

2017-2018 8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

Participation Overview	Page 1
2 and 2 Challenge Goals	Page 2
National Analysis	Page 3
Montana Analysis	Page 4
Local Association Analysis	Pages 5-8
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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.

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

MONTANA RETENTION	AGE SEGMENT	NATIONAL RETENTION
41.8%	4 Year Olds returned as 5 Year Olds	34.8%
50.7%	5 Year Olds returned as 6 Year Olds	52.5%
72.4%	6 Year Olds returned as 7 Year Olds	66.3%
74.9%	7 Year Olds returned as 8 Year Olds	73.9%
84.4%	10 & Under	85.8%
92.1%	12 & Under	93.1%
93.4%	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%)**

MONTANA GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
TOTAL	744	693	733
NEW	318	292	312
RETAINED	426	401	421

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

TOTAL: 693 + 40 = **733 (+5.8%)**

NEW: 292 + 20 = **312 (+6.8%)**

RETAINED: 401 + 20 = **421 (+5.0%)**

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—MONTANA

Total

- The total number of players ages 8 & under in Montana decreased by 7 (-1.0%) to 693.

Acquisition

- New players decreased by 4 (-1.4%) to 292.

Retention

- Retained players decreased by 3 (-0.7%) to 401.

MONTANA BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	739	675	741	700	693
%	13.7%	-8.7%	9.8%	-5.5%	-1.0%
NEW	362	292	343	296	292
%	19.5%	-19.3%	17.5%	-13.7%	-1.4%
RETAINED	377	383	398	404	401
%	8.6%	1.6%	3.9%	1.5%	-0.7%
LOST	126	191	128	170	141
%	-5.3%	51.6%	-33.0%	32.8%	-17.1%

MONTANA BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	617	558	605	562	549
%	12.6%	-9.6%	8.4%	-7.1%	-2.3%
NEW	299	237	268	224	219
%	14.6%	-20.7%	13.1%	-16.4%	-2.2%
RETAINED	318	321	337	338	330
%	10.8%	0.9%	5.0%	0.3%	-2.4%
LOST	109	156	103	135	105
%	9.0%	43.1%	-34.0%	31.1%	-22.2%

MONTANA GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
TOTAL	122	117	136	138	144
%	19.6%	-4.1%	16.2%	1.5%	4.3%
NEW	63	55	75	72	73
%	50.0%	-12.7%	36.4%	-4.0%	1.4%
RETAINED	59	62	61	66	71
%	-1.7%	5.1%	-1.6%	8.2%	7.6%
LOST	17	35	25	35	36
%	-48.5%	105.9%	-28.6%	40.0%	2.9%



2017-18 MONTANA ASSOCIATIONS

MTH0015 BOZEMAN 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	64	91	68	95	(27)	(23)	72
NEW	24	46	28	48	(20)	(18)	30
RETAINED	40	45	40	47	(7)	(5)	42
LOST	12	17	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	57	80	62	TOTAL	7	11	6
NEW	21	41	23	NEW	3	5	5
RETAINED	36	39	39	RETAINED	4	6	1
LOST	10	14	19	LOST	2	3	2
RATIO BOYS TO GIRLS			91.2%				8.8%

MTH0076 BUTTE 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	62	49	60	53	7	11	64
NEW	27	10	30	12	18	20	32
RETAINED	35	39	30	41	(11)	(9)	32
LOST	15	15	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	50	38	43	TOTAL	12	11	17
NEW	21	5	19	NEW	6	5	11
RETAINED	29	33	24	RETAINED	6	6	6
LOST	9	11	2	LOST	6	4	2
RATIO BOYS TO GIRLS			71.7%				28.3%

MTH0029 FLATHEAD 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	55	42	60	46	14	18	64
NEW	37	19	36	21	15	17	38
RETAINED	18	23	24	25	(1)	1	26
LOST	2	15	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	33	25	42	TOTAL	22	17	18
NEW	21	14	27	NEW	16	5	9
RETAINED	12	11	15	RETAINED	6	12	9
LOST	2	11	4	LOST	0	4	1
RATIO BOYS TO GIRLS			70.0%				30.0%



MTH0016 GLACIER 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	21	43	34	47	(13)	(9)	38
NEW	11	19	15	21	(6)	(4)	17
RETAINED	10	24	19	26	(7)	(5)	21
LOST	3	3	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	20	31	27	TOTAL	1	12	7
NEW	10	13	12	NEW	1	6	3
RETAINED	10	18	15	RETAINED	0	6	4
LOST	3	3	5	LOST	0	0	4
RATIO BOYS TO GIRLS			79.4%				20.6%

MTH0013 GREAT FALLS 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	46	33	39	37	2	6	43
NEW	23	11	17	13	4	6	19
RETAINED	23	22	22	24	(2)	0	24
LOST	15	17	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	40	29	31	TOTAL	6	4	8
NEW	20	10	12	NEW	3	1	5
RETAINED	20	19	19	RETAINED	3	3	3
LOST	15	16	3	LOST	0	1	0
RATIO BOYS TO GIRLS			79.5%				20.5%

MTH0012 HAVRE 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	58	53	58	57	1	5	62
NEW	16	19	29	21	8	10	31
RETAINED	42	34	29	36	(7)	(5)	31
LOST	5	11	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	48	44	47	TOTAL	10	9	11
NEW	12	14	23	NEW	4	5	6
RETAINED	36	30	24	RETAINED	6	4	5
LOST	4	8	14	LOST	1	3	4
RATIO BOYS TO GIRLS			81.0%				19.0%



MTH0014 HELENA AREA 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	99	107	116	111	5	9	120
NEW	39	48	44	50	(6)	(4)	46
RETAINED	60	59	72	61	11	13	74
LOST	16	23	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	91	93	95	TOTAL	8	14	21
NEW	36	38	33	NEW	3	10	11
RETAINED	55	55	62	RETAINED	5	4	10
LOST	14	19	9	LOST	2	4	3
RATIO BOYS TO GIRLS			81.9%				18.1%

MTH0018 HILINE 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	24	18	22	22	0	4	26
NEW	9	5	11	7	4	6	13
RETAINED	15	13	11	15	(4)	(2)	13
LOST	3	4	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	19	13	14	TOTAL	5	5	8
NEW	6	2	6	NEW	3	3	5
RETAINED	13	11	8	RETAINED	2	2	3
LOST	3	2	1	LOST	0	2	2
RATIO BOYS TO GIRLS			63.6%				36.4%

MTH0028 MILES CITY 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	48	41	29	45	(16)	(12)	33
NEW	19	15	8	17	(9)	(7)	10
RETAINED	29	26	21	28	(7)	(5)	23
LOST	17	11	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	29	29	21	TOTAL	19	12	8
NEW	10	10	7	NEW	9	5	1
RETAINED	19	19	14	RETAINED	10	7	7
LOST	12	5	7	LOST	5	6	5
RATIO BOYS TO GIRLS			72.4%				27.6%



MTH0017 MISSOULA AREA 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	106	76	66	80	(14)	(10)	70
NEW	45	26	20	28	(8)	(6)	22
RETAINED	61	50	46	52	(6)	(4)	48
LOST	24	22	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	83	60	52	TOTAL	23	16	14
NEW	37	20	14	NEW	8	6	6
RETAINED	46	40	38	RETAINED	15	10	8
LOST	20	18	12	LOST	4	4	1
RATIO BOYS TO GIRLS			78.8%				21.2%