

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



2015-16 KEY TAKEAWAYS—UTAH

Total

- The total number of players ages 8 & under in Utah increased by 19 (5.4%) to 372.

Acquisition

- New players increased by 33 (20.1%) to 197.

Retention

- Retained players decreased by 14 (-7.4%) to 175.

UTAH BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	495	437	348	353	372
%	6.0%	-11.7%	-20.4%	1.4%	5.4%
NEW	220	168	173	164	197
%	-12.7%	-23.6%	3.0%	-5.2%	20.1%
RETAINED	275	269	175	189	175
%	27.9%	-2.2%	-34.9%	8.0%	-7.4%
LOST	88	82	114	70	71
%	39.7%	-6.8%	39.0%	-38.6%	1.4%

UTAH BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	447	406	321	320	331
%	2.1%	-9.2%	-20.9%	-0.3%	3.4%
NEW	189	150	155	141	169
%	-18.5%	-20.6%	3.3%	-9.0%	19.9%
RETAINED	258	256	166	179	162
%	25.2%	-0.8%	-35.2%	7.8%	-9.5%
LOST	79	68	103	61	65
%	38.6%	-13.9%	51.5%	-40.8%	6.6%

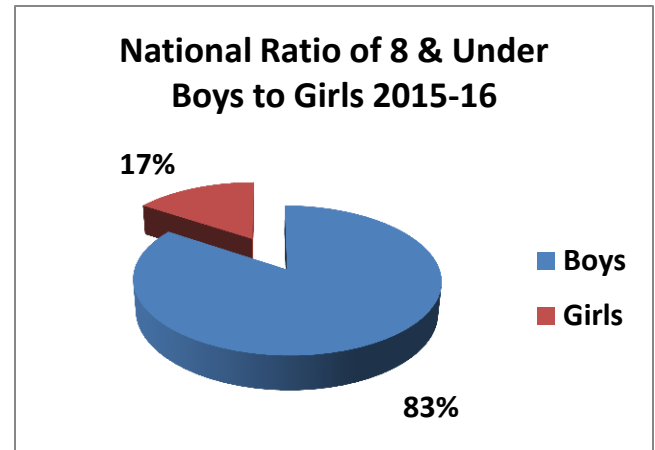
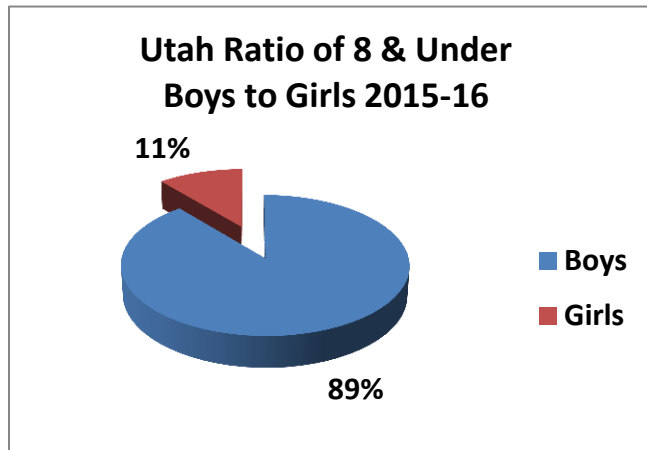
UTAH GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	48	31	27	33	41
%	65.5%	-35.4%	-12.9%	22.2%	24.2%
NEW	31	18	18	23	28
%	55.0%	-41.9%	0.0%	27.8%	21.7%
RETAINED	17	13	9	10	13
%	88.9%	-23.5%	-30.8%	11.1%	6.0%
LOST	9	14	11	9	9
%	50.0%	55.6%	-21.4%	-18.2%	0.0%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Utah: 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.

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

- 30.9% of all 4 Year Olds returned as 5 Year Olds
- 40.8% of all 5 Year Olds returned as 6 Year Olds
- 61.6% of all 6 Year Olds returned as 7 Year Olds
- 59.2% of all 7 Year Olds returned as 8 Year Olds

- 68.2% of all 10 & Under returned in 2015-16
- 84.7% of all 12 & Under returned in 2015-16
- 86.7% 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 19th - 25th

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 12th & February 25th

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 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

UTAH

UTAH	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	389	372	400
NEW	182	197	211
RETAINED	207	175	189

Based on 7 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 372 + 28 = 400 (7.5%)
- **NEW:** 197 + 14 = 211 (7.1%)
- **RETAINED:** 175 + 14 = 189 (8.0%)

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 Davis County Youth Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

UTAH'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Olympic Oval	+16
2. Davis County Youth Hockey Association	+12
3. Ashley Valley AHA	+3
4. Golden Spike Hockey	+3
5. Cache Valley Amateur Hockey Association	-3
6. Summit and Wasatch County Amateur Hockey	-4
7. Peaks Amateur Hockey Association Youth	-6



UTH0030 ASHLEY VALLEY AHA

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	51	50	53	54	(1)	3	57
NEW	23	23	25	25	0	2	27
RETAINED	28	27	28	29	(1)	1	30
LOST	13	14	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	48	42	45	TOTAL	3	8	8
NEW	22	17	22	NEW	1	6	3
RETAINED	26	25	23	RETAINED	2	2	5
LOST	12	13	14	LOST	1	1	1
RATIO BOYS TO GIRLS			84.9%				15.1%

UTH0095 CACHE VALLEY 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	30	40	37	44	(7)	(3)	41
NEW	15	23	15	25	(10)	(8)	17
RETAINED	15	17	22	19	3	5	24
LOST	5	5	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	27	36	31	TOTAL	3	4	6
NEW	12	19	11	NEW	3	4	4
RETAINED	15	17	20	RETAINED	0	0	2
LOST	4	5	7	LOST	1	0	2
RATIO BOYS TO GIRLS			83.8%				16.2%

UTH0070 DAVIS COUNTY 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	37	38	50	42	8	12	54
NEW	19	20	26	22	4	6	28
RETAINED	18	18	24	20	4	6	26
LOST	5	7	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	35	37	49	TOTAL	2	1	1
NEW	17	19	25	NEW	2	1	1
RETAINED	18	18	24	RETAINED	0	0	0
LOST	5	6	7	LOST	0	1	0
RATIO BOYS TO GIRLS			98.0%				2.0%



UTH0077 GOLDEN SPIKE 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	49	45	48	49	(1)	3	52
NEW	8	15	19	17	2	4	21
RETAINED	41	30	29	32	(3)	(1)	31
LOST	14	10	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	47	41	47	TOTAL	2	4	1
NEW	7	13	19	NEW	1	2	0
RETAINED	40	28	28	RETAINED	1	2	1
LOST	12	10	7	LOST	2	0	1
RATIO BOYS TO GIRLS			97.9%				2.1%

UTH0004 OLYMPIC OVAL

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	43	43	59	47	12	16	63
NEW	29	17	36	19	17	19	38
RETAINED	14	26	23	28	(5)	(3)	25
LOST	10	2	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	42	41	50	TOTAL	1	2	9
NEW	29	16	29	NEW	0	1	7
RETAINED	13	25	21	RETAINED	1	1	2
LOST	9	2	3	LOST	1	0	0
RATIO BOYS TO GIRLS			84.7%				15.3%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION 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	8	26	20	30	(10)	(6)	24
NEW	1	21	14	23	(9)	(7)	16
RETAINED	7	5	6	7	(1)	1	8
LOST	14	1	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	8	26	19	TOTAL	0	0	1
NEW	1	21	13	NEW	0	0	1
RETAINED	7	5	6	RETAINED	0	0	0
LOST	14	1	4	LOST	0	0	0
RATIO BOYS TO GIRLS			95.0%				5.0%



UTH0006 SUMMIT AND WASATCH COUNTY 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	36	38	34	42	(8)	(4)	38
NEW	28	17	23	19	4	6	25
RETAINED	8	21	11	23	(12)	(10)	13
LOST	1	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	33	33	30	TOTAL	3	5	4
NEW	25	14	19	NEW	3	3	4
RETAINED	8	19	11	RETAINED	0	2	0
LOST	1	4	5	LOST	0	1	0
RATIO BOYS TO GIRLS			88.2%				11.8%