

# 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
<b>Participants</b>	174,884	175,867	177,906	181,107	183,275
<b>% increase</b>	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
<b>TOTAL</b>	107387	102956	103961	105925	107703
%	1.9%	-4.1%	1.0%	1.9%	1.7%
<b>NEW</b>	45991	41000	44628	45480	45539
%	-4.7%	-10.9%	8.8%	1.9%	0.1%
<b>RETAINED</b>	61396	61956	59333	60445	62164
%	7.4%	0.9%	-4.2%	1.9%	2.8%
<b>LOST</b>	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
<b>TOTAL</b>	91199	87805	88168	89386	89353
%	1.4%	-3.7%	0.4%	1.4%	-0.04%
<b>NEW</b>	37875	33917	36744	37184	36198
%	-5.4%	-10.5%	8.3%	1.2%	-2.7%
<b>RETAINED</b>	53324	53888	51424	52202	53155
%	7.0%	1.1%	-4.6%	1.5%	1.8%
<b>LOST</b>	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
<b>TOTAL</b>	16188	15152	15794	16539	18350
%	4.5%	-6.4%	4.2%	4.7%	10.9%
<b>NEW</b>	8116	7085	7887	8299	9341
%	-1.0%	-12.7%	11.3%	5.2%	12.6%
<b>RETAINED</b>	8072	8067	7907	8240	9009
%	10.7%	-0.1%	-2.0%	4.2%	9.3%
<b>LOST</b>	4081	4201	3759	4082	4055
%	24.7%	2.9%	-10.5%	8.6%	-0.7%



## 2015-16 KEY TAKEAWAYS—OREGON

### Total

- The total number of players ages 8 & under in Oregon decreased by 12 (-5.2%) to 221.

### Acquisition

- New players increased by 5 (4.7%) to 111.

### Retention

- Retained players decreased by 17 (-13.4%) to 110.

### OREGON BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
<b>TOTAL</b>	167	200	209	233	221
%	7.7%	19.8%	4.5%	11.5%	-5.2%
<b>NEW</b>	81	123	108	106	111
%	-9.0%	51.9%	-12.2%	-1.9%	4.7%
<b>RETAINED</b>	86	77	101	127	110
%	30.3%	-10.5%	31.2%	25.7%	-13.4%
<b>LOST</b>	24	31	43	40	62
%	166.7%	29.2%	38.7%	-7.0%	55.0%

### OREGON BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
<b>TOTAL</b>	154	178	183	216	196
%	7.7%	15.6%	2.8%	18.0%	-9.3%
<b>NEW</b>	72	105	92	100	98
%	-10.0%	45.8%	-12.4%	8.7%	-2.0%
<b>RETAINED</b>	82	73	91	116	98
%	30.2%	-11.0%	24.7%	27.5%	-15.5%
<b>LOST</b>	20	25	36	34	59
%	150.0%	25.0%	44.0%	-5.6%	73.5%

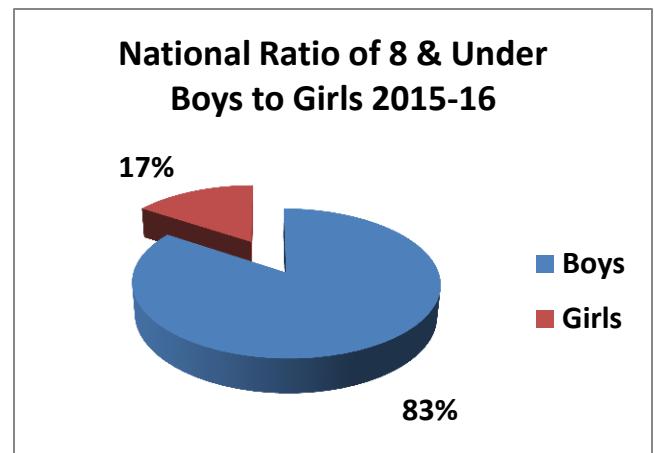
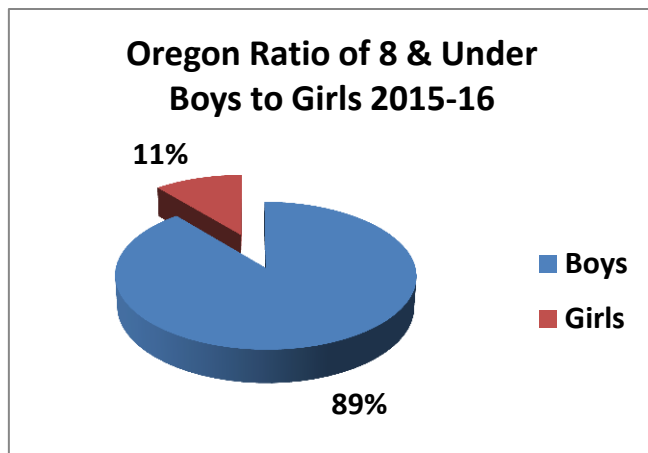
### OREGON GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
<b>TOTAL</b>	13	22	26	17	25
%	8.3%	69.2%	18.2%	-34.6%	47.1%
<b>NEW</b>	9	18	16	6	13
%	0.0%	100.0%	-11.1%	-62.5%	12.0%
<b>RETAINED</b>	4	4	10	11	12
%	33.3%	0.0%	150.0%	10.0%	9.1%
<b>LOST</b>	4	6	7	6	3
%	300.0%	50.0%	16.7%	-14.3%	-50.0%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

**Oregon:** Boys represented 89% of all 8 & under youth hockey participants, while girls represented 11%.

**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.

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

- 29.2% of all 4 Year Olds returned as 5 Year Olds
- 52.5% of all 5 Year Olds returned as 6 Year Olds
- 62.7% of all 6 Year Olds returned as 7 Year Olds
- 62.9% of all 7 Year Olds returned as 8 Year Olds
  
- 67.7% of all 10 & Under returned in 2015-16
- 82.4% of all 12 & Under returned in 2015-16
- 85.9% 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 19<sup>th</sup> - 25<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 12<sup>th</sup> & February 25<sup>th</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*

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 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

### OREGON

OREGON	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	249	221	229
NEW	114	111	115
RETAINED	135	110	114

Based on 2 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 221 + 8 = 229 (3.6%)
- **NEW:** 111 + 4 = 115 (3.6%)
- **RETAINED:** 110 + 4 = 114 (3.6%)

### 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

Neither association met their 2 and 2 Challenge goals.

### OREGON'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Portland Junior Winterhawks	+5
2. Lane Amateur Hockey Association	-13





ORH0002 LANE AMATEUR 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	50	30	17	34	(17)	(13)	21
NEW	30	12	5	14	(9)	(7)	7
RETAINED	20	18	12	20	(8)	(6)	14
LOST	14	31	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	41	28	15	TOTAL	9	2	2
NEW	24	12	5	NEW	6	0	0
RETAINED	17	16	10	RETAINED	3	2	2
LOST	14	26	11	LOST	0	5	0
RATIO BOYS TO GIRLS			88.2%				11.8%

ORH0077 PORTLAND JUNIOR WINTERHWAKS

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	116	126	131	130	1	5	135
NEW	57	54	58	56	2	4	60
RETAINED	59	72	73	74	(1)	1	75
LOST	10	10	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	102	114	115	TOTAL	14	12	16
NEW	49	49	51	NEW	8	5	7
RETAINED	53	65	64	RETAINED	6	7	9
LOST	9	10	20	LOST	1	0	2
RATIO BOYS TO GIRLS			87.8%				12.2%