5)	(3)	6
RETAINED	45	28	33	30	3	5	35
LOST	31	33	37				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	79	33	34	TOTAL	8	2	3
NEW	39	6	3	NEW	3	1	1
RETAINED	40	27	31	RETAINED	5	1	2
LOST	28	29	31	LOST	3	4	6
RATIO BOYS TO GIRLS			91.9%				8.1%

MTH0015 BOZEMAN AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	60	64	91	68	23	27	95
NEW	29	24	46	26	20	22	48
RETAINED	31	40	45	42	3	5	47
LOST	12	12	17				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	54	57	80	TOTAL	6	7	11
NEW	28	21	41	NEW	1	3	5
RETAINED	26	36	39	RETAINED	5	4	6
LOST	10	10	14	LOST	2	2	3
RATIO BOYS TO GIRLS			87.9%				12.1%

MTH0076 BUTTE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	60	62	49	66	(17)	(13)	53
NEW	36	27	10	29	(19)	(17)	12
RETAINED	24	35	39	37	2	4	41
LOST	9	15	15				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	44	50	38	TOTAL	16	12	11
NEW	27	21	5	NEW	9	6	5
RETAINED	17	29	33	RETAINED	7	6	6
LOST	8	9	11	LOST	1	6	4
RATIO BOYS TO GIRLS			77.6%				22.4%





MTH0029 FLATHEAD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	32	55	42	59	(17)	(13)	46
NEW	21	37	19	39	(20)	(18)	21
RETAINED	11	18	23	20	3	5	25
LOST	11	2	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	25	33	25	TOTAL	7	22	17
NEW	16	21	14	NEW	5	16	5
RETAINED	9	12	11	RETAINED	2	6	12
LOST	8	2	11	LOST	3	0	4
RATIO BOYS TO GIRLS			59.5%				40.5%

MTH0016 GLACIER HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	23	21	43	25	18	22	47
NEW	8	11	19	13	6	8	21
RETAINED	15	10	24	12	12	14	26
LOST	8	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	22	20	31	TOTAL	1	1	12
NEW	8	10	13	NEW	0	1	6
RETAINED	14	10	18	RETAINED	1	0	6
LOST	8	3	3	LOST	0	0	0
RATIO BOYS TO GIRLS			72.1%				27.9%

MTH0013 GREAT FALLS AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	48	46	33	50	(17)	(13)	37
NEW	23	23	11	25	(14)	(12)	13
RETAINED	25	23	22	25	(3)	(1)	24
LOST	19	15	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	45	40	29	TOTAL	3	6	4
NEW	22	20	10	NEW	1	3	1
RETAINED	23	20	19	RETAINED	2	3	3
LOST	19	15	16	LOST	0	0	1
RATIO BOYS TO GIRLS			87.9%				12.1%



MTH0012 HAVRE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	54	58	53	62	(9)	(5)	57
NEW	16	16	19	18	1	3	21
RETAINED	38	42	34	44	(10)	(8)	36
LOST	20	5	11				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	44	48	44	TOTAL	10	10	9
NEW	14	12	14	NEW	2	4	5
RETAINED	30	36	30	RETAINED	8	6	4
LOST	16	4	8	LOST	4	1	3
RATIO BOYS TO GIRLS			83.0%				17.0%

MTH0014 HELENA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	88	99	107	103	4	8	111
NEW	33	39	48	41	7	9	50
RETAINED	55	60	59	62	(3)	(1)	61
LOST	15	16	23				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	80	91	93	TOTAL	8	8	14
NEW	27	36	38	NEW	6	3	10
RETAINED	53	55	55	RETAINED	2	5	4
LOST	9	14	19	LOST	6	2	4
RATIO BOYS TO GIRLS			86.9%				13.1%

MTH0018 HILINE YOUTH HOCKEY

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	24	24	18	28	(10)	(6)	22
NEW	11	9	5	11	(6)	(4)	7
RETAINED	13	15	13	17	(4)	(2)	15
LOST	11	3	4				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	22	19	13	TOTAL	2	5	5
NEW	10	6	2	NEW	1	3	3
RETAINED	12	13	11	RETAINED	1	2	2
LOST	9	3	2	LOST	2	0	2
RATIO BOYS TO GIRLS			72.2%				27.8%



MTH0028 MILES CITY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	61	48	41	52	(11)	(7)	45
NEW	29	19	15	21	(6)	(4)	17
RETAINED	32	29	26	31	(5)	(3)	28
LOST	30	17	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	39	29	29	TOTAL	22	19	12
NEW	17	10	10	NEW	12	9	5
RETAINED	22	19	19	RETAINED	10	10	7
LOST	16	12	5	LOST	14	5	6
RATIO BOYS TO GIRLS			70.7%				29.3%

MTH0017 MISSOULA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	120	106	76	110	(34)	(30)	80
NEW	45	45	26	47	(21)	(19)	28
RETAINED	75	61	50	63	(13)	(11)	52
LOST	19	24	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	90	83	60	TOTAL	30	23	16
NEW	31	37	20	NEW	14	8	6
RETAINED	59	46	40	RETAINED	16	15	10
LOST	18	20	18	LOST	1	4	4
RATIO BOYS TO GIRLS			78.9%				21.1%