

# 2017-2018 8 & UNDER MEMBERSHIP REPORT



**NEVADA  
AMATEUR  
HOCKEY  
ASSOCIATION**

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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
<b>Participants</b>	103,961	105,925	107,703	115,694	122,135
<b>% increase</b>	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
<b>Participants</b>	177,906	181,107	183,275	184,502	186,161
<b>% increase</b>	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.

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

NEVADA RETENTION	AGE SEGMENT	NATIONAL RETENTION
9.7%	4 Year Olds returned as 5 Year Olds	34.8%
17.1%	5 Year Olds returned as 6 Year Olds	52.5%
39.5%	6 Year Olds returned as 7 Year Olds	66.3%
39.6%	7 Year Olds returned as 8 Year Olds	73.9%
64.6%	10 & Under	85.8%
84.4%	12 & Under	93.1%
79.0%	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
<b>TOTAL</b>	120,738	122,135	127,231
<b>NEW</b>	54,598	55,769	58,317
<b>RETAINED</b>	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%)**

### NEVADA GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	96	171	183
<b>NEW</b>	37	126	132
<b>RETAINED</b>	59	45	51

Based on 3 associations that registered 5 players or more, the Nevada 2018-19 goals are:

**TOTAL:** 171 + 12 = **183 (+7.0%)**

**NEW:** 126 + 6 = **132 (+4.8%)**

**RETAINED:** 45 + 6 = **51 (+13.3%)**

### 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	Previous three seasons results			2 and 2 Challenge results and goals			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	18-19 GOAL
<b>TOTAL</b>	64	79	84	83	1	5	88
<b>NEW</b>	32	42	44	44	0	2	46
<b>RETAINED</b>	32	37	40	39	1	3	42
<b>LOST</b>	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](http://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
<b>TOTAL</b>	103,961	105,925	107,703	115,694	122,135
%	1.0%	1.9%	1.7%	7.4%	5.6%
<b>NEW</b>	44,628	45,480	45,539	52,076	55,769
%	8.8%	1.9%	0.1%	14.4%	7.1%
<b>RETAINED</b>	59,333	60,445	62,164	63,618	66,366
%	-4.2%	1.9%	2.8%	2.3%	4.3%
<b>LOST</b>	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
<b>TOTAL</b>	88,168	89,386	89,353	95,136	99,605
%	0.4%	1.4%	-0.04%	6.5%	4.7%
<b>NEW</b>	36,744	37,184	36,198	41,346	44,054
%	8.3%	1.2%	-2.7%	14.2%	6.5%
<b>RETAINED</b>	51,424	52,202	53,155	53,790	55,551
%	-4.6%	1.5%	1.8%	1.2%	3.3%
<b>LOST</b>	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
<b>TOTAL</b>	15,794	16,539	18,350	20,558	22,532
%	4.2%	4.7%	10.9%	12.0%	9.6%
<b>NEW</b>	7,887	8,299	9,341	10,731	11,717
%	11.3%	5.2%	12.6%	14.9%	9.2%
<b>RETAINED</b>	7,907	8,240	9,009	9,827	10,815
%	-2.0%	4.2%	9.3%	9.1%	10.1%
<b>LOST</b>	3,759	4,082	4,055	4,581	5,471
%	-10.5%	8.6%	-0.7%	13.0%	19.4%



## 2017-18 KEY TAKEAWAYS—NEVADA

### Total

- The total number of players ages 8 & under in Nevada increased by 79 (+85.9%) to 171.

### Acquisition

- New players increased by 91 (+260.0%) to 126.

### Retention

- Retained players decreased by 12 (-21.1%) to 45.

### NEVADA BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	146	143	109	92	171
%	16.8%	-2.1%	-23.8%	-15.6%	85.9%
<b>NEW</b>	79	78	39	35	126
%	12.9%	-1.3%	-50.0%	-10.3%	260.0%
<b>RETAINED</b>	67	65	70	57	45
%	21.8%	-3.0%	7.7%	-18.6%	-21.1%
<b>LOST</b>	37	33	30	20	18
%	42.3%	-10.8%	-9.1%	-33.3%	-10.0%

### NEVADA BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	135	134	99	81	154
%	15.4%	-0.7%	-26.1%	-18.2%	90.1%
<b>NEW</b>	70	72	34	33	114
%	7.7%	2.9%	-52.8%	-2.9%	245.5%
<b>RETAINED</b>	65	62	65	48	40
%	25.0%	-4.6%	4.8%	-26.2%	-16.7%
<b>LOST</b>	33	31	29	19	14
%	43.5%	-6.1%	-6.5%	-34.5%	-26.3%

### NEVADA GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	11	9	10	11	17
%	37.5%	-18.2%	11.1%	10.0%	54.5%
<b>NEW</b>	9	6	5	2	12
%	80.0%	-33.3%	-16.7%	-60.0%	500.0%
<b>RETAINED</b>	2	3	5	9	5
%	-33.3%	50.0%	66.7%	80.0%	-44.4%
<b>LOST</b>	4	2	1	1	4
%	33.3%	-50.0%	-50.0%	0.0%	300.0%



## 2017-18 NEVADA ASSOCIATIONS

NVH0011 LAS VEGAS JR GOLDEN KNIGHTS TRAVEL

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	24	4	20	24	28
NEW	0	0	24	2	22	24	26
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	22	TOTAL	0	0	2
NEW	0	0	22	NEW	0	0	2
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%

NVH0015 SOBE ICE ARENA 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	0	10	4	6	10	14
NEW	0	0	10	2	8	10	12
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	9	TOTAL	0	0	1
NEW	0	0	9	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			90.0%				10.0%

NVH0004 TEAM BROOKS 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	78	85	43	89	(46)	(42)	47
NEW	36	38	21	40	(19)	(17)	23
RETAINED	42	47	22	49	(27)	(25)	24
LOST	4	11	36				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	72	75	38	TOTAL	6	10	5
NEW	31	34	18	NEW	5	4	3
RETAINED	41	41	20	RETAINED	1	6	2
LOST	2	11	29	LOST	2	0	7
RATIO BOYS TO GIRLS			88.4%				11.6%