# 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
Participants	102,956	103,961	105,925	107,703	115,694
% increase	-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.

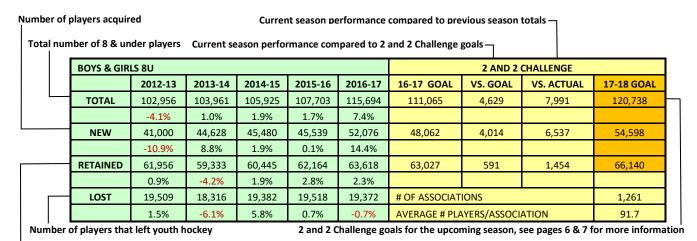
#### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2012-13	2013-14	2014-15	2015-16	2016-17
Participants	175,867	177,906	181,107	183,275	184,502
% increase	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.



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
TOTAL	102,956	103,961	105,925	107,703	115,694
%	-4.1%	1.0%	1.9%	1.7%	7.4%
NEW	41,000	44,628	45,480	45,539	52,076
%	-10.9%	8.8%	1.9%	0.1%	14.4%
RETAINED	61,956	59,333	60,445	62,164	63,618
%	0.9%	-4.2%	1.9%	2.8%	2.3%
LOST	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
TOTAL	87,805	88,168	89,386	89,353	95,136
%	-3.7%	0.4%	1.4%	-0.04%	6.5%
NEW	33,917	36,744	37,184	36,198	41,346
%	-10.5%	8.3%	1.2%	-2.7%	14.2%
RETAINED	53,888	51,424	52,202	53,155	53,790
%	1.1%	-4.6%	1.5%	1.8%	1.2%
LOST	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
TOTAL	15,152	15,794	16,539	18,350	20,558
%	-6.4%	4.2%	4.7%	10.9%	12.0%
NEW	7,085	7,887	8,299	9,341	10,731
%	-12.7%	11.3%	5.2%	12.6%	14.9%
RETAINED	8,067	7,907	8,240	9,009	9,827
%	-0.1%	-2.0%	4.2%	9.3%	9.1%
LOST	4,201	3,759	4,082	4,055	4,581
%	2.9%	-10.5%	8.6%	-0.7%	13.0%



## 2016-17 KEY TAKEAWAYS—MISSOURI

#### Total

- The total number of players ages 8 & under in Missouri increased by 256 (+13.0%) to 2,224.
- This is the largest number of total participants in Missouri history.

#### Acquisition

• New players increased by 143 (+16.3%) to 1,018.

#### Retention

- Retained players increased by 113 (+10.3%) to 1,206.
- This is the ninth consecutive season of growth in retention.

#### **MISSOURI BOYS AND GIRLS 8U**

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	1,883	1,892	1,879	1,968	2,224
%	-0.3%	0.5%	-0.7%	4.7%	13.0%
NEW	845	836	819	875	1,018
%	-5.6%	-1.1%	-2.0%	6.8%	16.3%
RETAINED	1,038	1,056	1,060	1,093	1,206
%	4.5%	1.7%	0.4%	3.1%	10.3%
LOST	443	468	481	395	431
%	7.0%	5.6%	2.8%	-17.9%	9.1%

#### **MISSOURI BOYS 8U**

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	1,735	1,744	1,715	1,747	1,968
%	-1.7%	0.5%	-1.7%	1.9%	12.7%
NEW	749	745	725	725	892
%	-8.2%	-0.5%	-2.7%	0.0%	23.0%
RETAINED	986	999	990	1,022	1,076
%	3.9%	1.3%	-0.9%	3.2%	5.3%
LOST	405	405	426	337	339
%	6.9%	0.0%	5.2%	-20.9%	0.6%

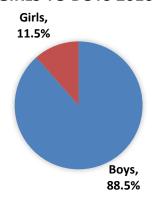
#### **MISSOURI GIRLS 8U**

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	148	148	164	221	256
%	20.3%	0.0%	10.8%	34.8%	15.8%
NEW	96	91	94	150	126
%	21.5%	-5.2%	3.3%	59.6%	-16.0%
RETAINED	52	57	70	71	130
%	18.2%	9.6%	22.8%	1.4%	83.1%
LOST	38	63	55	58	92
%	8.6%	65.8%	-12.7%	5.5%	58.6%

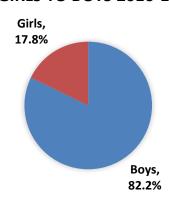


## **RATIO OF GIRLS TO BOYS—8 & UNDER**

## MISSOURI 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.

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

MISSOURI RETENTION	AGE SEGMENT	NATIONAL AVERAGE
32.6%	4 Year Olds returned as 5 Year Olds	35.6%
54.3%	5 Year Olds returned as 6 Year Olds	53.6%
66.7%	6 Year Olds returned as 7 Year Olds	68.3%
73.0%	7 Year Olds returned as 8 Year Olds	74.9%
83.9%	10 & Under	87.0%
89.7%	12 & Under	93.0%
93.3%	14 & Under	95.6%

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

#### **MISSOURI**

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	2,012	2,224	2,272
NEW	897	1,018	1,042
RETAINED	1,115	1,206	1,230

Based on 12 associations that registered 5 players or more, the Missouri 2017-18 goals are:

TOTAL: 2,224 + 48 = 2,272 (+2.2%) NEW: 1,018 + 24 = 1,042 (+2.4%) RETAINED: 1,206 + 24 = 1,230 (+2.0%)

#### **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 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			2 AND 2 CHALLENGE					
	2014-15	2015-16	2016-17	16-17 GOAL VS. GOAL VS. ACTUAL 17-18 G					
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.

## **MISSOURI'S 2016-17 ASSOCIATION PERFORMANCE**

	<u>Association</u>	2 and 2 Challenge Goals	<u>Net Growth</u>
1.	St Louis Rockets Hockey Association	Achieved	+104
2.	Springfield Youth Hockey Association		+54
3.	St Peters Hockey Club		+48
4.	Affton Athletic Association	Achieved	+46
5.	Twin Bridges Lightning		+35
6.	Springfield Youth Hockey Association – MO		+12
7.	Kirkwood Youth Hockey Association		+6
8.	Southern Illinois Ice Hawks		+5
9.	Chesterfield Hockey Association		+2
10.	Mid Missouri Tigers		-1
11.	St Louis Girls' Hockey Association		-16
12.	Meramec Hockey Club		-83



#### MOH0119 AFFTON ATHLETIC ASSOCIATION

	7.1.1.0.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.										
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	198	216	262	220	42	46	266				
NEW	89	98	124	100	24	26	126				
RETAINED	109	118	138	120	18	20	140				
LOST	56	53	44								

BOYS_8 & UNDE	R			GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	185	203	235	TOTAL	13	13	27	
NEW	82	93	107	NEW	7	5	17	
RETAINED	103	110	128	RETAINED	6	8	10	
LOST	49	51	40	LOST	7	2	4	
RATIO BOYS								
TO GIRLS			89.7%				10.3%	

#### MOH0121 CHESTERFIELD HOCKEY ASSOCIATION

BOYS & GIRLS_8	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	111	119	121	123	(2)	2	125	
NEW	39	55	48	57	(9)	(7)	50	
RETAINED	72	64	73	66	7	9	75	
LOST	24	15	24					

BOYS_8 & UNDE	R			GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	105	113	113	TOTAL	6	6	8	
NEW	36	52	44	NEW	3	3	4	
RETAINED	69	61	69	RETAINED	3	3	4	
LOST	22	14	19	LOST	2	1	5	
RATIO BOYS								
TO GIRLS			93.4%				6.6%	

#### MOH0174 KIRKWOOD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8	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	122	127	133	131	2	6	137	
NEW	52	56	5	58	(53)	(51)	7	
RETAINED	70	71	128	73	55	57	130	
LOST	7	9	23					

BOYS_8 & UNDE	R			GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	115	126	127	TOTAL	7	1	6	
NEW	51	55	4	NEW	1	1	1	
RETAINED	64	71	123	RETAINED	6	0	5	
LOST	7	9	23	LOST	0	0	0	
RATIO BOYS								
TO GIRLS			95.5%				4.5%	



#### MOH0175 MERAMEC HOCKEY CLUB

MONOTOS MERAMEC NOCKET CLOB										
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	289	349	266	353	(87)	(83)	270			
NEW	132	166	90	168	(78)	(76)	92			
RETAINED	157	183	176	185	(9)	(7)	178			
LOST	83	54	146							

BOYS_8 & UNDE	R			GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	267	318	255	TOTAL	22	31	11	
NEW	119	145	88	NEW	13	21	2	
RETAINED	148	173	167	RETAINED	9	10	9	
LOST	70	44	126	LOST	13	10	20	
RATIO BOYS								
TO GIRLS			95.9%				4.1%	

#### MOH0125 MID MISSOURI TIGERS

BOYS & GIRLS_8	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	22	21	26	(5)	(1)	25	
NEW	9	7	13	9	4	6	15	
RETAINED	15	15	8	17	(9)	(7)	10	
LOST	2	0	1					

BOYS_8 & UNDE	R			GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	23	22	19	TOTAL	1	0	2	
NEW	9	7	11	NEW	0	0	2	
RETAINED	14	15	8	RETAINED	1	0	0	
LOST	2	0	1	LOST	0	0	0	
RATIO BOYS TO GIRLS			90.5%				9.5%	

#### MOH0167 SOUTHERN ILLINOIS ICE HAWKS

BOYS & GIRLS_8	& UNDER			2 AND 2 CHALLENGE			
	14-15 15-16 16-17				VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	43	37	42	41	1	5	46
NEW	18	13	24	15	9	11	26
RETAINED	25	24	18	26	(8)	(6)	20
LOST	4	5	4				

BOYS_8 & UNDE	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17		
TOTAL	43	34	39	TOTAL	0	3	3		
NEW	18	10	22	NEW	0	3	2		
RETAINED	25	24	17	RETAINED	0	0	1		
LOST	4	5	3	LOST	0	0	1		
RATIO BOYS									
TO GIRLS			92.9%				7.1%		



#### MOH0177 SPRINGFIELD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8	& UNDER			2 AND 2 CHALLENGE							
	14-15	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL						
TOTAL	0	0	54	4	50	54	58				
NEW	0	0	38	2	36	38	40				
RETAINED	0	0	16	2	14	16	18				
LOST	0	0	0								

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	0	0	51	TOTAL	0	0	3	
NEW	0	0	35	NEW	0	0	3	
RETAINED	0	0	16	RETAINED	0	0	0	
LOST	0	0	0	LOST	0	0	0	
RATIO BOYS TO GIRLS			94.4%				5.6%	

#### MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION - MO

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE				
	14-15 15-16 16-17				VS. GOAL	VS. ACTUAL	17-18 GOAL	
TOTAL	0	0	12	4	8	12	16	
NEW	0	0	11	2	9	11	13	
RETAINED	0	0	1	2	(1)	1	3	
LOST	0	0	0					

BOYS_8 & UNDE	BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	0	0	12	TOTAL	0	0	0	
NEW	0	0	11	NEW	0	0	0	
RETAINED	0	0	1	RETAINED	0	0	0	
LOST	0	0	0	LOST	0	0	0	
RATIO BOYS TO GIRLS			100.0%				0.0%	

#### MOH0300 ST LOUIS GIRLS' HOCKEY ASSOCIATION

BOYS & GIRLS_8	& UNDER			2 AND 2 CHALLENGE			
	14-15 15-16 16-17				VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	0	55	39	59	(20)	(16)	43
NEW	0	47	20	49	(29)	(27)	22
RETAINED	0	8	19	10	9	11	21
LOST	0	2	65				

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	0	0	0	TOTAL	0	55	39	
NEW	0	0	0	NEW	0	47	20	
RETAINED	0	0	0	RETAINED	0	8	19	
LOST	0	0	0	LOST	0	2	65	
RATIO BOYS								
TO GIRLS			0.0%				100.0%	



#### MOH0169 ST LOUIS ROCKETS HOCKEY ASSOCIATION

BOYS & GIRLS_8	& UNDER			2 AND 2 CHALLENGE							
	14-15 15-16 16-17				VS. GOAL	VS. ACTUAL	17-18 GOAL				
TOTAL	248	105	209	109	100	104	213				
NEW	135	11	111	13	98	100	113				
RETAINED	113	94	98	96	2	4	100				
LOST	11	145	61								

BOYS_8 & UNDE	BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	231	101	190	TOTAL	17	4	19	
NEW	125	11	94	NEW	10	0	17	
RETAINED	106	90	96	RETAINED	7	4	2	
LOST	11	137	59	LOST	0	8	2	
RATIO BOYS								
TO GIRLS			90.9%				9.1%	

#### MOH0248 ST PETERS HOCKEY CLUB

BOYS & GIRLS_8	BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE				
	14-15 15-16 16-17				VS. GOAL	VS. ACTUAL	17-18 GOAL		
TOTAL	145	133	181	137	44	48	185		
NEW	63	29	83	31	52	54	85		
RETAINED	82	104	98	106	(8)	(6)	100		
LOST	6	55	4						

BOYS_8 & UNDE	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17		
TOTAL	144	130	172	TOTAL	1	3	9		
NEW	63	27	76	NEW	0	2	7		
RETAINED	81	103	96	RETAINED	1	1	2		
LOST	6	55	4	LOST	0	0	0		
RATIO BOYS TO GIRLS			95.0%				5.0%		

#### MOH0173 TWIN BRIDGES LIGHTNING

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	72	63	98	67	31	35	102		
NEW	39	32	67	34	33	35	69		
RETAINED	33	31	31	33	(2)	0	33		
LOST	1	16	7						

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	14-15	15-16	16-17		14-15	15-16	16-17	
TOTAL	70	58	94	TOTAL	2	5	4	
NEW	38	29	64	NEW	1	3	3	
RETAINED	32	29	30	RETAINED	1	2	1	
LOST	1	16	7	LOST	0	0	0	
RATIO BOYS								
TO GIRLS			95.9%				4.1%	