



**IDAHO
2010 - 2011
8 & Under Membership Report**

Table of Contents

Background Page 1

National Analysis Pages 2

Idaho Analysis Pages 3-4

2 & 2 Challenge Page 5

Idaho’s 2010-11 Association Performance Page 6

Local Association Analysis Pages 7-10

Program Services Contact for Affiliate Courtney Welch
(719) 538-1118/ courtneyw@usahockey.org





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	
	N/A	-0.6%	2.5%	4.5%	10.0%					
Number of players acquired -	NEW	38943	38013	39580	41967	48254	44631	3623	6287	51008
	N/A	-2.4%	4.1%	6.0%	15.0%					
Number of players retained -	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—IDAHO

Total

- The total number of children ages 8 & under registered in Idaho increased by 30 (8.0%) to 405.
- With 405 children playing during the 2010-11 season, it was the second highest total for the past five years.
- Idaho has posted TWO consecutive years of overall growth.

Acquisition

- New players decreased by 3 (-1.6%) from 2009-10 to 189.
- The 2010-11 season marked the highest amount of girl players at 45 (15.4%) over the past five years.

Retention

- Retained players increased by 33 (18.0%) from 2009-10 to 216.
- Idaho posted a peak of 181 boys returning to play over the past five years.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	383	413	360	375	405
	N/A	7.8%	-12.8%	4.2%	8.0%
NEW	195	199	149	192	189
	N/A	2.1%	-25.1%	28.9%	-1.6%
RETAINED	188	214	211	183	216
	N/A	13.8%	-1.4%	-13.3%	18.0%
LOST	84	58	98	80	72
	N/A	-31.0%	69.0%	-18.4%	-10.0%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	327	336	300	306	325
	N/A	2.8%	-10.7%	2.0%	6.2%
NEW	166	157	125	153	144
	N/A	-5.4%	-20.4%	22.4%	-5.9%
RETAINED	161	179	175	153	181
	N/A	11.2%	-2.2%	-12.6%	18.3%
LOST	77	46	78	64	53
	N/A	-40.3%	69.6%	-17.9%	-17.2%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	56	77	60	69	80
	N/A	37.5%	-22.1%	15.0%	15.9%
NEW	29	42	24	39	45
	N/A	44.8%	-42.9%	62.5%	15.4%
RETAINED	27	35	36	30	35
	N/A	29.6%	2.9%	-16.7%	16.7%
LOST	7	12	20	16	19
	N/A	71.4%	66.7%	-20.0%	18.8%



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.

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

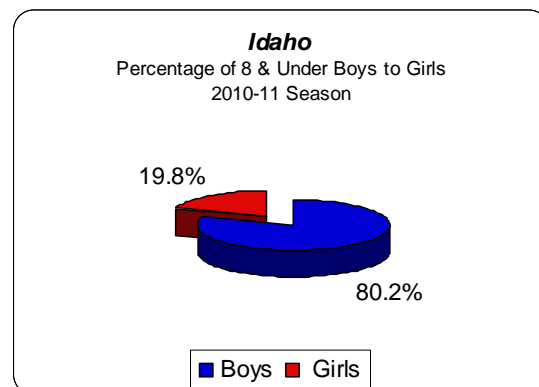
- **17.6% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **30.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **49.1% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **60.9% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%

- **72.5% of all Squirrels returned in 2010-11** – National Average 83.9%
- **80.2% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **83.4% of all Bantams returned in 2010-11** – National Average 94.0%

RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 80.2% of all 8 & unders in Idaho in 2010-11 while girls represented 19.8%.

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





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: IDAHO

2010-11: RESULTS

- Achieved the overall growth but did not meet the 2 & 2 Challenge
 - Underperformed in acquisition goal by 23
 - Surpassed retention goal by 13

2011-12: GOALS

- Based on 12 associations that registered 5 players or more in the age group
 - 24 kids acquired (2 per association)
 - 24 kids retained (2 per association)
- 2011-12 goal is 453 (11.9% increase) total 4 to 8 year old players

IDAHO	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	415	405	453
NEW	212	189	213
RETAINED	203	216	240



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to Palouse Youth Hockey Association and Sun Valley Youth Hockey (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Idaho had a successful growth year! While many associations had tremendous growth, only two were able to successfully meet all requirements of the 2 & 2 Challenge.

IDAHO'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Manchester Ice and Event Centre	+26
2. Teton Basin Youth Hockey	+16
3. Palouse Youth Hockey Association	+9
4. Sun Valley Youth Hockey	+9
5. Coeur D'Alene Hockey Association	+7
6. Lewis Clark Amateur Hockey Association	+4
7. Boise Youth Amateur Hockey	+3
8. Idaho Falls Youth Hockey	+3
9. Chubbuck/Pocatello Hockey Association	-2
10. Salmon Youth Hockey	-3
11. McCall Ice Skating Association	-14
12. Boise Amateur Hockey	-17

IDAHO ASSOCIATIONS

IDH0060 BOISE AMATEUR 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	23	37	20	41	(21)	(17)	24
NEW	4	30	11	32	(21)	(19)	13
RETAINED	19	7	9	9	0	2	11
LOST	18	6	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	21	34	18	TOTAL	2	3	2
NEW	4	28	9	NEW	0	2	2
RETAINED	17	6	9	RETAINED	2	1	0
LOST	15	6	16	LOST	3	0	3
RATIO BOYS TO GIRLS			90.0%				10.0%

IDH0009 BOISE YOUTH AMATEUR 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	5	3	6	7	(1)	3	10
NEW	5	2	6	4	2	4	8
RETAINED	0	1	0	3	(3)	(1)	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	5	3	5	TOTAL	0	0	1
NEW	5	2	5	NEW	0	0	1
RETAINED	0	1	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			83.3%				16.7%

IDH0012 CHUBBUCK/POCATELLO 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	10	8	14	(6)	(2)	12
NEW	0	10	5	12	(7)	(5)	7
RETAINED	0	0	3	2	1	3	5
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	9	8	TOTAL	0	1	0
NEW	0	9	5	NEW	0	1	0
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0080 COEUR D'ALENE 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	24	3	10	7	3	7	14
NEW	12	2	8	4	4	6	10
RETAINED	12	1	2	3	(1)	1	4
LOST	9	13	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	21	3	9	TOTAL	3	0	1
NEW	10	2	7	NEW	2	0	1
RETAINED	11	1	2	RETAINED	1	0	0
LOST	9	12	0	LOST	0	1	0
RATIO BOYS TO GIRLS			90.0%				10.0%

IDH0008 IDAHO FALLS YOUTH 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	103	100	103	104	(1)	3	107
NEW	33	36	39	38	1	3	41
RETAINED	70	64	64	66	(2)	0	66
LOST	27	18	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	82	76	79	TOTAL	21	24	24
NEW	24	27	30	NEW	9	9	9
RETAINED	58	49	49	RETAINED	12	15	15
LOST	18	13	12	LOST	9	5	6
RATIO BOYS TO GIRLS			76.7%				23.3%

IDH0011 LEWIS CLARK AMATEUR 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	17	15	19	19	0	4	23
NEW	6	4	13	6	7	9	15
RETAINED	11	11	6	13	(7)	(5)	8
LOST	2	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	16	15	15	TOTAL	1	0	4
NEW	5	4	9	NEW	1	0	4
RETAINED	11	11	6	RETAINED	0	0	0
LOST	2	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			78.9%				21.1%

IDH0010 MANCHESTER ICE AND EVENT CENTRE

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	26	4	22	26	30
NEW	0	0	26	2	24	26	28
RETAINED	0	0	0	2	(2)	0	2
LOST	1	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	0	22	TOTAL	0	0	4
NEW	0	0	22	NEW	0	0	4
RETAINED	0	0	0	RETAINED	0	0	0
LOST	1	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			84.6%				15.4%

IDH0003 MCCALL ICE SKATING 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	22	21	7	25	(18)	(14)	11
NEW	8	7	2	9	(7)	(5)	4
RETAINED	14	14	5	16	(11)	(9)	7
LOST	5	2	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	18	15	4	TOTAL	4	6	3
NEW	7	4	2	NEW	1	3	0
RETAINED	11	11	2	RETAINED	3	3	3
LOST	3	2	8	LOST	2	0	2
RATIO BOYS TO GIRLS			57.1%				42.9%

IDH0090 PALOUSE 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	20	28	37	32	5	9	41
NEW	11	18	20	20	0	2	22
RETAINED	9	10	17	12	5	7	19
LOST	4	5	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	17	24	29	TOTAL	3	4	8
NEW	9	15	14	NEW	2	3	6
RETAINED	8	9	15	RETAINED	1	1	2
LOST	4	4	4	LOST	0	1	1
RATIO BOYS TO GIRLS			78.4%				21.6%

IDH0047 SALMON YOUTH 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	31	28	25	32	(7)	(3)	29
NEW	16	14	10	16	(6)	(4)	12
RETAINED	15	14	15	16	(1)	1	17
LOST	9	7	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	24	22	15	TOTAL	7	6	10
NEW	14	11	3	NEW	2	3	7
RETAINED	10	11	12	RETAINED	5	3	3
LOST	8	5	4	LOST	1	2	3
RATIO BOYS TO GIRLS			60.0%				40.0%

IDH0024 SUN VALLEY YOUTH 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	96	82	91	86	5	9	95
NEW	43	35	38	37	1	3	40
RETAINED	53	47	53	49	4	6	55
LOST	8	23	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	79	64	71	TOTAL	17	18	20
NEW	37	23	25	NEW	6	12	13
RETAINED	42	41	46	RETAINED	11	6	7
LOST	4	19	9	LOST	4	4	5
RATIO BOYS TO GIRLS			78.0%				22.0%

IDH0016 TETON BASIN YOUTH 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	16	4	12	16	20
NEW	0	0	16	2	14	16	18
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	16	TOTAL	0	0	0
NEW	0	0	16	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%