

2017-2018 8 & UNDER MEMBERSHIP REPORT

CAROLINA AMATEUR



HOCKEY ASSOCIATION

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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.

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

CAROLINA RETENTION	AGE SEGMENT	NATIONAL RETENTION
16.5%	4 Year Olds returned as 5 Year Olds	34.8%
27.6%	5 Year Olds returned as 6 Year Olds	52.5%
42.7%	6 Year Olds returned as 7 Year Olds	66.3%
49.7%	7 Year Olds returned as 8 Year Olds	73.9%
69.9%	10 & Under	85.8%
80.3%	12 & Under	93.1%
89.2%	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%)**

CAROLINA GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	1,201	1,550	1,606
NEW	683	1,024	1,052
RETAINED	518	526	554

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

TOTAL: 1,550 + 56 = **1,606 (+3.6%)**

NEW: 1,024 + 28 = **1,052 (+2.7%)**

RETAINED: 526 + 28 = **554 (+5.3%)**

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				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—CAROLINA

Total

- The total number of players ages 8 & under in Carolina increased by 405 (+35.4%) to 1,550.
- This is the largest number of total participants in Carolina history.

Acquisition

- New players increased by 369 (+56.3%) to 1,024.
- The number of new girl participants grew from 97 last season to 176 (+81.4%).

Retention

- Retained players increased by 36 (+7.3%) to 526.

CAROLINA BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	871	936	950	1145	1,550
%	2.1%	7.5%	1.5%	20.5%	35.4%
NEW	450	479	456	655	1,024
%	16.3%	6.4%	-4.8%	43.6%	56.3%
RETAINED	421	457	494	490	526
%	-9.7%	8.6%	8.1%	-0.8%	7.3%
LOST	199	176	188	200	316
%	-5.7%	-11.6%	6.8%	6.4%	58.0%

CAROLINA BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	782	841	852	1,006	1,320
%	0.0%	7.5%	1.3%	18.1%	31.2%
NEW	392	428	404	558	848
%	9.5%	9.2%	-5.6%	38.1%	52.0%
RETAINED	390	413	448	448	472
%	-8.0%	5.9%	8.5%	0.0%	5.4%
LOST	175	147	164	166	260
%	-8.4%	-16.0%	11.6%	1.2%	56.6%

CAROLINA GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	89	95	98	139	230
%	25.4%	6.7%	3.2%	41.8%	65.5%
NEW	58	51	52	97	176
%	100.0%	-12.1%	2.0%	86.5%	81.4%
RETAINED	31	44	46	42	54
%	-26.2%	41.9%	4.5%	-8.7%	28.6%
LOST	24	29	24	34	56
%	20.0%	20.8%	-17.2%	41.7%	64.7%



2017-18 CAROLINA ASSOCIATIONS

NORTH CAROLINA (11)

NCH0005 CAPE FEAR 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	0	12	15	16	(1)	3	19
NEW	0	10	10	12	(2)	0	12
RETAINED	0	2	5	4	1	3	7
LOST	0	1	6				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	7	14	TOTAL	0	5	1
NEW	0	5	10	NEW	0	5	0
RETAINED	0	2	4	RETAINED	0	0	1
LOST	0	1	3	LOST	0	0	3
RATIO BOYS TO GIRLS			93.3%				6.7%

NCH0041 CAROLINA ICE ZONE YOUTH & ADULT 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	6	7	9	11	(2)	2	13
NEW	6	5	4	7	(3)	(1)	6
RETAINED	0	2	5	4	1	3	7
LOST	0	1	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	6	7	9	TOTAL	0	0	0
NEW	6	5	4	NEW	0	0	0
RETAINED	0	2	5	RETAINED	0	0	0
LOST	0	1	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0003 CHARLOTTE METRO 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	145	90	142	94	48	52	146
NEW	76	34	97	36	61	63	99
RETAINED	69	56	45	58	(13)	(11)	47
LOST	35	52	25				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	133	85	129	TOTAL	12	5	13
NEW	70	33	87	NEW	6	1	10
RETAINED	63	52	42	RETAINED	6	4	3
LOST	33	46	22	LOST	2	6	3
RATIO BOYS TO GIRLS			90.8%				9.2%



NCH0043 EAST COAST EAGLES 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	6	23	19	27	(8)	(4)	23
NEW	5	23	19	25	(6)	(4)	21
RETAINED	1	0	0	2	(2)	0	2
LOST	1	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	6	20	19	TOTAL	0	3	0
NEW	5	20	19	NEW	0	3	0
RETAINED	1	0	0	RETAINED	0	0	0
LOST	1	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0021 GREENSBORO 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	41	53	45	8	12	57
NEW	9	35	34	37	(3)	(1)	36
RETAINED	14	6	19	8	11	13	21
LOST	5	2	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	22	36	46	TOTAL	1	5	7
NEW	8	30	28	NEW	1	5	6
RETAINED	14	6	18	RETAINED	0	0	1
LOST	5	2	7	LOST	0	0	1
RATIO BOYS TO GIRLS			86.8%				13.2%

NCH0010 PINEVILLE ICE HOUSE

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	29	12	15	16	(1)	3	19
NEW	24	7	12	9	3	5	14
RETAINED	5	5	3	7	(4)	(2)	5
LOST	2	7	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	28	12	14	TOTAL	1	0	1
NEW	23	7	11	NEW	1	0	1
RETAINED	5	5	3	RETAINED	0	0	0
LOST	2	7	5	LOST	0	0	0
RATIO BOYS TO GIRLS			93.3%				6.7%



NCH0034 POLAR HOUSE 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	218	170	217	174	43	47	221
NEW	74	67	131	69	62	64	133
RETAINED	144	103	86	105	(19)	(17)	88
LOST	32	27	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	208	156	199	TOTAL	10	14	18
NEW	71	59	118	NEW	3	8	13
RETAINED	137	97	81	RETAINED	7	6	5
LOST	29	27	9	LOST	3	0	4
RATIO BOYS TO GIRLS			91.7%				8.3%

NCH0014 RALEIGH ICE PLEX

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	38	31	5	35	(30)	(26)	9
NEW	36	16	4	18	(14)	(12)	6
RETAINED	2	15	1	17	(16)	(14)	3
LOST	1	13	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	36	26	4	TOTAL	2	5	1
NEW	34	11	4	NEW	2	5	0
RETAINED	2	15	0	RETAINED	0	0	1
LOST	1	11	15	LOST	0	2	2
RATIO BOYS TO GIRLS			80.0%				20.0%

NCH0006 TRIANGLE YOUTH HOCKEY OF NORTH CAROLINA

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	26	28	30	(2)	2	32
NEW	7	13	23	15	8	10	25
RETAINED	18	13	5	15	(10)	(8)	7
LOST	6	5	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	23	25	23	TOTAL	2	1	5
NEW	7	13	18	NEW	0	0	5
RETAINED	16	12	5	RETAINED	2	1	0
LOST	6	5	2	LOST	0	0	0
RATIO BOYS TO GIRLS			82.1%				17.9%



NCH0008 WILMINGTON ICE HOCKEY ASSOC

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	18	22	(4)	0	22
NEW	12	11	5	13	(8)	(6)	7
RETAINED	8	7	13	9	4	6	15
LOST	2	8	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	19	17	17	TOTAL	1	1	1
NEW	12	10	5	NEW	0	1	0
RETAINED	7	7	12	RETAINED	1	0	1
LOST	1	8	4	LOST	1	0	0
RATIO BOYS TO GIRLS			94.4%				5.6%

NCH0050 WINSTON-SALEM 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	21	76	25	51	55	80
NEW	0	16	66	18	48	50	68
RETAINED	0	5	10	7	3	5	12
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	21	57	TOTAL	0	0	19
NEW	0	16	47	NEW	0	0	19
RETAINED	0	5	10	RETAINED	0	0	0
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			75.0%				25.0%



SOUTH CAROLINA (3)

SCH0003 CHARLESTON 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	17	35	21	14	18	39
NEW	9	12	30	14	16	18	32
RETAINED	8	5	5	7	(2)	0	7
LOST	12	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	17	16	31	TOTAL	0	1	4
NEW	9	11	26	NEW	0	1	4
RETAINED	8	5	5	RETAINED	0	0	0
LOST	12	1	1	LOST	0	0	0
RATIO BOYS TO GIRLS			88.6%				11.4%

SCH0007 GREATER GREENVILLE 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	40	40	44	(4)	0	44
NEW	0	34	24	36	(12)	(10)	26
RETAINED	0	6	16	8	8	10	18
LOST	0	2	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	37	30	TOTAL	0	3	10
NEW	0	32	16	NEW	0	2	8
RETAINED	0	5	14	RETAINED	0	1	2
LOST	0	2	5	LOST	0	0	0
RATIO BOYS TO GIRLS			75.0%				25.0%

SCH0010 PAVILION RECREATION COMPLEX

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	0	50	4	46	50	54
NEW	0	0	43	2	41	43	45
RETAINED	0	0	7	2	5	7	9
LOST	0	0	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	0	44	TOTAL	0	0	6
NEW	0	0	38	NEW	0	0	5
RETAINED	0	0	6	RETAINED	0	0	1
LOST	0	0	19	LOST	0	0	1
RATIO BOYS TO GIRLS			88.0%				12.0%