

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.

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

MAINE RETENTION	AGE SEGMENT	NATIONAL RETENTION
44.8%	4 Year Olds returned as 5 Year Olds	34.8%
56.5%	5 Year Olds returned as 6 Year Olds	52.5%
70.8%	6 Year Olds returned as 7 Year Olds	66.3%
79.0%	7 Year Olds returned as 8 Year Olds	73.9%
84.0%	10 & Under	85.8%
90.3%	12 & Under	93.1%
94.8%	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%)**

MAINE GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	1,897	1,960	2,028
NEW	973	940	974
RETAINED	924	1,020	1,054

Based on 17 associations that registered 5 players or more, the Maine 2018-19 goals are:

TOTAL: 1,960 + 68 = **2,028 (+3.5%)**

NEW: 940 + 34 = **974 (+3.6%)**

RETAINED: 1,020 + 34 = **1,054 (+3.3%)**

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—MAINE

Total

- The total number of players ages 8 & under in Maine increased by 127 (+6.9%) to 1,960.
- This is the highest total number of 8 & under players in Maine’s history.

Acquisition

- New players decreased by 1 (-0.1%) to 940.

Retention

- Retained players increased by 128 (+14.3%) to 1,020.

MAINE BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	1,531	1,593	1,638	1,833	1,960
%	-4.3%	4.0%	2.8%	11.9%	6.9%
NEW	622	729	757	941	940
%	6.3%	17.2%	3.8%	24.3%	-0.1%
RETAINED	909	864	881	892	1,020
%	-10.4%	-5.0%	2.0%	1.2%	14.3%
LOST	350	335	376	417	537
%	-22.0%	-4.3%	12.2%	10.9%	28.8%

MAINE BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	1,258	1,299	1,314	1,423	1,492
%	-4.0%	3.3%	1.2%	8.3%	4.8%
NEW	488	564	567	682	689
%	9.4%	15.6%	0.5%	20.3%	1.0%
RETAINED	770	735	747	741	803
%	-10.9%	-4.5%	1.6%	-0.8%	8.4%
LOST	249	247	271	304	394
%	-28.2%	-0.8%	9.7%	12.2%	29.6%

MAINE GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	273	294	324	410	468
%	-5.9%	7.7%	10.2%	26.5%	14.1%
NEW	134	165	190	259	251
%	-3.6%	23.1%	15.2%	36.3%	-3.1%
RETAINED	139	129	134	151	217
%	-7.9%	-7.2%	3.9%	12.7%	43.7%
LOST	101	88	105	113	143
%	-1.0%	-12.9%	19.3%	7.6%	26.5%



2017-18 MAINE ASSOCIATIONS

MEH0002 AROOSTOOK 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	56	70	60	74	(14)	(10)	64
NEW	25	40	22	42	(20)	(18)	24
RETAINED	31	30	38	32	6	8	40
LOST	12	13	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	43	55	53	TOTAL	13	15	7
NEW	17	30	19	NEW	8	10	3
RETAINED	26	25	34	RETAINED	5	5	4
LOST	10	9	12	LOST	2	4	10
RATIO BOYS TO GIRLS			88.3%				11.7%

MEH0114 BIDDEFORD YOUTH 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	88	93	82	97	(15)	(11)	86
NEW	52	40	30	42	(12)	(10)	32
RETAINED	36	53	52	55	(3)	(1)	54
LOST	18	18	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	72	77	69	TOTAL	16	16	13
NEW	42	31	24	NEW	10	9	6
RETAINED	30	46	45	RETAINED	6	7	7
LOST	14	13	18	LOST	4	5	4
RATIO BOYS TO GIRLS			84.1%				15.9%

MEH0025 BREWER YOUTH 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	163	179	191	183	8	12	195
NEW	106	109	99	111	(12)	(10)	101
RETAINED	57	70	92	72	20	22	94
LOST	36	80	71				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	130	128	140	TOTAL	33	51	51
NEW	82	72	74	NEW	24	37	25
RETAINED	48	56	66	RETAINED	9	14	26
LOST	24	63	51	LOST	12	17	20
RATIO BOYS TO GIRLS			73.3%				26.7%



MEH0133 CASCO BAY 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	208	242	221	246	(25)	(21)	225
NEW	96	121	78	123	(45)	(43)	80
RETAINED	112	121	143	123	20	22	145
LOST	27	25	51				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	166	187	175	TOTAL	42	55	46
NEW	74	85	62	NEW	22	36	16
RETAINED	92	102	113	RETAINED	20	19	30
LOST	23	16	33	LOST	4	9	18
RATIO BOYS TO GIRLS			79.2%				20.8%

MEH0129 CENTRAL MAINE 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	94	55	69	59	10	14	73
NEW	50	23	42	25	17	19	44
RETAINED	44	32	27	34	(7)	(5)	29
LOST	35	47	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	79	48	52	TOTAL	15	7	17
NEW	41	19	29	NEW	9	4	13
RETAINED	38	29	23	RETAINED	6	3	4
LOST	27	41	19	LOST	8	6	2
RATIO BOYS TO GIRLS			75.4%				24.6%

MEH0016 LA NORDIQUES HOCKEY CLUB

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	21	58	35	62	(27)	(23)	39
NEW	21	46	19	48	(29)	(27)	21
RETAINED	0	12	16	14	2	4	18
LOST	0	2	35				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	20	37	28	TOTAL	1	21	7
NEW	20	25	14	NEW	1	21	5
RETAINED	0	12	14	RETAINED	0	0	2
LOST	0	2	18	LOST	0	0	17
RATIO BOYS TO GIRLS			80.0%				20.0%



MEH0163 MAINE COAST SKATERS 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	64	57	30	61	(31)	(27)	34
NEW	27	27	8	29	(21)	(19)	10
RETAINED	37	30	22	32	(10)	(8)	24
LOST	13	28	38				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	51	49	25	TOTAL	13	8	5
NEW	21	24	6	NEW	6	3	2
RETAINED	30	25	19	RETAINED	7	5	3
LOST	8	22	33	LOST	5	6	5
RATIO BOYS TO GIRLS			83.3%				16.7%

MEH0063 MAINE GLADIATORS

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	74	211	160	215	(55)	(51)	164
NEW	3	91	60	93	(33)	(31)	62
RETAINED	71	120	100	122	(22)	(20)	102
LOST	120	45	78				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	65	170	119	TOTAL	9	41	41
NEW	3	66	46	NEW	0	25	14
RETAINED	62	104	73	RETAINED	9	16	27
LOST	94	32	67	LOST	26	13	11
RATIO BOYS TO GIRLS			74.4%				25.6%

MEH0116 MAINE JR BLACK BEARS

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	137	34	39	38	1	5	43
NEW	66	5	5	7	(2)	0	7
RETAINED	71	29	34	31	3	5	36
LOST	42	67	66				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	105	30	34	TOTAL	32	4	5
NEW	44	4	4	NEW	22	1	1
RETAINED	61	26	30	RETAINED	10	3	4
LOST	37	44	49	LOST	5	23	17
RATIO BOYS TO GIRLS			87.2%				12.8%



MEH0001 MARANACOOK AREA 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	47	33	25	37	(12)	(8)	29
NEW	29	16	9	18	(9)	(7)	11
RETAINED	18	17	16	19	(3)	(1)	18
LOST	15	23	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	37	30	21	TOTAL	10	3	4
NEW	21	14	7	NEW	8	2	2
RETAINED	16	16	14	RETAINED	2	1	2
LOST	8	14	10	LOST	7	9	1
RATIO BOYS TO GIRLS			84.0%				16.0%

MEH0172 MID COAST RECREATION CENTER

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	80	4	76	80	84
NEW	0	0	80	2	78	80	82
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	54	TOTAL	0	0	26
NEW	0	0	54	NEW	0	0	26
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			67.5%				32.5%

MEH0115 MID COAST YOUTH 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	164	12	93	16	77	81	97
NEW	88	1	57	3	54	56	59
RETAINED	76	11	36	13	23	25	38
LOST	31	118	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	127	8	77	TOTAL	37	4	16
NEW	68	0	43	NEW	20	1	14
RETAINED	59	8	34	RETAINED	17	3	2
LOST	26	94	0	LOST	5	24	0
RATIO BOYS TO GIRLS			82.8%				17.2%



MEH0071 PENOBSCOT ICE ARENA

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	42	45	46	(1)	3	49
NEW	0	42	16	44	(28)	(26)	18
RETAINED	0	0	29	2	27	29	31
LOST	0	0	27				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	33	39	TOTAL	0	9	6
NEW	0	33	15	NEW	0	9	1
RETAINED	0	0	24	RETAINED	0	0	5
LOST	0	0	17	LOST	0	0	10
RATIO BOYS TO GIRLS			86.7%				13.3%

MEH0131 SKATING ASSOICATION OF MAINE

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	96	55	72	59	13	17	76
NEW	63	17	24	19	5	7	26
RETAINED	33	38	48	40	8	10	50
LOST	10	38	45				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	77	47	55	TOTAL	19	8	17
NEW	46	15	18	NEW	17	2	6
RETAINED	31	32	37	RETAINED	2	6	11
LOST	8	27	33	LOST	2	11	12
RATIO BOYS TO GIRLS			76.4%				23.6%

MEH0139 SOUTHERN AROOSTOOK MINOR HOCKEY ASSN

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	51	54	44	58	(14)	(10)	48
NEW	25	26	17	28	(11)	(9)	19
RETAINED	26	28	27	30	(3)	(1)	29
LOST	16	12	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	42	43	38	TOTAL	9	11	6
NEW	20	19	15	NEW	5	7	2
RETAINED	22	24	23	RETAINED	4	4	4
LOST	13	9	12	LOST	3	3	7
RATIO BOYS TO GIRLS			86.4%				13.6%



MEH0105 SOUTHERN MAINE YOUTH 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	104	112	135	116	19	23	139
NEW	91	72	87	74	13	15	89
RETAINED	13	40	48	42	6	8	50
LOST	1	42	45				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	83	90	96	TOTAL	21	22	39
NEW	70	59	59	NEW	21	13	28
RETAINED	13	31	37	RETAINED	0	9	11
LOST	1	29	37	LOST	0	13	8
RATIO BOYS TO GIRLS			71.1%				28.9%

MEH0117 WESTERN MAINE YOUTH 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	18	26	18	30	(12)	(8)	22
NEW	7	11	6	13	(7)	(5)	8
RETAINED	11	15	12	17	(5)	(3)	14
LOST	5	2	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	16	23	16	TOTAL	2	3	2
NEW	5	8	5	NEW	2	3	1
RETAINED	11	15	11	RETAINED	0	0	1
LOST	5	1	8	LOST	0	1	1
RATIO BOYS TO GIRLS			88.9%				11.1%