

2017-2018 8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

Participation Overview	Page 1
2 and 2 Challenge Goals	Page 2
National Analysis	Page 3
Idaho Analysis	Page 4
Local Association Analysis	Pages 5-8
Program Services Contact for Affiliate	Andy Gibson (719) 538-1115/ Andy.Gibson@usahockey.org





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
Participants	103,961	105,925	107,703	115,694	122,135
% increase	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
Participants	177,906	181,107	183,275	184,502	186,161
% increase	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.

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

IDAHO RETENTION	AGE SEGMENT	NATIONAL RETENTION
17.6%	4 Year Olds returned as 5 Year Olds	34.8%
30.8%	5 Year Olds returned as 6 Year Olds	52.5%
49.1%	6 Year Olds returned as 7 Year Olds	66.3%
60.9%	7 Year Olds returned as 8 Year Olds	73.9%
72.5%	10 & Under	85.8%
80.2%	12 & Under	93.1%
83.4%	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
TOTAL	120,738	122,135	127,231
NEW	54,598	55,769	58,317
RETAINED	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%)**

IDAHO GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	633	516	556
NEW	266	197	217
RETAINED	367	319	339

Based on 10 associations that registered 5 players or more, the Idaho 2018-19 goals are:

TOTAL: 516 + 40 = **556 (+7.8%)**

NEW: 197 + 20 = **217 (+10.2%)**

RETAINED: 319 + 20 = **339 (+6.3%)**

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
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 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 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
TOTAL	103,961	105,925	107,703	115,694	122,135
%	1.0%	1.9%	1.7%	7.4%	5.6%
NEW	44,628	45,480	45,539	52,076	55,769
%	8.8%	1.9%	0.1%	14.4%	7.1%
RETAINED	59,333	60,445	62,164	63,618	66,366
%	-4.2%	1.9%	2.8%	2.3%	4.3%
LOST	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
TOTAL	88,168	89,386	89,353	95,136	99,605
%	0.4%	1.4%	-0.04%	6.5%	4.7%
NEW	36,744	37,184	36,198	41,346	44,054
%	8.3%	1.2%	-2.7%	14.2%	6.5%
RETAINED	51,424	52,202	53,155	53,790	55,551
%	-4.6%	1.5%	1.8%	1.2%	3.3%
LOST	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
TOTAL	15,794	16,539	18,350	20,558	22,532
%	4.2%	4.7%	10.9%	12.0%	9.6%
NEW	7,887	8,299	9,341	10,731	11,717
%	11.3%	5.2%	12.6%	14.9%	9.2%
RETAINED	7,907	8,240	9,009	9,827	10,815
%	-2.0%	4.2%	9.3%	9.1%	10.1%
LOST	3,759	4,082	4,055	4,581	5,471
%	-10.5%	8.6%	-0.7%	13.0%	19.4%



2017-18 KEY TAKEAWAYS—IDAHO

Total

- The total number of players ages 8 & under in Idaho decreased by 69 (-11.8%) to 516.
- This marks the first decrease over the past seven seasons.

Acquisition

- New players decreased by 45 (-18.6%) to 197.

Retention

- Retained players decreased by 24 (-7.0%) to 319.

IDAHO BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	514	538	578	585	516
%	3.0%	4.7%	7.4%	1.2%	-11.8%
NEW	227	245	251	242	197
%	-5.0%	7.9%	2.4%	-3.6%	-18.6%
RETAINED	287	293	327	343	319
%	10.4%	2.1%	11.6%	4.9%	-7.0%
LOST	91	91	82	93	103
%	7.1%	0.0%	-9.9%	13.4%	10.8%

IDAHO BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	413	432	478	469	414
%	0.2%	4.6%	10.6%	-1.9%	-11.7%
NEW	177	196	205	182	149
%	-12.4%	10.7%	4.6%	-11.2%	-18.1%
RETAINED	236	236	273	287	265
%	12.4%	0.0%	15.7%	5.1%	-7.7%
LOST	69	74	58	68	74
%	7.8%	7.2%	-21.6%	17.2%	8.8%

IDAHO GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	101	106	100	116	102
%	16.1%	5.0%	-5.7%	16.0%	-12.1%
NEW	50	49	46	60	48
%	35.1%	-2.0%	-6.1%	30.4%	-20.0%
RETAINED	51	57	54	56	54
%	2.0%	11.8%	-5.3%	3.7%	-3.6%
LOST	22	17	24	25	29
%	4.8%	-22.7%	41.2%	4.2%	16.0%



2017-18 IDAHO ASSOCIATIONS

IDH0060 BOISE AMATEUR HOCKEY

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	31	25	19	29	(10)	(6)	23
NEW	13	19	12	21	(9)	(7)	14
RETAINED	18	6	7	8	(1)	1	9
LOST	5	6	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	28	21	18	TOTAL	3	4	1
NEW	12	16	11	NEW	1	3	1
RETAINED	16	5	7	RETAINED	2	1	0
LOST	4	5	6	LOST	1	1	2
RATIO BOYS TO GIRLS			94.7%				5.3%

IDH0080 COEUR D'ALENE 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	84	104	64	108	(44)	(40)	68
NEW	51	57	24	59	(35)	(33)	26
RETAINED	33	47	40	49	(9)	(7)	42
LOST	1	10	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	74	89	57	TOTAL	10	15	7
NEW	43	46	20	NEW	8	11	4
RETAINED	31	43	37	RETAINED	2	4	3
LOST	1	8	26	LOST	0	2	7
RATIO BOYS TO GIRLS			89.1%				10.9%

IDH0008 IDAHO FALLS YOUTH HOCKEY

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	109	102	80	106	(26)	(22)	84
NEW	45	26	26	28	(2)	0	28
RETAINED	64	76	53	78	(25)	(23)	55
LOST	10	17	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	85	80	58	TOTAL	24	22	22
NEW	31	19	18	NEW	14	7	8
RETAINED	54	61	39	RETAINED	10	15	14
LOST	9	12	12	LOST	1	5	5
RATIO BOYS TO GIRLS			72.5%				27.5%



IDH0004 KOOTENAI YOUTH RECREATION

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	23	32	30	36	(6)	(2)	34
NEW	14	13	4	15	(11)	(9)	6
RETAINED	9	19	26	21	5	7	28
LOST	2	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	23	32	30	TOTAL	0	0	0
NEW	14	13	4	NEW	0	0	0
RETAINED	9	19	26	RETAINED	0	0	0
LOST	2	0	1	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			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
TOTAL	31	26	31	30	1	5	35
NEW	14	10	17	12	5	7	19
RETAINED	17	16	14	18	(4)	(2)	16
LOST	3	7	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	25	20	24	TOTAL	6	6	7
NEW	10	6	13	NEW	4	4	4
RETAINED	15	14	11	RETAINED	2	2	3
LOST	3	4	1	LOST	0	3	1
RATIO BOYS TO GIRLS			77.4%				22.6%

IDH0003 MCCALL ICE SKATING 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	40	40	42	44	(2)	2	46
NEW	14	14	15	16	(1)	1	17
RETAINED	26	26	27	28	(1)	1	29
LOST	6	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	36	30	32	TOTAL	4	10	10
NEW	12	8	10	NEW	2	6	5
RETAINED	24	22	22	RETAINED	2	4	5
LOST	4	2	2	LOST	2	1	0
RATIO BOYS TO GIRLS			76.2%				23.8%



IDH0090 PALOUSE 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	58	49	50	53	(3)	1	54
NEW	18	16	20	18	2	4	22
RETAINED	40	33	30	35	(5)	(3)	32
LOST	15	11	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	46	35	38	TOTAL	12	14	12
NEW	14	8	15	NEW	4	8	5
RETAINED	32	27	23	RETAINED	8	6	7
LOST	10	5	2	LOST	5	6	4
RATIO BOYS TO GIRLS			76.0%				24.0%

IDH0047 SALMON YOUTH HOCKEY

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	36	39	40	(1)	3	43
NEW	7	16	14	18	(4)	(2)	16
RETAINED	23	20	25	22	3	5	27
LOST	6	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	23	29	27	TOTAL	7	7	12
NEW	7	14	5	NEW	0	2	9
RETAINED	16	15	22	RETAINED	7	5	3
LOST	3	3	2	LOST	3	0	0
RATIO BOYS TO GIRLS			69.2%				30.8%

IDH0024 SUN VALLEY YOUTH HOCKEY

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	62	52	50	56	(6)	(2)	54
NEW	20	20	25	22	3	5	27
RETAINED	42	32	25	34	(9)	(7)	27
LOST	14	14	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	51	44	42	TOTAL	11	8	8
NEW	18	14	22	NEW	2	6	3
RETAINED	33	30	20	RETAINED	9	2	5
LOST	10	9	6	LOST	4	5	3
RATIO BOYS TO GIRLS			84.0%				16.0%



IDH0016 TETON VALLEY 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	56	60	49	64	(15)	(11)	53
NEW	26	22	8	24	(16)	(14)	10
RETAINED	30	38	41	40	1	3	43
LOST	13	8	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	49	50	45	TOTAL	7	10	4
NEW	23	16	8	NEW	3	6	0
RETAINED	26	34	37	RETAINED	4	4	4
LOST	9	6	4	LOST	4	2	2
RATIO BOYS TO GIRLS			91.8%				8.2%