



**NEW MEXICO
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	
	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—NEW MEXICO

Total

- The total number of children ages 8 & under registered in New Mexico increased by 10 (4.7%) to 222.
- With 222 children playing during the 2010-11 season, it was the peak for the past five years.
- New Mexico has posted TWO consecutive years of overall growth.

Acquisition – Two consecutive years of growth

- New players increased by 12 (12.0%) from 2009-10 to 112.
- The 2010-11 season marked the highest amount of new players entering the game with 112 over the past five years.

Retention

- Retained players decreased by 2 (-1.8%) from 2009-10 to 110.
- New Mexico posted a five year peak of 21 girls returning to play.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	196	202	198	212	222
	N/A	3.1%	-2.0%	7.1%	4.7%
NEW	91	100	95	100	112
	N/A	9.9%	-5.0%	5.3%	12.0%
RETAINED	105	102	103	112	110
	N/A	-2.9%	1.0%	8.7%	-1.8%
LOST	38	46	34	38	49
	N/A	21.1%	-26.1%	11.8%	28.9%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	162	173	167	176	176
	N/A	6.8%	-3.5%	5.4%	0.0%
NEW	75	85	75	84	87
	N/A	13.3%	-11.8%	12.0%	3.6%
RETAINED	87	88	92	92	89
	N/A	1.1%	4.5%	0.0%	-3.3%
LOST	33	33	27	31	43
	N/A	0.0%	-18.2%	14.8%	38.7%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	34	29	31	36	46
	N/A	-14.7%	6.9%	16.1%	27.8%
NEW	16	15	20	16	25
	N/A	-6.3%	33.3%	-20.0%	56.3%
RETAINED	18	14	11	20	21
	N/A	-22.2%	-21.4%	81.8%	5.0%
LOST	5	13	7	7	6
	N/A	160.0%	-46.2%	0.0%	-14.3%



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.

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

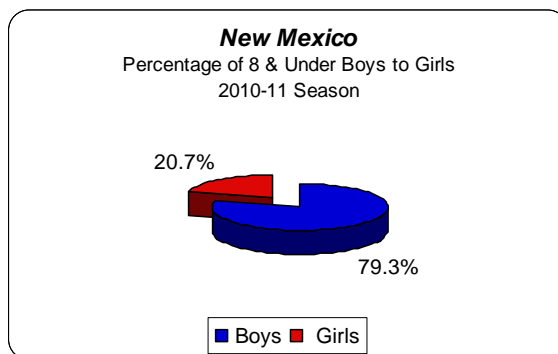
- **35.0% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **50.0% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **60.0% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **70.0% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%

- **72.7% of all Squirrels returned in 2010-11** – National Average 83.9%
- **85.3% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **91.3% of all Bantams returned in 2010-11** – National Average 94.0%

RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 79.3% of all 8 & unders in New Mexico in 2010-11 while girls represented 20.7%.

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: NEW MEXICO

2010-11: RESULTS

- Achieved overall growth but did not meet the 2 & 2 Challenge
 - Surpassed acquisition goal by 2
 - Underperformed in retention goal by 12

2011-12: GOALS

- Based on 5 associations that registered 5 players or more in the age group
 - 10 kids acquired (2 per association)
 - 10 kids retained (2 per association)
- 2011-12 goal is 242 (9.0% increase) total 4 to 8 year old players

NEW MEXICO	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	232	222	242
NEW	110	112	122
RETAINED	122	110	120



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to New Mexico Ice Hockey Foundation (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! New Mexico had a successful growth year! While many associations had tremendous growth, only one was able to successfully meet all requirements of the 2 & 2 Challenge.

NEW MEXICO'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Santa Fe Skaters Association	+14
2. New Mexico Amateur Hockey Association	+11
3. New Mexico Ice Hockey Foundation	+11
4. Taos Youth Hockey Association	-2
5. Los Alamos Hockey Association	-16

NEW MEXICO ASSOCIATIONS

NMH0030 LOS ALAMOS 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	73	92	76	96	(20)	(16)	80
NEW	30	43	24	45	(21)	(19)	26
RETAINED	43	49	52	51	1	3	54
LOST	15	8	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	58	72	63	TOTAL	15	20	13
NEW	22	35	20	NEW	8	8	4
RETAINED	36	37	43	RETAINED	7	12	9
LOST	10	5	20	LOST	5	3	4
RATIO BOYS TO GIRLS			82.9%				17.1%

NMH0054 NEW MEXICO 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	49	36	47	40	7	11	51
NEW	18	13	26	15	11	13	28
RETAINED	31	23	21	25	(4)	(2)	23
LOST	9	9	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	45	32	40	TOTAL	4	4	7
NEW	16	12	22	NEW	2	1	4
RETAINED	29	20	18	RETAINED	2	3	3
LOST	8	9	6	LOST	1	0	1
RATIO BOYS TO GIRLS			85.1%				14.9%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	34	45	38	7	11	49
NEW	32	19	25	21	4	6	27
RETAINED	10	15	20	17	3	5	22
LOST	5	18	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	33	28	35	TOTAL	9	6	10
NEW	24	16	20	NEW	8	3	5
RETAINED	9	12	15	RETAINED	1	3	5
LOST	5	15	5	LOST	0	3	0
RATIO BOYS TO GIRLS			77.8%				22.2%

NMH0070 SANTA FE SKATERS 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	8	10	24	14	10	14	28
NEW	7	6	19	8	11	13	21
RETAINED	1	4	5	6	(1)	1	7
LOST	5	1	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	8	9	22	TOTAL	0	1	2
NEW	7	5	18	NEW	0	1	1
RETAINED	1	4	4	RETAINED	0	0	1
LOST	5	1	1	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%

NMH0040 TAOS 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	26	23	21	27	(6)	(2)	25
NEW	11	11	13	13	0	2	15
RETAINED	15	12	8	14	(6)	(4)	10
LOST	4	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	22	20	13	TOTAL	4	3	8
NEW	8	10	8	NEW	3	1	5
RETAINED	14	10	5	RETAINED	1	2	3
LOST	3	2	3	LOST	1	1	0
RATIO BOYS TO GIRLS			61.9%				38.1%