



## 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
<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—WYOMING

### Total

- The total number of children ages 8 & under registered in Wyoming increased by 25 (5.7%) to 462.
- With 462 children playing during the 2010-11 season, it was the peak for the past five years.
- Wyoming posted FOUR years of girls growth, including a peak in boys growth with 392.

### Acquisition

- New players increased by 40 (21.5%) from 2009-10 to 226.
- The 2010-11 season marked the highest amount of new girls entering the game over the past five seasons.

### Retention

- Retained players decreased by 15 (-6.0%) from 2009-10 to 236.
- Wyoming posted a peak of 31 girls returning to play over the past five years.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	360	430	441	437	462
	N/A	19.4%	2.6%	-0.9%	5.7%
<b>NEW</b>	164	244	188	186	226
	N/A	48.8%	-23.0%	-1.1%	21.5%
<b>RETAINED</b>	196	186	253	251	236
	N/A	-5.1%	36.0%	-0.8%	-6.0%
<b>LOST</b>	112	84	100	104	87
	N/A	-25.0%	19.0%	4.0%	-16.3%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	318	380	383	372	392
	N/A	19.5%	0.8%	-2.9%	5.4%
<b>NEW</b>	138	211	156	150	187
	N/A	52.9%	-26.1%	-3.8%	24.7%
<b>RETAINED</b>	180	169	227	222	205
	N/A	-6.1%	34.3%	-2.2%	-7.7%
<b>LOST</b>	88	71	85	81	70
	N/A	-19.3%	19.7%	-4.7%	-13.6%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	42	50	58	65	70
	N/A	19.0%	16.0%	12.1%	7.7%
<b>NEW</b>	26	33	32	36	39
	N/A	26.9%	-3.0%	12.5%	8.3%
<b>RETAINED</b>	16	17	26	29	31
	N/A	6.3%	52.9%	11.5%	6.9%
<b>LOST</b>	24	13	15	23	17
	N/A	-45.8%	15.4%	53.3%	-26.1%



## 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.

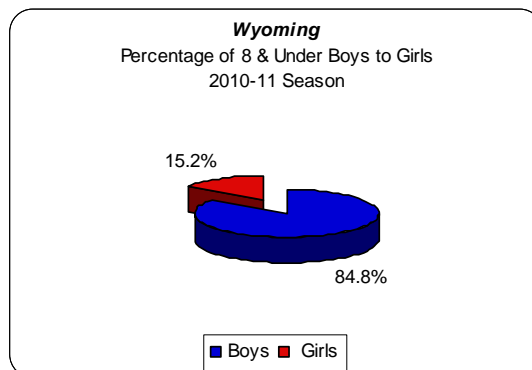
Wyoming's retention results for 2010-11 by age segment:

- **30.0% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **44.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **65.0% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **73.7% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%
  
- **81.3% of all Squirrels returned in 2010-11** – National Average 83.9%
- **86.2% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **85.5% of all Bantams returned in 2010-11** – National Average 94.0%

## RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 84.8% of all 8 & unders in Wyoming in 2010-11 while girls represented 15.2%.

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: WYOMING

### 2010-11: RESULTS

- Achieved overall growth but did not meet the 2 & 2 Challenge
  - Surpassed acquisition goal by 20
  - Underperformed in retention goal by 35

### 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 510 (10.4% increase) total 4 to 8 year old players

WYOMING	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	477	462	510
NEW	206	226	250
RETAINED	271	236	260



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Wyoming State Teams (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Wyoming 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.*

## WYOMING'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Cheyenne Youth Hockey Association	+14
2. Douglas Youth Hockey Association	+11
3. Riverton Ice Hockey Association	+8
4. Gillette Hockey Association	+5
5. Wyoming State Teams	+5
6. Jackson Youth Hockey	+4
7. Park County Youth Hockey Association	+4
8. Casper Amateur Hockey Club	0
9. Sheridan Amateur Hockey Association	-1
10. Pinedale Hockey Association	-7
11. Laramie Amateur Hockey Club	-8
12. Rock Springs Youth Hockey	-8

# WYOMING ASSOCIATIONS

WYH0004 CASPER AMATEUR HOCKEY CLUB

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	78	78	82	(4)	0	82
NEW	29	27	32	29	3	5	34
RETAINED	44	51	46	53	(7)	(5)	48
LOST	15	10	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	66	67	70	TOTAL	7	11	8
NEW	26	21	31	NEW	3	6	1
RETAINED	40	46	39	RETAINED	4	5	7
LOST	12	8	12	LOST	3	2	1
RATIO BOYS TO GIRLS							10.3%

WYH0011 CHEYENNE 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	56	54	68	58	10	14	72
NEW	3	25	39	27	12	14	41
RETAINED	53	29	29	31	(2)	0	31
LOST	19	19	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	49	50	57	TOTAL	7	4	11
NEW	2	22	31	NEW	1	3	8
RETAINED	47	28	26	RETAINED	6	1	3
LOST	17	13	10	LOST	2	6	0
RATIO BOYS TO GIRLS							16.2%

WYH0015 DOUGLAS 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	23	21	32	25	7	11	36
NEW	12	5	21	7	14	16	23
RETAINED	11	16	11	18	(7)	(5)	13
LOST	14	4	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	17	16	24	TOTAL	6	5	8
NEW	9	4	15	NEW	3	1	6
RETAINED	8	12	9	RETAINED	3	4	2
LOST	13	3	2	LOST	1	1	1
RATIO BOYS TO GIRLS							25.0%



WYH0060 GILLETTE HOCKEY ASSOCIATION (GHA)

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	15	20	19	1	5	24
NEW	18	2	11	4	7	9	13
RETAINED	10	13	9	15	(6)	(4)	11
LOST	1	1	1				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	27	15	20	TOTAL	1	0	0
NEW	17	2	11	NEW	1	0	0
RETAINED	10	13	9	RETAINED	0	0	0
LOST	0	1	1	LOST	1	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

WYH0080 JACKSON 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	71	84	88	88	0	4	92
NEW	38	42	39	44	(5)	(3)	41
RETAINED	33	42	49	44	5	7	51
LOST	8	10	17				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	65	76	76	TOTAL	6	8	12
NEW	34	37	30	NEW	4	5	9
RETAINED	31	39	46	RETAINED	2	3	3
LOST	6	10	12	LOST	2	0	5
RATIO BOYS TO GIRLS			86.4%				13.6%

WYH0003 LARAMIE AMATEUR HOCKEY CLUB

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	36	28	40	(12)	(8)	32
NEW	12	23	12	25	(13)	(11)	14
RETAINED	13	13	16	15	1	3	18
LOST	9	7	12				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	21	28	21	TOTAL	4	8	7
NEW	9	16	8	NEW	3	7	4
RETAINED	12	12	13	RETAINED	1	1	3
LOST	8	5	9	LOST	1	2	3
RATIO BOYS TO GIRLS			75.0%				25.0%

WYH0050 PARK COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
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	08-09	09-10	10-11	10-11 GOAL	VS. GOAL	VS. ACTUAL	11-12 GOAL
TOTAL	32	30	34	34	0	4	38
NEW	10	18	14	20	(6)	(4)	16
RETAINED	22	12	20	14	6	8	22
LOST	7	13	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	28	28	32	TOTAL	4	2	2
NEW	10	16	12	NEW	0	2	2
RETAINED	18	12	20	RETAINED	4	0	0
LOST	6	11	5	LOST	1	2	1
RATIO BOYS TO GIRLS			94.1%				5.9%

WYH0008 PINEDALE 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	28	27	20	31	(11)	(7)	24
NEW	16	13	8	15	(7)	(5)	10
RETAINED	12	14	12	16	(4)	(2)	14
LOST	8	7	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	25	24	19	TOTAL	3	3	1
NEW	13	12	8	NEW	3	1	0
RETAINED	12	12	11	RETAINED	0	2	1
LOST	6	6	4	LOST	2	1	1
RATIO BOYS TO GIRLS			95.0%				5.0%

WYH0040 RIVERTON ICE 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	20	28	24	4	8	32
NEW	9	11	18	13	5	7	20
RETAINED	13	9	10	11	(1)	1	12
LOST	7	7	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	19	18	22	TOTAL	3	2	6
NEW	7	9	13	NEW	2	2	5
RETAINED	12	9	9	RETAINED	1	0	1
LOST	7	5	2	LOST	0	2	1
RATIO BOYS TO GIRLS			78.6%				21.4%

WYH0009 ROCK SPRINGS 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	42	37	29	41	(12)	(8)	33

NEW	19	15	14	17	(3)	(1)	16
RETAINED	23	22	15	24	(9)	(7)	17
LOST	4	9	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	36	29	24	TOTAL	6	8	5
NEW	14	11	13	NEW	5	4	1
RETAINED	22	18	11	RETAINED	1	4	4
LOST	3	7	8	LOST	1	2	2
RATIO BOYS TO GIRLS							17.2%

WYH0013 SHERIDAN 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	5	15	14	19	(5)	(1)	18
NEW	4	14	10	16	(6)	(4)	12
RETAINED	1	1	4	3	1	3	6
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	5	14	10	TOTAL	0	1	4
NEW	4	13	6	NEW	0	1	4
RETAINED	1	1	4	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS							28.6%

WYH0001 WYOMING STATE TEAMS

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	21	26	25	1	5	30
NEW	42	19	22	21	1	3	24
RETAINED	0	2	4	4	0	2	6
LOST	0	34	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	33	12	20	TOTAL	9	9	6
NEW	33	10	17	NEW	9	9	5
RETAINED	0	2	3	RETAINED	0	0	1
LOST	0	27	3	LOST	0	7	7
RATIO BOYS TO GIRLS							23.1%