

# 2014-2015 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 both at the National and Affiliate level for the past five seasons, as well as the past three seasons at the 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 2015-16 season.

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

- 8 & under participation saw an increase for the second year in a row and four out of the last five seasons
- During the 2014-15 season there were 105,925 players; the 2<sup>nd</sup> highest total in USA Hockey history

To continue increasing participation, USA Hockey’s efforts remain focused on these key initiatives:

- Attracting new players each season
- Retaining players from one season to the next

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.

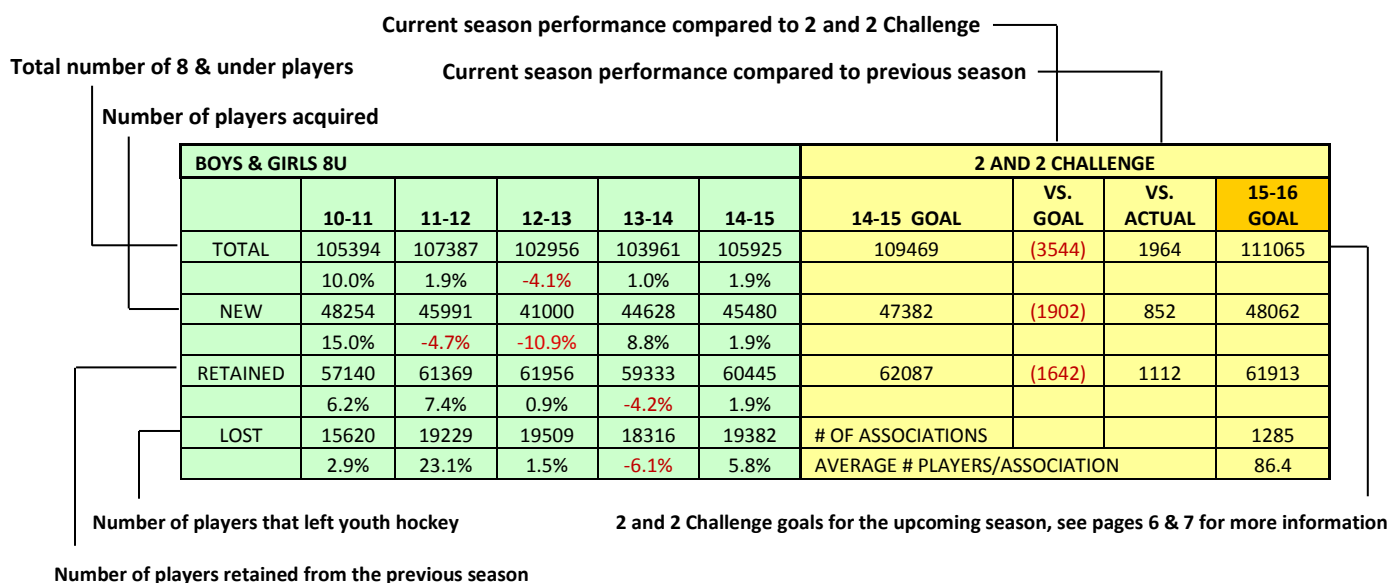
### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2010-11	2011-12	2012-13	2013-14	2014-15
<b>Participants</b>	171,826	174,884	175,867	177,906	181,107
<b>% increase</b>	1.7%	1.8%	0.6%	1.2%	1.8%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey volunteers. 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.

Combining established growth initiatives with USA Hockey’s American Development Model will ensure greater skill development and increased participation.

## HOW TO READ THE DATA CHARTS IN THIS REPORT





## 2014-15 KEY TAKEAWAYS—NATIONAL

### Total

- In 2014-15, the total number of players ages 8 & under increased by 1,964 (1.9%) to 105,925.
- With this increase, the 2014-15 season represents the 2<sup>nd</sup> largest total of players at the 8 & under level in USA Hockey history.

### Acquisition

- New players increased from 44,628 to 45,480 in 2014-15, an addition of 852 (1.9%).
- This is the second consecutive season of growth in new players.

### Retention

- Retained players increased by 1,112 (1.9%) to a total of 60,445.

### NATIONAL BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	105394	107387	102956	103961	105925
<b>%</b>	10.0%	1.9%	-4.1%	1.0%	1.9%
<b>NEW</b>	48254	45991	41000	44628	45480
<b>%</b>	15.0%	-4.7%	-10.9%	8.8%	1.9%
<b>RETAINED</b>	57140	61396	61956	59333	60445
<b>%</b>	6.2%	7.4%	0.9%	-4.2%	1.9%
<b>LOST</b>	15620	19229	19509	18316	19382
<b>%</b>	2.9%	23.1%	1.5%	-6.1%	5.8%

### NATIONAL BOYS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	89907	91199	87805	88168	89386
<b>%</b>	9.7%	1.4%	-3.7%	0.4%	1.4%
<b>NEW</b>	40058	37875	33917	36744	37184
<b>%</b>	15.0%	-5.4%	-10.5%	8.3%	1.2%
<b>RETAINED</b>	49849	53324	53888	51424	52202
<b>%</b>	5.7%	7.0%	1.1%	-4.6%	1.5%
<b>LOST</b>	12350	15149	15308	14559	15304
<b>%</b>	3.5%	22.7%	1.0%	-4.9%	5.1%

### NATIONAL GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	15487	16188	15152	15794	16539
<b>%</b>	-1.9%	4.5%	-6.4%	4.2%	4.7%
<b>NEW</b>	8197	8116	7085	7887	8299
<b>%</b>	3.9%	-1.0%	-12.7%	11.3%	5.2%
<b>RETAINED</b>	7290	8072	8067	7907	8240
<b>%</b>	-7.8%	10.7%	-0.1%	-2.0%	4.2%
<b>LOST</b>	3272	4081	4201	3759	4082
<b>%</b>	-13.0%	24.7%	2.9%	-10.5%	8.6%



## 2014-15 KEY TAKEAWAYS—IDAHO

### Total

- The total number of players ages 8 & under in Idaho increased by 24 (4.7%) to 538.
- 538 represents the highest total participation over the previous five seasons.

### Acquisition

- New players grew by 18 (7.9%) to 245.

### Retention

- Retained players increased by 6 (2.1%) to 293.
- This was the fifth consecutive increase in retained 8 & under players.

### IDAHO BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	405	466	499	514	538
%	8.0%	15.1%	7.1%	3.0%	4.7%
<b>NEW</b>	189	235	239	227	245
%	-1.6%	24.3%	1.7%	-5.0%	7.9%
<b>RETAINED</b>	216	231	260	287	293
%	18.0%	6.9%	12.6%	10.4%	2.1%
<b>LOST</b>	72	84	85	91	91
%	-10.0%	16.7%	1.2%	7.1%	0.0%

### IDAHO BOYS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	325	374	412	413	432
%	6.2%	15.1%	10.2%	0.2%	4.6%
<b>NEW</b>	144	189	202	177	196
%	-5.9%	31.3%	6.9%	-12.4%	10.7%
<b>RETAINED</b>	181	185	210	236	236
%	18.3%	2.2%	13.5%	12.4%	0.0%
<b>LOST</b>	53	64	64	69	74
%	-17.2%	20.8%	0.0%	7.8%	7.2%

### IDAHO GIRLS 8U

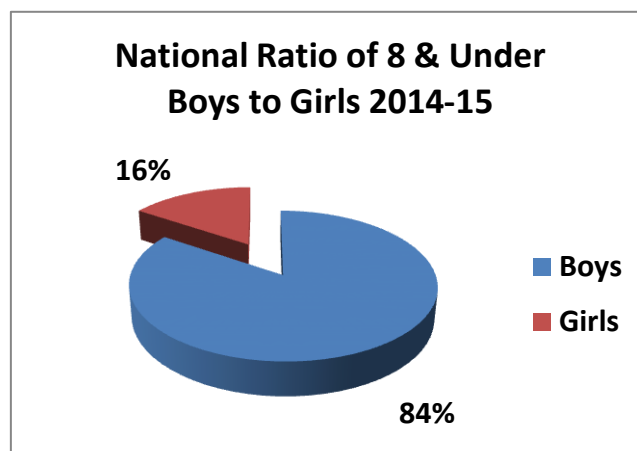
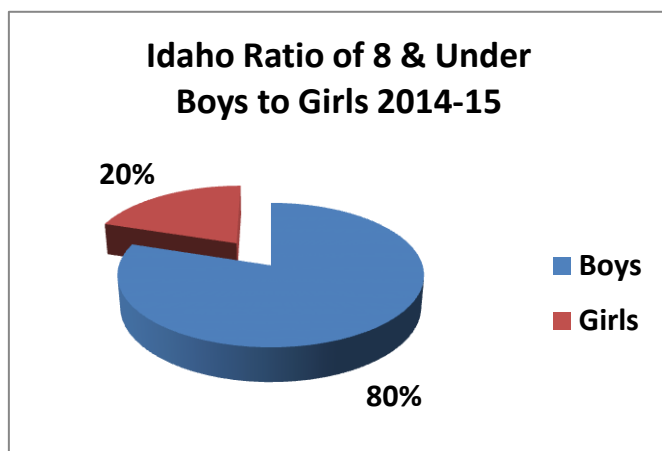
	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	80	92	87	101	106
%	15.9%	15.0%	-5.4%	16.1%	5.0%
<b>NEW</b>	45	46	37	50	49
%	15.4%	2.2%	-19.6%	35.1%	-2.0%
<b>RETAINED</b>	35	46	50	51	57
%	16.7%	31.4%	8.7%	2.0%	11.8%
<b>LOST</b>	19	20	21	22	17
%	18.8%	5.3%	5.0%	4.8%	-22.7%



## RATIO OF BOYS TO GIRLS—8 & UNDERS

**Idaho:** Boys represented 80% of all 8 & under youth hockey participants, while girls represented 20%.

**National:** Boys represented 84% of all 8 & under youth hockey participants, while girls represented 16%.



## RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from 10 & under on up, the overall growth of hockey relies on acquiring more 8 & under players.

Idaho's retention results for 2014-15 by age segment:

- 17.6% of all 4 Year Olds returned as 5 Year Olds
- 30.8% of all 5 Year Olds returned as 6 Year Olds
- 49.1% of all 6 Year Olds returned as 7 Year Olds
- 60.9% of all 7 Year Olds returned as 8 Year Olds
  
- 72.5% of all 10 & under returned in 2014-15
- 80.2% of all 12 & under returned in 2014-15
- 83.4% of all 14 & under returned in 2014-15

National Average 37.4%  
National Average 55.2%  
National Average 70.1%  
National Average 77.2%

National Average 86.0%  
National Average 91.6%  
National Average 94.5%



## 2 AND 2 CHALLENGE

The 2 and 2 Challenge is a comprehensive growth program for local associations. It is a blueprint that 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 14<sup>th</sup> - 20<sup>th</sup>

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 7<sup>th</sup> & February 20<sup>th</sup>

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 25,000 kids were introduced to youth hockey through this program.



### **CONVERSION**—*Transition Program*

Children that sample youth hockey don’t 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](http://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 this past season and their new goals for 2015-16:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	71	64	79	68	11	15	83
NEW	37	32	42	34	8	10	44
RETAINED	34	32	37	34	3	5	39
LOST	23	25	15				

If the 2 and 2 Challenge goals are achieved again in 2015-16, this program will enjoy a 5.1% increase.

- **TOTAL:** 44 new + 39 retained = 83 total players
- **NEW:** 42 + 2 = 44 new players
- **RETAINED:** 37 + 2 = 39 retained players

### IDAHO

IDAHO	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	554	538	586
NEW	247	245	269
RETAINED	307	293	317

Based on 12 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 538 + 48 = 586 (8.9%)
- **NEW:** 245 + 24 = 269 (9.8%)
- **RETAINED:** 293 + 24 = 317 (8.2%)

### NATIONAL

NATIONAL	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	109,469	105,925	111,065
NEW	47,382	45,480	48,050
RETAINED	62,087	60,445	63,015

Based on 1,285 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 105,925 + 5,140 = 111,065 (4.9%)
- **NEW:** 45,480 + 2,570 = 48,050 (5.7%)
- **RETAINED:** 60,445 + 2,570 = 63,015 (4.3%)



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While the majority of associations experienced growth, only Coeur d'Alene Hockey Association, Idaho Falls Youth Hockey, and McCall Ice Skating Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

### IDAHO'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Teton Valley Youth Hockey Association	+54
2. Coeur d'Alene Hockey Association	+16
3. Boise Womens Hockey Association	+14
4. McCall Ice Skating Association	+9
5. Idaho Falls Youth Hockey	+8
6. Salmon Youth Hockey	+6
7. Boise Youth Amateur Association	+5
8. Kootenai Youth Recreation	+3
9. Palouse Youth Hockey Association	+3
10. Lewis Clark Amateur Hockey Assoc	-6
11. Sun Valley Youth Hockey	-13
12. Boise Amateur Hockey	-14





IDH0060 BOISE AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	32	52	38	56	(18)	(14)	42
NEW	21	40	20	42	(22)	(20)	22
RETAINED	11	12	18	14	4	6	20
LOST	10	8	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	26	40	30	TOTAL	6	12	8
NEW	17	31	17	NEW	4	9	3
RETAINED	9	9	13	RETAINED	2	3	5
LOST	10	7	12	LOST	0	1	1
RATIO BOYS TO GIRLS			78.9%				21.1%

IDH0017 BOISE WOMENS HOCKEY ASSOCIATION

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

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	0	TOTAL	0	0	14
NEW	0	0	0	NEW	0	0	14
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

IDH0009 BOISE YOUTH AMATEUR ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	0	0	5	4	1	5	9
NEW	0	0	5	2	3	5	7
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	5	TOTAL	0	0	0
NEW	0	0	5	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



IDH0080 COEUR D'ALENE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	28	29	45	33	12	16	49
NEW	14	16	28	18	10	12	30
RETAINED	14	13	17	15	2	4	19
LOST	5	7	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	28	28	42	TOTAL	0	1	3
NEW	14	15	25	NEW	0	1	3
RETAINED	14	13	17	RETAINED	0	0	0
LOST	5	7	2	LOST	0	0	1
RATIO BOYS TO GIRLS			93.3%				6.7%

IDH0008 IDAHO FALLS YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	107	86	94	90	4	8	98
NEW	43	29	31	31	0	2	33
RETAINED	64	57	63	59	4	6	65
LOST	16	21	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	88	71	77	TOTAL	19	15	17
NEW	37	22	26	NEW	6	7	5
RETAINED	51	49	51	RETAINED	13	8	12
LOST	11	17	7	LOST	5	4	0
RATIO BOYS TO GIRLS			81.9%				18.1%

IDH0004 KOOTENAI YOUTH RECREATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	17	16	19	20	(1)	3	23
NEW	17	5	10	7	3	5	12
RETAINED	0	11	9	13	(4)	(2)	11
LOST	0	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	17	16	19	TOTAL	0	0	0
NEW	17	5	10	NEW	0	0	0
RETAINED	0	11	9	RETAINED	0	0	0
LOST	0	1	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



IDH0011 LEWIS CLARK AMATEUR HOCKEY ASSOC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	26	30	24	34	(10)	(6)	28
NEW	15	14	14	16	(2)	0	16
RETAINED	11	16	10	18	(8)	(6)	12
LOST	8	4	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	23	27	22	TOTAL	3	3	2
NEW	13	11	13	NEW	2	3	1
RETAINED	10	16	9	RETAINED	1	0	1
LOST	5	2	8	LOST	3	2	2
RATIO BOYS TO GIRLS			91.7%				8.3%

IDH0003 MCCALL ICE SKATING ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	35	32	41	36	5	9	45
NEW	18	13	15	15	0	2	17
RETAINED	17	19	26	21	5	7	28
LOST	8	6	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	31	29	36	TOTAL	4	3	5
NEW	17	11	12	NEW	1	2	3
RETAINED	14	18	24	RETAINED	3	1	2
LOST	8	6	2	LOST	0	0	1
RATIO BOYS TO GIRLS			87.8%				12.2%

IDH0090 PALOUSE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	52	69	72	73	(1)	3	76
NEW	25	39	31	41	(10)	(8)	33
RETAINED	27	30	41	32	9	11	43
LOST	6	7	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	45	54	57	TOTAL	7	15	15
NEW	22	30	22	NEW	3	9	9
RETAINED	23	24	35	RETAINED	4	6	6
LOST	5	6	10	LOST	1	1	4
RATIO BOYS TO GIRLS			79.2%				20.8%



IDH0047 SALMON YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	28	26	32	30	2	6	36
NEW	12	11	17	13	4	6	19
RETAINED	16	15	15	17	(2)	0	17
LOST	4	10	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	16	15	20	TOTAL	12	11	12
NEW	7	6	13	NEW	5	5	4
RETAINED	9	9	7	RETAINED	7	6	8
LOST	2	4	4	LOST	2	6	2
RATIO BOYS TO GIRLS			62.5%				37.5%

IDH0024 SUN VALLEY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	88	91	78	95	(17)	(13)	82
NEW	28	29	36	31	5	7	38
RETAINED	60	62	42	64	(22)	(20)	44
LOST	16	13	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	66	65	56	TOTAL	22	26	22
NEW	22	21	27	NEW	6	8	9
RETAINED	44	44	29	RETAINED	16	18	13
LOST	12	8	14	LOST	4	5	4
RATIO BOYS TO GIRLS			71.8%				28.2%

IDH0016 TETON VALLEY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	0	0	54	4	50	54	58
NEW	0	0	51	2	49	51	53
RETAINED	0	0	3	2	1	3	5
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	45	TOTAL	0	0	9
NEW	0	0	42	NEW	0	0	9
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			83.3%				16.7%