

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.

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

MIDWEST RETENTION	AGE SEGMENT	NATIONAL RETENTION
39.2%	4 Year Olds returned as 5 Year Olds	34.8%
56.8%	5 Year Olds returned as 6 Year Olds	52.5%
65.6%	6 Year Olds returned as 7 Year Olds	66.3%
74.7%	7 Year Olds returned as 8 Year Olds	73.9%
81.4%	10 & Under	85.8%
89.1%	12 & Under	93.1%
93.7%	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%)**

MIDWEST GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	1,801	1,780	1,848
NEW	749	759	793
RETAINED	1,052	1,021	1,055

Based on 17 associations that registered 5 players or more, the Midwest 2018-19 goals are:

TOTAL: 1,780 + 68 = **1,848 (+3.8%)**

NEW: 759 + 34 = **793 (+4.5%)**

RETAINED: 1,021 + 34 = **1,055 (+3.3%)**

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
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—MIDWEST

Total

- The total number of players ages 8 & under in Midwest increased by 39 (+2.2%) to 1,780.
- In addition, girls' participation increased by 2 (+1.0%) to reach a new record high.

Acquisition

- New players increased by 40 (+5.6%) to 759.

Retention

- Retained players decreased by 1 (-0.1%) to 1,021.

MIDWEST BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	1,735	1,765	1,701	1,741	1,780
%	0.5%	1.7%	-3.6%	2.4%	2.2%
NEW	730	764	729	719	759
%	7.8%	4.7%	-4.6%	-1.4%	5.6%
RETAINED	1,005	1,001	972	1,022	1,021
%	-4.3%	-0.4%	-2.9%	5.1%	-0.1%
LOST	303	318	365	302	329
%	-14.6%	5.0%	14.8%	-17.3%	8.9%

MIDWEST BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	1,584	1,602	1,546	1,532	1,569
%	0.3%	1.1%	-3.5%	-0.9%	2.4%
NEW	649	674	643	591	652
%	7.1%	3.9%	-4.6%	-8.1%	10.3%
RETAINED	935	928	903	941	917
%	-4.0%	-0.7%	-2.7%	4.2%	-2.6%
LOST	259	272	317	262	274
%	-15.6%	5.0%	16.5%	-17.4%	4.6%

MIDWEST GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	151	163	155	209	211
%	2.7%	7.9%	-4.9%	34.8%	1.0%
NEW	81	90	86	128	107
%	14.1%	11.1%	-4.4%	48.8%	-16.4%
RETAINED	70	73	69	81	104
%	-7.9%	4.3%	-5.5%	17.4%	28.4%
LOST	44	46	48	40	55
%	-8.3%	4.5%	4.3%	-16.7%	37.5%



2017-18 MIDWEST ASSOCIATIONS

IOWA (11)

IAH0143 AMES MINOR HOCKEY ASSN

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 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			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	0	14	TOTAL	0	0	0
NEW	0	0	14	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%

IAH0119 CEDAR RAPIDS HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	23	25	31	29	2	6	35
NEW	10	13	13	15	(2)	0	15
RETAINED	13	12	18	14	4	6	20
LOST	1	2	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	21	21	27	TOTAL	2	4	4
NEW	9	11	13	NEW	1	2	0
RETAINED	12	10	14	RETAINED	1	2	4
LOST	0	2	0	LOST	1	0	1
RATIO BOYS TO GIRLS			87.1%				12.9%

IAH0136 DES MOINES YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	165	127	187	131	56	60	191
NEW	67	23	123	25	98	100	125
RETAINED	98	104	64	106	(42)	(40)	66
LOST	25	12	14				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	154	118	161	TOTAL	11	9	26
NEW	62	19	101	NEW	5	4	22
RETAINED	92	99	60	RETAINED	6	5	4
LOST	23	11	12	LOST	2	1	2
RATIO BOYS TO GIRLS			86.1%				13.9%



IAH0126 DUBUQUE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	118	121	126	125	1	5	130
NEW	42	10	48	12	36	38	50
RETAINED	76	111	78	113	(35)	(33)	80
LOST	23	27	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	107	115	112	TOTAL	11	6	14
NEW	35	9	39	NEW	7	1	9
RETAINED	72	106	73	RETAINED	4	5	5
LOST	22	20	22	LOST	1	7	2
RATIO BOYS TO GIRLS			88.9%				11.1%

IAH0160 IOWA CITY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	16	6	47	10	37	41	51
NEW	2	1	40	3	37	39	42
RETAINED	14	5	7	7	0	2	9
LOST	12	7	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	16	6	38	TOTAL	0	0	9
NEW	2	1	32	NEW	0	0	8
RETAINED	14	5	6	RETAINED	0	0	1
LOST	10	7	0	LOST	2	0	0
RATIO BOYS TO GIRLS			80.9%				19.1%

IAH0120 LAKES AREA HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	32	44	44	48	(4)	0	48
NEW	15	23	7	25	(18)	(16)	9
RETAINED	17	21	37	23	14	16	39
LOST	10	7	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	27	33	34	TOTAL	5	11	10
NEW	12	15	4	NEW	3	8	3
RETAINED	15	18	30	RETAINED	2	3	7
LOST	7	6	4	LOST	3	1	1
RATIO BOYS TO GIRLS			77.3%				22.7%



IAH0117 MASON CITY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	63	5	11	9	2	6	15
NEW	27	0	0	2	(2)	0	2
RETAINED	36	5	11	7	4	6	13
LOST	11	50	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	59	5	11	TOTAL	4	0	0
NEW	25	0	0	NEW	2	0	0
RETAINED	34	5	11	RETAINED	2	0	0
LOST	9	46	0	LOST	2	4	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IAH0162 QUAD CITY HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	143	135	124	139	(15)	(11)	128
NEW	66	66	48	68	(20)	(18)	50
RETAINED	77	69	76	71	5	7	78
LOST	29	36	40				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	128	115	111	TOTAL	15	20	13
NEW	59	51	44	NEW	7	15	4
RETAINED	69	64	67	RETAINED	8	5	9
LOST	26	33	34	LOST	3	3	6
RATIO BOYS TO GIRLS			89.5%				10.5%

IAH0118 SIOUX CENTER HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	45	46	46	50	(4)	0	50
NEW	26	18	23	20	3	5	25
RETAINED	19	28	23	30	(7)	(5)	25
LOST	5	10	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	38	38	37	TOTAL	7	8	9
NEW	21	13	20	NEW	5	5	3
RETAINED	17	25	17	RETAINED	2	3	6
LOST	3	9	2	LOST	2	1	2
RATIO BOYS TO GIRLS			80.4%				19.6%



IAH0139 SIOUXLAND YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	103	53	66	57	9	13	70
NEW	46	13	31	15	16	18	33
RETAINED	57	40	35	42	(7)	(5)	37
LOST	10	34	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	92	48	59	TOTAL	11	5	7
NEW	38	12	28	NEW	8	1	3
RETAINED	54	36	31	RETAINED	3	4	4
LOST	10	31	9	LOST	0	3	0
RATIO BOYS TO GIRLS			89.4%				10.6%

IAH0138 WATERLOO YOUTH HOCKEY ASSN

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	0	0	105	4	101	105	109
NEW	0	0	67	2	65	67	69
RETAINED	0	0	38	2	36	38	40
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	99	TOTAL	0	0	6
NEW	0	0	61	NEW	0	0	6
RETAINED	0	0	38	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			94.3%				5.7%



KANSAS (2)

KSH0128 KANSAS CITY YOUTH HOCKEY ASSN

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	191	208	241	212	29	33	245
NEW	154	75	110	77	33	35	112
RETAINED	37	133	131	135	(4)	(2)	133
LOST	13	24	27				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	181	194	224	TOTAL	10	14	17
NEW	146	68	98	NEW	8	7	12
RETAINED	35	126	126	RETAINED	2	7	5
LOST	12	23	23	LOST	1	1	4
RATIO BOYS TO GIRLS			92.9%				7.1%

KSH0132 WICHITA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	29	31	23	35	(12)	(8)	27
NEW	15	20	9	22	(13)	(11)	11
RETAINED	14	11	14	13	1	3	16
LOST	7	4	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	27	28	20	TOTAL	2	3	3
NEW	14	19	7	NEW	1	1	2
RETAINED	13	9	13	RETAINED	1	2	1
LOST	7	4	5	LOST	0	0	0
RATIO BOYS TO GIRLS			87.0%				13.0%



NEBRASKA (4)

NEH0005 FREMONT ICE ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	46	46	39	50	(11)	(7)	43
NEW	23	14	24	16	8	10	26
RETAINED	23	32	15	34	(19)	(17)	17
LOST	2	3	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	38	39	34	TOTAL	8	7	5
NEW	19	12	19	NEW	4	2	5
RETAINED	19	27	15	RETAINED	4	5	0
LOST	2	1	5	LOST	0	2	2
RATIO BOYS TO GIRLS			87.2%				12.8%

NEH0002 LINCOLN ICE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	111	99	94	103	(9)	(5)	98
NEW	40	41	29	43	(14)	(12)	31
RETAINED	71	58	65	60	5	7	67
LOST	25	20	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	99	86	80	TOTAL	12	13	14
NEW	35	34	27	NEW	5	7	2
RETAINED	64	52	53	RETAINED	7	6	12
LOST	24	16	11	LOST	1	4	0
RATIO BOYS TO GIRLS			85.1%				14.9%

NEH0134 OMAHA HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	192	187	191	191	0	4	195
NEW	80	70	58	72	(14)	(12)	60
RETAINED	112	117	133	119	14	16	135
LOST	23	28	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	178	166	172	TOTAL	14	21	19
NEW	68	57	52	NEW	12	13	6
RETAINED	110	109	120	RETAINED	2	8	13
LOST	21	26	23	LOST	2	2	5
RATIO BOYS TO GIRLS			90.1%				9.9%



NEH0004 TRI-CITY YOUTH ICE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	15-16	16-17	17-18	17-18 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	86	89	82	93	(11)	(7)	86
NEW	37	36	28	38	(10)	(8)	30
RETAINED	49	53	54	55	(1)	1	56
LOST	17	13	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	77	79	75	TOTAL	9	10	7
NEW	33	31	25	NEW	4	5	3
RETAINED	44	48	50	RETAINED	5	5	4
LOST	15	12	19	LOST	2	1	6
RATIO BOYS TO GIRLS			91.5%				8.5%