

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.

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

| OREGON RETENTION | AGE SEGMENT | NATIONAL RETENTION |
|------------------|-------------------------------------|--------------------|
| 29.8% | 4 Year Olds returned as 5 Year Olds | 34.8% |
| 41.7% | 5 Year Olds returned as 6 Year Olds | 52.5% |
| 41.2% | 6 Year Olds returned as 7 Year Olds | 66.3% |
| 73.5% | 7 Year Olds returned as 8 Year Olds | 73.9% |
| 65.4% | 10 & Under | 85.8% |
| 83.1% | 12 & Under | 93.1% |
| 89.9% | 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%)**

OREGON GOALS

| | 17-18 GOAL | 17-18 ACTUAL | 18-19 GOAL |
|-----------------|------------|--------------|------------|
| TOTAL | 261 | 280 | 296 |
| NEW | 136 | 149 | 157 |
| RETAINED | 125 | 131 | 139 |

Based on 4 associations that registered 5 players or more, the Oregon 2018-19 goals are:

TOTAL: 280 + 16 = **296 (+5.7%)**

NEW: 149 + 8 = **157 (+5.4%)**

RETAINED: 131 + 8 = **139 (+6.1%)**

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—OREGON

Total

- The total number of players ages 8 & under in Oregon increased by 31 (+12.4%) to 280.
- This is the highest total player participation in Oregon history.

Acquisition

- New players increased by 19 (+14.6%) to 149.

Retention

- Retained players increased by 12 (+10.1%) to 131.

OREGON BOYS AND GIRLS 8U

| | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 |
|-----------------|---------|---------|---------|---------|---------|
| TOTAL | 209 | 233 | 221 | 249 | 280 |
| % | 4.5% | 11.5% | -5.2% | 12.7% | 12.4% |
| NEW | 108 | 106 | 111 | 130 | 149 |
| % | -12.2% | -1.9% | 4.7% | 17.1% | 14.6% |
| RETAINED | 101 | 127 | 110 | 119 | 131 |
| % | 31.2% | 25.7% | -13.4% | 8.2% | 10.1% |
| LOST | 43 | 40 | 62 | 43 | 55 |
| % | 38.7% | -7.0% | 55.0% | -30.6% | 27.9% |

OREGON BOYS 8U

| | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 |
|-----------------|---------|---------|---------|---------|---------|
| TOTAL | 183 | 216 | 196 | 203 | 220 |
| % | 2.8% | 18.0% | -9.3% | 3.6% | 8.4% |
| NEW | 92 | 100 | 98 | 97 | 112 |
| % | -12.4% | 8.7% | -2.0% | -1.0% | 15.5% |
| RETAINED | 91 | 116 | 98 | 106 | 108 |
| % | 24.7% | 27.5% | -15.5% | 8.2% | 1.9% |
| LOST | 36 | 34 | 59 | 38 | 42 |
| % | 44.0% | -5.6% | 73.5% | -35.6% | 10.5% |

OREGON GIRLS 8U

| | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 |
|-----------------|---------|---------|---------|---------|---------|
| TOTAL | 26 | 17 | 25 | 46 | 60 |
| % | 18.2% | -34.6% | 47.1% | 84.0% | 30.4% |
| NEW | 16 | 6 | 13 | 33 | 37 |
| % | -11.1% | -62.5% | 116.7% | 153.8% | 12.1% |
| RETAINED | 10 | 11 | 12 | 13 | 23 |
| % | 150.0% | 10.0% | 9.1% | 8.3% | 76.9% |
| LOST | 7 | 6 | 3 | 5 | 13 |
| % | 16.7% | -14.3% | -50.0% | 66.7% | 160.0% |



2017-18 OREGON ASSOCIATIONS

ORH0011 BEND ICE

| 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 | 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 | | | |
|---------------------|-------|-------|--------|------------------|-------|-------|-------|
| | 15-16 | 16-17 | 17-18 | | 15-16 | 16-17 | 17-18 |
| 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% |

ORH0002 LANE 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 | 17 | 18 | 17 | 22 | (5) | (1) | 21 |
| NEW | 5 | 9 | 8 | 11 | (3) | (1) | 10 |
| RETAINED | 12 | 9 | 9 | 11 | (2) | 0 | 11 |
| LOST | 11 | 2 | 2 | | | | |

| BOYS_ 8 & UNDER | | | | GIRLS_ 8 & UNDER | | | |
|---------------------|-------|-------|-------|------------------|-------|-------|-------|
| | 15-16 | 16-17 | 17-18 | | 15-16 | 16-17 | 17-18 |
| TOTAL | 15 | 17 | 14 | TOTAL | 2 | 1 | 3 |
| NEW | 5 | 9 | 6 | NEW | 0 | 0 | 2 |
| RETAINED | 10 | 8 | 8 | RETAINED | 2 | 1 | 1 |
| LOST | 11 | 2 | 2 | LOST | 0 | 0 | 0 |
| RATIO BOYS TO GIRLS | | | 82.4% | | | | 17.6% |

ORH0077 PORTLAND JUNIOR HAWKS

| 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 | 131 | 125 | 132 | 129 | 3 | 7 | 136 |
| NEW | 58 | 37 | 52 | 39 | 13 | 15 | 54 |
| RETAINED | 73 | 88 | 80 | 90 | (10) | (8) | 82 |
| LOST | 22 | 15 | 31 | | | | |

| BOYS_ 8 & UNDER | | | | GIRLS_ 8 & UNDER | | | |
|---------------------|-------|-------|-------|------------------|-------|-------|-------|
| | 15-16 | 16-17 | 17-18 | | 15-16 | 16-17 | 17-18 |
| TOTAL | 115 | 109 | 112 | TOTAL | 16 | 16 | 20 |
| NEW | 51 | 32 | 42 | NEW | 7 | 5 | 10 |
| RETAINED | 64 | 77 | 70 | RETAINED | 9 | 11 | 10 |
| LOST | 20 | 13 | 27 | LOST | 2 | 2 | 4 |
| RATIO BOYS TO GIRLS | | | 84.8% | | | | 15.2% |



ORH0005 ROGUE VALLEY 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 | 0 | 8 | 10 | 12 | (2) | 2 | 14 |
| NEW | 0 | 4 | 5 | 6 | (1) | 1 | 7 |
| RETAINED | 0 | 4 | 5 | 6 | (1) | 1 | 7 |
| LOST | 0 | 0 | 1 | | | | |

| BOYS_8 & UNDER | | | | GIRLS_8 & UNDER | | | |
|---------------------|-------|-------|--------|-----------------|-------|-------|-------|
| | 15-16 | 16-17 | 17-18 | | 15-16 | 16-17 | 17-18 |
| TOTAL | 0 | 8 | 10 | TOTAL | 0 | 0 | 0 |
| NEW | 0 | 4 | 5 | NEW | 0 | 0 | 0 |
| RETAINED | 0 | 4 | 5 | RETAINED | 0 | 0 | 0 |
| LOST | 0 | 0 | 1 | LOST | 0 | 0 | 0 |
| RATIO BOYS TO GIRLS | | | 100.0% | | | | 0.0% |