

# 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
<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.

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

PACIFIC NORTHWEST RETENTION	AGE SEGMENT	NATIONAL RETENTION
33.8%	<b>4 Year Olds returned as 5 Year Olds</b>	34.8%
46.9%	<b>5 Year Olds returned as 6 Year Olds</b>	52.5%
61.7%	<b>6 Year Olds returned as 7 Year Olds</b>	66.3%
68.9%	<b>7 Year Olds returned as 8 Year Olds</b>	73.9%
77.4%	<b>10 &amp; Under</b>	85.8%
86.6%	<b>12 &amp; Under</b>	93.1%
90.1%	<b>14 &amp; Under</b>	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%)**

### PACIFIC NORTHWEST GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	1,532	1,536	1,592
<b>NEW</b>	772	768	796
<b>RETAINED</b>	760	768	796

Based on 14 associations that registered 5 players or more, the Pacific Northwest 2018-19 goals are:

**TOTAL:** 1,536 + 56 = **1,592 (+3.6%)**

**NEW:** 768 + 28 = **796 (+3.6%)**

**RETAINED:** 768 + 28 = **796 (+3.6%)**

### 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
<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—PACIFIC NORTHWEST

### Total

- The total number of players ages 8 & under in Pacific Northwest increased by 60 (+4.1%) to 1,536.
- This is the largest number of total participants in Pacific Northwest history.
- In addition, girls' participation increased by 28 (+11.1%) for a new record high.

### Acquisition

- New players increased by 24 (+3.2%) to 768.

### Retention

- Retained players increased by 36 (+4.9%) to 768.

### PACIFIC NORTHWEST BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	1,179	1,252	1,403	1,476	1,536
%	7.4%	6.2%	12.1%	5.2%	4.1%
<b>NEW</b>	588	545	712	744	768
%	17.6%	-7.3%	30.6%	4.5%	3.2%
<b>RETAINED</b>	591	707	691	732	768
%	-1.2%	19.6%	-2.3%	5.9%	4.9%
<b>LOST</b>	235	250	275	312	375
%	-1.3%	6.4%	10.0%	13.5%	20.2%

### PACIFIC NORTHWEST BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	1,059	1,114	1,175	1,224	1,256
%	7.1%	5.2%	5.5%	4.2%	2.6%
<b>NEW</b>	511	473	557	588	598
%	16.7%	-7.4%	17.8%	5.6%	1.7%
<b>RETAINED</b>	548	641	618	636	658
%	-0.5%	17.0%	-3.6%	2.9%	3.5%
<b>LOST</b>	199	211	236	232	295
%	2.6%	6.0%	11.8%	-1.7%	27.2%

### PACIFIC NORTHWEST GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	120	138	228	252	280
%	10.1%	15.0%	65.2%	10.5%	11.1%
<b>NEW</b>	77	72	155	156	170
%	24.2%	-6.5%	115.3%	0.6%	9.0%
<b>RETAINED</b>	43	66	73	96	110
%	-8.5%	53.5%	10.6%	31.5%	14.6%
<b>LOST</b>	36	39	39	80	80
%	-18.2%	8.3%	0.0%	105.1%	0.0%



## 2017-18 PACIFIC NORTHWEST ASSOCIATIONS

### WAH0014 EVERETT 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	49	38	86	42	44	48	90
NEW	17	20	68	22	46	48	70
RETAINED	32	18	18	20	(2)	0	20
LOST	4	11	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	41	34	76	TOTAL	8	4	10
NEW	16	18	58	NEW	1	2	10
RETAINED	25	16	18	RETAINED	7	2	0
LOST	4	9	5	LOST	0	2	3
RATIO BOYS TO GIRLS			88.4%				11.6%

### WAH0002 KENT VALLEY 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	68	47	72	(25)	(21)	51
NEW	47	37	20	39	(19)	(17)	22
RETAINED	31	31	27	33	(6)	(4)	29
LOST	14	25	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	69	61	42	TOTAL	9	7	5
NEW	41	34	17	NEW	6	3	3
RETAINED	28	27	25	RETAINED	3	4	2
LOST	13	21	27	LOST	1	4	3
RATIO BOYS TO GIRLS			89.4%				10.6%

### WAH0058 MOSES LAKE 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	17	21	22	25	(3)	1	26
NEW	9	12	13	14	(1)	1	15
RETAINED	8	9	9	11	(2)	0	11
LOST	2	4	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	16	18	17	TOTAL	1	3	5
NEW	8	10	11	NEW	1	2	2
RETAINED	8	8	6	RETAINED	0	1	3
LOST	2	4	4	LOST	0	0	0
RATIO BOYS TO GIRLS			77.3%				22.7%



WAH0120 PUGET SOUND AMATEUR 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	113	128	155	132	23	27	159
NEW	61	69	76	71	5	7	78
RETAINED	52	59	79	61	18	20	81
LOST	34	44	48				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	99	110	134	TOTAL	14	18	21
NEW	53	56	63	NEW	8	13	13
RETAINED	46	54	71	RETAINED	6	5	8
LOST	34	36	37	LOST	0	8	11
RATIO BOYS TO GIRLS			86.5%				13.5%

WAH0050 SEATTLE JUNIOR 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	169	207	195	211	(16)	(12)	199
NEW	64	117	89	119	(30)	(28)	91
RETAINED	105	90	106	92	14	16	108
LOST	28	26	64				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	141	174	159	TOTAL	28	33	36
NEW	49	92	65	NEW	15	25	24
RETAINED	92	82	94	RETAINED	13	8	12
LOST	24	17	54	LOST	4	9	10
RATIO BOYS TO GIRLS			81.5%				18.5%

WAH0062 SNO-KING AMATEUR 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	263	235	269	239	30	34	273
NEW	142	109	158	111	47	49	160
RETAINED	121	126	111	128	(17)	(15)	113
LOST	42	47	48				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	239	212	239	TOTAL	24	23	30
NEW	130	91	139	NEW	12	18	19
RETAINED	109	121	100	RETAINED	12	5	11
LOST	32	42	42	LOST	10	5	6
RATIO BOYS TO GIRLS			88.8%				11.2%



WAH0048 SPOKANE JR CHIEFS

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	89	87	117	91	26	30	121
NEW	31	38	64	40	24	26	66
RETAINED	58	49	53	51	2	4	55
LOST	5	2	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	83	82	107	TOTAL	6	5	10
NEW	27	37	57	NEW	4	1	7
RETAINED	56	45	50	RETAINED	2	4	3
LOST	4	2	5	LOST	1	0	0
RATIO BOYS TO GIRLS			91.5%				8.5%

WAH0077 TRI-CITIES AMATEUR 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	104	106	108	(2)	2	110
NEW	42	30	45	32	13	15	47
RETAINED	63	74	61	76	(15)	(13)	63
LOST	19	21	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	97	94	100	TOTAL	8	10	6
NEW	37	25	42	NEW	5	5	3
RETAINED	60	69	58	RETAINED	3	5	3
LOST	14	17	12	LOST	5	4	3
RATIO BOYS TO GIRLS			94.3%				5.7%

WAH0065 WENATCHEE AMATEUR 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	65	56	69	(13)	(9)	60
NEW	32	34	25	36	(11)	(9)	27
RETAINED	23	31	31	33	(2)	0	33
LOST	14	9	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	46	55	47	TOTAL	9	10	9
NEW	25	29	18	NEW	7	5	7
RETAINED	21	26	29	RETAINED	2	5	2
LOST	13	6	12	LOST	1	3	4
RATIO BOYS TO GIRLS			83.9%				16.1%





WAH0005 WESTERN WASHINGTON FEMALE 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	18	25	22	3	7	29
NEW	20	11	18	13	5	7	20
RETAINED	0	7	7	9	(2)	0	9
LOST	0	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	0	0	TOTAL	20	18	25
NEW	0	0	0	NEW	20	11	18
RETAINED	0	0	0	RETAINED	0	7	7
LOST	0	0	0	LOST	0	1	1
RATIO BOYS TO GIRLS			0.0%				100.0%

WAH0028 WEST SOUND 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	18	23	30	27	3	7	34
NEW	12	17	19	19	0	2	21
RETAINED	6	6	11	8	3	5	13
LOST	7	6	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	15	18	26	TOTAL	3	5	4
NEW	10	14	16	NEW	2	3	3
RETAINED	5	4	10	RETAINED	1	2	1
LOST	6	5	3	LOST	1	1	0
RATIO BOYS TO GIRLS			86.7%				13.3%

WAH0037 VANCOUVER 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	25	23	29	27	2	6	33
NEW	16	11	20	13	7	9	22
RETAINED	9	12	9	14	(5)	(3)	11
LOST	8	2	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	21	18	27	TOTAL	4	5	2
NEW	13	9	19	NEW	3	2	1
RETAINED	8	9	8	RETAINED	1	3	1
LOST	6	1	2	LOST	2	1	0
RATIO BOYS TO GIRLS			93.1%				6.9%



WAH0051 WHATCOM COUNTY AMATEUR 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	54	49	63	53	10	14	67
NEW	29	22	38	24	14	16	40
RETAINED	25	27	25	29	(4)	(2)	27
LOST	12	18	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	46	45	55	TOTAL	8	4	8
NEW	23	20	31	NEW	6	2	7
RETAINED	23	25	24	RETAINED	2	2	1
LOST	9	14	10	LOST	3	4	1
RATIO BOYS TO GIRLS			87.3%				12.7%

WAH0056 YAKIMA AMATEUR 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	17	22	17	26	(9)	(5)	21
NEW	7	14	10	16	(6)	(4)	12
RETAINED	10	8	7	10	(3)	(1)	9
LOST	9	5	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	12	13	12	TOTAL	5	9	5
NEW	5	8	8	NEW	2	6	2
RETAINED	7	5	4	RETAINED	3	3	3
LOST	6	4	5	LOST	3	1	4
RATIO BOYS TO GIRLS			70.6%				29.4%