

# 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.

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

SOUTH DAKOTA RETENTION	AGE SEGMENT	NATIONAL RETENTION
45.2%	4 Year Olds returned as 5 Year Olds	34.8%
65.7%	5 Year Olds returned as 6 Year Olds	52.5%
78.9%	6 Year Olds returned as 7 Year Olds	66.3%
84.4%	7 Year Olds returned as 8 Year Olds	73.9%
90.4%	10 & Under	85.8%
93.5%	12 & Under	93.1%
93.6%	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%)**

### SOUTH DAKOTA GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	901	812	852
<b>NEW</b>	367	306	326
<b>RETAINED</b>	534	506	526

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

**TOTAL:** 812 + 40 = **852 (+4.9%)**

**NEW:** 306 + 20 = **326 (+6.5%)**

**RETAINED:** 506 + 20 = **526 (+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—SOUTH DAKOTA

### Total

- The total number of players ages 8 & under in South Dakota decreased by 49 (-5.7%) to 812.

### Acquisition

- New players decreased by 41 (-11.8%) to 306.

### Retention

- Retained players decreased by 8 (-1.6%) to 506.

### SOUTH DAKOTA BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	820	824	881	861	812
%	3.8%	0.5%	6.9%	-2.3%	-5.7%
<b>NEW</b>	348	344	365	347	306
%	-3.9%	-1.1%	6.1%	-4.9%	-11.8%
<b>RETAINED</b>	472	480	516	514	506
%	10.3%	1.7%	7.5%	-0.4%	-1.6%
<b>LOST</b>	142	156	131	157	149
%	2.9%	9.9%	-16.0%	19.8%	-5.1%

### SOUTH DAKOTA BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	700	687	725	694	677
%	4.0%	-1.9%	5.5%	-4.3%	-2.4%
<b>NEW</b>	288	275	293	263	253
%	-5.3%	-4.5%	6.5%	-10.2%	-3.8%
<b>RETAINED</b>	412	412	432	431	424
%	11.7%	0.0%	4.9%	-0.2%	-1.6%
<b>LOST</b>	106	126	102	116	100
%	-5.4%	18.9%	-19.0%	13.7%	-13.8%

### SOUTH DAKOTA GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	120	137	156	167	135
%	2.6%	14.2%	13.9%	7.1%	-19.2%
<b>NEW</b>	60	69	72	84	53
%	3.4%	15.0%	4.3%	16.7%	-36.9%
<b>RETAINED</b>	60	68	84	83	82
%	1.7%	13.3%	23.5%	-1.2%	-1.2%
<b>LOST</b>	36	30	29	41	49
%	38.5%	-16.7%	-3.3%	41.4%	19.5%



## 2017-18 SOUTH DAKOTA ASSOCIATIONS

### SDH0118 ABERDEEN 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	78	77	62	81	(19)	(15)	66
NEW	35	35	24	37	(13)	(11)	26
RETAINED	43	42	38	44	(6)	(4)	40
LOST	11	12	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	55	56	52	TOTAL	23	21	10
NEW	23	24	20	NEW	12	11	4
RETAINED	32	32	32	RETAINED	11	10	6
LOST	9	6	12	LOST	2	6	12
RATIO BOYS TO GIRLS			83.9%				16.1%

### SDH0123 BRANDON VALLEY 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	41	51	55	55	0	4	59
NEW	24	20	23	22	1	3	25
RETAINED	17	31	32	33	(1)	1	34
LOST	3	7	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	39	47	51	TOTAL	2	4	4
NEW	22	18	21	NEW	2	2	2
RETAINED	17	29	30	RETAINED	0	2	2
LOST	2	6	4	LOST	1	1	2
RATIO BOYS TO GIRLS			92.7%				7.3%

### SDH0119 BROOKINGS 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	79	87	76	91	(15)	(11)	80
NEW	29	40	23	42	(19)	(17)	25
RETAINED	50	47	53	49	4	6	55
LOST	10	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	65	67	60	TOTAL	14	20	16
NEW	24	29	18	NEW	5	11	5
RETAINED	41	38	42	RETAINED	9	9	11
LOST	8	4	7	LOST	2	0	2
RATIO BOYS TO GIRLS			78.9%				21.1%



SDH0116 HURON 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	45	51	53	55	(2)	2	57
NEW	5	19	18	21	(3)	(1)	20
RETAINED	40	32	35	34	1	3	37
LOST	10	7	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	34	41	46	TOTAL	11	10	7
NEW	3	16	17	NEW	2	3	1
RETAINED	31	25	29	RETAINED	9	7	6
LOST	6	4	5	LOST	4	3	4
RATIO BOYS TO GIRLS			86.8%				13.2%

SDH0124 MITCHELL SKATING AND 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	57	55	50	59	(9)	(5)	54
NEW	20	22	18	24	(6)	(4)	20
RETAINED	37	33	32	35	(3)	(1)	34
LOST	11	7	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	45	45	45	TOTAL	12	10	5
NEW	17	17	15	NEW	3	5	3
RETAINED	28	28	30	RETAINED	9	5	2
LOST	8	6	6	LOST	3	1	4
RATIO BOYS TO GIRLS			90.0%				10.0%

SDH0127 OAHE 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	37	87	51	91	(40)	(36)	55
NEW	5	46	6	48	(42)	(40)	8
RETAINED	32	41	45	43	2	4	47
LOST	50	5	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	27	60	40	TOTAL	10	27	11
NEW	3	31	5	NEW	2	15	1
RETAINED	24	29	35	RETAINED	8	12	10
LOST	38	3	15	LOST	12	2	11
RATIO BOYS TO GIRLS			78.4%				21.6%



SDH0129 RUSHMORE 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	110	98	82	102	(20)	(16)	86
NEW	38	38	30	40	(10)	(8)	32
RETAINED	72	60	52	62	(10)	(8)	54
LOST	18	15	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	100	86	75	TOTAL	10	12	7
NEW	31	31	27	NEW	7	7	3
RETAINED	69	55	48	RETAINED	3	5	4
LOST	16	11	12	LOST	2	4	6
RATIO BOYS TO GIRLS			91.5%				8.5%

SDH0117 SIOUX FALLS 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	205	222	215	226	(11)	(7)	219
NEW	101	94	87	96	(9)	(7)	89
RETAINED	104	128	128	130	(2)	0	130
LOST	18	28	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	184	186	173	TOTAL	21	36	42
NEW	91	70	64	NEW	10	24	23
RETAINED	93	116	109	RETAINED	11	12	19
LOST	14	25	21	LOST	4	3	11
RATIO BOYS TO GIRLS			80.5%				19.5%

SDH0120 WATERTOWN 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	28	61	56	65	(9)	(5)	60
NEW	7	42	21	44	(23)	(21)	23
RETAINED	21	19	35	21	14	16	37
LOST	6	0	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	19	48	44	TOTAL	9	13	12
NEW	4	33	16	NEW	3	9	5
RETAINED	15	15	28	RETAINED	6	4	7
LOST	6	0	7	LOST	0	0	2
RATIO BOYS TO GIRLS			78.6%				21.4%





SDH0121 YANKTON AREA ICE 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	34	26	38	(12)	(8)	30
NEW	15	15	11	17	(6)	(4)	13
RETAINED	28	19	15	21	(6)	(4)	17
LOST	9	8	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	34	27	22	TOTAL	9	7	4
NEW	13	13	9	NEW	2	2	2
RETAINED	21	14	13	RETAINED	7	5	2
LOST	8	7	6	LOST	1	1	1
RATIO BOYS TO GIRLS			84.6%				15.4%