

2015-2016 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 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 2016-17 season.

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

- 8 & under participation saw an increase for the third year in a row and four out of the last five seasons.
- During the 2015-16 season there were 107,703 players; the highest total in USA Hockey 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

	2011-12	2012-13	2013-14	2014-15	2015-16
Participants	174,884	175,867	177,906	181,107	183,275
% increase	1.8%	0.6%	1.2%	1.8%	1.2%

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

Current season performance compared to 2 and 2 Challenge

Total number of 8 & under players

Current season performance compared to previous season

Number of players acquired

	BOYS & GIRLS 8U					2 AND 2 CHALLENGE			
	2011-12	2012-13	2013-14	2014-15	2015-16	2015-16 GOAL	VS. GOAL	VS. ACTUAL	2016-17 GOAL
TOTAL	107387	102956	103961	105925	107703	111065	(3362)	1778	112,843
	1.9%	-4.1%	1.0%	1.9%	1.7%				
NEW	45991	41000	44628	45480	45539	48050	(2511)	59	48,109
	-4.7%	-10.9%	8.8%	1.9%	0.1%				
RETAINED	61369	61956	59333	60445	62164	63015	(851)	1719	64,734
	7.4%	0.9%	-4.2%	1.9%	2.8%				
LOST	19229	19509	18316	19382	19518	# OF ASSOCIATIONS			1285
	23.1%	1.5%	-6.1%	5.8%	0.7%	AVERAGE # PLAYERS/ASSOCIATION			86.4

Number of players that left youth hockey

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

Number of players retained from the previous season



2015-16 KEY TAKEAWAYS—NATIONAL

Total

- In 2015-16, the total number of players ages 8 & under increased by 1,778 (1.7%) to 107,703.
- With this increase, the 2015-16 season represents the largest total at the 8 & under level in USA Hockey history.

Acquisition

- New players increased from 45,480 to 45,539 in 2015-16, an addition of 59 (0.1%).
- This is the third consecutive season of growth in new players.
- This is the largest growth in new girl players from 8,299 last season to 9,341 (12.5%).

Retention

- Retained players increased by 1,719 (2.8%) to 62,164.
- This was a new record high for retained players.

NATIONAL BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	107387	102956	103961	105925	107703
%	1.9%	-4.1%	1.0%	1.9%	1.7%
NEW	45991	41000	44628	45480	45539
%	-4.7%	-10.9%	8.8%	1.9%	0.1%
RETAINED	61396	61956	59333	60445	62164
%	7.4%	0.9%	-4.2%	1.9%	2.8%
LOST	19229	19509	18316	19382	19518
%	23.1%	1.5%	-6.1%	5.8%	0.7%

NATIONAL BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	91199	87805	88168	89386	89353
%	1.4%	-3.7%	0.4%	1.4%	-0.04%
NEW	37875	33917	36744	37184	36198
%	-5.4%	-10.5%	8.3%	1.2%	-2.7%
RETAINED	53324	53888	51424	52202	53155
%	7.0%	1.1%	-4.6%	1.5%	1.8%
LOST	15149	15308	14559	15304	15463
%	22.7%	1.0%	-4.9%	5.1%	1.0%

NATIONAL GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	16188	15152	15794	16539	18350
%	4.5%	-6.4%	4.2%	4.7%	10.9%
NEW	8116	7085	7887	8299	9341
%	-1.0%	-12.7%	11.3%	5.2%	12.6%
RETAINED	8072	8067	7907	8240	9009
%	10.7%	-0.1%	-2.0%	4.2%	9.3%
LOST	4081	4201	3759	4082	4055
%	24.7%	2.9%	-10.5%	8.6%	-0.7%



2015-16 KEY TAKEAWAYS—MONTANA

Total

- The total number of players ages 8 & under in Montana increased by 66 (9.8%) to 741.
- This marks the peak total of players over the last five seasons.

Acquisition

- New players increased by 51 (17.5%) to 343.

Retention

- Retained players increased by 15 (3.9%) to 398.
- This is the fifth consecutive season of growth in retention over the last five seasons.

MONTANA BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	622	650	739	675	741
%	9.7%	4.5%	13.7%	-8.7%	9.8%
NEW	305	303	362	292	343
%	0.7%	-0.7%	19.5%	-19.3%	17.5%
RETAINED	317	347	377	383	398
%	20.1%	9.5%	8.6%	1.6%	3.9%
LOST	109	133	126	191	128
%	0.9%	22.0%	-5.3%	51.6%	-33.0%

MONTANA BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	502	548	617	558	605
%	3.1%	9.2%	12.6%	-9.6%	8.4%
NEW	230	261	299	237	268
%	-8.4%	13.5%	14.6%	-20.7%	13.1%
RETAINED	272	287	318	321	337
%	15.3%	5.5%	10.8%	0.9%	5.0%
LOST	85	100	109	156	103
%	-8.6%	17.6%	9.0%	43.1%	-34.0%

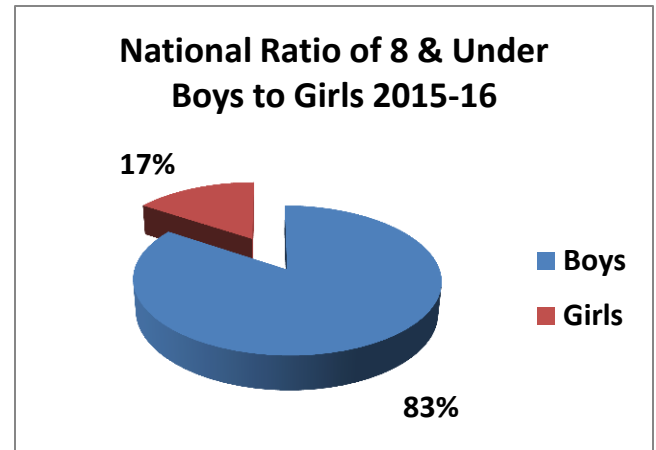
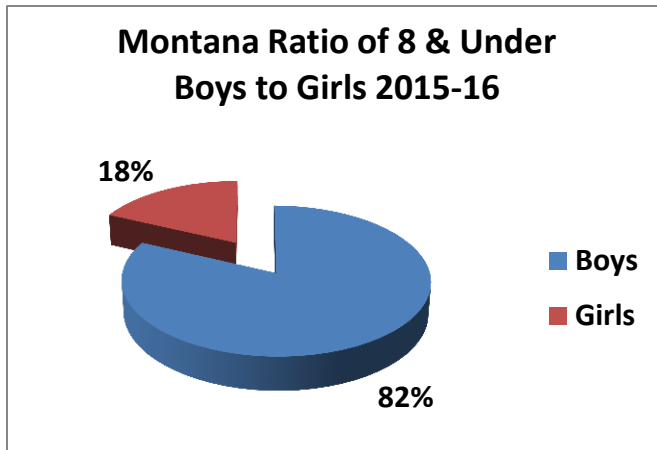
MONTANA GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	120	102	122	117	136
%	50.0%	-15.0%	19.6%	-4.1%	16.2%
NEW	75	42	63	55	75
%	44.2%	-44.0%	50.0%	-12.7%	36.4%
RETAINED	45	60	59	62	61
%	60.7%	33.3%	-1.7%	5.1%	-1.6%
LOST	24	33	17	35	25
%	60.0%	37.5%	-48.5%	105.9%	-28.6%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Montana: Boys represented 82% of all 8 & under youth hockey participants, while girls represented 18%.

National: Boys represented 83% of all 8 & under youth hockey participants, while girls represented 17%.



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.

Montana's retention results for 2015-16 by age segment:

- 41.7% of all 4 Year Olds returned as 5 Year Olds
- 52.0% of all 5 Year Olds returned as 6 Year Olds
- 62.8% of all 6 Year Olds returned as 7 Year Olds
- 72.5% of all 7 Year Olds returned as 8 Year Olds

- 83.7% of all 10 & Under returned in 2015-16
- 86.0% of all 12 & Under returned in 2015-16
- 86.1% of all 14 & Under returned in 2015-16

National Average 38.5%
 National Average 56.2%
 National Average 70.7%
 National Average 77.2%

National Average 86.3%
 National Average 92.1%
 National Average 95.0%



2 AND 2 CHALLENGE

The 2 and 2 Challenge is a comprehensive growth program for local associations. The program 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 19th - 25th

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 12th & February 25th

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season, over 26,000 kids were introduced to youth hockey through this program.



CONVERSION—*Transition Program*

Children that sample youth hockey do not 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 2016-17:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_ 8 & UNDER			2 AND 2 CHALLENGE				
	2013-14	2014-15	2015-16	2015-16 GOAL	VS. GOAL	VS. ACTUAL	2016-17 GOAL
TOTAL	64	79	84	83	5	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 2016-17, this program will enjoy a 4.8% increase.

- **TOTAL:** 46 new + 42 retained = 88 total players
- **NEW:** 44 + 2 = 46 new players
- **RETAINED:** 40 + 2 = 42 retained players

MONTANA

MONTANA	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	719	741	785
NEW	314	343	365
RETAINED	405	398	420

Based on 11 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 741 + 44 = 785 (5.9%)
- **NEW:** 343 + 22 = 365 (6.4%)
- **RETAINED:** 398 + 22 = 420 (5.5%)

NATIONAL

NATIONAL	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	111,065	107,703	112,843
NEW	48,050	45,539	48,109
RETAINED	63,015	62,164	64,734

Based on 1,285 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 107,703 + 5,140 = 112,843 (4.8%)
- **NEW:** 45,539 + 2,570 = 48,109 (5.6%)
- **RETAINED:** 62,164 + 2,570 = 64,734 (4.1%)



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only Flathead Youth Hockey Association and Helena Area Youth Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

MONTANA'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Flathead Youth Hockey Association	+23
2. Helena Area Youth Hockey Association	+11
3. Bozeman Amateur Hockey Association	+4
4. Havre Youth Hockey Association	+4
5. Butte Amateur Hockey Association	+2
6. Hilina Youth Hockey	0
7. Glacier Hockey Association	-2
8. Great Falls Amateur Hockey	-2
9. Miles City Youth Hockey	-13
10. Missoula Area Youth Hockey Association	-14
11. Billings Amateur Hockey League	-52



MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	97	87	35	91	(56)	(52)	39
NEW	54	42	7	44	(37)	(35)	9
RETAINED	43	45	28	47	(19)	(17)	30
LOST	22	31	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	89	79	33	TOTAL	8	8	2
NEW	49	39	6	NEW	5	3	1
RETAINED	40	40	27	RETAINED	3	5	1
LOST	19	28	29	LOST	3	3	4
RATIO BOYS TO GIRLS			94.3%				5.7%

MTH0015 BOZEMAN AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	64	60	64	64	0	4	68
NEW	33	29	24	31	(7)	(9)	26
RETAINED	31	31	40	33	7	9	42
LOST	10	12	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	58	54	57	TOTAL	6	6	7
NEW	29	28	21	NEW	4	1	3
RETAINED	29	26	36	RETAINED	2	5	4
LOST	6	10	10	LOST	4	2	2
RATIO BOYS TO GIRLS			89.1%				10.9%

MTH0076 BUTTE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	43	60	62	64	(2)	2	66
NEW	27	36	27	38	(11)	(9)	29
RETAINED	16	24	35	26	9	11	37
LOST	4	9	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	35	44	50	TOTAL	8	16	12
NEW	22	27	21	NEW	5	9	6
RETAINED	13	17	29	RETAINED	3	7	6
LOST	2	8	9	LOST	2	1	6
RATIO BOYS TO GIRLS			80.6%				19.4%



MTH0029 FLATHEAD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	33	32	55	36	19	23	59
NEW	19	21	37	23	14	16	39
RETAINED	14	11	18	13	5	7	20
LOST	5	11	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	25	25	33	TOTAL	8	7	22
NEW	15	16	21	NEW	4	5	16
RETAINED	10	9	12	RETAINED	4	2	6
LOST	5	8	2	LOST	0	3	0
RATIO BOYS TO GIRLS			60.0%				40.0%

MTH0016 GLACIER HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	35	23	21	27	(6)	(2)	25
NEW	17	8	11	10	1	3	13
RETAINED	18	15	10	17	(7)	(5)	12
LOST	10	8	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	32	22	20	TOTAL	3	1	1
NEW	15	8	10	NEW	2	0	1
RETAINED	17	14	10	RETAINED	1	1	0
LOST	9	8	3	LOST	1	0	0
RATIO BOYS TO GIRLS			95.2%				4.8%

MTH0013 GREAT FALLS AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	58	48	46	52	(6)	(2)	50
NEW	30	23	23	25	(2)	0	25
RETAINED	28	25	23	27	(4)	(2)	25
LOST	19	19	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	54	45	40	TOTAL	4	3	6
NEW	27	22	20	NEW	3	1	3
RETAINED	27	23	20	RETAINED	1	2	3
LOST	17	19	15	LOST	2	0	0
RATIO BOYS TO GIRLS			87.0%				13.0%



MTH0012 HAVRE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	70	54	58	58	0	4	62
NEW	28	16	16	18	(2)	0	18
RETAINED	42	38	42	40	2	4	44
LOST	15	20	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	52	44	48	TOTAL	18	10	10
NEW	21	14	12	NEW	7	2	4
RETAINED	31	30	36	RETAINED	11	8	6
LOST	13	16	4	LOST	2	4	1
RATIO BOYS TO GIRLS			82.8%				17.2%

MTH0014 HELENA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	89	88	99	92	7	11	103
NEW	46	33	39	35	4	6	41
RETAINED	43	55	60	57	3	5	62
LOST	10	15	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	80	80	91	TOTAL	9	8	8
NEW	39	27	36	NEW	7	6	3
RETAINED	41	53	55	RETAINED	2	2	5
LOST	9	9	14	LOST	1	6	2
RATIO BOYS TO GIRLS			91.9%				8.1%

MTH0018 HILINE YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	31	24	24	28	(4)	0	28
NEW	9	11	9	13	(4)	(2)	11
RETAINED	22	13	15	15	0	2	17
LOST	3	11	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	25	22	19	TOTAL	6	2	5
NEW	8	10	6	NEW	1	1	3
RETAINED	17	12	13	RETAINED	5	1	2
LOST	3	9	3	LOST	0	2	0
RATIO BOYS TO GIRLS			79.2%				20.8%



MTH0028 MILES CITY YOUTH HOCKEY

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	77	61	48	65	(17)	(13)	52
NEW	47	29	19	31	(12)	(10)	21
RETAINED	30	32	29	34	(5)	(3)	31
LOST	8	30	17				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	51	39	29	TOTAL	26	22	19
NEW	30	17	10	NEW	17	12	9
RETAINED	21	22	19	RETAINED	9	10	10
LOST	7	16	12	LOST	1	14	5
RATIO BOYS TO GIRLS			60.4%				39.6%

MTH0017 MISSOULA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	116	120	106	124	(18)	(14)	110
NEW	49	45	45	47	(2)	0	47
RETAINED	67	75	61	77	(16)	(14)	63
LOST	26	19	24				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	96	90	83	TOTAL	20	30	23
NEW	43	31	37	NEW	6	14	8
RETAINED	53	59	46	RETAINED	14	16	15
LOST	23	18	20	LOST	3	1	4
RATIO BOYS TO GIRLS			78.3%				21.7%