



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
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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—MONTANA

Total

- The total number of children ages 8 & under registered in Montana increased by 60 (11.8%) to 567.
- With 567 children playing during the 2010-11 season, it was the peak for the past five years.
- Montana has posted THREE consecutive years of overall growth, including a peak in both boys at 487 (10.4%) and girls at 80 (21.2%) over the past five years.

Acquisition – Three consecutive years of growth

- New players increased by 54 (21.7%) from 2009-10 to 303.

Retention – Two consecutive years of growth

- Retained players increased by 6 (2.3%) from 2009-10 to 264.
- In 2010-11, Montana posted a peak of 236 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	452	431	493	507	567
	N/A	-4.6%	14.4%	2.8%	11.8%
NEW	201	178	241	249	303
	N/A	-11.4%	35.4%	3.3%	21.7%
RETAINED	251	253	252	258	264
	N/A	0.8%	-0.4%	2.4%	2.3%
LOST	124	95	81	105	108
	N/A	-23.4%	-14.7%	29.6%	2.9%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	382	366	425	441	487
	N/A	-4.2%	16.1%	16.1%	10.4%
NEW	167	146	204	207	251
	N/A	-12.6%	39.7%	39.7%	21.3%
RETAINED	215	220	221	234	236
	N/A	2.3%	0.5%	0.5%	0.9%
LOST	105	74	64	80	93
	N/A	-29.5%	-13.5%	-13.5%	16.3%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	70	65	68	66	80
	N/A	-7.1%	4.6%	-2.9%	21.2%
NEW	34	32	37	42	52
	N/A	-5.9%	15.6%	13.5%	23.8%
RETAINED	36	33	31	24	28
	N/A	-8.3%	-6.1%	-22.6%	16.7%
LOST	19	21	17	25	15
	N/A	10.5%	-19.0%	47.1%	-40.0%



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.

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

- **26.3% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **56.5% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **55.8% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **60.7% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%

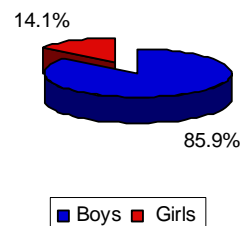
- **77.7% of all Squirrels returned in 2010-11** – National Average 83.9%
- **87.5% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **91.2% of all Bantams returned in 2010-11** – National Average 94.0%

RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 85.9% of all 8 & unders in Montana in 2010-11 while girls represented 14.1%.

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

Montana
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: MONTANA

2010-11: RESULTS

- Achieved overall growth but did not meet the 2 & 2 Challenge
 - Surpassed acquisition goal by 32
 - Underperformed in retention goal by 16

2011-12: GOALS

- Based on 11 associations that registered 5 players or more in the age group
 - 22 kids acquired (2 per association)
 - 22 kids retained (2 per association)
- 2011-12 goal is 611 (7.8% increase) total 4 to 8 year old players

MONTANA	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	551	567	611
NEW	271	303	325
RETAINED	280	264	286



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to Great Falls Amateur Hockey, Helena Bighorn Youth Hockey Association, Missoula Area Youth Hockey Association, and Glacier Hockey Association (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Montana 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.

MONTANA'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Billings Amateur Hockey League	+20
2. Havre Youth Hockey Association	+18
3. Great Falls Amateur Hockey	+13
4. Helena Bighorn Youth Hockey Association	+8
5. Missoula Area Youth Hockey Association	+8
6. Glacier Hockey Association	+7
7. Miles City Youth Hockey	+3
8. Butte Amateur Hockey Association	+2
9. Hilina Youth Hockey	+1
10. Bozeman Amateur Hockey Association	0
11. Flathead Youth Hockey Association	-4

MONTANA ASSOCIATIONS

MTH0011 BILLINGS AMATEUR HOCKEY 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	40	36	56	40	16	20	60
NEW	11	18	43	20	23	25	45
RETAINED	29	18	13	20	(7)	(5)	15
LOST	10	6	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	38	30	52	TOTAL	2	6	4
NEW	10	13	39	NEW	1	5	4
RETAINED	28	17	13	RETAINED	1	1	0
LOST	10	6	4	LOST	0	0	2
RATIO BOYS TO GIRLS							7.1%

MTH0015 BOZEMAN AMATEUR 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	75	78	78	82	(4)	0	82
NEW	31	33	36	35	1	3	38
RETAINED	44	45	42	47	(5)	(3)	44
LOST	14	10	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	66	74	67	TOTAL	9	4	11
NEW	26	31	27	NEW	5	2	9
RETAINED	40	43	40	RETAINED	4	2	2
LOST	12	6	14	LOST	2	4	1
RATIO BOYS TO GIRLS							14.1%

MTH0076 BUTTE AMATEUR 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	34	29	31	33	(2)	2	35
NEW	14	11	11	13	(2)	0	13
RETAINED	20	18	20	20	0	2	22
LOST	6	5	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	31	26	26	TOTAL	3	3	5
NEW	12	8	9	NEW	2	3	2
RETAINED	19	18	17	RETAINED	1	0	3
LOST	4	3	2	LOST	2	2	0
RATIO BOYS TO GIRLS							16.1%

MTH0029 FLATHEAD 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	22	18	26	(8)	(4)	22
NEW	11	11	11	13	(2)	0	13
RETAINED	9	11	7	13	(6)	(4)	9
LOST	5	4	10				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	19	17	13	TOTAL	1	5	5
NEW	10	7	7	NEW	1	4	4
RETAINED	9	10	6	RETAINED	0	1	1
LOST	4	4	8	LOST	1	0	2
RATIO BOYS TO GIRLS			72.2%				27.8%

MTH0016 GLACIER 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	30	37	44	41	3	7	48
NEW	14	20	24	22	2	4	26
RETAINED	16	17	20	19	1	3	22
LOST	4	4	11				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	25	32	38	TOTAL	5	5	6
NEW	11	16	21	NEW	3	4	3
RETAINED	14	16	17	RETAINED	2	1	3
LOST	3	3	10	LOST	1	1	1
RATIO BOYS TO GIRLS			86.4%				13.6%

MTH0013 GREAT FALLS 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	25	43	56	47	9	13	60
NEW	24	27	38	29	9	11	40
RETAINED	1	16	18	18	0	2	20
LOST	0	6	11				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	23	42	53	TOTAL	2	1	3
NEW	22	27	35	NEW	2	0	3
RETAINED	1	15	18	RETAINED	0	1	0
LOST	0	5	11	LOST	0	1	0
RATIO BOYS TO GIRLS			94.6%				5.4%

MTH0012 HAVRE 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	36	36	54	40	14	18	58
NEW	22	16	33	18	15	17	35
RETAINED	14	20	21	22	(1)	1	23
LOST	4	12	5				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	33	30	42	TOTAL	3	6	12
NEW	19	11	25	NEW	3	5	8
RETAINED	14	19	17	RETAINED	0	1	4
LOST	3	9	5	LOST	1	3	0
RATIO BOYS TO GIRLS			77.8%				22.2%

MTH0014 HELENA BIGHORN 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	42	44	52	48	4	8	56
NEW	18	21	24	23	1	3	26
RETAINED	24	23	28	25	3	5	30
LOST	2	7	5				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	34	42	49	TOTAL	8	2	3
NEW	16	20	23	NEW	2	1	1
RETAINED	18	22	26	RETAINED	6	1	2
LOST	2	4	5	LOST	0	3	0
RATIO BOYS TO GIRLS			94.2%				5.8%

MTH0018 HILINE 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	30	28	29	32	(3)	1	33
NEW	16	14	14	16	(2)	0	16
RETAINED	14	14	15	16	(1)	1	17
LOST	3	5	4				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	27	26	27	TOTAL	3	2	2
NEW	13	13	13	NEW	3	1	1
RETAINED	14	13	14	RETAINED	0	1	1
LOST	3	4	4	LOST	0	1	0
RATIO BOYS TO GIRLS			93.1%				6.9%

MTH0028 MILES CITY 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	27	30	31	(1)	3	34
NEW	24	15	21	17	4	6	23
RETAINED	7	12	9	14	(5)	(3)	11
LOST	6	11	10				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	29	21	24	TOTAL	2	6	6
NEW	22	11	17	NEW	2	4	4
RETAINED	7	10	7	RETAINED	0	2	2
LOST	2	11	8	LOST	4	0	2
RATIO BOYS TO GIRLS			80.0%				20.0%

MTH0017 MISSOULA AREA 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	89	84	92	88	4	8	96
NEW	34	37	40	39	1	3	42
RETAINED	55	47	52	49	3	5	54
LOST	21	20	13				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	71	67	75	TOTAL	18	17	17
NEW	28	29	30	NEW	6	8	10
RETAINED	43	38	45	RETAINED	12	9	7
LOST	15	15	10	LOST	6	5	3
RATIO BOYS TO GIRLS			81.5%				18.5%