



2010 - 2011 8 & Under Membership Report

Table of Contents

Background	Page 1
National Analysis	Pages 2
Pacific Northwest Analysis	Pages 3-4
2 & 2 Challenge	Page 5
Pacific Northwest's 2010-11 Association Performance	Page 6
Local Association Analysis	Pages 7-11
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—PACIFIC NORTHWEST

Total

- The total number of children ages 8 & under registered in Pacific Northwest increased by 81 (8.1%) to 1,078.
- With 1,078 children playing during the 2010-11 season, it was the peak for the past five years.
- Pacific Northwest has posted THREE consecutive years of overall growth, including a peak in boys at 961 and girls at 117 over the past five years.

Acquisition – Two consecutive years of growth

- New players increased by 34 (7.2%) from 2009-10 to 509.
- The 2010-11 season marked the highest amount of new players, both boys and girls, entering the game over the past five years.

Retention – Four consecutive years of growth

- Retained players increased by 47 (9.0%) from 2009-10 to 569.
- Pacific Northwest posted a peak of both boys and girls returning to play over the past five seasons.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	906	892	906	997	1078
	N/A	-1.5%	1.6%	10.0%	8.1%
NEW	457	432	424	475	509
	N/A	-5.5%	-1.9%	12.0%	7.2%
RETAINED	449	460	482	522	569
	N/A	2.4%	4.8%	8.3%	9.0%
LOST	217	210	198	158	178
	N/A	-3.2%	-5.7%	-20.2%	12.7%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	838	815	819	897	961
	N/A	-2.7%	0.5%	9.5%	7.1%
NEW	418	388	375	417	439
	N/A	-7.2%	-3.4%	11.2%	5.3%
RETAINED	420	427	444	480	522
	N/A	1.7%	4.0%	8.1%	8.8%
LOST	192	187	170	127	147
	N/A	-2.6%	-9.1%	-25.3%	15.7%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	68	77	87	101	117
	N/A	13.2%	13.0%	16.1%	15.8%
NEW	39	44	49	59	70
	N/A	12.8%	11.4%	20.4%	18.6%
RETAINED	29	33	38	42	47
	N/A	13.8%	15.2%	10.5%	11.9%
LOST	25	23	28	31	32
	N/A	-8.0%	21.7%	10.7%	3.2%



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.

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

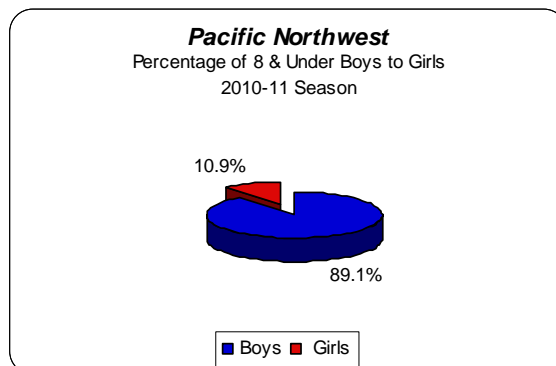
- **39.8% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **50.4% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **66.0% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **72.5% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%

- **77.4% of all Squirrels returned in 2010-11** – National Average 83.9%
- **86.6% 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 89.1% of all 8 & unders in Pacific Northwest in 2010-11 while girls represented 10.9%.

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: PACIFIC NORTHWEST

2010-11: RESULTS

- Achieved overall growth and successfully met 2 & 2 Challenge
 - Surpassed acquisition goal by 4
 - Surpassed retention goal by 17

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 1,134 (5.2% increase) total 4 to 8 year old players

PACIFIC NORTHWEST	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	1,057	1,078	1,134
NEW	505	509	537
RETAINED	552	569	597



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to Seattle Junior Hockey Association, Kent Valley Hockey Association, Kitsap County Hockey Association, Whatcom County Amateur Hockey, and Inland Empire Amateur Hockey Association (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Pacific Northwest had a successful growth year and met the 2 & 2 Challenge! While many associations had tremendous growth, only five were able to successfully meet all requirements of the 2 & 2 Challenge.

PACIFIC NORTHWEST'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Seattle Junior Hockey Association	+46
2. Sno-King Amateur Hockey Association	+43
3. Tri-Cities Amateur Hockey Association	+28
4. Kent Valley Hockey Association	+14
5. Kitsap County Hockey Association	+9
6. Whatcom County Amateur Hockey	+7
7. Everett Youth Hockey	+5
8. Inland Empire Amateur Hockey Association	+5
9. Moses Lake Youth Hockey Association	+5
10. Winthrop Amateur Hockey Association	-1
11. Yakima Amateur Hockey Association	-1
12. Spokane Jr. Chiefs	-4
13. Puget Sound Amateur Hockey Association	-5
14. Wenatchee Amateur Hockey Association	-45

PACIFIC NORTHWEST ASSOCIATIONS

WAH0014 EVERETT 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	28	31	36	35	1	5	40
NEW	20	17	21	19	2	4	23
RETAINED	8	14	15	16	(1)	1	17
LOST	6	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	26	30	35	TOTAL	2	1	1
NEW	18	16	20	NEW	2	1	1
RETAINED	8	14	15	RETAINED	0	0	0
LOST	6	2	3	LOST	0	1	0
RATIO BOYS TO GIRLS			97.2%				2.8%

WAH0004 INLAND EMPIRE 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	8	13	18	17	1	5	22
NEW	7	5	8	7	1	3	10
RETAINED	1	8	10	10	0	2	12
LOST	8	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	7	11	17	TOTAL	1	2	1
NEW	6	4	8	NEW	1	1	0
RETAINED	1	7	9	RETAINED	0	1	1
LOST	8	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			94.4%				5.6%

WAH0002 KENT VALLEY 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	78	64	78	68	10	14	82
NEW	39	32	42	34	8	10	44
RETAINED	39	32	36	34	2	4	38
LOST	24	20	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	76	62	75	TOTAL	2	2	3
NEW	38	30	39	NEW	1	2	3
RETAINED	38	32	36	RETAINED	1	0	0
LOST	20	19	11	LOST	4	1	2
RATIO BOYS TO GIRLS			96.2%				3.8%

WAH0028 KITSAP COUNTY 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	38	47	42	5	9	51
NEW	7	21	26	23	3	5	28
RETAINED	19	17	21	19	2	4	23
LOST	8	1	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	24	33	42	TOTAL	2	5	5
NEW	6	18	22	NEW	1	3	4
RETAINED	18	15	20	RETAINED	1	2	1
LOST	8	1	6	LOST	0	0	2
RATIO BOYS TO GIRLS			89.4%				10.6%

WAH0058 MOSES LAKE 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	7	10	15	14	1	5	19
NEW	7	7	11	9	2	4	13
RETAINED	0	3	4	5	(1)	1	6
LOST	0	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	7	8	14	TOTAL	0	2	1
NEW	7	5	10	NEW	0	2	1
RETAINED	0	3	4	RETAINED	0	0	0
LOST	0	3	2	LOST	0	0	1
RATIO BOYS TO GIRLS			93.3%				6.7%

WAH0120 PUGET SOUND 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	52	37	32	41	(9)	(5)	36
NEW	32	20	14	22	(8)	(6)	16
RETAINED	20	17	18	19	(1)	1	20
LOST	9	19	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	44	35	31	TOTAL	8	2	1
NEW	26	18	13	NEW	6	2	1
RETAINED	18	17	18	RETAINED	2	0	0
LOST	9	12	15	LOST	0	7	1
RATIO BOYS TO GIRLS			96.9%				3.1%

WAH0050 SEATTLE 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	171	212	258	216	42	46	262
NEW	84	113	126	115	11	13	128
RETAINED	87	99	132	101	31	33	134
LOST	36	22	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	154	189	223	TOTAL	17	23	35
NEW	74	100	104	NEW	10	13	22
RETAINED	80	89	119	RETAINED	7	10	13
LOST	31	19	26	LOST	5	3	6
RATIO BOYS TO GIRLS			86.4%				13.6%

WAH0062 SNO-KING 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	159	122	165	126	39	43	169
NEW	79	48	102	50	52	54	104
RETAINED	80	74	63	76	(13)	(11)	65
LOST	43	43	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	144	109	146	TOTAL	15	13	19
NEW	69	42	90	NEW	10	6	12
RETAINED	75	67	56	RETAINED	5	7	7
LOST	38	39	26	LOST	5	4	2
RATIO BOYS TO GIRLS			88.5%				11.5%

WAH0048 SPOKANE JR CHIEFS

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	92	90	86	94	(8)	(4)	90
NEW	46	31	39	33	6	8	41
RETAINED	46	59	47	61	(14)	(12)	49
LOST	10	2	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	91	87	80	TOTAL	1	3	6
NEW	46	29	35	NEW	0	2	4
RETAINED	45	58	45	RETAINED	1	1	2
LOST	8	2	6	LOST	2	0	0
RATIO BOYS TO GIRLS			93.0%				7.0%

WAH0077 TRI-CITIES 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	108	119	147	123	24	28	151
NEW	36	43	76	45	31	33	78
RETAINED	72	76	71	78	(7)	(5)	73
LOST	14	13	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	94	106	129	TOTAL	14	13	18
NEW	29	38	67	NEW	7	5	9
RETAINED	65	68	62	RETAINED	7	8	9
LOST	12	11	19	LOST	2	2	3
RATIO BOYS TO GIRLS			87.8%				12.2%

WAH0065 WENATCHEE 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	58	73	28	77	(49)	(45)	32
NEW	25	48	2	50	(48)	(46)	4
RETAINED	33	25	26	27	(1)	1	28
LOST	31	19	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	53	62	24	TOTAL	5	11	4
NEW	21	40	2	NEW	4	8	0
RETAINED	32	22	22	RETAINED	1	3	4
LOST	21	17	20	LOST	10	2	5
RATIO BOYS TO GIRLS			85.7%				14.3%

WAH0051 WHATCOM COUNTY 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	17	28	35	32	3	7	39
NEW	4	18	21	20	1	3	23
RETAINED	13	10	14	12	2	4	16
LOST	9	2	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	16	27	34	TOTAL	1	1	1
NEW	4	17	21	NEW	0	1	0
RETAINED	12	10	13	RETAINED	1	0	1
LOST	7	2	2	LOST	2	0	0
RATIO BOYS TO GIRLS			97.1%				2.9%

WAH0016 WINTHROP AMATEUR HOCKEY ASSN

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	19	18	23	(5)	(1)	22
NEW	16	8	9	10	(1)	1	11
RETAINED	7	11	9	13	(4)	(2)	11
LOST	2	8	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	16	14	16	TOTAL	7	5	2
NEW	9	6	8	NEW	7	2	1
RETAINED	7	8	8	RETAINED	0	3	1
LOST	2	4	1	LOST	0	4	4
RATIO BOYS TO GIRLS			88.9%				11.1%

WAH0056 YAKIMA 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	22	18	17	22	(5)	(1)	21
NEW	11	6	6	8	(2)	0	8
RETAINED	11	12	11	14	(3)	(1)	13
LOST	5	6	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	18	15	16	TOTAL	4	3	1
NEW	10	5	6	NEW	1	1	0
RETAINED	8	10	10	RETAINED	3	2	1
LOST	3	4	7	LOST	2	2	2
RATIO BOYS TO GIRLS			94.1%				5.9%