



Pacific Northwest Amateur Hockey Association:

12-Year History of Acquisition & Retention in the 4-8 Year Old Category

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Background

USA Hockey has been conducting comprehensive research in order to a) gain a deeper understanding as to why certain segments of USA Hockey membership have been shrinking in recent years; and b) create effective methods to reverse the decline in membership and grow the game.

This study focuses on the base of USA Hockey's membership foundation - the 4 to 8 year old age category. Because the majority of our membership base starts playing hockey between the ages of 4 and 8, it is imperative for this segment to grow each year. The 4-8 year old segment is the feeder system for the much larger 9-14 year old youth hockey segment, and therefore any decrease in the younger segment is only magnified at the 9-14 level. For example, while the overall size of the 4-8 year old segment has decreased by more than 6700 total players over the last decade, the 9-14 year old segment has decreased by more than three times that number (20500) over the same period. Therefore, the health of all of youth hockey is tied directly to our ability to grow the 4-8 year old segment.

Acquisition of youth hockey players in the 4 to 8 age category has mostly been in decline since a peak of 47,750 new members in 1998-99. A decrease in new members in the youngest age group has a ripple effect through membership totals for years, and creates a parallel drop in retention numbers. It has been a decline in the acquisition of new first-timers that has been the primary cause of membership slippage in recent years.

On average, 43.1% of kids playing youth hockey leave the sport before age 9. This sobering statistic disproves the theory that "once a kid gets on the ice they are hooked on hockey." Factors such as cost, time commitment and enjoyment level must all be addressed to keep a child, and a family, in our game.

Such conditions require USA Hockey's Membership Development department to travel concurrent paths in mounting future growth initiatives:

- A comprehensive acquisition strategy to insure that we attract as many prospective new members every season in the key 4 to 8 year old age category
- A comprehensive retention strategy to insure that we keep as many members as possible from one season to the next.

Clearly, this two-pronged approach requires a coordinated effort with USA Hockey's Membership Development department and youth hockey volunteers at the grass roots level across the country.

The Membership Development department is providing resources for local associations to use in both the acquisition and retention of 4 to 8 year olds in youth hockey. The 2 & 2 National Challenge, explained in greater detail in this document, is a call to action for local associations to acquire two more players than the previous season and to retain two more players than last year.

Methodology

This study focuses on the membership of the very youngest age groups – boys and girls ages 4 through 8. The research examines the membership characteristics and behaviors of 4, 5, 6, 7 and 8 year olds in each of the last 12 seasons, from the 1997-1998 season through 2008-09. This methodology allows us to measure:

- (a) The number of NEWLY ACQUIRED players
- (b) The number of RETAINED players
- (c) The number of LOST players
- (d) The RETENTION RATES of players by age segment in each of the last 12 seasons

This study isolates the results on a National, Affiliate, and Local Association level to determine the appropriate course of action based on years of registration figures.



NATIONAL 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in 2008-09 increased by 2,199 or 2.5% to 91,622 from 89,423 in 2007-08.
- In 2008-09, 91,622 total 4-8 year old males & females played hockey – down 7,483 from the peak of 99,105 in 1998-99.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1998-99 with 47,750 players.
- In 2008-09, 39,580 new 4-8 year old males & females were acquired – down 8,170 from the peak but up 1,567 or 4.1% from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2003-04 at 55,176.
- In 2008-09, 52,042 4-8 year old males & females were retained – down 3,134 from the peak but up 632 or 1.2% from 2007-08.

Rate of Retention

- The rate of retention has averaged 56.9% for the 4-8 year old male & female segment over the last 10 years.
- In 2008-09, the rate of retention was 56.8%; this means 43.2% are out of hockey.

MALES & FEMALES BY AGE SEGMENT

In 2008-09, each of the age segments from 4 to 8 years old increased from the previous year. This is significant in that it was the first time since the mid-1990s that all five of these age segments increased in a non-Post-Olympic season.

MALES & FEMALES	2007-08	# increased from '06-07	% increased from '06-07	2008-09	# increased from '07-08	% increased from '07-08
4 YEAR OLDS	6874	+221	+3.3%	7514	+640	+9.3%
5 YEAR OLDS	13557	-125	-1.0%	14583	+1026	+7.6
6 YEAR OLDS	19544	-166	-0.9%	19879	+335	+1.7%
7 YEAR OLDS	23163	-272	-1.2%	23361	+198	+0.8%
8 YEAR OLDS	26285	-191	-0.8%	26291	+6	+0.1%
TOTALS	89423	-533	-0.6%	91622	+2199	+2.5%

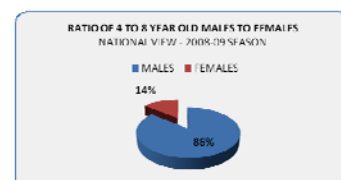
RETENTION INCREASES WITH AGE

As might be expected, the older a player gets and/or the more consecutive seasons a player plays, the more likely that player will stick with ice hockey. Only one in three 4 year olds repeat as 5 year olds, twice as many, or two of three 6 year olds repeat as 7 year olds. So while retention rates are high from Squirrels on up, the overall growth of hockey is inextricably dependent on acquiring a growing pool of 4-8 year olds. Retention results for 2008-09 by age segment:

- **32.0% of all 4 Year Olds returned as 5 Year Olds** – or 32 in every 100
 - **52.5% of all 5 Year Olds returned as 6 Year Olds** – or 52 in every 100
 - **67.8% of all 6 Year Olds returned as 7 Year Olds** – or 67 in every 100
 - **76.2% of all 7 Year Olds returned as 8 Year Olds** – or 76 in every 100
 - **83.8% of all 8 Year Olds returned as 9 Year Olds** – or 83 in every 100
- Retention rate for Squirrels in 2008-09: 85.6%
 - Retention rate for Pee Wees in 2008-09: 91.2%
 - Retention rate for Bantams in 2008-09: 93.6%

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%. The mix has been impacted by a decrease in the male 4 to 8 year-old pool and the increase in the female pool.





NATIONAL SUMMARY – 4 TO 8 YEAR OLDS

MALE & FEMALE YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	94093	99105	98330	96538	95006	97070	95907	92121	88213	89956	89423	91622	93419	90267
		5.3%	-0.8%	-1.8%	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	-0.8%	-0.9%
NEW	45732	47750	44643	42277	41319	42885	40731	38133	36107	38943	38013	39580	40263	38155
		4.4%	-6.5%	-5.3%	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	-1.7%	-0.4%
RET	48361	51355	53687	54261	53687	54185	55176	53988	52106	51013	51410	52042	53156	52112
		6.2%	4.5%	1.1%	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	0.2%	-1.1%
LOST	15614	17114	18070	17726	16993	15960	16552	17043	15929	14752	15899	15305	16423	15786
		9.6%	5.6%	-1.9%	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-1.0%	-1.4%
RR	51.4%	51.8%	54.6%	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.9%	57.7%

MALE YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	87600	91323	90192	87826	86090	87207	85205	81578	76849	77755	77128	78782	82861	78418
		4.3%	-1.2%	-2.6%	-2.0%	1.3%	-2.3%	-4.3%	-5.8%	1.2%	-0.8%	2.1%	-1.4%	-1.5%
NEW	41756	42915	39944	37397	36539	37356	34909	32703	30103	32487	31733	33013	34618	32008
		2.8%	-6.9%	-6.4%	-2.3%	2.2%	-6.6%	-6.3%	-8.0%	7.9%	-2.3%	4.0%	-2.5%	-0.9%
RET	45844	48408	50248	50429	49551	49851	50296	48875	46746	45268	45395	45769	48243	46411
		5.6%	3.8%	0.4%	-1.7%	0.6%	0.9%	-2.8%	-4.4%	-3.2%	0.3%	0.8%	-0.5%	-1.8%
LOST	13713	15031	15610	15354	14427	13464	13912	14092	13220	11881	12672	12161	13679	12805
		9.6%	3.9%	-1.6%	-6.0%	-6.7%	3.3%	1.3%	-6.2%	-10.1%	6.7%	-4.0%	-2.0%	-2.5%
RR	52.3%	53.0%	55.7%	57.4%	57.6%	57.2%	59.0%	59.9%	60.8%	58.2%	58.9%	58.1%	58.3%	59.2%

FEMALE YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	6495	7783	8141	8713	8916	9864	10704	10544	11367	12203	12295	12876	9275	11857
GR		19.8%	4.6%	7.0%	2.3%	10.6%	8.5%	-1.5%	7.8%	7.4%	0.8%	4.7%	5.2%	3.8%
NEW	3978	4836	4703	4880	4783	5532	5823	5436	6014	6461	6285	6604	5652	6160
GR		21.6%	-2.8%	3.8%	-2.0%	15.7%	5.3%	-6.6%	10.6%	7.4%	-2.7%	5.1%	3.4%	2.8%
RET	2517	2947	3438	3833	4133	4332	4881	5108	5353	5742	6010	6272	4910	5697
GR		17.1%	16.7%	11.5%	7.8%	4.8%	12.7%	4.7%	4.8%	7.3%	4.7%	4.4%	7.9%	5.1%
LOST	1901	2085	2461	2373	2570	2498	2641	2956	2714	2875	3234	3145	2747	2985
GR		9.7%	18.0%	-3.6%	8.3%	-2.8%	5.7%	11.9%	-8.2%	5.9%	12.5%	-2.8%	4.5%	3.9%
RR	38.8%	37.9%	42.2%	44.0%	46.4%	43.9%	45.6%	48.4%	47.1%	47.1%	48.9%	48.7%	46.2%	48.0%

Graph Key:

NEW: the number of new players acquired for that season.

RET: the number of players retained.

LOST: the number of players that from the previous season.

RR: the rate of retention percentage is the number of players returning from the year before.

Yellow Shading in the years: recognizes post-Olympic seasons.

Green Shading in data: recognizes the peak seasons.



PACIFIC NORTHWEST 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in PACIFIC NORTHWEST peaked in 1998-99 with 975 players.
- In 2008-09, 906 4-8 year old males & females played hockey, up by 14 (or 1.6%) from 2007-08.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1998-99 with 550 players.
- In 2008-09, 424 4-8 year old males & females were acquired – down 8 from 2007-08

Retention

- Retention of 4-8 year-old males & females peaked in 2008-09 with 482 players, up 22 from 2007-08.

Rate of Retention

- The rate of retention has averaged 51.4% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 53.2%; this means 46.8% are out of hockey.

MALES & FEMALES BY AGE SEGMENT

The overall pool of 4-8 year old males and females increased in 2008-09 after decreasing in 2007-08. The 4 and 8 age segments increased in 2008-09 after facing decreases in 2007-08. The 5, 6 and 7 age segments decreased in 2008-09 after increasing in 2007-08 and should be an area of focus for 2009-10.

MALES & FEMALES	2007-08	# difference from '06-07	% difference from '06-07	2008-09	# difference from '07-08	% difference from '07-08
4 YEAR OLDS	56	-12	-17.6%	76	+20	+35.7%
5 YEAR OLDS	154	+7	+4.8%	136	-18	-11.7%
6 YEAR OLDS	211	+21	+11.1%	210	-1	-0.5%
7 YEAR OLDS	233	+7	+3.1%	229	-4	-1.7%
8 YEAR OLDS	238	-37	-13.5%	255	+17	+7.1%
TOTALS	892	-14	-1.5%	906	+14	+1.6%

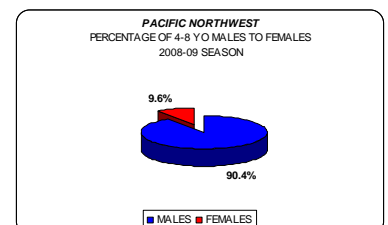
RETENTION INCREASES WITH AGE

As might be expected, the older a player gets and/or the more consecutive seasons a player plays, the more likely that player will stick with ice hockey. So while retention rates are high from Squirrels on up, the overall growth of hockey depends on acquiring a growing pool of 4-8 year olds. PACIFIC NORTHWEST's retention results for 2008-09 by age segment:

- **30.9% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **53.3% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **63.3% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **68.2% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|--|-------|-------------------|-------|
| ▪ Retention rate for Squirrels in 2008-09: | 78.9% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 88.7% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09: | 92.2% | National Average: | 93.6% |

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 90.4% of all 4 to 8 year olds in PACIFIC NORTHWEST in 2008-09 while females represented 9.6%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





PACIFIC NORTHWEST SUMMARY – 4 TO 8 YEAR OLDS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	867	975	882	909	869	859	945	954	906	906	892	906	903	913
		12.5%	-9.5%	3.1%	-4.4%	-1.2%	10.0%	1.0%	-5.0%	0.0%	-1.5%	1.6%	-0.6%	-0.8%
NEW	491	550	420	430	408	426	486	477	431	457	432	424	439	444
		12.0%	-23.6%	2.4%	-5.1%	4.4%	14.1%	-1.9%	-9.6%	6.0%	-5.5%	-1.9%	-2.1%	-2.6%
RETAINED	376	425	462	479	461	433	459	477	475	449	460	482	464	469
		13.0%	8.7%	3.7%	-3.8%	-6.1%	6.0%	3.9%	-0.4%	-5.5%	2.4%	4.8%	1.4%	1.1%
LOST	147	190	241	157	189	189	166	219	217	217	210	198	200	212
		29.3%	26.8%	-34.9%	20.4%	0.0%	-12.2%	31.9%	-0.9%	0.0%	-3.2%	-5.7%	2.2%	4.4%
RR	43.4%	43.6%	52.4%	52.7%	53.0%	50.4%	48.6%	50.0%	52.4%	49.6%	51.6%	53.2%	51.4%	51.4%

MALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	824	920	831	846	801	779	868	876	827	838	815	819	830	835
		11.7%	-9.7%	1.8%	-5.3%	-2.7%	11.4%	0.9%	-5.6%	1.3%	-2.7%	0.5%	-1.0%	-1.1%
NEW	459	511	389	386	369	380	443	430	384	418	388	375	396	399
		11.3%	-23.9%	-0.8%	-4.4%	3.0%	16.6%	-2.9%	-10.7%	8.9%	-7.2%	-3.4%	-2.5%	-3.1%
RETAINED	365	409	442	460	432	399	425	446	443	420	427	444	434	436
		12.1%	8.1%	4.1%	-6.1%	-7.6%	6.5%	4.9%	-0.7%	-5.2%	1.7%	4.0%	1.0%	0.9%
LOST	130	174	213	138	165	170	137	192	193	192	187	170	176	187
		33.8%	22.4%	-35.2%	19.6%	3.0%	-19.4%	40.1%	0.5%	-0.5%	-2.6%	-9.1%	1.9%	5.7%
RR	44.3%	44.5%	53.2%	54.4%	53.9%	51.2%	49.0%	50.9%	53.6%	50.1%	52.4%	54.2%	52.3%	52.2%

FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	43	55	51	63	68	80	77	78	79	68	77	87	73	78
		27.9%	-7.3%	23.5%	7.9%	17.6%	-3.8%	1.3%	1.3%	-13.9%	13.2%	13.0%	5.3%	3.0%
NEW	32	39	31	44	39	46	43	47	47	39	44	49	43	45
		21.9%	-20.5%	41.9%	-11.4%	17.9%	-6.5%	9.3%	0.0%	-17.0%	12.8%	11.4%	3.8%	3.3%
RETAINED	11	16	20	19	29	34	34	31	32	29	33	38	30	33
		45.5%	25.0%	-5.0%	52.6%	17.2%	0.0%	-8.8%	3.2%	-9.4%	13.8%	15.2%	10.4%	2.8%
LOST	17	16	28	19	24	19	29	27	24	25	23	28	25	25
		-5.9%	75.0%	-32.1%	26.3%	-20.8%	52.6%	-6.9%	-11.1%	4.2%	-8.0%	21.7%	10.1%	0.0%
RR	25.6%	29.1%	39.2%	30.2%	42.6%	42.5%	44.2%	39.7%	40.5%	42.6%	42.9%	43.7%	40.8%	41.9%

Graph Key:

NEW: the number of new players you acquired for that season.

RET: the number of players you retained.

LOST: the number of players that left your association.

RR: the rate of retention percentage is the number of players returning from the year before.

Yellow Shading in the years: recognizes post-Olympic seasons.

Green Shading in data: recognizes the peak seasons.



2 & 2 NATIONAL CHALLENGE

Recently the number of children between the ages of 4 to 8 playing hockey has been shrinking. Shockingly, over the last 10 years, acquisition of new players has dropped from 47,752 to 39,212 in 2008-09. To add to the shrinking numbers, 43% stop playing hockey by age 9, proving that retention is as important as recruitment.

The 2 & 2 National Challenge is a call to action for local associations. We are asking each association to acquire two more players than last year. For example, if your association brought in 22 new 4 to 8 year olds last year, then next year you want to get 24.

The second half of the challenge is to improve the retention of your 4 to 8 year olds by two more players. If your club kept 30 players from the previous season, next year you need 32 hockey players back on the ice.

NATIONAL 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season**
 - **Based on 1,391 associations**
 - **2,782 new kids acquired**
 - **2,782 kids retained**
 - **96,775 total youth hockey 4-8 year olds**
 - **6.1% increase**

	2008-09	2009-10	+/-
NEW	39,212	41,994	+2,782 +7.1%
RETAINED	51,999	54,781	+2,782 +5.4%
TOTAL	91,211	96,775	+5,564 +6.1%

PACIFIC NORTHWEST'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 16 associations**
 - **456 new kids acquired**
 - **514 kids retained**
 - **970 total youth hockey 4-8 year olds**
 - **7.1% increase**

	2008-09	2009-10	+/-
NEW	424	456	+32 +7.5%
RETAINED	482	514	+32 +6.6%
TOTAL	906	970	+64 +7.1%

PACIFIC NORTHWEST ASSOCIATIONS (16)

WAH0014 EVERETT YOUTH HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	11	18	19	23	28	10	20	32
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	63.6%	5.6%	21.1%	21.7%	11.2%	22.4%	17.4%
NEW	0	0	0	0	0	0	0	11	17	10	17	20	8	15	22
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.5%	-41.2%	70.0%	17.6%	10.1%	20.2%	11.8%
RETAINED	0	0	0	0	0	0	0	0	1	9	6	8	2	5	10
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	800.0%	-33.3%	33.3%	80.0%	160.0%	33.3%
LOST	0	0	0	0	0	0	0	0	0	1	3	6	1	2	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	200.0%	100.0%	30.0%	60.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	47.4%	26.1%	28.6%	10.8%	21.5%	

WAH0004 INLAND EMPIRE AMATEUR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	30	22	32	27	33	24	29	42	45	1	18	8	26	23	12
		-26.7%	45.5%	-15.6%	22.2%	-27.3%	20.8%	44.8%	7.1%	-97.8%	1700.0%	-55.6%	164.4%	319.7%	22.2%
NEW	30	14	21	17	22	14	14	24	21	1	18	7	16	14	9
		-53.3%	50.0%	-19.0%	29.4%	-36.4%	0.0%	71.4%	-12.5%	-95.2%	1700.0%	-61.1%	162.7%	320.5%	11.1%
RETAINED	0	8	11	10	11	10	15	18	24	0	0	1	10	9	3
		0.0%	37.5%	-9.1%	10.0%	-9.1%	50.0%	20.0%	33.3%	-100.0%	0.0%	0.0%	3.3%	-9.3%	200.0%
LOST	0	10	2	6	6	6	2	3	1	26	0	8	6	8	
		0.0%	-80.0%	200.0%	0.0%	0.0%	-66.7%	50.0%	-66.7%	2500.0%	-100.0%	0.0%	243.7%	476.7%	
RR	0.0%	36.4%	34.4%	37.0%	33.3%	41.7%	51.7%	42.9%	53.3%	0.0%	0.0%	12.5%	30.7%	21.7%	

WAH0002 KENT VALLEY HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	45	64	68	55	61	84	76	45	69	80
		0.0%	0.0%	0.0%	0.0%	0.0%	42.2%	6.3%	-19.1%	10.9%	37.7%	-9.5%	6.8%	5.2%	4.8%
NEW	0	0	0	0	0	45	43	44	28	37	43	37	28	38	39
		0.0%	0.0%	0.0%	0.0%	0.0%	-4.4%	2.3%	-36.4%	32.1%	16.2%	-14.0%	-0.4%	0.1%	4.7%
RETAINED	0	0	0	0	0	0	21	24	27	24	41	39	18	31	41
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	12.5%	-11.1%	70.8%	-4.9%	8.2%	16.3%	4.9%
LOST	0	0	0	0	0	0	13	25	25	15	7	24	11	19	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	92.3%	0.0%	-40.0%	-53.3%	242.9%	24.2%	48.4%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.8%	35.3%	49.1%	39.3%	48.8%	51.3%	25.7%	44.8%	

WAH0028 KITSAP COUNTY HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	0	17	33	32	25	11	21	29
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	94.1%	-3.0%	-21.9%	6.9%	13.8%	12.5%
NEW	0	0	0	0	0	0	0	0	17	26	13	6	6	12	8
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.9%	-50.0%	-53.8%	-5.1%	-10.2%	15.4%
RETAINED	0	0	0	0	0	0	0	0	0	7	19	19	5	9	21
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	171.4%	0.0%	17.1%	34.3%	10.5%
LOST	0	0	0	0	0	0	0	0	0	0	9	8	2	3	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-11.1%	-1.1%	-2.2%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.2%	59.4%	76.0%	15.7%	31.3%	

WAH0058 MOSES LAKE YOUTH HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	0	0	0	0	7	1	1	11
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.1%
NEW	0	0	0	0	0	0	0	0	0	0	0	7	1	1	9
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOST	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

WAH0064 PIERCE COUNTY MINOR HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	0	0	0	0	22	2	4	26
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.2%
NEW	0	0	0	0	0	0	0	0	0	0	0	22	2	4	24
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOST	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

WAH0120 PUGET SOUND AMATEUR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	60	43	23	32	31	68	40	49	35	44	53
		0.0%	0.0%	0.0%	0.0%	-28.3%	-46.5%	39.1%	-3.1%	119.4%	-41.2%	22.5%	6.2%	27.3%	8.2%
NEW	0	0	0	0	60	20	5	15	17	47	15	29	21	25	31
		0.0%	0.0%	0.0%	0.0%	-66.7%	-75.0%	200.0%	13.3%	176.5%	-68.1%	93.3%	27.3%	83.0%	6.9%
RETAINED	0	0	0	0	0	23	18	17	14	21	25	20	14	19	22
		0.0%	0.0%	0.0%	0.0%	0.0%	-21.7%	-5.6%	-17.6%	50.0%	19.0%	-20.0%	0.4%	5.2%	10.0%
LOST	0	0	0	0	0	28	12	6	11	4	27	9	10	11	
		0.0%	0.0%	0.0%	0.0%	0.0%	-57.1%	-50.0%	83.3%	-63.6%	575.0%	-66.7%	42.1%	95.6%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	53.5%	78.3%	53.1%	45.2%	30.9%	62.5%	40.8%	36.4%	46.5%	

WAH0050 SEATTLE JUNIOR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	162	168	153	161	169	178	193	207	200	192	163	170	179	186	174
		3.7%	-8.9%	5.2%	5.0%	5.3%	8.4%	7.3%	-3.4%	-4.0%	-15.1%	4.3%	0.4%	-2.2%	2.5%
NEW	89	95	72	87	85	95	94	105	102	81	74	82	88	89	84
		6.7%	-24.2%	20.8%	-2.3%	11.8%	-1.1%	11.7%	-2.9%	-20.6%	-8.6%	10.8%	-0.5%	-1.9%	2.7%
RETAINED	73	73	81	74	84	83	99	102	98	111	89	88	91	98	90
		0.0%	11.0%	-8.6%	13.5%	-1.2%	19.3%	3.0%	-3.9%	13.3%	-19.8%	-1.1%	2.5%	-1.7%	2.2%
LOST	27	36	37	34	27	37	34	47	42	36	39	36	37	40	
		33.3%	2.8%	-8.1%	-20.6%	37.0%	-8.1%	38.2%	-10.6%	-14.3%	8.3%	-7.7%	1.7%	2.8%	
RR	45.1%	43.5%	52.9%	46.0%	49.7%	46.6%	51.3%	49.3%	49.0%	57.8%	54.6%	51.8%	50.9%	52.5%	

WAH0062 SNO-KING AMATEUR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	188	190	160	192	217	174	174	176	190	165	169	160	178	172	164
		1.1%	-15.8%	20.0%	13.0%	-19.8%	0.0%	1.1%	8.0%	-13.2%	2.4%	-5.3%	-1.0%	-1.4%	2.5%
NEW	97	92	78	101	136	96	89	90	95	76	94	79	93	87	81
		-5.2%	-15.2%	29.5%	34.7%	-29.4%	-7.3%	1.1%	5.6%	-20.0%	23.7%	-16.0%	0.7%	-1.1%	2.5%
RETAINED	91	98	82	91	81	78	85	86	95	89	75	81	84	85	83
		7.7%	-16.3%	11.0%	-11.0%	-3.7%	9.0%	1.2%	10.5%	-6.3%	-15.7%	8.0%	-1.3%	-0.5%	2.5%
LOST	44	44	49	26	53	82	50	54	42	54	42	46	50	48	
		0.0%	11.4%	-46.9%	103.8%	54.7%	-39.0%	8.0%	-22.2%	28.6%	-22.2%	9.5%	8.6%	0.3%	
RR	48.4%	51.6%	51.3%	47.4%	37.3%	44.8%	48.9%	48.9%	50.0%	53.9%	44.4%	50.6%	47.7%	49.6%	

WAH0048

SPOKANE JR CHIEFS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	148	138	164	215	171	90	103	94	66	86	82	92	116	84	96
		-6.8%	18.8%	31.1%	-20.5%	-47.4%	14.4%	-8.7%	-29.8%	30.3%	-4.7%	12.2%	-0.4%	-0.1%	4.9%
NEW	76	67	90	125	64	31	51	37	29	53	42	46	57	41	48
		-11.8%	34.3%	38.9%	-48.8%	-51.6%	64.5%	-27.5%	-21.6%	82.8%	-20.8%	9.5%	6.0%	4.5%	4.8%
RETAINED	72	71	74	90	107	59	52	57	37	33	40	46	60	43	48
		-1.4%	4.2%	21.6%	18.9%	-44.9%	-11.9%	9.6%	-35.1%	-10.8%	21.2%	15.0%	-1.2%	0.0%	5.0%
LOST	21	26	24	21	34	38	5	7	19	8	11	10	18	11	
		23.8%	-7.7%	-12.5%	61.9%	11.8%	-86.8%	40.0%	171.4%	-57.9%	37.5%	-9.1%	14.9%	36.4%	
RR	48.6%	51.4%	45.1%	41.9%	62.6%	65.6%	50.5%	60.6%	56.1%	38.4%	48.8%	50.0%	51.9%	50.8%	

WAH0077 TRI-CITIES AMATEUR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	79	118	118	139	128	117	103	116	112	98	104	105	114	107	109
		49.4%	0.0%	17.8%	-7.9%	-8.6%	-12.0%	12.6%	-3.4%	-12.5%	6.1%	1.0%	-0.7%	0.8%	3.8%
NEW	36	74	51	53	46	37	31	51	42	41	37	33	42	41	35
		105.6%	-31.1%	3.9%	-13.2%	-19.6%	-16.2%	64.5%	-17.6%	-2.4%	-9.8%	-10.8%	-5.2%	4.8%	6.1%
RETAINED	43	44	67	86	82	80	72	65	70	57	67	72	72	66	74
		2.3%	52.3%	28.4%	-4.7%	-2.4%	-10.0%	-9.7%	7.7%	-18.6%	17.5%	7.5%	6.8%	0.9%	2.8%
LOST	10	11	24	17	21	15	18	14	26	30	21	14	20	21	
		10.0%	118.2%	-29.2%	23.5%	-28.6%	20.0%	-22.2%	85.7%	15.4%	-30.0%	-33.3%	12.0%	3.1%	
RR	54.4%	37.3%	56.8%	61.9%	64.1%	68.4%	69.9%	56.0%	62.5%	58.2%	64.4%	68.6%	63.1%	61.9%	

WAH0065 WENATCHEE AMATEUR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	76	78	61	77	88	93	93	90	89	87	81	58	82	81	62
		2.6%	-21.8%	26.2%	14.3%	5.7%	0.0%	-3.2%	-1.1%	-2.2%	-6.9%	-28.4%	-1.7%	-8.4%	6.9%
NEW	46	42	32	49	49	50	55	54	49	49	40	25	45	43	27
		-8.7%	-23.8%	53.1%	0.0%	2.0%	10.0%	-1.8%	-9.3%	0.0%	-18.4%	-37.5%	-2.6%	-13.4%	8.0%
RETAINED	30	36	29	28	39	43	38	36	40	38	41	33	37	38	35
		20.0%	-19.4%	-3.4%	39.3%	10.3%	-11.6%	-5.3%	11.1%	-5.0%	7.9%	-19.5%	0.4%	-2.2%	6.1%
LOST	16	16	24	12	26	26	29	35	29	30	29	31	27	31	
		0.0%	50.0%	-50.0%	116.7%	0.0%	11.5%	20.7%	-17.1%	3.4%	-3.3%	6.9%	13.9%	2.1%	
RR	39.5%	46.2%	47.5%	36.4%	44.3%	46.2%	40.9%	40.0%	44.9%	43.7%	50.6%	56.9%	45.1%	47.2%	

WAH0005 WESTERN WASHINGTON FEMALE HOCKEY ASSN

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	0	0	0	1	1	0	0	5
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	400.0%
NEW	0	0	0	0	0	0	0	0	0	0	1	1	0	0	3
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	200.0%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOST	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

WAH0051 WHATCOM COUNTY AMATEUR HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	31	21	14	15	12	22	14	13	22	41	29	17	20	24	21
		-32.3%	-33.3%	7.1%	-20.0%	83.3%	-36.4%	-7.1%	69.2%	86.4%	-29.3%	-41.4%	7.9%	15.6%	13.8%
NEW	21	11	5	13	7	22	7	8	14	28	11	4	12	13	6
		-47.6%	-54.5%	160.0%	-46.2%	214.3%	-68.2%	14.3%	75.0%	100.0%	-60.7%	-63.6%	27.0%	13.0%	18.2%
RETAINED	10	10	9	2	5	0	7	5	8	13	18	13	8	11	15
		0.0%	-10.0%	-77.8%	150.0%	-100.0%	0.0%	-28.6%	60.0%	62.5%	38.5%	-27.8%	6.7%	20.9%	11.1%
LOST	2	4	2	0	1	0	4	1	0	2	8	9	3	4	
		100.0%	-50.0%	-100.0%	0.0%	-100.0%	0.0%	-75.0%	-100.0%	0.0%	300.0%	12.5%	-11.3%	27.5%	
RR	32.3%	47.6%	64.3%	13.3%	41.7%	0.0%	50.0%	38.5%	36.4%	31.7%	62.1%	76.5%	41.4%	49.0%	

WAH0016 WINTHROP AMATEUR HOCKEY ASSN

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	10	23	25	0	10	14	23	11	14	27
		0.0%	0.0%	0.0%	0.0%	0.0%	130.0%	8.7%	-100.0%	0.0%	40.0%	64.3%	14.3%	2.6%	28.6%
NEW	0	0	0	0	0	10	18	15	0	5	9	16	7	9	18
		0.0%	0.0%	0.0%	0.0%	0.0%	80.0%	-16.7%	-100.0%	0.0%	80.0%	77.8%	12.1%	8.2%	22.2%
RETAINED	0	0	0	0	0	0	5	10	0	5	5	7	3	5	9
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	-100.0%	0.0%	0.0%	40.0%	4.0%	8.0%	40.0%
LOST	0	0	0	0	0	0	5	7	17	0	2	2	3	6	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	142.9%	-100.0%	0.0%	0.0%	8.3%	16.6%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	40.0%	0.0%	50.0%	35.7%	30.4%	17.8%	31.2%	

WAH0056

YAKIMA AMATEUR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	27	21	20	11	0	3	8	15	17	16	11	21	12	16	25
		-22.2%	-4.8%	-45.0%	-100.0%	0.0%	166.7%	87.5%	13.3%	-5.9%	-31.3%	90.9%	17.2%	30.9%	36.4%
NEW	14	8	9	2	0	2	6	12	11	4	4	11	6	8	13
		-42.9%	12.5%	-77.8%	-100.0%	0.0%	200.0%	100.0%	-8.3%	-63.6%	0.0%	175.0%	23.8%	40.6%	50.0%
RETAINED	13	13	11	9	0	1	2	3	6	12	7	10	6	8	12
		0.0%	-15.4%	-18.2%	-100.0%	0.0%	100.0%	50.0%	100.0%	100.0%	-41.7%	42.9%	21.8%	50.2%	28.6%
LOST	10	8	8	5	8	0	0	3	12	6	9	5	6	7	
		-20.0%	0.0%	-37.5%	60.0%	-100.0%	0.0%	0.0%	300.0%	-50.0%	50.0%	-44.4%	17.8%	51.1%	
RR	48.1%	61.9%	55.0%	81.8%	0.0%	33.3%	25.0%	20.0%	35.3%	75.0%	63.6%	47.6%	43.7%	48.3%	