

2015-2016 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 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 2016-17 season.

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

- 8 & under participation saw an increase for the third year in a row and four out of the last five seasons.
- During the 2015-16 season there were 107,703 players; the highest total in USA Hockey 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

	2011-12	2012-13	2013-14	2014-15	2015-16
Participants	174,884	175,867	177,906	181,107	183,275
% increase	1.8%	0.6%	1.2%	1.8%	1.2%

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.

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			
	2011-12	2012-13	2013-14	2014-15	2015-16	2015-16 GOAL	VS. GOAL	VS. ACTUAL	2016-17 GOAL
TOTAL	107387	102956	103961	105925	107703	111065	(3362)	1778	112,843
	1.9%	-4.1%	1.0%	1.9%	1.7%				
NEW	45991	41000	44628	45480	45539	48050	(2511)	59	48,109
	-4.7%	-10.9%	8.8%	1.9%	0.1%				
RETAINED	61369	61956	59333	60445	62164	63015	(851)	1719	64,734
	7.4%	0.9%	-4.2%	1.9%	2.8%				
LOST	19229	19509	18316	19382	19518	# OF ASSOCIATIONS			1285
	23.1%	1.5%	-6.1%	5.8%	0.7%	AVERAGE # PLAYERS/ASSOCIATION			86.4

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



2015-16 KEY TAKEAWAYS—NATIONAL

Total

- In 2015-16, the total number of players ages 8 & under increased by 1,778 (1.7%) to 107,703.
- With this increase, the 2015-16 season represents the largest total at the 8 & under level in USA Hockey history.

Acquisition

- New players increased from 45,480 to 45,539 in 2015-16, an addition of 59 (0.1%).
- This is the third consecutive season of growth in new players.
- This is the largest growth in new girl players from 8,299 last season to 9,341 (12.5%).

Retention

- Retained players increased by 1,719 (2.8%) to 62,164.
- This was a new record high for retained players.

NATIONAL BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	107387	102956	103961	105925	107703
%	1.9%	-4.1%	1.0%	1.9%	1.7%
NEW	45991	41000	44628	45480	45539
%	-4.7%	-10.9%	8.8%	1.9%	0.1%
RETAINED	61396	61956	59333	60445	62164
%	7.4%	0.9%	-4.2%	1.9%	2.8%
LOST	19229	19509	18316	19382	19518
%	23.1%	1.5%	-6.1%	5.8%	0.7%

NATIONAL BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	91199	87805	88168	89386	89353
%	1.4%	-3.7%	0.4%	1.4%	-0.04%
NEW	37875	33917	36744	37184	36198
%	-5.4%	-10.5%	8.3%	1.2%	-2.7%
RETAINED	53324	53888	51424	52202	53155
%	7.0%	1.1%	-4.6%	1.5%	1.8%
LOST	15149	15308	14559	15304	15463
%	22.7%	1.0%	-4.9%	5.1%	1.0%

NATIONAL GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	16188	15152	15794	16539	18350
%	4.5%	-6.4%	4.2%	4.7%	10.9%
NEW	8116	7085	7887	8299	9341
%	-1.0%	-12.7%	11.3%	5.2%	12.6%
RETAINED	8072	8067	7907	8240	9009
%	10.7%	-0.1%	-2.0%	4.2%	9.3%
LOST	4081	4201	3759	4082	4055
%	24.7%	2.9%	-10.5%	8.6%	-0.7%



2015-16 KEY TAKEAWAYS—IDAHO

Total

- The total number of players ages 8 & under in Idaho increased by 40 (7.4%) to 578.
- This marks the peak total of players over the last five seasons.

Acquisition

- New players increased by 6 (2.4%) to 251.
- This marks the peak of new players Idaho has seen in the past 5 seasons.

Retention

- Retained players increased by 34 (11.6%) to 327.
- This is the fifth consecutive season of growth in retention over the last five seasons.

IDAHO BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	466	499	514	538	578
%	15.1%	7.1%	3.0%	4.7%	7.4%
NEW	235	239	227	245	251
%	24.3%	1.7%	-5.0%	7.9%	2.4%
RETAINED	231	260	287	293	327
%	6.9%	12.6%	10.4%	2.1%	11.6%
LOST	84	85	91	91	82
%	16.7%	1.2%	7.1%	0.0%	-9.9%

IDAHO BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	374	412	413	432	478
%	15.1%	10.2%	0.2%	4.6%	10.6%
NEW	189	202	177	196	205
%	31.3%	6.9%	-12.4%	10.7%	4.6%
RETAINED	185	210	236	236	273
%	2.2%	13.5%	12.4%	0.0%	15.7%
LOST	64	64	69	74	58
%	20.8%	0.0%	7.8%	7.2%	-21.6%

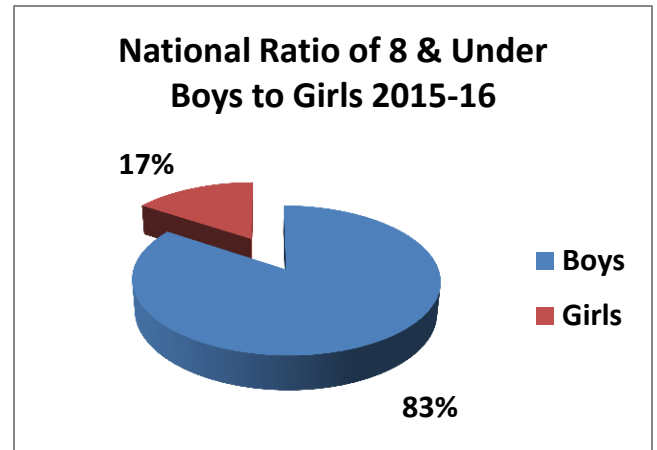
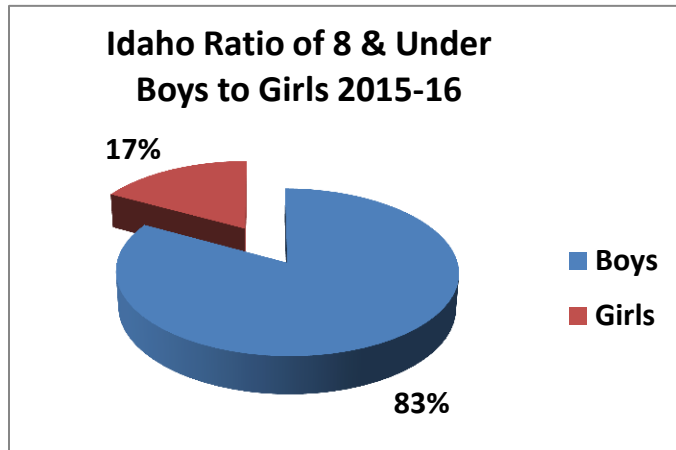
IDAHO GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	92	87	101	106	100
%	15.0%	-5.4%	16.1%	5.0%	-5.7%
NEW	46	37	50	49	46
%	2.2%	-19.6%	35.1%	-2.0%	-6.1%
RETAINED	46	50	51	57	54
%	31.4%	8.7%	2.0%	11.8%	-5.3%
LOST	20	21	22	17	24
%	5.3%	5.0%	4.8%	-22.7%	41.2%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Idaho: Boys represented 83% of all 8 & under youth hockey participants, while girls represented 17%.

National: Boys represented 83% of all 8 & under youth hockey participants, while girls represented 17%.



RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from 10 & under on up, the overall growth of hockey relies on acquiring more 8 & under players.

Idaho's retention results for 2015-16 by age segment:

- 17.6% of all 4 Year Olds returned as 5 Year Olds
- 30.8% of all 5 Year Olds returned as 6 Year Olds
- 49.1% of all 6 Year Olds returned as 7 Year Olds
- 60.9% of all 7 Year Olds returned as 8 Year Olds
- 72.5% of all 10 & Under returned in 2015-16
- 80.2% of all 12 & Under returned in 2015-16
- 83.4% of all 14 & Under returned in 2015-16

National Average 38.5%
 National Average 56.2%
 National Average 70.7%
 National Average 77.2%

National Average 86.3%
 National Average 92.1%
 National Average 95.0%



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 19th - 25th

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 12th & February 25th

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*

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 this past season and their new goals for 2016-17:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_ 8 & UNDER			2 AND 2 CHALLENGE				
	2013-14	2014-15	2015-16	2015-16 GOAL	VS. GOAL	VS. ACTUAL	2016-17 GOAL
TOTAL	64	79	84	83	5	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 2016-17, 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

IDAHO

IDAHO	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	586	578	622
NEW	269	251	273
RETAINED	317	327	349

Based on 11 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 578 + 44 = 622 (7.6%)
- **NEW:** 251 + 22 = 273 (8.8%)
- **RETAINED:** 327 + 22 = 349 (6.7%)

NATIONAL

NATIONAL	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	111,065	107,703	112,843
NEW	48,050	45,539	48,109
RETAINED	63,015	62,164	64,734

Based on 1,285 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 107,703 + 5,140 = 112,843 (4.8%)
- **NEW:** 45,539 + 2,570 = 48,109 (5.6%)
- **RETAINED:** 62,164 + 2,570 = 64,734 (4.1%)



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only Boise Youth Amateur Association and Coeur D'Alene Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

IDAHO'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Coeur D'Alene Hockey Association	+39
2. Idaho Falls Youth Hockey	+15
3. Lewis Clark Amateur Hockey Assoc.	+7
4. Boise Youth Amateur Association	+4
5. Kootenai Youth Recreation Organization	+4
6. Teton Valley Youth Hockey Association	+2
7. McCall Ice Skating Association	-1
8. Salmon Youth Hockey	-2
9. Boise Amateur Hockey	-7
10. Palouse Youth Hockey Association	-14
11. Sun Valley Youth Hockey	-16



IDH0060 BOISE AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	52	38	31	42	(11)	(7)	35
NEW	40	20	13	22	(9)	(7)	15
RETAINED	12	18	18	20	(2)	0	20
LOST	8	13	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	40	30	28	TOTAL	12	8	3
NEW	31	17	12	NEW	9	3	1
RETAINED	9	13	16	RETAINED	3	5	2
LOST	7	12	4	LOST	1	1	1
RATIO BOYS TO GIRLS			90.3%				9.7%

IDH0009 BOISE YOUTH AMATEUR ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	0	5	9	9	0	4	13
NEW	0	5	7	7	0	2	9
RETAINED	0	0	2	2	0	2	4
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	5	9	TOTAL	0	0	0
NEW	0	5	7	NEW	0	0	0
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0080 COEUR D' ALENE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	29	45	84	49	35	39	88
NEW	16	28	51	30	21	23	53
RETAINED	13	17	33	19	14	16	35
LOST	7	3	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	28	42	74	TOTAL	1	3	10
NEW	15	25	43	NEW	1	3	8
RETAINED	13	17	31	RETAINED	0	0	2
LOST	7	2	1	LOST	0	1	0
RATIO BOYS TO GIRLS			88.1%				11.9%



IDH0008 IDAHO FALLS YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	86	94	109	98	11	15	113
NEW	29	31	45	33	12	14	47
RETAINED	57	63	64	65	(1)	1	66
LOST	21	7	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	71	77	85	TOTAL	15	17	24
NEW	22	26	31	NEW	7	5	14
RETAINED	49	51	54	RETAINED	8	12	10
LOST	17	7	9	LOST	4	0	1
RATIO BOYS TO GIRLS			78.0%				22.0%

IDH0004 KOOTENAI YOUTH RECREATION ORGANIZATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	16	19	23	23	0	4	27
NEW	5	10	14	12	2	4	16
RETAINED	11	9	9	11	(2)	0	11
LOST	1	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	16	19	23	TOTAL	0	0	0
NEW	5	10	14	NEW	0	0	0
RETAINED	11	9	9	RETAINED	0	0	0
LOST	1	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0011 LEWIS CLARK AMATEUR HOCKEY ASSOC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	30	24	31	28	3	7	35
NEW	14	14	14	16	(2)	0	16
RETAINED	16	10	17	12	5	7	19
LOST	4	10	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	27	22	25	TOTAL	3	2	6
NEW	11	13	10	NEW	3	1	4
RETAINED	16	9	15	RETAINED	0	1	2
LOST	2	8	3	LOST	2	2	0
RATIO BOYS TO GIRLS			80.6%				19.4%



IDH0003 MCCALL ICE SKATING ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	32	41	40	45	(5)	(1)	44
NEW	13	15	14	17	(3)	(1)	16
RETAINED	19	26	26	28	(2)	0	28
LOST	6	3	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	29	36	36	TOTAL	3	5	4
NEW	11	12	12	NEW	2	3	2
RETAINED	18	24	24	RETAINED	1	2	2
LOST	6	2	4	LOST	0	1	2
RATIO BOYS TO GIRLS			90.0%				10.0%

IDH0090 PALOUSE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	69	72	58	76	(18)	(14)	62
NEW	39	31	18	33	(15)	(13)	20
RETAINED	30	41	40	43	(3)	(1)	42
LOST	7	14	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	54	57	46	TOTAL	15	15	12
NEW	30	22	14	NEW	9	9	4
RETAINED	24	35	32	RETAINED	6	6	8
LOST	6	10	10	LOST	1	4	5
RATIO BOYS TO GIRLS			79.3%				20.7%

IDH0047 SALMON YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	26	32	30	36	(6)	(2)	34
NEW	11	17	7	19	(12)	(10)	9
RETAINED	15	15	23	17	6	8	25
LOST	10	6	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	15	20	23	TOTAL	11	12	7
NEW	6	13	7	NEW	5	4	0
RETAINED	9	7	16	RETAINED	6	8	7
LOST	4	4	3	LOST	6	2	3
RATIO BOYS TO GIRLS			76.7%				23.3%



IDH0024 SUN VALLEY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	91	78	62	82	(20)	(16)	66
NEW	29	36	20	38	(18)	(16)	22
RETAINED	62	42	42	44	(2)	0	44
LOST	13	18	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	65	56	51	TOTAL	26	22	11
NEW	21	27	18	NEW	8	9	2
RETAINED	44	29	33	RETAINED	18	13	9
LOST	8	14	10	LOST	5	4	4
RATIO BOYS TO GIRLS			82.3%				17.7%

IDH0016 TETON VALLEY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	0	54	56	58	(2)	2	60
NEW	0	51	26	53	(27)	(25)	28
RETAINED	0	3	30	5	25	27	32
LOST	0	0	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	45	49	TOTAL	0	9	7
NEW	0	42	23	NEW	0	9	3
RETAINED	0	3	26	RETAINED	0	0	4
LOST	0	0	9	LOST	0	0	4
RATIO BOYS TO GIRLS			87.5%				12.5%