

2016-2017 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 2017-18 season.

TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

	2012-13	2013-14	2014-15	2015-16	2016-17
Participants	102,956	103,961	105,925	107,703	115,694
% increase	-4.1%	1.0%	1.9%	1.7%	7.4%

Recently, concentrated growth efforts in the 8 & under age category have produced positive results:

- 8 & under participation saw an increase for the fourth year in a row.
- During the 2016-17 season there were 115,694 players; the highest total in USA Hockey's 80 year 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

	2012-13	2013-14	2014-15	2015-16	2016-17
Participants	175,867	177,906	181,107	183,275	184,502
% increase	0.6%	1.2%	1.8%	1.2%	0.7%

2 AND 2 CHALLENGE REPORTING

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.

By combining established growth initiatives with USA Hockey's American Development Model, associations are poised to acquire players and retain those players through age-appropriate developmental principles.

Number of players acquired		Current season performance compared to previous season totals							
Total number of 8 & under players		Current season performance compared to 2 and 2 Challenge goals							
BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	2012-13	2013-14	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	102,956	103,961	105,925	107,703	115,694	111,065	4,629	7,991	120,738
	-4.1%	1.0%	1.9%	1.7%	7.4%				
NEW	41,000	44,628	45,480	45,539	52,076	48,062	4,014	6,537	54,598
	-10.9%	8.8%	1.9%	0.1%	14.4%				
RETAINED	61,956	59,333	60,445	62,164	63,618	63,027	591	1,454	66,140
	0.9%	-4.2%	1.9%	2.8%	2.3%				
LOST	19,509	18,316	19,382	19,518	19,372	# OF ASSOCIATIONS			1,261
	1.5%	-6.1%	5.8%	0.7%	-0.7%	AVERAGE # PLAYERS/ASSOCIATION			91.7

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

2016-17 KEY TAKEAWAYS—NATIONAL

Total

- In 2016-17, the total number of players ages 8 & under increased by 7,991 (+7.4%) to 115,694.
- With this increase, the 2016-17 season represents the largest total at the 8 & under level in USA Hockey history.
- In addition, girls' participation surpassed the unprecedented 20,000-player mark for a new record total.

Acquisition

- New players increased from 45,539 to 52,076 in 2016-17, an addition of 6,537 (+14.4%).
- This marks the fourth consecutive season of growth in new players.
- USA Hockey saw a record level of growth with new girl participants from 9,341 last season to 10,731 (+14.9%).

Retained

- Retained players increased by 1,454 (+2.3%) to 63,618.
- This was a new record high for retained players.

NATIONAL BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	102,956	103,961	105,925	107,703	115,694
%	-4.1%	1.0%	1.9%	1.7%	7.4%
NEW	41,000	44,628	45,480	45,539	52,076
%	-10.9%	8.8%	1.9%	0.1%	14.4%
RETAINED	61,956	59,333	60,445	62,164	63,618
%	0.9%	-4.2%	1.9%	2.8%	2.3%
LOST	19,509	18,316	19,382	19,518	19,372
%	1.5%	-6.1%	5.8%	0.7%	-0.7%

NATIONAL BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	87,805	88,168	89,386	89,353	95,136
%	-3.7%	0.4%	1.4%	-0.04%	6.5%
NEW	33,917	36,744	37,184	36,198	41,346
%	-10.5%	8.3%	1.2%	-2.7%	14.2%
RETAINED	53,888	51,424	52,202	53,155	53,790
%	1.1%	-4.6%	1.5%	1.8%	1.2%
LOST	15,308	14,559	15,304	15,463	14,792
%	1.0%	-4.9%	5.1%	1.0%	-4.3%

NATIONAL GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	15,152	15,794	16,539	18,350	20,558
%	-6.4%	4.2%	4.7%	10.9%	12.0%
NEW	7,085	7,887	8,299	9,341	10,731
%	-12.7%	11.3%	5.2%	12.6%	14.9%
RETAINED	8,067	7,907	8,240	9,009	9,827
%	-0.1%	-2.0%	4.2%	9.3%	9.1%
LOST	4,201	3,759	4,082	4,055	4,581
%	2.9%	-10.5%	8.6%	-0.7%	13.0%

2016-17 KEY TAKEAWAYS—UTAH

Total

- The total number of players ages 8 & under in Utah increased by 35 (+9.4%) to 407.
- In addition, girls' participation increased by 11 (+26.8%) to set a new record high.

Acquisition

- New players increased by 17 (+8.6%) to 214.
- This is the largest number of new players in Utah history.

Retention

- Retained players increased by 18 (+10.3%) to 193.

UTAH BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	437	348	353	372	407
%	-11.7%	-20.4%	1.4%	5.4%	9.4%
NEW	168	173	164	197	214
%	-23.6%	3.0%	-5.2%	20.1%	8.6%
RETAINED	269	175	189	175	193
%	-2.2%	-34.9%	8.0%	-7.4%	10.3%
LOST	82	114	70	71	78
%	-6.8%	39.0%	-38.6%	1.4%	9.9%

UTAH BOYS 8U

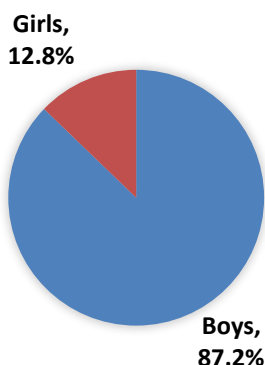
	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	406	321	320	331	355
%	-9.2%	-20.9%	-0.3%	3.4%	7.3%
NEW	150	155	141	169	179
%	-20.6%	3.3%	-9.0%	19.9%	5.9%
RETAINED	256	166	179	162	176
%	-0.8%	-35.2%	7.8%	-9.5%	8.6%
LOST	68	103	61	65	63
%	-13.9%	51.5%	-40.8%	6.6%	-3.1%

UTAH GIRLS 8U

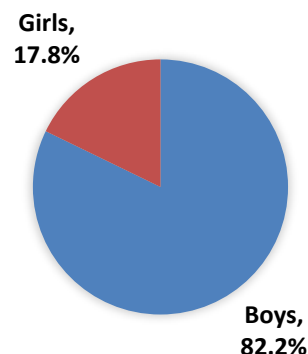
	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	31	27	33	41	52
%	-35.4%	-12.9%	22.2%	24.2%	26.8%
NEW	18	18	23	28	35
%	-41.9%	0.0%	27.8%	21.7%	25.0%
RETAINED	13	9	10	13	17
%	-23.5%	-30.8%	11.1%	6.0%	6.0%
LOST	14	11	9	9	15
%	55.6%	-21.4%	-18.2%	0.0%	66.7%

RATIO OF GIRLS TO BOYS—8 & UNDER

UTAH RATIO OF 8 & UNDER
GIRLS TO BOYS 2016-17



NATIONAL RATIO OF 8 & UNDER
GIRLS TO BOYS 2016-17



RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons played. While retention rates are consistently maintained from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Utah's retention results for 2016-17 by age segment in comparison to National average:

UTAH RETENTION	AGE SEGMENT	NATIONAL AVERAGE
31.3%	4 Year Olds returned as 5 Year Olds	35.6%
41.6%	5 Year Olds returned as 6 Year Olds	53.6%
55.4%	6 Year Olds returned as 7 Year Olds	68.3%
59.5%	7 Year Olds returned as 8 Year Olds	74.9%
76.7%	10 & Under	87.0%
85.5%	12 & Under	93.0%
90.3%	14 & Under	95.6%

2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

UTAH

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	400	407	447
NEW	211	214	234
RETAINED	189	193	213

Based on 10 associations that registered 5 players or more, the Utah 2017-18 goals are:

TOTAL: 407 + 40 = 447 (+9.8%)

NEW: 214 + 20 = 234 (+9.3%)

RETAINED: 193 + 20 = 213 (+10.4%)

NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	111,065	115,694	120,738
NEW	48,062	52,076	54,598
RETAINED	63,027	63,618	66,140

Based on 1,261 associations that registered 5 players or more, the National 2017-18 goals are:

TOTAL: 115,694 + 5,044 = 120,738 (+4.4%)

NEW: 52,076 + 2,522 = 54,598 (+4.8%)

RETAINED: 63,618 + 2,522 = 66,140 (+4.0%)



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 18th - 24th)

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 4th & March 3rd)

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* (Followed by Try Hockey For Free Days)

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 the 2016-17 past season and their new goals for 2017-18 season:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 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 2017-18, 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



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only the associations highlighted below successfully met their 2 and 2 Challenge goals by adding two new players and retaining two additional players than the previous season's total.

UTAH'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. Salt Lake County Youth		+29
2. West Coast Renegades		+20
3. Outliers Hockey Academy		+13
4. Davis County Youth Hockey Association	Achieved	+10
5. Peaks Amateur Hockey Association Youth		0
6. Golden Spike Hockey		-3
7. Olympic Oval		-4
8. Cache Valley Amateur Hockey Association		-5
9. Ashley Valley AHA		-10
10. Summit and Wasatch County Amateur Hockey		-19



UTH0030 ASHLEY VALLEY AHA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	50	53	43	57	(14)	(10)	47
NEW	23	25	16	27	(11)	(9)	18
RETAINED	27	28	27	30	(3)	(1)	29
LOST	14	15	14				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	42	45	37	TOTAL	8	8	6
NEW	17	22	14	NEW	6	3	2
RETAINED	25	23	23	RETAINED	2	5	4
LOST	13	14	13	LOST	1	1	1
RATIO BOYS TO GIRLS			86.0%				14.0%

UTH0095 CACHE VALLEY AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	40	37	32	41	(9)	(5)	36
NEW	23	15	15	17	(2)	0	17
RETAINED	17	22	17	24	(7)	(5)	19
LOST	5	9	10				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	36	31	25	TOTAL	4	6	7
NEW	19	11	11	NEW	4	4	4
RETAINED	17	20	14	RETAINED	0	2	3
LOST	5	7	7	LOST	0	2	3
RATIO BOYS TO GIRLS			78.1%				21.9%

UTH0070 DAVIS COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	38	50	60	54	6	10	64
NEW	20	26	32	28	4	6	34
RETAINED	18	24	28	26	2	4	30
LOST	7	7	8				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	37	49	48	TOTAL	1	1	12
NEW	19	25	22	NEW	1	1	10
RETAINED	18	24	26	RETAINED	0	0	2
LOST	6	7	8	LOST	1	0	0
RATIO BOYS TO GIRLS			80.0%				20.0%

UTH0077 GOLDEN SPIKE HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	45	48	45	52	(7)	(3)	49
NEW	15	19	21	21	0	2	23
RETAINED	30	29	24	31	(7)	(5)	26
LOST	10	8	11				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	41	47	45	TOTAL	4	1	0
NEW	13	19	21	NEW	2	0	0
RETAINED	28	28	24	RETAINED	2	1	0
LOST	10	7	11	LOST	0	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

UTH0004 OLYMPIC OVAL

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	43	59	55	63	(8)	(4)	59
NEW	17	36	27	38	(11)	(9)	29
RETAINED	26	23	28	25	3	5	30
LOST	2	3	5				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	41	50	50	TOTAL	2	9	5
NEW	16	29	24	NEW	1	7	3
RETAINED	25	21	26	RETAINED	1	2	2
LOST	2	3	2	LOST	0	0	3
RATIO BOYS TO GIRLS			90.9%				9.1%

UTH0013 OUTLIERS HOCKEY ACADEMY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	0	0	13	4	9	13	17
NEW	0	0	12	2	10	12	14
RETAINED	0	0	1	2	(1)	1	3
LOST	0	0	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	0	13	TOTAL	0	0	0
NEW	0	0	12	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%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	26	20	20	24	(4)	0	24
NEW	21	14	3	16	(13)	(11)	5
RETAINED	5	6	17	8	9	11	19
LOST	1	4	7				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	26	19	18	TOTAL	0	1	2
NEW	21	13	3	NEW	0	1	0
RETAINED	5	6	15	RETAINED	0	0	2
LOST	1	4	6	LOST	0	0	1
RATIO BOYS TO GIRLS			90.0%				10.0%

UTH0092 SALT LAKE COUNTY YOUTH

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	0	0	29	4	25	29	33
NEW	0	0	29	2	27	29	31
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	0	26	TOTAL	0	0	3
NEW	0	0	26	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			89.7%				10.3%

UTH0006 SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	38	34	15	38	(23)	(19)	19
NEW	17	23	6	25	(19)	(17)	8
RETAINED	21	11	9	13	(4)	(2)	11
LOST	5	5	5				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	33	30	14	TOTAL	5	4	1
NEW	14	19	6	NEW	3	4	0
RETAINED	19	11	8	RETAINED	2	0	1
LOST	4	5	4	LOST	1	0	1
RATIO BOYS TO GIRLS			93.3%				6.7%

UTH0007 WEST COAST RENEGADES

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	0	0	20	4	16	20	24
NEW	0	0	18	2	16	18	20
RETAINED	0	0	2	2	0	2	4
LOST	0	0	3				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	0	19	TOTAL	0	0	1
NEW	0	0	17	NEW	0	0	1
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	3	LOST	0	0	0
RATIO BOYS TO GIRLS			95.0%				5.0%