

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.

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

WYOMING RETENTION	AGE SEGMENT	NATIONAL RETENTION
47.7%	4 Year Olds returned as 5 Year Olds	34.8%
62.3%	5 Year Olds returned as 6 Year Olds	52.5%
76.8%	6 Year Olds returned as 7 Year Olds	66.3%
73.5%	7 Year Olds returned as 8 Year Olds	73.9%
85.8%	10 & Under	85.8%
84.8%	12 & Under	93.1%
86.8%	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%)**

WYOMING GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	683	607	647
NEW	338	241	261
RETAINED	345	366	386

Based on 10 associations that registered 5 players or more, the Wyoming 2018-19 goals are:

TOTAL: 607 + 40 = **647 (+6.6%)**

NEW: 241 + 20 = **261 (+8.3%)**

RETAINED: 366 + 20 = **386 (+5.5%)**

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—WYOMING

Total

- The total number of players ages 8 & under in Wyoming decreased by 36 (-5.6%) to 607.

Acquisition

- New players decreased by 77 (-24.2%) to 241.

Retention

- Retained players increased by 41 (+12.6%) to 366.

WYOMING BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	465	527	561	643	607
%	-8.6%	13.3%	6.5%	14.6%	-5.6%
NEW	180	271	270	318	241
%	-28.3%	50.6%	-0.4%	17.8%	-24.2%
RETAINED	285	256	291	325	366
%	10.5%	-10.2%	13.7%	11.7%	12.6%
LOST	127	96	112	120	125
%	-1.6%	-24.4%	16.7%	7.1%	4.2%

WYOMING BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	399	446	451	521	494
%	-8.3%	11.8%	1.1%	15.5%	-5.2%
NEW	148	222	202	253	188
%	-27.8%	50.0%	-9.0%	25.2%	-25.7%
RETAINED	251	224	249	268	306
%	9.1%	-10.8%	11.2%	7.6%	14.2%
LOST	99	75	84	94	95
%	6.5%	-24.2%	12.0%	11.9%	1.1%

WYOMING GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	66	81	110	122	113
%	-10.8%	22.7%	35.8%	10.9%	-7.4%
NEW	32	49	68	65	53
%	-30.4%	53.1%	38.8%	-4.4%	-18.5%
RETAINED	34	32	42	57	60
%	21.4%	-5.9%	31.3%	35.7%	5.3%
LOST	28	21	28	26	30
%	-22.2%	-25.0%	33.3%	-7.1%	15.4%



2017-18 WYOMING ASSOCIATIONS

WYH0004 CASPER AMATEUR 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	63	61	70	65	5	9	74
NEW	21	22	33	24	9	11	35
RETAINED	42	39	37	41	(4)	(2)	39
LOST	16	10	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	56	58	63	TOTAL	7	3	7
NEW	19	22	28	NEW	2	0	5
RETAINED	37	36	35	RETAINED	5	3	2
LOST	15	9	12	LOST	1	1	0
RATIO BOYS TO GIRLS			90.0%				10.0%

WYH0011 CHEYENNE 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	47	68	55	72	(17)	(13)	59
NEW	26	40	18	42	(24)	(22)	20
RETAINED	21	28	37	30	7	9	39
LOST	1	9	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	37	58	47	TOTAL	10	10	8
NEW	20	33	15	NEW	6	7	3
RETAINED	17	25	32	RETAINED	4	3	5
LOST	1	5	8	LOST	0	4	3
RATIO BOYS TO GIRLS			85.5%				14.5%

WYH0015 DOUGLAS 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	23	43	38	47	(9)	(5)	42
NEW	18	26	8	28	(20)	(18)	10
RETAINED	5	17	30	19	11	13	32
LOST	4	3	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	19	30	29	TOTAL	4	13	9
NEW	15	18	7	NEW	3	8	1
RETAINED	4	12	22	RETAINED	1	5	8
LOST	3	3	6	LOST	1	0	2
RATIO BOYS TO GIRLS			76.3%				23.7%



WYH0060 GILLETTE 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	20	27	38	31	7	11	42
NEW	13	22	27	24	3	5	29
RETAINED	7	5	11	7	4	6	13
LOST	2	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	18	26	33	TOTAL	2	1	5
NEW	11	21	23	NEW	2	1	4
RETAINED	7	5	10	RETAINED	0	0	1
LOST	1	1	0	LOST	1	0	0
RATIO BOYS TO GIRLS			86.8%				13.2%

WYH0080 JACKSON YOUTH HOCKEY

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	124	141	112	145	(33)	(29)	116
NEW	48	49	33	51	(18)	(16)	35
RETAINED	76	92	79	94	(15)	(13)	81
LOST	19	15	27				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	103	113	86	TOTAL	21	28	26
NEW	37	36	23	NEW	11	13	10
RETAINED	66	77	63	RETAINED	10	15	16
LOST	12	14	19	LOST	7	1	8
RATIO BOYS TO GIRLS			76.8%				23.2%

WYH0003 LARAMIE AMATEUR 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	51	48	41	52	(11)	(7)	45
NEW	21	18	16	20	(4)	(2)	18
RETAINED	30	30	25	32	(7)	(5)	27
LOST	84	24	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	39	36	31	TOTAL	12	12	10
NEW	14	14	11	NEW	7	4	5
RETAINED	25	22	20	RETAINED	5	8	5
LOST	65	14	8	LOST	19	10	3
RATIO BOYS TO GIRLS			75.6%				24.4%



WYH0050 PARK COUNTY 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	41	18	18	22	(4)	0	22
NEW	20	6	7	8	(1)	1	9
RETAINED	21	12	11	14	(3)	(1)	13
LOST	6	13	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	36	17	17	TOTAL	5	1	1
NEW	16	6	7	NEW	4	0	0
RETAINED	20	11	10	RETAINED	1	1	1
LOST	3	11	5	LOST	3	2	0
RATIO BOYS TO GIRLS			94.4%				5.6%

WYH0008 PINEDALE 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	12	33	32	37	(5)	(1)	36
NEW	3	22	12	24	(12)	(10)	14
RETAINED	9	11	20	13	7	9	22
LOST	10	0	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	9	24	25	TOTAL	3	9	7
NEW	1	16	11	NEW	2	6	1
RETAINED	8	8	14	RETAINED	1	3	6
LOST	8	0	4	LOST	2	0	1
RATIO BOYS TO GIRLS			78.1%				21.9%

WYH0040 RIVERTON ICE 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	27	28	43	32	11	15	47
NEW	14	11	17	13	4	6	19
RETAINED	13	17	26	19	7	9	28
LOST	10	8	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	24	22	34	TOTAL	3	6	9
NEW	12	7	14	NEW	2	4	3
RETAINED	12	15	20	RETAINED	1	2	6
LOST	7	7	6	LOST	3	1	3
RATIO BOYS TO GIRLS			79.1%				20.9%



WYH0009 ROCK SPRINGS YOUTH HOCKEY

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	47	49	36	53	(17)	(13)	40
NEW	25	21	16	23	(7)	(5)	18
RETAINED	22	28	20	30	(10)	(8)	22
LOST	5	7	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	36	39	26	TOTAL	11	10	10
NEW	17	16	11	NEW	8	5	5
RETAINED	19	23	15	RETAINED	3	5	5
LOST	4	6	5	LOST	1	1	2
RATIO BOYS TO GIRLS			72.2%				27.8%