

# 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.

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

NEW MEXICO RETENTION	AGE SEGMENT	NATIONAL RETENTION
44.7%	4 Year Olds returned as 5 Year Olds	34.8%
55.0%	5 Year Olds returned as 6 Year Olds	52.5%
61.5%	6 Year Olds returned as 7 Year Olds	66.3%
58.0%	7 Year Olds returned as 8 Year Olds	73.9%
71.7%	10 & Under	85.8%
87.6%	12 & Under	93.1%
93.7%	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
<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%)**

### NEW MEXICO GOALS

	17-18 GOAL	17-18 ACTUAL	18-19 GOAL
<b>TOTAL</b>	271	286	314
<b>NEW</b>	142	147	161
<b>RETAINED</b>	129	139	153

Based on 7 associations that registered 5 players or more, the New Mexico 2018-19 goals are:

**TOTAL:** 286 + 28 = **314 (+9.8%)**

**NEW:** 147 + 14 = **161 (+9.5%)**

**RETAINED:** 139 + 14 = **153 (+10.1%)**

### 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—NEW MEXICO

### Total

- The total number of players ages 8 & under in New Mexico increased by 35 (+13.9%) to 286.
- This is the fourth consecutive season of growth for New Mexico.

### Acquisition

- New players increased by 15 (+11.4%) to 147.
- This is the largest amount of new player acquisition in New Mexico's history.

### Retention

- Retained players increased by 20 (+16.8%) to 139.

### NEW MEXICO BOYS AND GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	192	216	234	251	286
%	-15.0%	12.5%	8.3%	7.3%	13.9%
<b>NEW</b>	80	113	129	132	147
%	-5.9%	41.3%	14.2%	2.3%	11.4%
<b>RETAINED</b>	112	103	105	119	139
%	-20.6%	-8.0%	1.9%	13.3%	16.8%
<b>LOST</b>	49	32	56	70	63
%	14.0%	-34.7%	75.0%	25.0%	-10.0%

### NEW MEXICO BOYS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	153	177	179	199	220
%	-19.5%	15.7%	1.1%	11.2%	10.6%
<b>NEW</b>	59	92	93	107	110
%	-13.2%	55.9%	1.1%	15.1%	2.8%
<b>RETAINED</b>	94	85	86	92	110
%	-23.0%	-9.6%	1.2%	7.0%	19.6%
<b>LOST</b>	37	21	45	52	45
%	15.6%	-43.2%	114.3%	15.6%	-13.5%

### NEW MEXICO GIRLS 8U

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>TOTAL</b>	39	39	55	52	66
%	8.3%	0.0%	41.0%	-5.5%	26.9%
<b>NEW</b>	21	21	36	25	37
%	23.5%	0.0%	71.4%	-30.6%	48.0%
<b>RETAINED</b>	18	18	19	27	29
%	-5.3%	0.0%	5.6%	42.1%	7.4%
<b>LOST</b>	12	11	11	18	18
%	9.1%	-8.3%	0.0%	63.6%	0.0%



## 2017-18 NEW MEXICO ASSOCIATIONS

### NMH0030 LOS ALAMOS 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	64	57	68	(11)	(7)	61
NEW	38	24	17	26	(9)	(7)	19
RETAINED	26	40	40	42	(2)	0	42
LOST	1	10	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	44	46	41	TOTAL	20	18	16
NEW	25	18	10	NEW	13	6	7
RETAINED	19	28	31	RETAINED	7	12	9
LOST	1	5	6	LOST	0	5	8
RATIO BOYS TO GIRLS			71.9%				28.1%

### NMH0054 NEW MEXICO 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	28	28	40	32	8	12	44
NEW	11	12	22	14	8	10	24
RETAINED	17	16	18	18	0	2	20
LOST	5	7	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	25	26	32	TOTAL	3	2	8
NEW	9	12	18	NEW	2	0	4
RETAINED	16	14	14	RETAINED	1	2	4
LOST	5	6	7	LOST	0	1	0
RATIO BOYS TO GIRLS			80.0%				20.0%

### NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	63	60	76	64	12	16	80
NEW	39	31	42	33	9	11	44
RETAINED	24	29	34	31	3	5	36
LOST	11	20	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	47	47	54	TOTAL	16	13	22
NEW	27	24	27	NEW	12	7	15
RETAINED	20	23	27	RETAINED	4	6	7
LOST	7	14	6	LOST	4	6	3
RATIO BOYS TO GIRLS			71.1%				28.9%



NMH0059 NEW MEXICO MUSTANGS GIRLS 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	0	5	4	1	5	9
NEW	0	0	5	2	3	5	7
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

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

NMH0057 NEW MEXICO RENEGADES 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	0	0	6	4	2	6	10
NEW	0	0	6	2	4	6	8
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	0	0	5	TOTAL	0	0	1
NEW	0	0	5	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			83.3%				16.7%

NMH0070 SANTA FE 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	14	12	23	16	7	11	27
NEW	6	7	15	9	6	8	17
RETAINED	8	5	8	7	1	3	10
LOST	3	3	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	12	12	21	TOTAL	2	0	2
NEW	5	7	13	NEW	1	0	2
RETAINED	7	5	8	RETAINED	1	0	0
LOST	3	3	0	LOST	0	0	0
RATIO BOYS TO GIRLS			91.3%				8.7%



NMH0040 TAOS 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	36	39	37	43	(6)	(2)	41
NEW	17	19	14	21	(7)	(5)	16
RETAINED	19	20	23	22	1	3	25
LOST	13	12	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	15-16	16-17	17-18		15-16	16-17	17-18
TOTAL	28	31	29	TOTAL	8	8	8
NEW	12	15	11	NEW	5	4	3
RETAINED	16	16	18	RETAINED	3	4	5
LOST	10	11	9	LOST	3	1	3
RATIO BOYS TO GIRLS			78.4%				21.6%