

# Consumer Segments / Customer Profiles who are Fans of USA Hockey

Social Media Influencers: USA Hockey



## Key Facts:

- Average Age 43 years old
- Middle Class to Wealthy range of income and Highly Educated
- 15%-123% More likely to shop at 1 of 598 stores listed on the next slide

# Junior Hockey Participation Year over Year

## 2022-23 USA HOCKEY MEMBER COUNTS



DISTRICT	P=Paid Players	PY=Paid 6 & Younger	Total Players	Coaches	Total Players & Coaches	Officials	Total Players, Coaches, Officials
ATLANTIC	33,420	2,243	35,663	3,816	39,479	1,974	41,453
CENTRAL	58,124	7,662	65,786	7,856	73,642	4,212	77,854
MASSACHUSETTS	39,427	6,519	45,946	5,965	51,911	2,095	54,006
MICHIGAN	32,834	4,190	37,024	4,440	41,464	2,075	43,539
MID-AMERICAN	37,017	3,707	40,724	4,719	45,443	2,040	47,483
MINNESOTA	49,719	9,210	58,929	10,243	69,172	2,882	72,054
NEW ENGLAND	26,981	5,095	32,076	4,180	36,256	1,624	37,880
NEW YORK	39,395	6,702	46,097	4,942	51,039	2,020	53,059
NORTHERN PLAINS	15,792	2,505	18,297	2,144	20,441	1,673	22,114
PACIFIC	55,255	3,788	59,043	3,471	62,514	2,405	64,919
ROCKY MOUNTAIN	50,783	3,606	54,389	4,896	59,285	2,584	61,869
SOUTHEASTERN	58,619	3,593	62,212	4,804	67,016	2,729	69,745
JUNIOR TEAMS/NON US RES	-	-	-	247	247	15	262
<b>TOTALS</b>	<b>497,366</b>	<b>58,820</b>	<b>556,186</b>	<b>61,723</b>	<b>617,909</b>	<b>28,328</b>	<b>646,237</b>

**NON-PARTICIPANTS** (Administrators, Team Managers/Volunteers, Parents): 499,063

**Grand Total** **1,145,300**

# Junior Hockey Participation Year over Year

## USA HOCKEY, INC. Registration Comparison by Group 2021-22 to 2022-23



	All Players	Adult	17-18	15-16	13-14	11-12	9-10	7-8	6&U
2022-23	556,186	168,276	30,895	46,836	59,141	63,490	65,415	63,313	58,820
2021-22	547,429	163,584	30,950	45,759	58,805	62,893	65,340	60,471	59,627
Difference	8,757	4,692	-55	1,077	336	597	75	2,842	-807
% Difference	1.60%	2.87%	-0.18%	2.35%	0.57%	0.95%	0.11%	4.70%	-1.35%

	Male	Adult	17-18	15-16	13-14	11-12	9-10	7-8	6&U
2022-23	464,932	148,748	26,555	39,738	48,995	51,563	52,599	50,520	46,214
2021-22	459,458	145,556	26,733	38,976	48,962	51,409	52,859	48,308	46,655
Difference	5,474	3,192	-178	762	33	154	-260	2,212	-441
% Difference	1.19%	2.19%	-0.67%	1.96%	0.07%	0.30%	-0.49%	4.58%	-0.95%

	Female	Adult	17-18	15-16	13-14	11-12	9-10	7-8	6&U
2022-23	91,254	19,528	4,340	7,098	10,146	11,927	12,816	12,793	12,606
2021-22	87,971	18,028	4,217	6,783	9,843	11,484	12,481	12,163	12,972
Difference	3,283	1,500	123	315	303	443	335	630	-366
% Difference	3.73%	8.32%	2.92%	4.64%	3.08%	3.86%	2.68%	5.18%	-2.82%

	Youth Players	Coaches	Officials				Total Players, Coaches, Officials		
2022-23	387,910	61,723	28,328					646,237	
2021-22	383,845	58,601	24,531					630,561	
Difference	4,065	3,122	3,797					15,676	
% Difference	1.06%	5.33%	15.48%					2.49%	

**Non-Participants (Administrators, Team Managers/Volunteers, Parents) total:** 499,063 **Grand Total:** 1,145,300

# Junior Hockey Participation Year over Year

## Youth Hockey:

- Growth:** USA Hockey, the governing body for amateur hockey in the U.S., has been active in promoting youth involvement. Their "Try Hockey for Free" days have been successful in getting kids to try the sport.
- Girls/Women's Hockey:** There's been a significant increase in the participation of girls and women in the sport. The success of the U.S. Women's National Team on the international stage has inspired many young girls to take up the sport, leading to increased equipment sales in this demographic.

Try Hockey For Free

**2023-2024 National Dates:**

**Nov 4th, 2023 and Feb 24th, 2024**

***Once your events are approved by USA Hockey Program Services staff, you will receive a login link to the try hockey host site portal.***

You are also able and encouraged to use the try hockey platform for custom dates to ensure USAH Sanctioning and access to marketing resources, your participant list, and USAH Support.

Try Hockey For Free Days provide youth hockey associations with a national platform and opportunity to acquire new players locally. Associations will attract new players for this season as well as capture interested families for the following season. This initiative is a joint-effort between USA Hockey, the National Hockey League and NHL member clubs.

## USA Hockey Provides:

- USA Hockey Jerseys (a limited number will be provided and **only** on National THFF Dates)
- Code for a USAH membership for participants ages 4-9 **on the November 4th national date only**
- On- and off-ice clinic guidelines
- USA Hockey sanctioning for registered programs who utilize the THFF host site platform
- Online registration platform
- Grassroots promotional tools
- Best practices on attracting new families
- National marketing

# Junior Hockey Popularity

## Popularity by Region/State:

Hockey, particularly ice hockey, has its strongholds in specific regions in the U.S.:

- Northeast:** States like Massachusetts, New York, and New Jersey have a long-standing tradition of youth, collegiate, and professional hockey. The NHL teams in this region have a rich history and sizable fan bases.

- Midwest:** Minnesota is often called the "State of Hockey" due to its deep-rooted hockey culture. Michigan and Wisconsin also have strong hockey traditions, both at the youth and collegiate levels.

- West:** While traditionally not as strong as the Northeast or Midwest, the success of NHL teams in California (like the LA Kings and San Jose Sharks) and more recently in Nevada with the Vegas Golden Knights has increased the sport's popularity in these areas.

- South:** Traditionally, the South didn't have a strong hockey presence. However, the establishment and success of NHL teams in places like Texas (Dallas Stars), Tennessee (Nashville Predators), and Florida (Tampa Bay Lightning and Florida Panthers) have grown the sport significantly in the region.

# Hockey Market Trends

## Market Trends:

- Growth in non-traditional markets:** As mentioned, areas in the U.S. where hockey was not traditionally popular have seen growth. The NHL's strategy of expanding to non-traditional markets has seen a trickle-down effect, with more kids taking up the sport and greater equipment sales in those regions.
- Technology & Equipment:** There's been a consistent trend towards lighter and more technologically advanced equipment. This is particularly evident in sticks, skates, and protective gear. As the technology advances, there's often a corresponding increase in prices, leading to higher revenues in the sector.
- Safety:** Over the years, there's been an increased focus on player safety. This has led to innovations in helmets, mouthguards, and other protective gear. Post-concussion syndrome and other injuries have prompted manufacturers to focus more on safety than ever before.