



2009 - 2010 8 & Under Membership Report



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This report focuses on the foundation of USA Hockey’s membership – the 4 to 8 year old age category. To increase participation in youth hockey, a consistent effort must be made to target growth and retention of players in this age category. Analysis of USA Hockey’s membership data has shown that growth in the 4 to 8 age category will positively impact the larger 9 to 14 age group for years to come. Conversely, a recent decline in 4 to 8 year old membership is to blame for the current membership situation in the 9 to 14 age range.

To increase participation and membership, USA Hockey has created an effective plan based around the following two 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

After two seasons of concentrated efforts to grow youth hockey participation in the 4 to 8 year old age category, there has been a positive impact. The age segment has seen a 7% increase in membership since the 2007-08 season, including a 4.5% growth in the 2009-10 season (see chart below). Historically, the age segments best years come during Post-Olympic seasons which means that the 2010-11 season should result in a third consecutive growth year in 4 to 8 year old membership.

The analysis contained in this report examines the membership in the 4 to 8 year old category on the National, Affiliate and Local Association levels for the past 10 seasons (2000-01 through 2009-10). This is done to help all levels of USA Hockey’s structure understand their past performance in membership at this age level and to create reasonable growth goals for the 2010-11 season.

Unfortunately, 44% of children still leave youth hockey before age 9. This sobering statistic disproves the notion that “once a kid gets on the ice, they are hooked on hockey.” Barriers to entry such as time commitment, cost and enjoyment must be addressed to retain a child in youth hockey.

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 new 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

NHL Lockout (04-05) & post-NHL Lockout (05-06)

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
NEW	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
RR	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

Number of players acquired (points to NEW row)

Number of players retained (points to RET row)

Number of players that left association (points to LOST row)

Rate of Retention: percentage of players returning from year before (points to RR row)

post-Olympic years (02-03/06-07) (bracketed around 02-03 to 06-07)



2009-10 KEY TAKEAWAYS—NATIONAL

Total

- The total number of children ages 4 to 8 playing youth hockey in 2009-10 increased by 4,153 (4.5%) to 95,775.
- 2008-09 and 2009-10 marks back-to-back years of growth in the 4 to 8 age category.

Acquisition

- New players increased by 2,387 (6.0%) from 2008-09 to 41,967.
- Two consecutive years of new growth.

Retention

- Retained players increased by 1,766 (3.4%) to 53,808.
- The 2009-10 retention increase was the largest of the past decade and the third consecutive year of growth.

Lost

- Unfortunately, 15,184 players left youth hockey in 2009-10.

Rate of Retention

- In 2009-10, the rate of retention was 56.2%; this means 43.8% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
NEW	42277	41319	42885	40731	38133	36107	38943	38013	39580	41967
	N/A	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	6.0%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
	N/A	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	3.4%
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
RR	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

BOYS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	87826	86090	87207	85205	81578	76849	77755	77128	78782	81978
	N/A	-2.0%	1.3%	-2.3%	-4.3%	-5.8%	1.2%	-0.8%	2.1%	4.1%
NEW	37397	36539	37356	34909	32703	30103	32487	31733	33013	34819
	N/A	-2.3%	2.2%	-6.6%	-6.3%	-8.0%	7.9%	-2.3%	4.0%	5.5%
RET	50429	49551	49851	50296	48875	46746	45268	45395	45769	47159
	N/A	-1.7%	0.6%	0.9%	-2.8%	-4.4%	-3.2%	0.3%	0.8%	3.0%
LOST	15354	14427	13464	13912	14092	13220	11881	12672	12161	11932
	N/A	-6.0%	-6.7%	3.3%	1.3%	-6.2%	-10.1%	6.7%	-4.0%	-1.9%
RR	57.4%	57.6%	57.2%	59.0%	59.9%	60.8%	58.2%	58.9%	58.1%	57.5%

GIRLS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	8713	8916	9864	10704	10544	11367	12203	12295	12876	13798
	N/A	2.3%	10.6%	8.5%	-1.5%	7.8%	7.4%	0.8%	4.7%	7.2%
NEW	4880	4783	5532	5823	5436	6014	6461	6285	6604	7149
	N/A	-2.0%	15.7%	5.3%	-6.6%	10.6%	7.4%	-2.7%	5.1%	8.3%
RET	3833	4133	4332	4881	5108	5353	5742	6010	6272	6649
	N/A	7.8%	4.8%	12.7%	4.7%	4.8%	7.3%	4.7%	4.4%	6.0%
LOST	2373	2570	2498	2641	2956	2714	2875	3234	3145	3253
	N/A	8.3%	-2.8%	5.7%	11.9%	-8.2%	5.9%	12.5%	-2.8%	3.4%
RR	44.0%	46.4%	43.9%	45.6%	48.4%	47.1%	47.1%	48.9%	48.7%	48.2%



2009-10 KEY TAKEAWAYS—NEW MEXICO

Total

- The total number of children ages 4 to 8 playing youth hockey in New Mexico increased by 14 (7.1%) to 212.
- Peak year in total number of players this decade.

Acquisition

- New players increased by 5 (5.3%) from 2008-09 to 100.
- Highest number of new players since 2004-2005.

Retention

- Retained players increased by 9 (8.7%) from 2008-09 to 112.
- Boy's retention has increased in five of the past six seasons.

Lost

- Unfortunately, 38 players left youth hockey in Wyoming in 2009-10.

Rate of Retention

- In 2009-10, the rate of retention was 52.8%; this means 47.2% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
-	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	135	146	140	183	198	206	196	202	198	212
	N/A	8.1%	-4.1%	30.7%	8.2%	4.0%	-4.9%	3.1%	-2.0%	7.1%
NEW	76	72	60	107	109	90	91	100	95	100
	N/A	-5.3%	-16.7%	78.3%	1.9%	-17.4%	1.1%	9.9%	-5.0%	5.3%
RETAINED	59	74	80	76	89	116	105	102	103	112
	N/A	25.4%	8.1%	-5.0%	17.1%	30.3%	-9.5%	-2.9%	1.0%	8.7%
LOST	34	18	22	25	27	27	38	46	34	38
	N/A	-47.1%	22.2%	13.6%	8.0%	0.0%	40.7%	21.1%	-26.1%	11.8%
RR	43.7%	50.7%	57.1%	41.5%	44.9%	56.3%	53.6%	50.5%	52.0%	52.8%

BOYS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
-	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	123	133	134	164	170	177	162	173	167	176
	N/A	8.1%	0.8%	22.4%	3.7%	4.1%	-8.5%	6.8%	-3.5%	5.4%
NEW	68	66	57	92	90	76	75	85	75	84
	N/A	-2.9%	-13.6%	61.4%	-2.2%	-15.6%	-1.3%	13.3%	-11.8%	12.0%
RETAINED	55	67	77	72	80	101	87	88	92	92
	N/A	21.8%	14.9%	-6.5%	11.1%	26.3%	-13.9%	1.1%	4.5%	0.0%
LOST	33	16	18	23	24	18	33	33	27	31
	N/A	-51.5%	12.5%	27.8%	4.3%	-25.0%	83.3%	0.0%	-18.2%	14.8%
RR	44.7%	50.4%	57.5%	43.9%	47.1%	57.1%	53.7%	50.9%	55.1%	52.3%

GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
-	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	12	13	6	19	28	29	34	29	31	36
	N/A	8.3%	-53.8%	216.7%	47.4%	3.6%	17.2%	-14.7%	6.9%	16.1%
NEW	8	6	3	15	19	14	16	15	20	16
	N/A	-25.0%	-50.0%	400.0%	26.7%	-26.3%	14.3%	-6.3%	33.3%	-20.0%
RETAINED	4	7	3	4	9	15	18	14	11	20
	N/A	75.0%	-57.1%	33.3%	125.0%	66.7%	20.0%	-22.2%	-21.4%	81.8%
LOST	1	2	4	2	3	9	5	13	7	7
	N/A	100.0%	100.0%	-50.0%	50.0%	200.0%	-44.4%	160.0%	-46.2%	0.0%
RR	33.3%	53.8%	50.0%	21.1%	32.1%	51.7%	52.9%	48.3%	35.5%	55.6%



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.

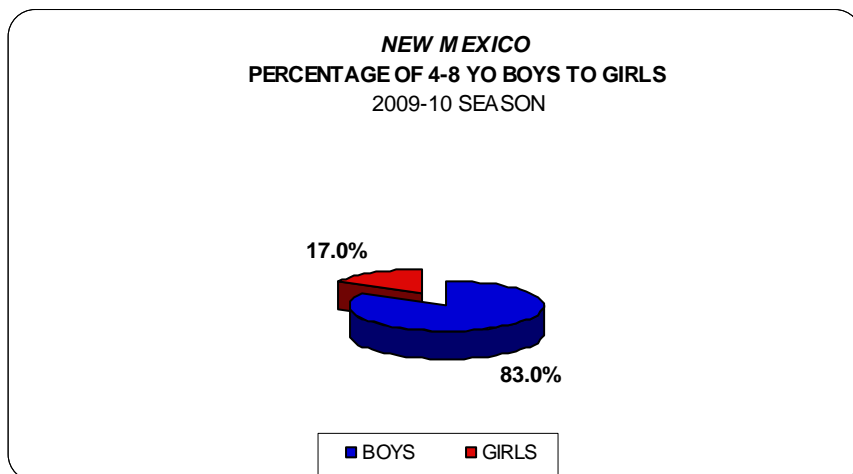
New Mexico retention results for 2009-10 by age segment:

- **34.3% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.1%
 - **50.0% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **64.6% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **69.5% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|--------------------------------------------|-------|-------------------|-------|
| ▪ Retention rate for Squirrels in 2009-10: | 76.6% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2009-10: | 83.2% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2009-10: | 89.3% | National Average: | 93.6% |

RATIO OF BOYS TO GIRLS – 4 TO 8 YEAR OLDS

Boys represented 83.0% of all 4 to 8 year olds in New Mexico in 2009-10 while girls represented 17.0%.

Nationally, boys represented 85.6% of all 4 to 8 year olds in 2009-10 while girls represented 14.4%.





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.

- 2009-10: if your association added 22 new players, your 2010-11 goal is acquire 22 players + 2 more = 24 new players

Each association **retains two** more players than last year.

- 2009-10: if your association retained 30 players, your 2010-11 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.

2009-10: 2 & 2 CHALLENGE RESULTS - NATIONAL

- Missed 09-10 goal by 1,411 players
 - Underperformed in acquisition of new players by (395)
 - Underperformed retention goal by (1,016)

2010-11: 2 & 2 CHALLENGE GOALS - NATIONAL

- Based on 1,332 associations
 - 2,664 new players acquired (2 per association)
 - 2,664 players retained (2 per association)
- 2010-11 goal is 101,103 (5.6% increase) total youth hockey 4 to 8 year olds

NATIONAL	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	91,622	95,775	97,186	(1,411)	4,153	101,103
NEW	39,580	41,967	42,362	(395)	2,387	44,631
RETAINED	52,042	53,808	54,824	(1,016)	1,766	56,472

2009-10: 2 & 2 CHALLENGE RESULTS – NEW MEXICO

- Achieved overall growth but did not meet the 2 & 2 Challenge
 - Under-performed in acquisition goal of new players by 5
 - Under-performed in retention goal by 1

2010-11: 2 & 2 CHALLENGE GOALS – NEW MEXICO

- Based on 5 associations that registered 5 players or more in the age group
 - 10 new kids acquired (2 per association)
 - 10 kids retained (2 per association)
- 2010-11 goal is 232 (9.4% increase) total youth hockey 4 to 8 year old players

NEW MEXICO	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	198	212	218	(6)	14	232
NEW	95	100	105	(5)	5	110
RETAINED	103	112	113	(1)	9	122



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to Los Alamos Hockey Association (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! New Mexico had a successful growth year. However, only one association was able to accomplish the 2 & 2 Challenge.

NEW MEXICO'S 2009-10 ASSOCIATION PERFORMANCE

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

NEW MEXICO ASSOCIATIONS (5)

NMH0030 LOS ALAMOS HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	21	22	26	61	83	91	68	76	74	90	78	12	16	94
	N/A	4.8%	18.2%	134.6%	36.1%	9.6%	-25.3%	11.8%	-2.6%	21.6%				
NEW	14	13	14	44	53	37	22	35	31	41	33	8	10	43
	N/A	-7.1%	7.7%	214.3%	20.5%	-30.2%	-40.5%	59.1%	-11.4%	32.3%				
RETAINED	7	9	12	17	30	54	46	41	43	49	45	4	6	51
	N/A	28.6%	33.3%	41.7%	76.5%	80.0%	-14.8%	-10.9%	4.9%	14.0%				
LOST	3	3	6	5	8	18	16	14	15	8				
	N/A	0.0%	100.0%	-16.7%	60.0%	125.0%	-11.1%	-12.5%	7.1%	-46.7%				
RR	33.3%	40.9%	46.2%	27.9%	36.1%	59.3%	67.6%	53.9%	58.1%	54.4%				

NMH0054 NEW MEXICO AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	40	46	46	42	31	34	46	59	50	36	54	(18)	(14)	40
	N/A	15.0%	0.0%	-8.7%	-26.2%	9.7%	35.3%	28.3%	-15.3%	-28.0%				
NEW	18	20	21	17	13	10	29	38	19	13	21	(8)	(6)	15
	N/A	11.1%	5.0%	-19.0%	-23.5%	-23.1%	190.0%	31.0%	-50.0%	-31.6%				
RETAINED	22	26	25	25	18	24	17	21	31	23	33	(10)	(8)	25
	N/A	18.2%	-3.8%	0.0%	-28.0%	33.3%	-29.2%	23.5%	47.6%	-25.8%				
LOST	17	7	8	10	8	1	4	14	9	9				
	N/A	-58.8%	14.3%	25.0%	-20.0%	-87.5%	300.0%	250.0%	-35.7%	0.0%				
RR	55.0%	56.5%	54.3%	59.5%	58.1%	70.6%	37.0%	35.6%	62.0%	63.9%				

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	25	31	32	25	24	24	29	30	39	34	43	(9)	(5)	38
	N/A	24.0%	3.2%	-21.9%	-4.0%	0.0%	20.8%	3.4%	30.0%	-12.8%				
NEW	17	16	19	12	15	14	19	19	29	19	31	(12)	(10)	21
	N/A	-5.9%	18.8%	-36.8%	25.0%	-6.7%	35.7%	0.0%	52.6%	-34.5%				
RETAINED	8	15	13	13	9	10	10	11	10	15	12	3	5	17
	N/A	87.5%	-13.3%	0.0%	-30.8%	11.1%	0.0%	10.0%	-9.1%	50.0%				
LOST	5	3	6	4	5	1	3	5	5	18				
	N/A	-40.0%	100.0%	-33.3%	25.0%	-80.0%	200.0%	66.7%	0.0%	260.0%				
RR	32.0%	48.4%	40.6%	52.0%	37.5%	41.7%	34.5%	36.7%	25.6%	44.1%				

NMH0070

SANTA FE SKATERS ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	27	36	25	52	32	21	23	19	13	10	17	(7)	(3)	14
	N/A	33.3%	-30.6%	108.0%	-38.5%	-34.4%	9.5%	-17.4%	-31.6%	-23.1%				
NEW	13	25	5	37	15	12	14	9	8	6	10	(4)	(2)	8
	N/A	92.3%	-80.0%	640.0%	-59.5%	-20.0%	16.7%	-35.7%	-11.1%	-25.0%				
RETAINED	14	11	20	15	17	9	9	10	5	4	7	(3)	(1)	6
	N/A	-21.4%	81.8%	-25.0%	13.3%	-47.1%	0.0%	11.1%	-50.0%	-20.0%				
LOST	7	1	4	7	16	9	6	7	3	1				
	N/A	-85.7%	300.0%	75.0%	128.6%	-43.8%	-33.3%	16.7%	-57.1%	-66.7%				
RR	51.9%	30.6%	80.0%	28.8%	53.1%	42.9%	39.1%	52.6%	38.5%	40.0%				

NMH0040

TAOS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	30	20	19	24	35	39	26	27	25	23	29	(6)	(2)	27
	N/A	-33.3%	-5.0%	26.3%	45.8%	11.4%	-33.3%	3.8%	-7.4%	-8.0%				
NEW	22	8	8	16	24	19	4	12	11	11	13	(2)	0	13
	N/A	-63.6%	0.0%	100.0%	50.0%	-20.8%	-78.9%	200.0%	-8.3%	0.0%				
RETAINED	8	12	11	8	11	20	22	15	14	12	16	(4)	(2)	14
	N/A	50.0%	-8.3%	-27.3%	37.5%	81.8%	10.0%	-31.8%	-6.7%	-14.3%				
LOST	17	9	4	3	3	2	10	6	4	4				
	N/A	-47.1%	-55.6%	-25.0%	0.0%	-33.3%	400.0%	-40.0%	-33.3%	0.0%				
RR	26.7%	60.0%	57.9%	33.3%	31.4%	51.3%	84.6%	55.6%	56.0%	52.2%				