



2010 – 2011 8 & Under Membership Report

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This report focuses on the foundation of USA Hockey's membership – the 8 & under age category. Analysis of USA Hockey's membership data has shown that growth in this age category will positively impact the larger 9 to 14 age group for years to come.

After three seasons of concentrated efforts to grow youth hockey participation in the 4 to 8 year old age category, there have been positive results. The age segment has seen a 17% increase in membership since the 2007-08 season, including a 10% increase in the 2010-11 season (see chart below). USA Hockey also surpassed 100,000 registered players in the 8 & under membership category for the first-time ever in the 2010-11 season.

The analysis contained in this report examines the membership in the 8 & under age category. On the National and Affiliate levels we are providing a summary for the past five seasons (2006-07 through 2010-11) and analysis for the past three seasons (2008-09 through 2010-11) on the local association level. This is done to help all levels of USA Hockey's structure understand their past performance in membership in this age category and to create reasonable growth goals for the 2011-12 season.

To continue to increase participation and membership, USA Hockey must remain focused on the following two key initiatives:

- Attracting new players each season in the key 4 to 8 year old age category
- Retaining participants from one season to the next in local youth hockey programs

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and youth hockey volunteers at the grassroots level. USA Hockey provides resources for local associations to use in both the acquisition and retention of 4 to 8 year olds.

The 2 & 2 Challenge, explained in greater detail in this report, defines membership goals by asking youth associations to grow by acquiring two more players and retaining two more players than last season.

Combining growth of the game at the youngest age levels with USA Hockey's American Development Model (ADM) will ensure the future health of the game in the U.S.

HOW TO READ THE DATA CHARTS IN THIS REPORT

BOYS & GIRLS_8U						2 AND 2 CHALLENGE				
	06-07	07-08	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL*	
	TOTAL	89956	89423	91622	95775	105394	101103	4291	9619	110902
Number of players acquired -		N/A	-0.6%	2.5%	4.5%	10.0%				
	NEW	38943	38013	39580	41967	48254	44631	3623	6287	51008
Number of players retained -		N/A	-2.4%	4.1%	6.0%	15.0%				
	RET	51013	51410	52042	53808	57140	56472	668	3332	59894
		N/A	0.8%	1.2%	3.4%	6.2%				
Number of players that left -	LOST	14752	15899	15305	15184	15620	# OF ASSOCIATIONS			1377
youth hockey		N/A	7.8%	-3.7%	-0.8%	2.9%	AVERAGE # PLAYERS/ASSOCIATION			76.5

National 2 & 2 Challenge Goal for 2011-12. See page 5 for more information.



2010-11 KEY TAKEAWAYS—NATIONAL

Total

- The total number of children ages 8 & under registered in 2010-11 increased by 9,619 (10.0%) to 105,394.
- The 2010-11 season represents the third consecutive year of growth in the 8 & under age category and the largest-ever membership in this age group for USA Hockey.

Acquisition

- New players increased by 6,287 (15.0%) from 2010-11 to 48,254.
- Third consecutive year of growth for new players.

Retention

- Retained players increased by 3,332 (6.2%) to 57,140.
- The 2010-11 retention increase was the largest in the past five years and the fourth consecutive year of growth.

BOYS & GIRLS_8U					
	06-07	07-08	08-09	09-10	10-11
TOTAL	89956	89423	91622	95775	105394
	N/A	-0.6%	2.5%	4.5%	10.0%
NEW	38943	38013	39580	41967	48254
	N/A	-2.4%	4.1%	6.0%	15.0%
RET	51013	51410	52042	53808	57140
	N/A	0.8%	1.2%	3.4%	6.2%
LOST	14752	15899	15305	15184	15620
	N/A	7.8%	-3.7%	-0.8%	2.9%

BOYS_8U					
	06-07	07-08	08-09	09-10	10-11
TOTAL	77755	77128	78782	81978	89907
	N/A	-0.8%	2.1%	4.1%	9.7%
NEW	32487	31733	33013	34819	40058
	N/A	-2.3%	4.0%	5.5%	15.0%
RET	45268	45395	45769	47159	49849
	N/A	0.3%	0.8%	3.0%	5.7%
LOST	11881	12672	12161	11932	12350
	N/A	6.7%	-4.0%	-1.9%	3.5%
RR	58.2%	58.9%	58.1%	57.5%	55.4%

GIRLS 8U					
	06-07	07-08	08-09	09-10	10-11
TOTAL	12203	12295	12876	13798	15487
	N/A	0.8%	4.7%	7.2%	12.2%
NEW	6461	6285	6604	7149	8197
	N/A	-2.7%	5.1%	8.3%	14.7%
RET	5742	6010	6272	6649	7290
	N/A	4.7%	4.4%	6.0%	9.6%
LOST	2875	3234	3145	3253	3272
	N/A	12.5%	-2.8%	3.4%	0.6%
RR	47.1%	48.9%	48.7%	48.2%	47.1%

2010-11 KEY TAKEAWAYS—CAROLINA

Total

- The total number of children ages 8 & under registered in Carolina increased by 75 (9.6%) to 854.
- With 854 children playing during the 2010-11 season, it was the peak for the past five years.
- Carolina has posted TWO consecutive years of overall growth.

Acquisition

- New players decreased by 3 (-0.7%) from 2009-10 to 438.

Retention

- Retained players increased by 78 (23.1%) from 2009-10 to 416.
- In the 2010-11 season, Carolina's retention numbers were the peak for the past five years.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	754	758	667	779	854
	N/A	0.5%	-12.0%	16.8%	9.6%
NEW	452	381	301	441	438
	N/A	-15.7%	-21.0%	46.5%	-0.7%
RETAINED	302	377	366	338	416
	N/A	24.8%	-2.9%	-7.7%	23.1%
LOST	108	189	158	122	153
	N/A	75.0%	-16.4%	-22.8%	25.4%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	704	726	631	723	779
	N/A	3.1%	-13.1%	14.6%	7.7%
NEW	420	363	284	401	393
	N/A	-13.6%	-21.8%	41.2%	-2.0%
RETAINED	284	363	347	322	386
	N/A	27.8%	-4.4%	-7.2%	19.9%
LOST	101	163	151	116	141
	N/A	61.4%	-7.4%	-23.2%	21.6%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	50	32	36	56	75
	N/A	-36.0%	12.5%	55.6%	33.9%
NEW	32	18	17	40	45
	N/A	-43.8%	-5.6%	135.3%	12.5%
RETAINED	18	14	19	16	30
	N/A	-22.2%	35.7%	-15.8%	87.5%
LOST	7	26	7	6	12
	N/A	271.4%	-73.1%	-14.3%	100.0%



RETENTION INCREASES WITH AGE

The older a player gets and/or the more seasons a player plays, the more likely that player will stick with youth hockey. So while retention rates are high from Squirrels on up, the overall growth of hockey relies on acquiring more 4 to 8 year olds.

Carolina's retention results for 2010-11 by age segment:

- **24.8% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **46.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **57.3% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **61.4% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%

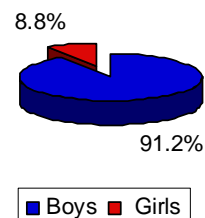
- **71.0% of all Squirrels returned in 2010-11** – National Average 83.9%
- **79.0% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **84.1% of all Bantams returned in 2010-11** – National Average 94.0%

RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 91.2% of all 8 & unders in Carolina in 2010-11 while girls represented 8.8%.

Nationally, boys represented 85.2% of all 8 & unders in 2010-11 while girls represented 14.8%.

Carolina
Percentage of 8 & Under Boys to Girls
2010-11 Season





2 & 2 CHALLENGE

The 2 & 2 Challenge is a call to action for local associations. It is designed to provide an attainable goal for growth at the 4 to 8 age group, regardless of the size of the local youth association.

Example:

Each association **acquires two** more players than last year.

- 2010-11: if your association added 22 new players, your 2011-12 goal is to acquire:
22 players + 2 more = 24 new players

Each association **retains two** more players than last year.

- 2010-11: if your association retained 30 players, your 2011-12 goal is to retain:
30 players + 2 more = 32 retained players

RESULTS: Meeting this challenge could help this association grow by 7.7% and contribute to the overall growth of the game.

NATIONAL 2 & 2 CHALLENGE

2010-11: RESULTS

- Surpassed 10-11 goal by 4,291 players
 - Surpassed acquisition goal by 3,623
 - Surpassed retention goal by 668

2011-12: GOALS

- Based on 1,377 associations
 - 2,754 players acquired (2 per association)
 - 2,754 players retained (2 per association)
- 2011-12 goal is 110,902 (5.2% increase) total 4 to 8 year olds

NATIONAL	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	101,103	105,394	110,902
NEW	44,631	48,254	51,008
RETAINED	56,472	57,140	59,894

AFFILIATE 2 & 2 CHALLENGE: CAROLINA

2010-11: RESULTS

- Achieved the overall growth but did not meet the 2 & 2 Challenge
 - Underperformed in acquisition goal by 35
 - Surpassed retention goal by 46

2011-12: GOALS

- Based on 14 associations that registered 5 players or more in the age group
 - 28 kids acquired (2 per association)
 - 28 kids retained (2 per association)
- 2011-12 goal is 910 (6.6% increase) total 4 to 8 year old players

CAROLINA	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	843	854	910
NEW	473	438	466
RETAINED	370	416	444



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations Ice House at Pineville, Eastern Carolina Hockey Association, Upstate Sports Association, and Triangle Special Hockey Association (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Carolina had a successful growth year! While many associations had tremendous growth, only four were able to successfully meet all requirements of the 2 & 2 Challenge.

CAROLINA'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Ice House at Pineville	+26
2. Eastern Carolina Hockey Association	+24
3. Upstate Sports Association	+13
4. Triangle Special Hockey Association	+12
5. Carolina Lightning Hockey	+7
6. Raleigh Youth Hockey Association	+2
7. Wilmington Ice Hockey Association	+2
8. Carolina Ice Palace Senior League	-1
9. Triangle Youth Hockey of North Carolina	-1
10. Winston-Salem Youth Hockey Association	-1
11. Greensboro Youth Hockey Association	-4
12. Pavilion Recreation Complex	-5
13. Charleston Youth Hockey Association	-12
14. Charlotte Metro Hockey Association	-13

CAROLINA ASSOCIATIONS

NORTH CAROLINA

NCH0019 CAROLINA LIGHTNING HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	0	0	7	4	3	7	11
NEW	0	0	7	2	5	7	9
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	0	7	TOTAL	0	0	0
NEW	0	0	7	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS							0.0%

NCH0003 CHARLOTTE METRO HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	89	116	103	120	(17)	(13)	107
NEW	75	81	49	83	(34)	(32)	51
RETAINED	14	35	54	37	17	19	56
LOST	24	35	29				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	87	109	95	TOTAL	2	7	8
NEW	74	74	46	NEW	1	7	3
RETAINED	13	35	49	RETAINED	1	0	5
LOST	24	34	28	LOST	0	1	1
RATIO BOYS TO GIRLS							7.8%

NCH0009 EASTERN CAROLINA HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	3	7	31	11	20	24	35
NEW	3	7	25	9	16	18	27
RETAINED	0	0	6	2	4	6	8
LOST	1	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	3	7	27	TOTAL	0	0	4
NEW	3	7	21	NEW	0	0	4
RETAINED	0	0	6	RETAINED	0	0	0
LOST	1	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS							12.9%

NCH0021 GREENSBORO YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	18	36	32	40	(8)	(4)	36
NEW	9	24	17	26	(9)	(7)	19
RETAINED	9	12	15	14	1	3	17
LOST	4	2	8				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	17	31	26	TOTAL	1	5	6
NEW	9	19	14	NEW	0	5	3
RETAINED	8	12	12	RETAINED	1	0	3
LOST	4	2	8	LOST	0	0	0
RATIO BOYS TO GIRLS			81.3%				18.8%

NCH0010 ICE HOUSE AT PINEVILLE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	0	6	32	10	22	26	36
NEW	0	3	27	5	22	24	29
RETAINED	0	3	5	5	0	2	7
LOST	35	0	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	6	30	TOTAL	0	0	2
NEW	0	3	25	NEW	0	0	2
RETAINED	0	3	5	RETAINED	0	0	0
LOST	35	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			93.8%				6.3%

NCH0038 RALEIGH YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	198	204	206	208	(2)	2	210
NEW	63	93	101	95	6	8	103
RETAINED	135	111	105	113	(8)	(6)	107
LOST	45	21	27				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	189	193	192	TOTAL	9	11	14
NEW	59	89	94	NEW	4	4	7
RETAINED	130	104	98	RETAINED	5	7	7
LOST	42	20	25	LOST	3	1	2
RATIO BOYS TO GIRLS			93.2%				6.8%

NCH0007 TRIANGLE SPECIAL HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	0	4	16	8	8	12	20
NEW	0	4	13	6	7	9	15
RETAINED	0	0	3	2	1	3	5
LOST	0	0	0				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	3	15	TOTAL	0	1	1
NEW	0	3	12	NEW	0	1	1
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			93.8%				6.3%

NCH0006 TRIANGLE YOUTH HOCKEY OF NORTH CAROLINA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	18	24	23	28	(5)	(1)	27
NEW	13	13	13	15	(2)	0	15
RETAINED	5	11	10	13	(3)	(1)	12
LOST	0	1	3				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	17	24	22	TOTAL	1	0	1
NEW	12	13	12	NEW	1	0	1
RETAINED	5	11	10	RETAINED	0	0	0
LOST	0	1	3	LOST	0	0	0
RATIO BOYS TO GIRLS			95.7%				4.3%

NCH0008 WILMINGTON ICE HOCKEY ASSOC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	23	14	16	18	(2)	2	20
NEW	14	10	11	12	(1)	1	13
RETAINED	9	4	5	6	(1)	1	7
LOST	3	5	3				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	20	10	15	TOTAL	3	4	1
NEW	12	7	11	NEW	2	3	0
RETAINED	8	3	4	RETAINED	1	1	1
LOST	3	5	3	LOST	0	0	0
RATIO BOYS TO GIRLS			93.8%				6.3%

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	45	59	58	63	(5)	(1)	62
NEW	35	37	32	39	(7)	(5)	34
RETAINED	10	22	26	24	2	4	28
LOST	5	14	26				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	40	53	52	TOTAL	5	6	6
NEW	31	34	29	NEW	4	3	3
RETAINED	9	19	23	RETAINED	1	3	3
LOST	5	13	24	LOST	0	1	2
RATIO BOYS TO GIRLS			89.7%				10.3%

SOUTH CAROLINA

SCH0006 CAROLINA ICE PALACE SENIOR LEAGUE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	41	70	69	74	(5)	(1)	73
NEW	36	48	28	50	(22)	(20)	30
RETAINED	5	22	41	24	17	19	43
LOST	12	16	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	40	66	61	TOTAL	1	4	8
NEW	35	44	23	NEW	1	4	5
RETAINED	5	22	38	RETAINED	0	0	3
LOST	8	15	21	LOST	4	1	1
RATIO BOYS TO GIRLS			88.4%				11.6%

SCH0003 CHARLESTON YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	52	26	14	30	(16)	(12)	18
NEW	14	7	4	9	(5)	(3)	6
RETAINED	38	19	10	21	(11)	(9)	12
LOST	21	19	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	48	25	14	TOTAL	4	1	0
NEW	12	7	4	NEW	2	0	0
RETAINED	36	18	10	RETAINED	2	1	0
LOST	20	18	0	LOST	1	1	1
RATIO BOYS TO GIRLS			100.0%				0.0%

SCH0010 PAVILION RECREATION COMPLEX

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	0	22	17	26	(9)	(5)	21
NEW	0	22	17	24	(7)	(5)	19
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	20	15	TOTAL	0	2	2
NEW	0	20	15	NEW	0	2	2
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	13	LOST	0	0	2
RATIO BOYS TO GIRLS			88.2%				11.8%

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	9	16	29	20	9	13	33
NEW	6	16	21	18	3	5	23
RETAINED	3	0	8	2	6	8	10
LOST	7	2	2				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	9	14	27	TOTAL	0	2	2
NEW	6	14	20	NEW	0	2	1
RETAINED	3	0	7	RETAINED	0	0	1
LOST	7	2	2	LOST	0	0	0
RATIO BOYS TO GIRLS			93.1%				6.9%