



## 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
<b>TOTAL</b>	89956	89423	91622	95775	105394
	N/A	-0.6%	2.5%	4.5%	10.0%
<b>NEW</b>	38943	38013	39580	41967	48254
	N/A	-2.4%	4.1%	6.0%	15.0%
<b>RET</b>	51013	51410	52042	53808	57140
	N/A	0.8%	1.2%	3.4%	6.2%
<b>LOST</b>	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
<b>TOTAL</b>	77755	77128	78782	81978	89907
	N/A	-0.8%	2.1%	4.1%	9.7%
<b>NEW</b>	32487	31733	33013	34819	40058
	N/A	-2.3%	4.0%	5.5%	15.0%
<b>RET</b>	45268	45395	45769	47159	49849
	N/A	0.3%	0.8%	3.0%	5.7%
<b>LOST</b>	11881	12672	12161	11932	12350
	N/A	6.7%	-4.0%	-1.9%	3.5%
<b>RR</b>	58.2%	58.9%	58.1%	57.5%	55.4%

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



## 2010-11 KEY TAKEAWAYS—RHODE ISLAND

### Total

- The total number of children ages 8 & under registered in Rhode Island decreased by 35 (-2.1%) to 1,639.
- Out of the 34 USA Hockey Affiliates, Rhode Island was the only Affiliate that didn't enjoy a positive growth year.

### Acquisition

- New players decreased by 16 (-2.5%) from 2009-10 to 624.
- The 2010-11 season marked the second-lowest amount of new players entering the game in the past five years.

### Retention

- Retained players decreased by 19 (-1.8%) from 2009-10 to 1,015.
- Rhode Island has posted TWO consecutive years of negative retention since 2009-10.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	1577	1706	1607	1674	1639
	N/A	8.2%	-5.8%	4.2%	-2.1%
<b>NEW</b>	640	717	559	640	624
	N/A	12.0%	-22.0%	14.5%	-2.5%
<b>RETAINED</b>	937	989	1048	1034	1015
	N/A	5.5%	6.0%	-1.3%	-1.8%
<b>LOST</b>	336	322	419	360	376
	N/A	-4.2%	30.1%	-14.1%	4.4%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	1335	1419	1346	1378	1363
	N/A	6.3%	-5.1%	2.4%	-1.1%
<b>NEW</b>	520	564	447	501	495
	N/A	8.5%	-20.7%	12.1%	-1.2%
<b>RETAINED</b>	815	855	899	877	868
	N/A	4.9%	5.1%	-2.4%	-1.0%
<b>LOST</b>	262	255	310	269	280
	N/A	-2.7%	21.6%	-13.2%	4.1%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	242	287	261	296	276
	N/A	18.6%	-9.1%	13.4%	-6.8%
<b>NEW</b>	120	153	112	139	129
	N/A	27.5%	-26.8%	24.1%	-7.2%
<b>RETAINED</b>	122	134	149	157	147
	N/A	9.8%	11.2%	5.4%	-6.4%
<b>LOST</b>	75	67	110	91	96
	N/A	-10.7%	64.2%	-17.3%	5.5%



## 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 Squirts on up, the overall growth of hockey relies on acquiring more 4 to 8 year olds.

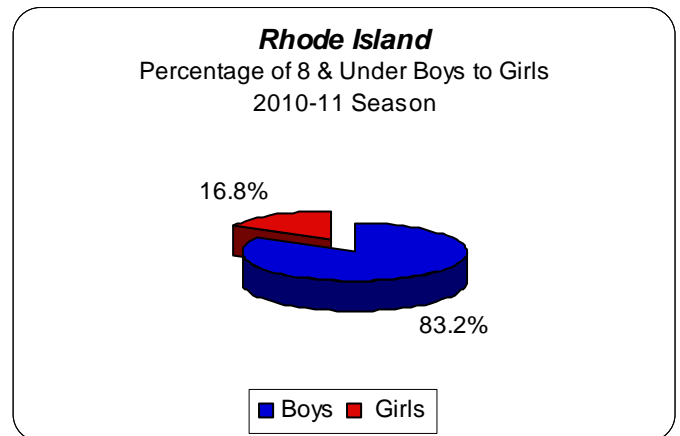
Rhode Island's retention results for 2010-11 by age segment:

- **48.6% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **66.0% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **81.3% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **82.3% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%
  
- **90.3% of all Squirts returned in 2010-11** – National Average 83.9%
- **92.6% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **96.2% of all Bantams returned in 2010-11** – National Average 94.0%

## RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 83.2% of all 8 & unders in Rhode Island in 2010-11 while girls represented 16.8%.

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: RHODE ISLAND

### 2010-11: RESULTS

- Unfortunately, Rhode Island didn't achieved overall growth and did not meet the 2 & 2 Challenge
  - Underperformed in acquisition goal by 46
  - Underperformed in retention goal by 49

### 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 1,695 (3.4% increase) total 4 to 8 year old players

RHODE ISLAND	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	1,734	1,639	1,695
NEW	670	624	652
RETAINED	1,064	1,015	1,043



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Woonsocket North Stars, Newport Youth Hockey, Warwick Junior Hockey Association, and Cranston League for Cranston's Future (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! While many associations had tremendous growth, only four were able to successfully meet all requirements of the 2 & 2 Challenge.*

## RHODE ISLAND'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Woonsocket North Stars	+54
2. Newport Youth Hockey	+53
3. Warwick Junior Hockey Association	+40
4. Cranston League for Cranston's Future	+35
5. Southern Rhode Island Youth Hockey Association	+12
6. West Bay Islanders	+12
7. Providence Capitals	+11
8. Pawtucket Youth Association Special	+9
9. Rhode Island Saints	+9
10. Burrillville Junior Hockey League	+5
11. Brown Youth Hockey Association	+3
12. N.R.I. Vikings	+3
13. GPYHA	-6
14. Edgewood Rhode Island-ERIHA	-24

# RHODE ISLAND ASSOCIATIONS

RIH0003 BROWN YOUTH HOCKEY ASSOCIATION INC

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	50	51	54	55	(1)	3	58
NEW	30	29	29	31	(2)	0	31
RETAINED	20	22	25	24	1	3	27
LOST	14	13	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	38	35	45	TOTAL	12	16	9
NEW	24	19	24	NEW	6	10	5
RETAINED	14	16	21	RETAINED	6	6	4
LOST	10	13	7	LOST	4	0	7
RATIO BOYS TO GIRLS			83.3%				16.7%

RIH0142 BURRILLVILLE JUNIOR 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	112	88	93	92	1	5	97
NEW	39	19	30	21	9	11	32
RETAINED	73	69	63	71	(8)	(6)	65
LOST	15	23	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	95	75	74	TOTAL	17	13	19
NEW	31	15	20	NEW	8	4	10
RETAINED	64	60	54	RETAINED	9	9	9
LOST	10	17	12	LOST	5	6	1
RATIO BOYS TO GIRLS			79.6%				20.4%

RIH0143 CRANSTON LEAGUE FOR CRANSTONS FUTURE

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	106	84	119	88	31	35	123
NEW	79	40	69	42	27	29	71
RETAINED	27	44	50	46	4	6	52
LOST	23	54	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	104	77	103	TOTAL	2	7	16
NEW	77	34	56	NEW	2	6	13
RETAINED	27	43	47	RETAINED	0	1	3
LOST	19	53	28	LOST	4	1	3
RATIO BOYS TO GIRLS			86.6%				13.4%



RIH0150 EDGEWOOD RHODE ISLAND-ERIHA

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	68	44	72	(28)	(24)	48
NEW	35	26	23	28	(5)	(3)	25
RETAINED	61	42	21	44	(23)	(21)	23
LOST	72	36	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	87	61	40	TOTAL	9	7	4
NEW	32	23	21	NEW	3	3	2
RETAINED	55	38	19	RETAINED	6	4	2
LOST	59	30	27	LOST	13	6	5
RATIO BOYS TO GIRLS			90.9%				9.1%

RIH0139 GPYHA

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	132	119	113	123	(10)	(6)	117
NEW	50	47	44	49	(5)	(3)	46
RETAINED	82	72	69	74	(5)	(3)	71
LOST	44	33	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	110	97	90	TOTAL	22	22	23
NEW	42	35	38	NEW	8	12	6
RETAINED	68	62	52	RETAINED	14	10	17
LOST	27	24	24	LOST	17	9	4
RATIO BOYS TO GIRLS			79.6%				20.4%

RIH0170 NEWPORT 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	239	187	240	191	49	53	244
NEW	100	69	119	71	48	50	121
RETAINED	139	118	121	120	1	3	123
LOST	74	77	35				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	184	143	169	TOTAL	55	44	71
NEW	76	50	77	NEW	24	19	42
RETAINED	108	93	92	RETAINED	31	25	29
LOST	46	55	25	LOST	28	22	10
RATIO BOYS TO GIRLS			70.4%				29.6%

RIH0146 N.R.I. VIKINGS

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	188	169	172	173	(1)	3	176
NEW	81	74	91	76	15	17	93
RETAINED	107	95	81	97	(16)	(14)	83
LOST	65	55	55				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	157	138	145	TOTAL	31	31	27
NEW	65	61	74	NEW	16	13	17
RETAINED	92	77	71	RETAINED	15	18	10
LOST	53	45	41	LOST	12	10	14
RATIO BOYS TO GIRLS			84.3%				15.7%

RIH0147 PAWTUCKET YOUTH ASSOCIATION SPECIAL

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	76	52	61	56	5	9	65
NEW	41	21	36	23	13	15	38
RETAINED	35	31	25	33	(8)	(6)	27
LOST	29	24	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	67	45	55	TOTAL	9	7	6
NEW	37	18	33	NEW	4	3	3
RETAINED	30	27	22	RETAINED	5	4	3
LOST	24	21	8	LOST	5	3	2
RATIO BOYS TO GIRLS			90.2%				9.8%

RIH0008 PROVIDENCE CAPITALS

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	26	37	30	7	11	41
NEW	22	15	29	17	12	14	31
RETAINED	8	11	8	13	(5)	(3)	10
LOST	1	5	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	29	26	37	TOTAL	1	0	0
NEW	21	15	29	NEW	1	0	0
RETAINED	8	11	8	RETAINED	0	0	0
LOST	1	4	4	LOST	0	1	0
RATIO BOYS TO GIRLS			100.0%				0.0%

RIH0007 RHODE ISLAND SAINTS

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	12	8	17	12	5	9	21
NEW	12	8	16	10	6	8	18
RETAINED	0	0	1	2	(1)	1	3
LOST	1	1	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	10	8	17	TOTAL	2	0	0
NEW	10	8	16	NEW	2	0	0
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	1	0	LOST	1	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

RIH0011 SOUTHERN RHODE ISLAND YOUTH 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	166	141	153	145	8	12	157
NEW	70	49	69	51	18	20	71
RETAINED	96	92	84	94	(10)	(8)	86
LOST	39	41	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	143	120	130	TOTAL	23	21	23
NEW	59	39	57	NEW	11	10	12
RETAINED	84	81	73	RETAINED	12	11	11
LOST	35	33	16	LOST	4	8	6
RATIO BOYS TO GIRLS			85.0%				15.0%

RIH0144 WARWICK JUNIOR 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	200	187	227	191	36	40	231
NEW	88	78	103	80	23	25	105
RETAINED	112	109	124	111	13	15	126
LOST	49	48	41				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	175	165	198	TOTAL	25	22	29
NEW	72	67	87	NEW	16	11	16
RETAINED	103	98	111	RETAINED	9	11	13
LOST	40	37	35	LOST	9	11	6
RATIO BOYS TO GIRLS			87.2%				12.8%

RIH0140 WEST BAY ISLANDERS

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	101	95	107	99	8	12	111
NEW	49	34	60	36	24	26	62
RETAINED	52	61	47	63	(16)	(14)	49
LOST	38	32	29				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	91	81	86	TOTAL	10	14	21
NEW	43	27	48	NEW	6	7	12
RETAINED	48	54	38	RETAINED	4	7	9
LOST	29	27	25	LOST	9	5	4
RATIO BOYS TO GIRLS			80.4%				19.6%

RIH0161 WOONSOCKET NORTH STARS

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	130	116	170	120	50	54	174
NEW	65	38	86	40	46	48	88
RETAINED	65	78	84	80	4	6	86
LOST	32	33	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	118	104	150	TOTAL	12	12	20
NEW	59	33	75	NEW	6	5	11
RETAINED	59	71	75	RETAINED	6	7	9
LOST	28	29	16	LOST	4	4	1
RATIO BOYS TO GIRLS			88.2%				11.8%