

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
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.

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

UTAH RETENTION	AGE SEGMENT	NATIONAL RETENTION
29.1%	4 Year Olds returned as 5 Year Olds	34.8%
50.0%	5 Year Olds returned as 6 Year Olds	52.5%
73.2%	6 Year Olds returned as 7 Year Olds	66.3%
72.3%	7 Year Olds returned as 8 Year Olds	73.9%
81.3%	10 & Under	85.8%
86.9%	12 & Under	93.1%
90.9%	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%)**

UTAH GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	447	378	414
NEW	234	169	187
RETAINED	213	209	227

Based on 9 associations that registered 5 players or more, the Utah 2018-19 goals are:

TOTAL: 378 + 36 = **414 (+9.5%)**

NEW: 169 + 18 = **187 (+10.7%)**

RETAINED: 209 + 18 = **227 (+8.6%)**

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—UTAH

Total

- The total number of players ages 8 & under in Utah decreased by 29 (-7.1%) to 378.

Acquisition

- New players decreased by 45 (-21.0%) to 169.

Retention

- Retained players increased by 16 (+8.3%) to 209.

UTAH BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	348	353	372	407	378
%	-20.4%	1.4%	5.4%	9.4%	-7.1%
NEW	173	164	197	214	169
%	3.0%	-5.2%	20.1%	8.6%	-21.0%
RETAINED	175	189	175	193	209
%	-34.9%	8.0%	-7.4%	10.3%	8.3%
LOST	114	70	71	78	95
%	39.0%	-38.6%	1.4%	9.9%	21.8%

UTAH BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	321	320	331	355	318
%	-20.9%	-0.3%	3.4%	7.3%	-10.4%
NEW	155	141	169	179	136
%	3.3%	-9.0%	19.9%	5.9%	-24.0%
RETAINED	166	179	162	176	182
%	-35.2%	7.8%	-9.5%	8.6%	3.4%
LOST	103	61	65	63	84
%	51.5%	-40.8%	6.6%	-3.1%	33.3%

UTAH GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	27	33	41	52	60
%	-12.9%	22.2%	24.2%	26.8%	15.4%
NEW	18	23	28	35	33
%	0.0%	27.8%	21.7%	25.0%	-5.7%
RETAINED	9	10	13	17	27
%	-30.8%	11.1%	30.0%	30.8%	58.8%
LOST	11	9	9	15	11
%	-21.4%	-18.2%	0.0%	66.7%	-26.7%



2017-18 UTAH ASSOCIATIONS

UTH0030 ASHLEY VALLEY AHA

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	53	43	40	47	(7)	(3)	44
NEW	25	16	19	18	1	3	21
RETAINED	28	27	21	29	(8)	(6)	23
LOST	15	14	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	45	37	32	TOTAL	8	6	8
NEW	22	14	14	NEW	3	2	5
RETAINED	23	23	18	RETAINED	5	4	3
LOST	14	13	15	LOST	1	1	2
RATIO BOYS TO GIRLS			80.0%				20.0%

UTH0095 CACHE VALLEY 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	37	32	45	36	9	13	49
NEW	15	15	2	17	(15)	(13)	4
RETAINED	22	17	43	19	24	26	45
LOST	9	10	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	31	25	39	TOTAL	6	7	6
NEW	11	11	2	NEW	4	4	0
RETAINED	20	14	37	RETAINED	2	3	6
LOST	7	7	2	LOST	2	3	0
RATIO BOYS TO GIRLS			86.7%				13.3%

UTH0070 DAVIS COUNTY 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	50	60	43	64	(21)	(17)	47
NEW	26	32	16	34	(18)	(16)	18
RETAINED	24	28	27	30	(3)	(1)	29
LOST	7	8	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	49	48	32	TOTAL	1	12	11
NEW	25	22	13	NEW	1	10	3
RETAINED	24	26	19	RETAINED	0	2	8
LOST	7	8	9	LOST	0	0	1
RATIO BOYS TO GIRLS			74.4%				25.6%



UTH0077 GOLDEN SPIKE 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	48	45	48	49	(1)	3	52
NEW	19	21	21	23	(2)	0	23
RETAINED	29	24	27	26	1	3	29
LOST	8	11	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	47	45	43	TOTAL	1	0	5
NEW	19	21	16	NEW	0	0	5
RETAINED	28	24	27	RETAINED	1	0	0
LOST	7	11	7	LOST	1	0	0
RATIO BOYS TO GIRLS			89.6%				10.4%

UTH0004 OLYMPIC OVAL

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	59	55	59	59	0	4	63
NEW	36	27	31	29	2	4	33
RETAINED	23	28	28	30	(2)	0	30
LOST	3	5	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	50	50	52	TOTAL	9	5	7
NEW	29	24	26	NEW	7	3	5
RETAINED	21	26	26	RETAINED	2	2	2
LOST	3	2	9	LOST	0	3	2
RATIO BOYS TO GIRLS			88.1%				11.9%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION 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	20	20	8	24	(16)	(12)	12
NEW	14	3	5	5	0	2	7
RETAINED	6	17	3	19	(16)	(14)	5
LOST	4	7	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	19	18	8	TOTAL	1	2	0
NEW	13	3	5	NEW	1	0	0
RETAINED	6	15	3	RETAINED	0	2	0
LOST	4	6	7	LOST	0	1	1
RATIO BOYS TO GIRLS			100.0%				0.0%



UTH0092 SALT LAKE COUNTY 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	0	29	22	33	(11)	(7)	26
NEW	0	29	13	31	(18)	(16)	15
RETAINED	0	0	9	2	7	9	11
LOST	0	0	6				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	26	20	TOTAL	0	3	2
NEW	0	26	11	NEW	0	3	2
RETAINED	0	0	9	RETAINED	0	0	0
LOST	0	0	5	LOST	0	0	1
RATIO BOYS TO GIRLS			90.9%				9.1%

UTH0006 SUMMIT AND WASATCH COUNTY 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	34	15	6	19	(13)	(9)	10
NEW	23	6	4	8	(4)	(2)	6
RETAINED	11	9	2	11	(9)	(7)	4
LOST	5	5	1				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	30	14	6	TOTAL	4	1	0
NEW	19	6	4	NEW	4	0	0
RETAINED	11	8	2	RETAINED	0	1	0
LOST	5	4	1	LOST	0	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

UTH0090 WASATCH MOUNTAIN AHA

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	7	4	3	7	11
NEW	0	0	6	2	4	6	8
RETAINED	0	0	1	2	(1)	1	3
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	7	TOTAL	0	0	0
NEW	0	0	6	NEW	0	0	0
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%