

# 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—ARIZONA

### Total

- The total number of players ages 8 & under in Arizona increased by 10 (0.9%) to 1,115.
- This marks the peak total of players over the last five seasons.

### Acquisition

- New players decreased by 173 (21.7%) to 617.

### Retention

- Retained players increased by 181 (57.1%) from to 498.
- This is the fifth consecutive season of growth in retention over the last five seasons.

### ARIZONA BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
<b>TOTAL</b>	512	489	489	1105	1115
%	38.8%	-4.5%	0.0%	126.0%	0.9%
<b>NEW</b>	315	288	280	788	617
%	47.9%	-8.6%	-2.8%	181.4%	-21.7%
<b>RETAINED</b>	197	201	209	317	498
%	26.3%	2.0%	4.0%	51.7%	57.1%
<b>LOST</b>	77	149	130	103	385
%	-31.3%	93.5%	-12.8%	-20.8%	273.8%

### ARIZONA BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
<b>TOTAL</b>	463	450	442	987	978
%	38.2%	-2.8%	-1.8%	123.3%	-0.9%
<b>NEW</b>	284	258	245	695	529
%	49.5%	-9.2%	-5.0%	183.7%	-23.9%
<b>RETAINED</b>	179	192	197	292	449
%	23.4%	7.3%	2.6%	48.2%	53.8%
<b>LOST</b>	67	120	109	85	33
%	-32.3%	79.1%	-9.2%	-22.0%	291.8%

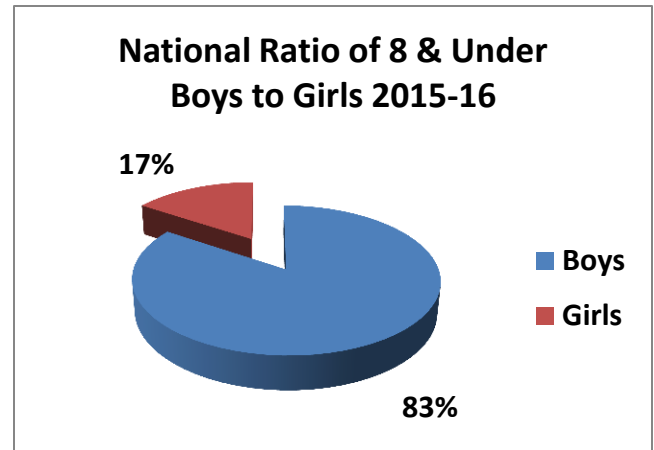
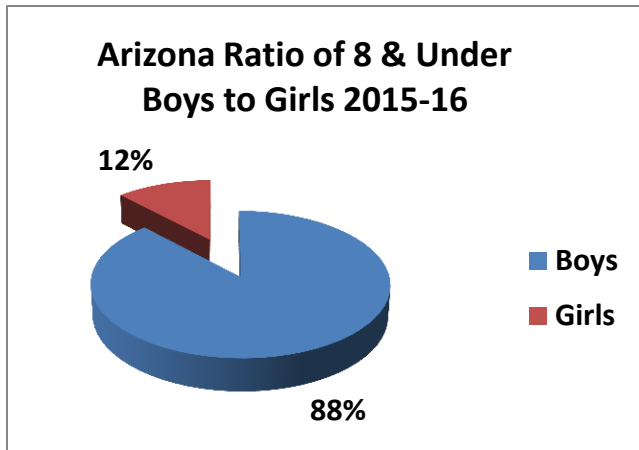
### ARIZONA GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
<b>TOTAL</b>	49	39	47	118	137
%	44.1%	-20.4%	20.5%	151.1%	16.1%
<b>NEW</b>	31	30	35	93	88
%	34.8%	-3.2%	16.7%	165.7%	-5.4%
<b>RETAINED</b>	18	9	12	25	49
%	63.6%	-50.0%	33.3%	108.3%	96.0%
<b>LOST</b>	10	29	21	18	52
%	-23.1%	190.0%	-27.6%	-14.3%	188.9%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

**Arizona:** Boys represented 88% of all 8 & under youth hockey participants, while girls represented 12%.

**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.

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

- 22.5% of all 4 Year Olds returned as 5 Year Olds
- 41.0% of all 5 Year Olds returned as 6 Year Olds
- 61.4% of all 6 Year Olds returned as 7 Year Olds
- 69.4% of all 7 Year Olds returned as 8 Year Olds
- 73.5% of all 10 & Under returned in 2015-16
- 82.1% of all 12 & Under returned in 2015-16
- 85.7% 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

### ARIZONA

ARIZONA	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	1,145	1,115	1,167
NEW	808	617	643
RETAINED	337	498	524

Based on 13 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 1,115 + 52 = **1,167 (4.7%)**
- **NEW:** 617 + 26 = **643 (4.2%)**
- **RETAINED:** 498 + 26 = **524 (5.2%)**

### 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 Arizona Hockey Union Rec and Valley of the Sun Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

### ARIZONA'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Valley of the Sun Hockey Association	+88
2. AZ Ice Peoria Youth Hockey	+21
3. Chandler Amateur Hockey Association	+16
4. Arizona Hockey Union Rec.	+14
5. AZ Lady Coyotes	+8
6. Desert Youth Hockey Association	+8
7. AZ Ice Acadia Youth Hockey Association	+6
8. Wildcat Youth Hockey Association	+6
9. Scottsdale Adult Hockey	+5
10. Mission Arizona Ice	-2
11. Flagstaff Youth Hockey Association	-5
12. AZ Ice Gilbert Youth	-18
13. Coyotes Amateur Hockey Association	-45





AZH0045 ARIZONA HOCKEY UNION REC

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	38	52	42	10	14	56
NEW	14	35	46	37	9	11	48
RETAINED	2	3	6	5	1	3	8
LOST	8	4	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	16	38	46	TOTAL	0	0	6
NEW	14	35	41	NEW	0	0	5
RETAINED	2	3	5	RETAINED	0	0	1
LOST	8	4	5	LOST	0	0	0
RATIO BOYS TO GIRLS			74.4%				11.5%

AZH0058 AZ ICE ARCADIA 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	0	6	4	2	6	10
NEW	0	0	6	2	4	6	8
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	0	6	TOTAL	0	0	0
NEW	0	0	6	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0043 AZ ICE GILBERT YOUTH

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	225	207	229	(22)	(18)	211
NEW	0	180	127	182	(55)	(53)	129
RETAINED	0	45	80	47	33	35	82
LOST	0	31	116				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	203	179	TOTAL	0	22	28
NEW	0	160	108	NEW	0	20	19
RETAINED	0	43	71	RETAINED	0	2	9
LOST	0	29	106	LOST	0	2	10
RATIO BOYS TO GIRLS			86.5%				13.5%



AZH0010 AZ ICE PEORIA YOUTH

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	14	95	116	99	17	21	120
NEW	11	95	83	97	(14)	(12)	85
RETAINED	3	0	33	2	31	33	35
LOST	0	6	57				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	13	86	101	TOTAL	1	9	15
NEW	10	86	72	NEW	1	9	11
RETAINED	3	0	29	RETAINED	0	0	4
LOST	0	6	51	LOST	0	0	6
RATIO BOYS TO GIRLS			87.1%				12.9%

AZH0048 AZ LADY COYOTES

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	0	8	4	4	8	12
NEW	0	0	0	2	(2)	0	2
RETAINED	0	0	8	2	6	8	10
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	0	0	TOTAL	0	0	8
NEW	0	0	0	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	8
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

AZH0006 CHANDLER 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	16	46	62	50	12	16	66
NEW	16	44	25	46	(21)	(19)	27
RETAINED	0	2	37	4	33	35	39
LOST	10	4	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	15	43	57	TOTAL	1	3	5
NEW	15	41	22	NEW	1	3	3
RETAINED	0	2	35	RETAINED	0	0	2
LOST	9	4	22	LOST	1	0	1
RATIO BOYS TO GIRLS			91.9%				8.1%



AKH0028 COYOTES 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	162	170	125	174	(49)	(45)	129
NEW	86	89	56	91	(35)	(33)	58
RETAINED	76	81	69	83	(14)	(12)	71
LOST	35	33	62				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	153	160	114	TOTAL	9	10	11
NEW	80	83	49	NEW	6	6	7
RETAINED	73	77	65	RETAINED	3	4	4
LOST	35	30	60	LOST	0	3	2
RATIO BOYS TO GIRLS			91.2%				8.8%

AZH0020 DESERT 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	25	33	29	4	8	37
NEW	0	25	24	27	(3)	(1)	26
RETAINED	0	0	9	2	7	9	11
LOST	0	5	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	24	31	TOTAL	0	1	2
NEW	0	24	22	NEW	0	1	2
RETAINED	0	0	9	RETAINED	0	0	0
LOST	0	5	12	LOST	0	0	0
RATIO BOYS TO GIRLS			93.9%				6.1%

AZH0018 FLAGSTAFF 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	86	102	97	106	(9)	(5)	101
NEW	52	46	41	48	(7)	(5)	43
RETAINED	34	56	56	58	(2)	0	58
LOST	20	19	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	76	91	83	TOTAL	10	11	14
NEW	44	40	32	NEW	8	6	9
RETAINED	32	51	51	RETAINED	2	5	5
LOST	19	15	27	LOST	1	4	4
RATIO BOYS TO GIRLS			85.6%				14.4%



AZH0033 MISSION ARIZONA ICE

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	13	11	17	(6)	(2)	15
NEW	0	12	11	14	(3)	(1)	13
RETAINED	0	1	0	3	(3)	(1)	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	12	10	TOTAL	0	1	1
NEW	0	11	10	NEW	0	1	1
RETAINED	0	1	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			90.9%				9.1%

AZH0057 SCOTTSDALE ADULT 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	0	0	5	4	1	5	9
NEW	0	0	5	2	3	5	7
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	0	4	TOTAL	0	0	1
NEW	0	0	4	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			80.0%				20.0%

AZH0047 WILDCAT 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	21	13	19	17	2	6	23
NEW	12	4	12	6	6	8	14
RETAINED	9	9	7	11	(4)	(2)	9
LOST	9	7	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	20	12	17	TOTAL	1	1	2
NEW	11	3	11	NEW	1	1	1
RETAINED	9	9	6	RETAINED	0	0	1
LOST	6	7	3	LOST	3	0	0
RATIO BOYS TO GIRLS			89.5%				10.5%



AZH0022 VALLEY OF THE SUN 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
<b>TOTAL</b>	81	41	129	45	84	88	133
<b>NEW</b>	69	25	106	27	79	81	108
<b>RETAINED</b>	12	16	23	18	5	7	25
<b>LOST</b>	54	54	53				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
<b>TOTAL</b>	68	41	109	<b>TOTAL</b>	13	0	20
<b>NEW</b>	56	25	86	<b>NEW</b>	13	0	20
<b>RETAINED</b>	12	16	23	<b>RETAINED</b>	0	0	0
<b>LOST</b>	46	43	47	<b>LOST</b>	8	11	6
<b>RATIO BOYS TO GIRLS</b>			84.5%				15.5%