

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 acquired		Current season performance compared to previous season totals								
		BOYS & GIRLS 8U					2 AND 2 CHALLENGE			
Total number of 8 & under players		2012-13	2013-14	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
		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%				
NEW		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%				
RETAINED		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%				
LOST		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
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—ARIZONA

Total

- The total number of players ages 8 & under in Arizona increased by 37 (+3.3%) to 1,152.
- This marks the fourth consecutive season of total growth.

Acquisition

- New players increased by 31 (+5.0%) to 648.

Retention

- Retained players increased by 6 (+1.2%) to 504.

ARIZONA BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	489	489	1,105	1,115	1,152
%	-4.5%	0.0%	126.0%	0.9%	3.3%
NEW	288	280	788	617	648
%	-8.6%	-2.8%	181.4%	-21.7%	5.0%
RETAINED	201	209	317	498	504
%	2.0%	4.0%	51.7%	57.1%	1.2%
LOST	149	130	103	385	389
%	93.5%	-12.8%	-20.8%	273.8%	1.0%

ARIZONA BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	450	442	987	978	1,025
%	-2.8%	-1.8%	123.3%	-0.9%	4.8%
NEW	258	245	695	529	565
%	-9.2%	-5.0%	183.7%	-23.9%	6.8%
RETAINED	192	197	292	449	460
%	7.3%	2.6%	48.2%	53.8%	2.4%
LOST	120	109	85	333	326
%	79.1%	-9.2%	-22.0%	291.8%	-2.1%

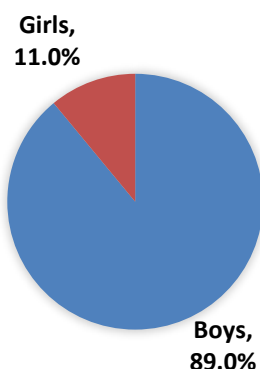
ARIZONA GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	39	47	118	137	127
%	-20.4%	20.5%	151.1%	16.1%	-7.3%
NEW	30	35	93	88	83
%	-3.2%	16.7%	165.7%	-5.4%	-5.7%
RETAINED	9	12	25	49	44
%	-50.0%	33.3%	108.3%	96.0%	-10.2%
LOST	29	21	18	52	63
%	190.0%	-27.6%	-14.3%	188.9%	21.2%

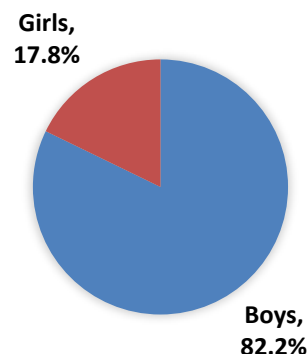


RATIO OF GIRLS TO BOYS—8 & UNDER

**ARIZONA 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.

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

ARIZONA RETENTION	AGE SEGMENT	NATIONAL AVERAGE
23.5%	4 Year Olds returned as 5 Year Olds	35.6%
42.0%	5 Year Olds returned as 6 Year Olds	53.6%
60.3%	6 Year Olds returned as 7 Year Olds	68.3%
64.1%	7 Year Olds returned as 8 Year Olds	74.9%
82.2%	10 & Under	87.0%
86.5%	12 & Under	93.0%
89.4%	14 & Under	95.6%

2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

ARIZONA

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	1,167	1,152	1,196
NEW	643	648	670
RETAINED	524	504	526

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

TOTAL: 1,152 + 44 = **1,196 (+3.8%)**

NEW: 648 + 22 = **670 (+3.4%)**

RETAINED: 504 + 22 = **526 (+4.4%)**

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 18th - 24th)

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 4th & March 3rd)

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	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.

ARIZONA'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. AZ Ice Arcadia Youth Hockey Association	Achieved	+35
2. Chandler Amateur Hockey Association	Achieved	+25
3. Coyotes Amateur Hockey Association	Achieved	+24
4. Mission Arizona Ice		+2
5. Wildcat Youth Hockey Association		+1
6. AZ Ice Peoria Youth		-4
7. Flagstaff Youth Hockey Association		-5
8. Arizona Hockey Union Rec		-11
9. Desert Youth Hockey Association		-17
10. Valley of The Sun Hockey Association		-95
11. AZ Ice Gilbert Youth		-119



AZH0045 ARIZONA HOCKEY UNION REC

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	52	52	41	56	(15)	(11)	45
NEW	46	46	28	48	(20)	(18)	30
RETAINED	6	6	13	8	5	7	15
LOST	5	5	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	46	46	39	TOTAL	6	6	2
NEW	41	41	26	NEW	5	5	2
RETAINED	5	5	13	RETAINED	1	1	0
LOST	5	5	6	LOST	0	0	1
RATIO BOYS TO GIRLS			95.1%				4.9%

AZH0058 AZ ICE ARCADIA 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	0	6	41	10	31	35	45
NEW	0	6	36	8	28	30	38
RETAINED	0	0	5	2	3	5	7
LOST	0	0	72				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	6	39	TOTAL	0	0	2
NEW	0	6	34	NEW	0	0	2
RETAINED	0	0	5	RETAINED	0	0	0
LOST	0	0	58	LOST	0	0	14
RATIO BOYS TO GIRLS			95.1%				4.9%

AZH0043 AZ ICE GILBERT YOUTH

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	225	207	88	211	(123)	(119)	92
NEW	180	127	24	129	(105)	(103)	26
RETAINED	45	80	64	82	(18)	(16)	66
LOST	31	116	141				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	203	179	77	TOTAL	22	28	11
NEW	160	108	23	NEW	20	19	1
RETAINED	43	71	54	RETAINED	2	9	10
LOST	29	106	125	LOST	2	10	16
RATIO BOYS TO GIRLS			87.5%				12.5%



AZH0010 AZ ICE PEORIA YOUTH

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	95	116	112	120	(8)	(4)	116
NEW	95	83	71	85	(14)	(12)	73
RETAINED	0	33	41	35	6	8	43
LOST	6	57	44				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	86	101	105	TOTAL	9	15	7
NEW	86	72	68	NEW	9	11	3
RETAINED	0	29	37	RETAINED	0	4	4
LOST	6	51	40	LOST	0	6	4
RATIO BOYS TO GIRLS			93.8%				6.3%

AZH0006 CHANDLER 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	46	62	87	66	21	25	91
NEW	44	25	32	27	5	7	34
RETAINED	2	37	55	39	16	18	57
LOST	4	23	22				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	43	57	78	TOTAL	3	5	9
NEW	41	22	28	NEW	3	3	4
RETAINED	2	35	50	RETAINED	0	2	5
LOST	4	22	19	LOST	0	1	3
RATIO BOYS TO GIRLS			89.7%				10.3%

AZH0028 COYOTES 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	170	125	149	129	20	24	153
NEW	89	56	76	58	18	20	78
RETAINED	81	69	73	71	2	4	75
LOST	33	62	31				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	160	114	140	TOTAL	10	11	9
NEW	83	49	70	NEW	6	7	6
RETAINED	77	65	70	RETAINED	4	4	3
LOST	30	60	30	LOST	3	2	1
RATIO BOYS TO GIRLS			94.0%				6.0%



AZH0020 DESERT 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	25	33	16	37	(21)	(17)	20
NEW	25	24	8	26	(18)	(16)	10
RETAINED	0	9	8	11	(3)	(1)	10
LOST	5	12	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	24	31	15	TOTAL	1	2	1
NEW	24	22	7	NEW	1	2	1
RETAINED	0	9	8	RETAINED	0	0	0
LOST	5	12	16	LOST	0	0	2
RATIO BOYS TO GIRLS			93.8%				6.3%

AZH0018 FLAGSTAFF 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	102	97	92	101	(9)	(5)	96
NEW	46	41	40	43	(3)	(1)	42
RETAINED	56	56	52	58	(6)	(4)	54
LOST	19	31	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	91	83	80	TOTAL	11	14	12
NEW	40	32	33	NEW	6	9	7
RETAINED	51	51	47	RETAINED	5	5	5
LOST	15	27	19	LOST	4	4	5
RATIO BOYS TO GIRLS			87.0%				13.0%

AZH0033 MISSION ARIZONA ICE

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	13	11	13	15	(2)	2	17
NEW	12	11	11	13	(2)	0	13
RETAINED	1	0	2	2	0	2	4
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	12	10	10	TOTAL	1	1	3
NEW	11	10	9	NEW	1	1	2
RETAINED	1	0	1	RETAINED	0	0	1
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			76.9%				23.1%



AZH0047 WILDCAT 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	13	19	20	23	(3)	1	24
NEW	4	12	6	14	(8)	(6)	8
RETAINED	9	7	14	9	5	7	16
LOST	7	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	12	17	19	TOTAL	1	2	1
NEW	3	11	6	NEW	1	1	0
RETAINED	9	6	13	RETAINED	0	1	1
LOST	7	3	4	LOST	0	0	1
RATIO BOYS TO GIRLS			95.0%				5.0%

AZH0022 VALLEY OF THE SUN 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	109	129	34	133	(99)	(95)	38
NEW	86	106	11	108	(97)	(95)	13
RETAINED	23	23	23	25	(2)	0	25
LOST	58	53	88				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	109	109	33	TOTAL	0	20	1
NEW	86	86	10	NEW	0	20	1
RETAINED	23	23	23	RETAINED	0	0	0
LOST	47	47	71	LOST	11	6	17
RATIO BOYS TO GIRLS			97.1%				2.9%