

# 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.

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

ARIZONA RETENTION	AGE SEGMENT	NATIONAL RETENTION
19.0%	<b>4 Year Olds returned as 5 Year Olds</b>	34.8%
36.9%	<b>5 Year Olds returned as 6 Year Olds</b>	52.5%
46.2%	<b>6 Year Olds returned as 7 Year Olds</b>	66.3%
54.8%	<b>7 Year Olds returned as 8 Year Olds</b>	73.9%
71.3%	<b>10 &amp; Under</b>	85.8%
87.8%	<b>12 &amp; Under</b>	93.1%
87.7%	<b>14 &amp; Under</b>	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%)**

### ARIZONA GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	1,196	1,584	1,632
<b>NEW</b>	670	986	1,010
<b>RETAINED</b>	526	598	622

Based on 12 associations that registered 5 players or more, the Arizona 2018-19 goals are:

**TOTAL:** 1,584 + 48 = **1,632 (+3.0%)**

**NEW:** 986 + 24 = **1,010 (+2.4%)**

**RETAINED:** 598 + 24 = **622 (+4.0%)**

### 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—ARIZONA

### Total

- The total number of players ages 8 & under in Arizona increased by 432 (+37.5%) to 1,584.
- This marks the fourth consecutive season of growth.

### Acquisition

- New players increased by 338 (+52.2%) to 986.

### Retention

- Retained players increased by 94 (+18.7%) to 598.

### ARIZONA BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	489	1,105	1,115	1,152	1,584
%	0.0%	126.0%	0.9%	3.3%	37.5%
<b>NEW</b>	280	788	617	648	986
%	-2.8%	181.4%	-21.7%	5.0%	52.2%
<b>RETAINED</b>	209	317	498	504	598
%	4.0%	51.7%	57.1%	1.2%	18.7%
<b>LOST</b>	130	103	385	389	317
%	-12.8%	-20.8%	273.8%	1.0%	-18.5%

### ARIZONA BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	442	987	978	1,025	1,357
%	-1.8%	123.3%	-0.9%	4.8%	32.4%
<b>NEW</b>	245	695	529	565	813
%	-5.0%	183.7%	-23.9%	6.8%	43.9%
<b>RETAINED</b>	197	292	449	460	544
%	2.6%	48.2%	53.8%	2.4%	18.3%
<b>LOST</b>	109	85	333	326	264
%	-9.2%	-22.0%	291.8%	-2.1%	-19.0%

### ARIZONA GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	47	118	137	127	227
%	20.5%	151.1%	16.1%	-7.3%	78.7%
<b>NEW</b>	35	93	88	83	173
%	16.7%	165.7%	-5.4%	-5.7%	108.4%
<b>RETAINED</b>	12	25	49	44	54
%	33.3%	108.3%	96.0%	-10.2%	22.7%
<b>LOST</b>	21	18	52	63	53
%	-27.6%	-14.3%	188.9%	21.2%	-15.9%



## 2017-18 ARIZONA ASSOCIATIONS

### AZH0045 ARIZONA HOCKEY UNION REC

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	52	41	57	45	12	16	61
NEW	46	28	35	30	5	7	37
RETAINED	6	13	22	15	7	9	24
LOST	5	7	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	46	39	52	TOTAL	6	2	5
NEW	41	26	31	NEW	5	2	4
RETAINED	5	13	21	RETAINED	1	0	1
LOST	5	6	1	LOST	0	1	0
RATIO BOYS TO GIRLS			91.2%				8.8%

### AZH0058 AZ ICE ARCADIA 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	6	41	16	45	(29)	(25)	20
NEW	6	36	0	38	(38)	(36)	2
RETAINED	0	5	16	7	9	11	18
LOST	0	72	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	6	39	15	TOTAL	0	2	1
NEW	6	34	0	NEW	0	2	0
RETAINED	0	5	15	RETAINED	0	0	1
LOST	0	58	4	LOST	0	14	1
RATIO BOYS TO GIRLS			93.8%				6.3%

### AZH0043 AZ ICE GILBERT YOUTH

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	207	88	96	92	4	8	100
NEW	127	24	66	26	40	42	68
RETAINED	80	64	30	66	(36)	(34)	32
LOST	116	141	50				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	179	77	80	TOTAL	28	11	16
NEW	108	23	57	NEW	19	1	9
RETAINED	71	54	23	RETAINED	9	10	7
LOST	106	125	46	LOST	10	16	4
RATIO BOYS TO GIRLS			83.3%				16.7%



AZH0010 AZ ICE PEORIA YOUTH

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	112	124	116	8	12	128
NEW	83	71	74	73	1	3	76
RETAINED	33	41	50	43	7	9	52
LOST	57	44	41				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	101	105	115	TOTAL	15	7	9
NEW	72	68	66	NEW	11	3	8
RETAINED	29	37	49	RETAINED	4	4	1
LOST	51	40	38	LOST	6	4	3
RATIO BOYS TO GIRLS			92.7%				7.3%

AZH0006 CHANDLER 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	62	87	18	91	(73)	(69)	22
NEW	25	32	3	34	(31)	(29)	5
RETAINED	37	55	15	57	(42)	(40)	17
LOST	23	22	41				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	57	78	18	TOTAL	5	9	0
NEW	22	28	3	NEW	3	4	0
RETAINED	35	50	15	RETAINED	2	5	0
LOST	22	19	36	LOST	1	3	5
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0028 COYOTES 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	125	149	50	153	(103)	(99)	54
NEW	56	76	24	78	(54)	(52)	26
RETAINED	69	73	26	75	(49)	(47)	28
LOST	62	31	85				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	114	140	50	TOTAL	11	9	0
NEW	49	70	24	NEW	7	6	0
RETAINED	65	70	26	RETAINED	4	3	0
LOST	60	30	80	LOST	2	1	5
RATIO BOYS TO GIRLS			100.0%				0.0%



AZH0020 DESERT 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	33	16	16	20	(4)	0	20
NEW	24	8	10	10	0	2	12
RETAINED	9	8	6	10	(4)	(2)	8
LOST	12	18	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	31	15	15	TOTAL	2	1	1
NEW	22	7	9	NEW	2	1	1
RETAINED	9	8	6	RETAINED	0	0	0
LOST	12	16	1	LOST	0	2	0
RATIO BOYS TO GIRLS			93.8%				6.3%

AZH0018 FLAGSTAFF 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	97	92	71	96	(25)	(21)	75
NEW	41	40	26	42	(16)	(14)	28
RETAINED	56	52	45	54	(9)	(7)	47
LOST	31	24	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	83	80	61	TOTAL	14	12	10
NEW	32	33	19	NEW	9	7	7
RETAINED	51	47	42	RETAINED	5	5	3
LOST	27	19	23	LOST	4	5	8
RATIO BOYS TO GIRLS			85.9%				14.1%

AZH0033 MISSION ARIZONA 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	11	13	12	17	(5)	(1)	16
NEW	11	11	8	13	(5)	(3)	10
RETAINED	0	2	4	4	0	2	6
LOST	0	1	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	10	10	10	TOTAL	1	3	2
NEW	10	9	8	NEW	1	2	0
RETAINED	0	1	2	RETAINED	0	1	2
LOST	0	1	2	LOST	0	0	0
RATIO BOYS TO GIRLS			83.3%				16.7%





AZH9992 MISSION SPECIAL EDITION

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	10	4	6	10	14
NEW	0	0	10	2	8	10	12
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	8	TOTAL	0	0	2
NEW	0	0	8	NEW	0	0	2
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			80.0%				20.0%

AZH0022 VALLEY OF THE SUN 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	129	34	46	38	8	12	50
NEW	106	11	24	13	11	13	26
RETAINED	23	23	22	25	(3)	(1)	24
LOST	53	88	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	109	33	44	TOTAL	20	1	2
NEW	86	10	23	NEW	20	1	1
RETAINED	23	23	21	RETAINED	0	0	1
LOST	47	71	1	LOST	6	17	0
RATIO BOYS TO GIRLS			95.7%				4.3%

AZH0047 WILDCAT 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	19	20	71	24	47	51	75
NEW	12	6	57	8	49	51	59
RETAINED	7	14	14	16	(2)	0	16
LOST	3	5	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	17	19	60	TOTAL	2	1	11
NEW	11	6	46	NEW	1	0	11
RETAINED	6	13	14	RETAINED	1	1	0
LOST	3	4	2	LOST	0	1	0
RATIO BOYS TO GIRLS			84.5%				15.5%