

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.

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

MISSOURI RETENTION	AGE SEGMENT	NATIONAL RETENTION
38.4%	4 Year Olds returned as 5 Year Olds	34.8%
52.5%	5 Year Olds returned as 6 Year Olds	52.5%
64.0%	6 Year Olds returned as 7 Year Olds	66.3%
73.0%	7 Year Olds returned as 8 Year Olds	73.9%
82.0%	10 & Under	85.8%
89.0%	12 & Under	93.1%
92.2%	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%)**

MISSOURI GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	2,272	2,193	2,241
NEW	1,042	987	1,011
RETAINED	1,230	1,206	1,230

Based on 12 associations that registered 5 players or more, the Missouri 2018-19 goals are:

TOTAL: 2,193 + 48 = **2,241 (+2.2%)**

NEW: 987 + 24 = **1,011 (+2.4%)**

RETAINED: 1,206 + 24 = **1,230 (+2.0%)**

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—MISSOURI

Total

- The total number of players ages 8 & under in Missouri decreased by 31 (-1.4%) to 2,193.

Acquisition

- New players decreased by 31 (-3.0%) to 987.

Retention

- Retained players saw no change (+0.0%) with 1,206.

MISSOURI BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	1,892	1,879	1,968	2,224	2,193
%	0.5%	-0.7%	4.7%	13.0%	-1.4%
NEW	836	819	875	1,018	987
%	-1.1%	-2.0%	6.8%	16.3%	-3.0%
RETAINED	1,056	1,060	1,093	1,206	1,206
%	1.7%	0.4%	3.1%	10.3%	0.0%
LOST	468	481	395	431	508
%	5.6%	2.8%	-17.9%	9.1%	17.9%

MISSOURI BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	1,744	1,715	1,747	1,968	1,938
%	0.5%	-1.7%	1.9%	12.7%	-1.5%
NEW	745	725	725	892	842
%	-0.5%	-2.7%	0.0%	23.0%	-5.6%
RETAINED	999	990	1022	1076	1,096
%	1.3%	-0.9%	3.2%	5.3%	1.9%
LOST	405	426	337	339	411
%	0.0%	5.2%	-20.9%	0.6%	21.2%

MISSOURI GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	148	164	221	256	255
%	0.0%	10.8%	34.8%	15.8%	-0.4%
NEW	91	94	150	126	145
%	-5.2%	3.3%	59.6%	-16.0%	15.1%
RETAINED	57	70	71	130	110
%	9.6%	22.8%	1.4%	83.1%	-15.4%
LOST	63	55	58	92	97
%	65.8%	-12.7%	5.5%	58.6%	5.4%



2017-18 MISSOURI ASSOCIATIONS

MOH0119 AFFTON ATHLETIC 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	216	262	144	266	(122)	(118)	148
NEW	98	124	33	126	(93)	(91)	35
RETAINED	118	138	111	140	(29)	(27)	113
LOST	53	44	88				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	203	235	139	TOTAL	13	27	5
NEW	93	107	33	NEW	5	17	0
RETAINED	110	128	106	RETAINED	8	10	5
LOST	51	40	74	LOST	2	4	14
RATIO BOYS TO GIRLS			96.5%				3.5%

MOH0121 CHESTERFIELD 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	119	121	117	125	(8)	(4)	121
NEW	55	48	43	50	(7)	(5)	45
RETAINED	64	73	74	75	(1)	1	76
LOST	15	24	29				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	113	113	112	TOTAL	6	8	5
NEW	52	44	40	NEW	3	4	3
RETAINED	61	69	72	RETAINED	3	4	2
LOST	14	19	27	LOST	1	5	2
RATIO BOYS TO GIRLS			95.7%				4.3%

MOH0174 KIRKWOOD 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	127	133	179	137	42	46	183
NEW	56	5	95	7	88	90	97
RETAINED	71	128	84	130	(46)	(44)	86
LOST	9	23	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	126	127	170	TOTAL	1	6	9
NEW	55	4	90	NEW	1	1	5
RETAINED	71	123	80	RETAINED	0	5	4
LOST	9	23	9	LOST	0	0	0
RATIO BOYS TO GIRLS			95.0%				5.0%



MOH0175 MERAMEC 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	349	266	351	270	81	85	355
NEW	166	90	178	92	86	88	180
RETAINED	183	176	173	178	(5)	(3)	175
LOST	54	146	52				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	318	255	329	TOTAL	31	11	22
NEW	145	88	167	NEW	21	2	11
RETAINED	173	167	162	RETAINED	10	9	11
LOST	44	126	51	LOST	10	20	1
RATIO BOYS TO GIRLS			93.7%				6.3%

MOH0125 MID MISSOURI TIGERS

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	22	21	17	25	(8)	(4)	21
NEW	7	13	5	15	(10)	(8)	7
RETAINED	15	8	12	10	2	4	14
LOST	0	1	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	22	19	16	TOTAL	0	2	1
NEW	7	11	5	NEW	0	2	0
RETAINED	15	8	11	RETAINED	0	0	1
LOST	0	1	3	LOST	0	0	1
RATIO BOYS TO GIRLS			94.1%				5.9%

MOH0167 SOUTHERN ILLINOIS ICE 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	37	42	59	46	13	17	63
NEW	13	24	32	26	6	8	34
RETAINED	24	18	27	20	7	9	29
LOST	5	4	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	34	39	56	TOTAL	3	3	3
NEW	10	22	30	NEW	3	2	2
RETAINED	24	17	26	RETAINED	0	1	1
LOST	5	3	3	LOST	0	1	1
RATIO BOYS TO GIRLS			94.9%				5.1%



MOH0177 SPRINGFIELD 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	54	6	58	(52)	(48)	10
NEW	0	38	1	40	(39)	(37)	3
RETAINED	0	16	5	18	(13)	(11)	7
LOST	0	0	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	51	6	TOTAL	0	3	0
NEW	0	35	1	NEW	0	3	0
RETAINED	0	16	5	RETAINED	0	0	0
LOST	0	0	29	LOST	0	0	2
RATIO BOYS TO GIRLS			100.0%				0.0%

MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION - MO

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	12	19	16	3	7	23
NEW	0	11	6	13	(7)	(5)	8
RETAINED	0	1	13	3	10	12	15
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	12	18	TOTAL	0	0	1
NEW	0	11	6	NEW	0	0	0
RETAINED	0	1	12	RETAINED	0	0	1
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			94.7%				5.3%

MOH0300 ST LOUIS GIRLS' 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	55	39	42	43	(1)	3	46
NEW	47	20	21	22	(1)	1	23
RETAINED	8	19	21	21	0	2	23
LOST	2	65	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	0	0	TOTAL	55	39	42
NEW	0	0	0	NEW	47	20	21
RETAINED	0	0	0	RETAINED	8	19	21
LOST	0	0	0	LOST	2	65	11
RATIO BOYS TO GIRLS			0.0%				100.0%



MOH0169 ST LOUIS ROCKETS 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	105	209	165	213	(48)	(44)	169
NEW	11	111	74	113	(39)	(37)	76
RETAINED	94	98	91	100	(9)	(7)	93
LOST	145	61	72				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	101	190	157	TOTAL	4	19	8
NEW	11	94	71	NEW	0	17	3
RETAINED	90	96	86	RETAINED	4	2	5
LOST	137	59	62	LOST	8	2	10
RATIO BOYS TO GIRLS			95.2%				4.8%

MOH0248 ST PETERS 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	133	181	197	185	12	16	201
NEW	29	83	95	85	10	12	97
RETAINED	104	98	102	100	2	4	104
LOST	55	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	130	172	186	TOTAL	3	9	11
NEW	27	76	89	NEW	2	7	6
RETAINED	103	96	97	RETAINED	1	2	5
LOST	55	4	8	LOST	0	0	1
RATIO BOYS TO GIRLS			94.4%				5.6%

MOH0173 TWIN BRIDGES LIGHTNING

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	63	98	92	102	(10)	(6)	96
NEW	32	67	34	69	(35)	(33)	36
RETAINED	31	31	58	33	25	27	60
LOST	16	7	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	58	94	88	TOTAL	5	4	4
NEW	29	64	32	NEW	3	3	2
RETAINED	29	30	56	RETAINED	2	1	2
LOST	16	7	9	LOST	0	0	1
RATIO BOYS TO GIRLS			95.7%				4.3%