2014-2015 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 both at the National and Affiliate level for the past five seasons, as well as the past three seasons at the 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 2015-16 season.

Recently, concentrated growth efforts in the 8 & under age category have produced positive results:

- 8 & under participation saw an increase for the second year in a row and four out of the last five seasons.
- During the 2014-15 season there were 105,925 players; the 2nd highest total in USA Hockey history.

To continue increasing participation, USA Hockey's efforts remain focused on these key initiatives:

- Attracting new players each season
- Retaining players from one season to the next

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.

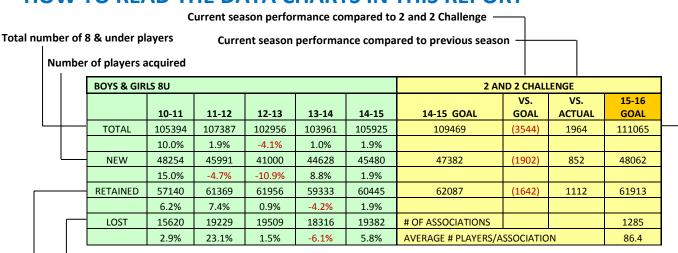
TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2010-11	2011-12	2012-13	2013-14	2014-15
Participants	171,826	174,884	175,867	177,906	181,107
% increase	1.7%	1.8%	0.6%	1.2%	1.8%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey volunteers. In an effort to work more closely with local associations, USA Hockey has instituted the 2 and 2 Challenge. The 2 and 2 Challenge, further explained on page 5, is a comprehensive program that utilizes existing national growth programs, resources, and tools to help youth hockey leaders grow participation with their local associations. To achieve these growth goals, the 2 and 2 Challenge asks participating associations to add two new players and retain two additional players than the previous season's total.

Combining established growth initiatives with USA Hockey's American Development Model will ensure greater skill development and increased participation.

HOW TO READ THE DATA CHARTS IN THIS REPORT



Number of players that left youth hockey

2 and 2 Challenge goals for the upcoming season, see pages 6 & 7 for more information



2014-15 KEY TAKEAWAYS—NATIONAL

Total

- In 2014-15, the total number of players ages 8 & under increased by 1,964 (1.9%) to 105,925.
- With this increase, the 2014-15 season represents the 2nd largest total of players at the 8 & under level in USA Hockey history.

Acquisition

- New players increased from 44,628 to 45,480 in 2014-15, an addition of 852 (1.9%).
- This is the second consecutive season of growth in new players.

Retention

• Retained players increased by 1,112 (1.9%) to a total of 60,445.

NATIONAL BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	105394	107387	102956	103961	105925
%	10.0%	1.9%	-4.1%	1.0%	1.9%
NEW	48254	45991	41000	44628 45	45480
%	15.0%	-4.7%	-10.9%	8.8% 1	1.9%
RETAINED	57140	61396	61956	59333 60	60445
%	6.2%	7.4%	0.9%	-4.2%	1.9%
LOST	15620	19229	19509	18316	19382
%	2.9%	23.1%	1.5%	-6.1%	5.8%

NATIONAL BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	89907	91199	87805	88168	89386
%	9.7%	1.4%	-3.7%	0.4%	1.4%
NEW	40058	37875	33917	36744	37184
%	15.0%	-5.4%	-10.5%	8.3%	1.2%
RETAINED	49849	53324	53888	51424	52202
%	5.7%	7.0%	1.1%	-4.6%	1.5%
LOST	12350	15149	15308	14559	15304
%	3.5%	22.7%	1.0%	-4.9%	5.1%

NATIONAL GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	15487	16188	15152	15794	16539
%	-1.9%	4.5%	-6.4%	4.2%	4.7%
NEW	8197	8116	7085	7887	8299
%	3.9%	-1.0%	-12.7%	11.3%	5.2%
RETAINED	7290	8072	8067	7907 82	8240
%	-7.8%	10.7%	-0.1%	-2.0%	4.2%
LOST	3272	4081	4201	3759	4082
%	-13.0%	24.7%	2.9%	-10.5%	8.6%



2014-15 KEY TAKEAWAYS—UTAH

Total

- The total number of players ages 8 & under in Utah increased by 5 (1.4%) to 353.
- This was the first increase in total players since the 2011-12 season.

Acquisition

- New players decreased by 9 (-5.2%) to 164.
- This marked the third decrease in new players in the past five seasons..

Retention

• Retained players increased by 14 (8.0%) from 2013-14 to 189.

UTAH BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	467	495	437	348	353
%	16.8%	6.0%	-11.7%	-20.4%	1.4%
NEW	252	220	168	173	164
%	37.7% -12.7%	-12.7%	-23.6%	3.0%	-5.2%
RETAINED	215	.5 275 269	175	189	
%	-0.9%	27.9%	-2.2%	-34.9%	8.0%
LOST	63	88	82	114	70
%	-6.0%	-6.0% 39.7% -6.8% 39		39.0%	-38.6%

UTAH BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	438	447	406	321	320
%	14.7%	2.1%	-9.2%	-20.9%	-0.3%
NEW	232	189	150	155	141
%	36.5%	-18.5%	-20.6%	3.3%	-9.0%
RETAINED	206	258	256	166 -35.2%	179 7.8%
%	- <mark>2.8%</mark> 25.2%	25.2%	-0.8%		
LOST	57	79	68	103	61
%	-3.4%	38.6%	-13.9%	51.5%	-40.8%

UTAH GIRLS 8U

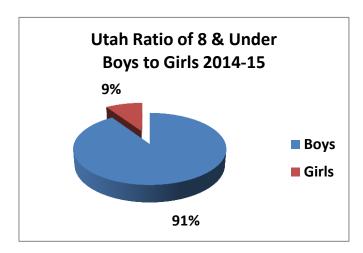
	10-11	11-12	12-13	13-14	14-15
TOTAL	29	48	31	27	33
%	61.1%	65.5%	-35.4%	-12.9%	22.2%
NEW	20	31	18	18	23
%	53.8%	55.0%	-41.9%	0.0%	27.8%
RETAINED	9	17	13	9	10
%	80.0%	88.9%	-23.5%	-30.8%	11.1%
LOST	6	9	14	11	9
%	-25.0%	50.0%	55.6% -21.4%		-18.2%

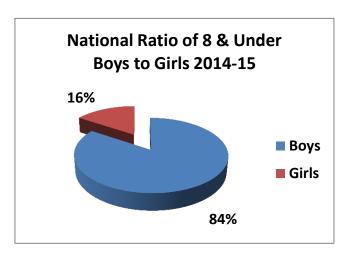


RATIO OF BOYS TO GIRLS—8 & UNDERS

Utah: Boys represented 91% of all 8 & under youth hockey participants, while girls represented 9%.

National: Boys represented 84% of all 8 & under youth hockey participants, while girls represented 16%.





RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from 10 & under on up, the overall growth of hockey relies on acquiring more 8 & under players.

Utah's retention results for 2014-15 by age segment:

•	40.0% of all 4 Year Olds returned as 5 Year Olds	National Average	37.4%
•	38.7% of all 5 Year Olds returned as 6 Year Olds	National Average	55.2%
•	70.4% of all 6 Year Olds returned as 7 Year Olds	National Average	70.1%

68.9% of all 7 Year Olds returned as 8 Year OldsNational Average 77.2%

77.0% of all 10 & Under returned in 2014-15
87.5% of all 12 & Under returned in 2014-15
National Average 91.6%

88.2% of all 14 & Under returned in 2014-15National Average 94.5%



2 AND 2 CHALLENGE

The 2 and 2 Challenge is a comprehensive growth program for local associations. It is a blueprint that 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.

To complete the 2 and 2 Challenge, associations utilize three programs that drive growth – Retention, Acquisition & Conversion.

RETENTION—Welcome Back Week September 14th- 20th

Reaching out with a personal invitation to return to youth hockey is crucial. For this program, associations coordinate phone calls inviting families back to youth hockey.



ACQUISITION—Try Hockey For Free Days November 7th & February 20th

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 25,000 kids were introduced to youth hockey through this program.



CONVERSION—Transition Program

Children that sample youth hockey don't always become new hockey players. A low-cost, low-commitment program to easily transition families from trying hockey to participating in youth hockey programs will significantly increase the likelihood of adding more players. Examples of how this can be achieved is offering a Learn-to-Play program or mixing prospective players into existing beginner programs.



By taking advantage of these national programs, participating associations will be nationally recognized as achieving the 2 and 2 Challenge and be rewarded for their efforts.

To learn more and to accept the 2 and 2 Challenge, visit www.2and2Challenge.com or call (719) 538-1124.





2 AND 2 CHALLENGE GOALS

ASSOCIATION

The 2 and 2 Challenge goals for every association are to add two new players and retain two additional players than the previous season's 8 & under player total.

Below is an example of an association that achieved their 2 and 2 Challenge goals from this past season and their new goals for 2015-16:

Previous three seasons results —				2 and 2 Challenge results and goals			
DOVE & CIDIC & &	LINDED				2 AND 2	CHALLENCE	
BOYS & GIRLS_8 &	UNDER		•	2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	71	64	79	68	11	15	83
NEW	37	32	42	34	8	10	44
RETAINED	34	32	37	34	3	5	39
LOST	23	25	15				

If the 2 and 2 Challenge goals are achieved again in 2015-16, this program will enjoy a 5.1% increase.

• TOTAL: 44 new + 39 retained = 83 total players

• **NEW:** 42 + 2 = 44 new players

• **RETAINED:** 37+ 2 = 39 retained players

UTAH

UTAH	TAH 2014-15 2014-15 GOAL ACTUAL		2015-16 GOAL
TOTAL	380	353	389
NEW	189	164	182
RETAINED	191	189	207

Based on 9 associations that registered 5 players or more, the 2015-16 goals are:

• **TOTAL:** 353 + 36 = **389 (10.2%)**

• **NEW:** 164 + 18 = **182 (11.0%)**

• **RETAINED:** 189 + 18 = **207 (9.5%)**

NATIONAL

NATIONAL	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	109,469	105,925	111,065
NEW	47,382	45,480	48,050
RETAINED	62,087	60,445	63,015

Based on 1,285 associations that registered 5 players or more, the 2015-16 goals are:

• TOTAL: 105,925 +5,140 = 111,065 (4.9%)

• **NEW:** 45,480 +2,570= **48,050 (5.7%)**

RETAINED: 60,445 +2,570 = **63,015 (4.3%)**



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only Cache Valley Amateur Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

UTAH'S 2014-15 ASSOCIATION PERFORMANCE

<u>Ass</u>	<u>sociation</u>	Net Growth
1.	Peaks Amateur Hockey Association Youth	+18
2.	Cache Valley Amateur Hockey Association	+10
3.	Salt Lake County Youth	+8
4.	Summit and Wasatch County Amateur Hockey	+2
5.	Davis County Youth Hockey Association	+1
6.	Olympic Oval	0
7.	Ashley Valley AHA	-1
8.	Wasatch Mountain AHA	-3
9.	Golden Spike Hockey	-4



UTH0030 ASHLEY VALLEY AHA

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER					2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL		
TOTAL	53	51	50	55	(5)	(1)	54		
NEW	22	23	23	25	(2)	0	25		
RETAINED	31	28	27	30	(3)	(1)	29		
LOST	12	13	14						

BOYS_8 & UNDER	OYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	50	48	42	TOTAL	3	3	8		
NEW	21	22	17	NEW	1	1	6		
RETAINED	29	26	25	RETAINED	2	2	2		
LOST	8	12	13	LOST	4	1	1		
RATIO BOYS TO									
GIRLS			84.0%				16.0%		

UTH0095 CACHE VALLEY AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER					2 AND 2 CHALLENGE				
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL			
TOTAL	32	30	40	34	6	10	44			
NEW	9	15	23	17	6	8	25			
RETAINED	23	15	17	17	0	2	19			
LOST	14	5	5							

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	29	27	36	TOTAL	3	3	4		
NEW	7	12	19	NEW	2	3	4		
RETAINED	22	15	17	RETAINED	1	0	0		
LOST	13	4	5	LOST	1	1	0		
RATIO BOYS TO									
GIRLS			90.0%				10.0%		

UTH0070 DAVIS COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER					2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL		
TOTAL	33	37	38	41	(3)	1	42		
NEW	14	19	20	21	(1)	1	22		
RETAINED	19	18	18	20	(2)	0	20		
LOST	5	5	7						

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15	
TOTAL	33	35	37	TOTAL	0	2	1	
NEW	14	17	19	NEW	0	2	1	
RETAINED	19	18	18	RETAINED	0	0	0	
LOST	5	5	6	LOST	0	0	1	
RATIO BOYS TO								
GIRLS			97.4%				2.6%	



UTH0077 GOLDEN SPIKE HOCKEY

BOYS & GIRLS_8 & U	2 AND 2 CHALLENGE						
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	62	49	45	53	(8)	(4)	49
NEW	23	8	15	10	5	7	17
RETAINED	39	41	30	43	(13)	(11)	32
LOST	17	14	10				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	59	47	41	TOTAL	3	2	4		
NEW	21	7	13	NEW	2	1	2		
RETAINED	38	40	28	RETAINED	1	1	2		
LOST	14	12	10	LOST	3	2	0		
RATIO BOYS TO									
GIRLS			91.1%				8.9%		

UTH0004 OLYMPIC OVAL

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER					2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL		
TOTAL	34	43	43	47	(4)	0	47		
NEW	34	29	17	31	(14)	(12)	19		
RETAINED	0	14	26	16	10	12	28		
LOST	0	10	2						

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	31	42	41	TOTAL	3	1	2		
NEW	31	29	16	NEW	3	0	1		
RETAINED	0	13	25	RETAINED	0	1	1		
LOST	0	9	2	LOST	0	1	0		
RATIO BOYS TO									
GIRLS			95.3%				4.7%		

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

BOYS & GIRLS_8 & U	BOYS & GIRLS_8 & UNDER					2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL		
TOTAL	30	8	26	12	14	18	30		
NEW	0	1	21	3	18	20	23		
RETAINED	30	7	5	9	(4)	(2)	7		
LOST	0	14	1						

BOYS_8 & UNDER				GIRLS_8 & UN	GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	30	8	26	TOTAL	0	0	0		
NEW	0	1	21	NEW	0	0	0		
RETAINED	30	7	5	RETAINED	0	0	0		
LOST	0	14	1	LOST	0	0	0		
RATIO BOYS TO									
GIRLS			100.0%				0.0%		



UTH0092 SALT LAKE COUNTY YOUTH

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE				
12-13 13-14 14-15			14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL		
TOTAL	0	0	8	4	4	8	12	
NEW	0	0	5	2	3	5	7	
RETAINED	0	0	3	2	1	3	5	
LOST	0	0	0					

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15	
TOTAL	0	0	6	TOTAL	0	0	2	
NEW	0	0	3	NEW	0	0	2	
RETAINED	0	0	3	RETAINED	0	0	0	
LOST	0	0	0	LOST	0	0	0	
RATIO BOYS TO								
GIRLS			75.0%				25.0%	

UTH0006 SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	22	36	38	40	(2)	2	42
NEW	9	28	17	30	(13)	(11)	19
RETAINED	13	8	21	10	11	13	23
LOST	6	1	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15	
TOTAL	21	33	33	TOTAL	1	3	5	
NEW	8	25	14	NEW	1	3	3	
RETAINED	13	8	19	RETAINED	0	0	2	
LOST	6	1	4	LOST	0	0	1	
RATIO BOYS TO								
GIRLS			86.8%				13.2%	

UTH0090 WASATCH MOUNTAIN AHA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE				
12-13 13-14 14-15			14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL		
TOTAL	5	9	6	13	(7)	(3)	10	
NEW	4	7	6	9	(3)	(1)	8	
RETAINED	1	2	0	4	(4)	(2)	2	
LOST	1	0	2					

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15	
TOTAL	5	9	6	TOTAL	0	0	0	
NEW	4	7	6	NEW	0	0	0	
RETAINED	1	2	0	RETAINED	0	0	0	
LOST	1	0	2	LOST	0	0	0	
RATIO BOYS TO								
GIRLS			100.0%				0.0%	