

# 2017-2018 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 2018-19 season.

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

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>Participants</b>	103,961	105,925	107,703	115,694	122,135
<b>% increase</b>	1.0%	1.9%	1.7%	7.4%	5.6%

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

- 8 & under participation saw an increase for the fifth year in a row.
- During the 2017-18 season there were 122,135 players; the highest total in USA Hockey’s 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

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>Participants</b>	177,906	181,107	183,275	184,502	186,161
<b>% increase</b>	1.2%	1.8%	1.2%	0.7%	0.9%

### RETENTION INCREASES WITH AGE

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

Texas’ retention average for 2017-18 by age segment in comparison to the National average:

TEXAS RETENTION	AGE SEGMENT	NATIONAL RETENTION
28.8%	4 Year Olds returned as 5 Year Olds	34.8%
40.1%	5 Year Olds returned as 6 Year Olds	52.5%
50.7%	6 Year Olds returned as 7 Year Olds	66.3%
61.7%	7 Year Olds returned as 8 Year Olds	73.9%
73.7%	10 & Under	85.8%
82.1%	12 & Under	93.1%
90.8%	14 & Under	95.9%



## 2 AND 2 CHALLENGE

The 2 and 2 Challenge 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.

### NATIONAL GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	120,738	122,135	127,231
<b>NEW</b>	54,598	55,769	58,317
<b>RETAINED</b>	66,140	66,366	68,914

Based on 1,274 associations that registered 5 players or more, the National 2018-19 goals are:

**TOTAL:** 122,135 + 5,096 = **127,231 (+4.2%)**

**NEW:** 55,769 + 2,548 = **58,317 (+4.6%)**

**RETAINED:** 66,366 + 2,548 = **68,914 (+3.8%)**

### TEXAS GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	1,937	1,948	2,004
<b>NEW</b>	1,134	1,045	1,073
<b>RETAINED</b>	803	903	931

Based on 14 associations that registered 5 players or more, the Texas 2018-19 goals are:

**TOTAL:** 1,948 + 56 = **2,004 (+2.9%)**

**NEW:** 1,045 + 28 = **1,073 (+2.7%)**

**RETAINED:** 903 + 28 = **931 (+3.1%)**

### ASSOCIATION GOALS

Below is an example of an association that achieved their 2 and 2 Challenge goals from the 2017-18 past season and their new goals for 2018-19 season:

Previous three seasons results

2 and 2 Challenge results and goals

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
<b>TOTAL</b>	64	79	84	83	1	5	88
<b>NEW</b>	32	42	44	44	0	2	46
<b>RETAINED</b>	32	37	40	39	1	3	42
<b>LOST</b>	25	15	14				

If the 2 and 2 Challenge goals are achieved again in 2018-19, this program will enjoy a 4.8% increase.

**TOTAL:** 46 new + 42 retained = **88 (+4.8%)**

**NEW:** 44 + 2 = **46 (+4.6%)**

**RETAINED:** 40 + 2 = **42 (+5.0%)**

To learn more and to accept the 2 and 2 Challenge, visit [www.2and2Challenge.com](http://www.2and2Challenge.com) or call (719) 538-1124.



## 2017-18 KEY TAKEAWAYS—NATIONAL

### Total

- In 2017-18, the total number of players ages 8 & under increased by 6,441 (+5.6%) to 122,135.
- With this increase, the 2017-18 season represents the largest total at the 8 & under level in USA Hockey history.
- In addition, both boys' and girls' participation saw new records for total players.

### Acquisition

- New players increased from 52,076 to 55,769 in 2017-18, an addition of 3,693 (+7.1%).
- This marks the fifth consecutive season of growth in new players and a record total for acquisition.

### Retained

- Retained players increased by 2,748 (+4.3%) to 66,366.
- This was a new record high for retained players.

### NATIONAL BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	103,961	105,925	107,703	115,694	122,135
%	1.0%	1.9%	1.7%	7.4%	5.6%
<b>NEW</b>	44,628	45,480	45,539	52,076	55,769
%	8.8%	1.9%	0.1%	14.4%	7.1%
<b>RETAINED</b>	59,333	60,445	62,164	63,618	66,366
%	-4.2%	1.9%	2.8%	2.3%	4.3%
<b>LOST</b>	18,316	19,382	19,518	19,372	22,985
%	-6.1%	5.8%	0.7%	-0.7%	18.7%

### NATIONAL BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	88,168	89,386	89,353	95,136	99,605
%	0.4%	1.4%	-0.04%	6.5%	4.7%
<b>NEW</b>	36,744	37,184	36,198	41,346	44,054
%	8.3%	1.2%	-2.7%	14.2%	6.5%
<b>RETAINED</b>	51,424	52,202	53,155	53,790	55,551
%	-4.6%	1.5%	1.8%	1.2%	3.3%
<b>LOST</b>	14,559	15,304	15,463	14,792	17,515
%	-4.9%	5.1%	1.0%	-4.3%	18.4%

### NATIONAL GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	15,794	16,539	18,350	20,558	22,532
%	4.2%	4.7%	10.9%	12.0%	9.6%
<b>NEW</b>	7,887	8,299	9,341	10,731	11,717
%	11.3%	5.2%	12.6%	14.9%	9.2%
<b>RETAINED</b>	7,907	8,240	9,009	9,827	10,815
%	-2.0%	4.2%	9.3%	9.1%	10.1%
<b>LOST</b>	3,759	4,082	4,055	4,581	5,471
%	-10.5%	8.6%	-0.7%	13.0%	19.4%



## 2017-18 KEY TAKEAWAYS—TEXAS

### Total

- The total number of players ages 8 & under in Texas increased by 79 (+4.2%) to 1,948.
- This is the largest number of total participants in Texas' history.

### Acquisition

- New players decreased by 55 (-5.0%) to 1,045.

### Retention

- Retained players increased by 134 (+17.4%) to 903.
- This is the fourth consecutive season of retention growth.

### TEXAS BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	1,288	1,441	1,312	1,869	1,948
%	17.3%	11.9%	-9.0%	42.5%	4.2%
<b>NEW</b>	851	797	622	1,100	1,045
%	39.7%	-6.3%	-22.0%	76.8%	-5.0%
<b>RETAINED</b>	437	644	690	769	903
%	-10.6%	47.4%	7.1%	11.4%	17.4%
<b>LOST</b>	295	339	417	275	448
%	35.9%	14.9%	23.0%	-34.1%	62.9%

### TEXAS BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	1,194	1,329	1,201	1,638	1,714
%	16.5%	11.3%	-9.6%	36.4%	4.6%
<b>NEW</b>	780	722	560	929	901
%	38.5%	-7.4%	-22.4%	65.9%	-3.0%
<b>RETAINED</b>	414	607	641	709	813
%	-10.4%	46.6%	5.6%	10.6%	14.7%
<b>LOST</b>	268	299	377	243	373
%	38.1%	11.6%	26.1%	-35.5%	53.5%

### TEXAS GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	94	112	111	231	234
%	28.8%	19.1%	-0.9%	108.1%	1.3%
<b>NEW</b>	71	75	62	171	144
%	54.3%	5.6%	-17.3%	175.8%	-15.8%
<b>RETAINED</b>	23	37	49	60	90
%	-14.8%	60.9%	32.4%	22.4%	50.0%
<b>LOST</b>	27	40	40	32	75
%	17.4%	48.1%	0.0%	-20.0%	134.4%



## 2017-18 TEXAS ASSOCIATIONS

OKLAHOMA (2)

OKH0058 OKC YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	75	62	42	66	(24)	(20)	46
NEW	41	33	14	35	(21)	(19)	16
RETAINED	34	29	28	31	(3)	(1)	30
LOST	9	19	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	73	62	40	TOTAL	2	0	2
NEW	41	33	12	NEW	0	0	2
RETAINED	32	29	28	RETAINED	2	0	0
LOST	9	19	27	LOST	0	0	1
RATIO BOYS TO GIRLS			95.2%				4.8%

OKH0055 TULSA JR OILERS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	51	56	59	60	(1)	3	63
NEW	19	25	43	27	16	18	45
RETAINED	32	31	16	33	(17)	(15)	18
LOST	9	5	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	49	43	50	TOTAL	2	13	9
NEW	18	14	37	NEW	1	11	6
RETAINED	31	29	13	RETAINED	1	2	3
LOST	8	5	19	LOST	1	0	6
RATIO BOYS TO GIRLS			84.7%				15.3%



TEXAS (12)

TXH0065 AERODROME HOCKEY ASSOCIATION-WILLOWBROOK

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	116	64	91	68	23	27	95
NEW	54	19	59	21	38	40	61
RETAINED	62	45	32	47	(15)	(13)	34
LOST	62	52	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	103	59	81	TOTAL	13	5	10
NEW	45	18	51	NEW	9	1	8
RETAINED	58	41	30	RETAINED	4	4	2
LOST	59	45	12	LOST	3	7	2
RATIO BOYS TO GIRLS			89.0%				11.0%

TXH1017 ALLEN COMMUNITY ICE RINK

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	15	22	47	26	21	25	51
NEW	6	14	35	16	19	21	37
RETAINED	9	8	12	10	2	4	14
LOST	14	4	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	12	21	44	TOTAL	3	1	3
NEW	4	14	33	NEW	2	0	2
RETAINED	8	7	11	RETAINED	1	1	1
LOST	13	2	2	LOST	1	2	0
RATIO BOYS TO GIRLS			93.6%				6.4%

TXH0040 AMARILLO HOCKEY ASSOCIATION INC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	18	41	44	45	(1)	3	48
NEW	4	23	25	25	0	2	27
RETAINED	14	18	19	20	(1)	1	21
LOST	8	14	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	15	37	38	TOTAL	3	4	6
NEW	2	19	21	NEW	2	4	4
RETAINED	13	18	17	RETAINED	1	0	2
LOST	7	12	11	LOST	1	2	2
RATIO BOYS TO GIRLS			86.4%				13.6%



TXH0029 AUSTIN METRO HOCKEY ASSN

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	0	0	115	4	111	115	119
NEW	0	0	115	2	113	115	117
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	0	108	TOTAL	0	0	7
NEW	0	0	108	NEW	0	0	7
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			93.9%				6.1%

TXH0015 CHAPARRAL ICE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	133	79	62	83	(21)	(17)	66
NEW	77	22	34	24	10	12	36
RETAINED	56	57	28	59	(31)	(29)	30
LOST	13	40	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	123	72	60	TOTAL	10	7	2
NEW	71	20	33	NEW	6	2	1
RETAINED	52	52	27	RETAINED	4	5	1
LOST	10	38	29	LOST	3	2	4
RATIO BOYS TO GIRLS			96.8%				3.2%

TXH1073 DALLAS STARS YOUTH HOCKEY LEAGUE HOUSE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	359	378	404	382	22	26	408
NEW	219	132	121	134	(13)	(11)	123
RETAINED	140	246	283	248	35	37	285
LOST	189	132	94				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	335	350	369	TOTAL	24	28	35
NEW	206	119	109	NEW	13	13	12
RETAINED	129	231	260	RETAINED	11	15	23
LOST	172	117	85	LOST	17	15	9
RATIO BOYS TO GIRLS			91.3%				8.7%





TXH0066 EL PASO HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	43	55	67	59	8	12	71
NEW	29	40	35	42	(7)	(5)	37
RETAINED	14	15	32	17	15	17	34
LOST	11	17	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	35	46	56	TOTAL	8	9	11
NEW	26	35	31	NEW	3	5	4
RETAINED	9	11	25	RETAINED	5	4	7
LOST	10	14	16	LOST	1	3	3
RATIO BOYS TO GIRLS			83.6%				16.4%

TXH1024 ICE AT THE PARKS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	0	18	11	22	(11)	(7)	15
NEW	0	13	7	15	(8)	(6)	9
RETAINED	0	5	4	7	(3)	(1)	6
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	17	10	TOTAL	0	1	1
NEW	0	12	6	NEW	0	1	1
RETAINED	0	5	4	RETAINED	0	0	0
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			90.9%				9.1%

TXH0076 JACKALOPES AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	30	43	62	47	15	19	66
NEW	10	22	39	24	15	17	41
RETAINED	20	21	23	23	0	2	25
LOST	10	4	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	26	39	54	TOTAL	4	4	8
NEW	9	21	32	NEW	1	1	7
RETAINED	17	18	22	RETAINED	3	3	1
LOST	9	3	4	LOST	1	1	0
RATIO BOYS TO GIRLS			87.1%				12.9%



TXH1037 NYTEX SPORTS LLC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	53	54	55	58	(3)	1	59
NEW	28	17	36	19	17	19	38
RETAINED	25	37	19	39	(20)	(18)	21
LOST	7	11	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	49	49	51	TOTAL	4	5	4
NEW	24	15	32	NEW	4	2	4
RETAINED	25	34	19	RETAINED	0	3	0
LOST	7	11	10	LOST	0	0	0
RATIO BOYS TO GIRLS			92.7%				7.3%

TXH0032 SPIRIT ICE ARENA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	21	16	28	20	8	12	32
NEW	8	5	5	7	(2)	0	7
RETAINED	13	11	23	13	10	12	25
LOST	3	11	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	21	16	23	TOTAL	0	0	5
NEW	8	5	2	NEW	0	0	3
RETAINED	13	11	21	RETAINED	0	0	2
LOST	1	11	0	LOST	2	0	0
RATIO BOYS TO GIRLS			82.1%				17.9%

TXH0055 SUGAR LAND ICE & SPORTS ICE HOCKEY ASSOC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	26	32	46	36	10	14	50
NEW	16	23	26	25	1	3	28
RETAINED	10	9	20	11	9	11	22
LOST	3	2	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	26	26	37	TOTAL	0	6	9
NEW	16	17	20	NEW	0	6	6
RETAINED	10	9	17	RETAINED	0	0	3
LOST	3	2	6	LOST	0	0	0
RATIO BOYS TO GIRLS			80.4%				19.6%