

2013-2014 8 & UNDER MEMBERSHIP REPORT



Rhode Island Hockey



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This report focuses on the foundation of USA Hockey's player base – the 8 & under age category. It examines the entry-level age class both at the National and Affiliate level for the past five seasons, as well as the past three seasons at the association level. The objective is to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2014-15 season.

Recently, concentrated growth efforts in the 8 & under age category have produced positive results:

- 8 & under participation has seen a 16% increase since the 2007-08 season
- During the 2013-14 season there were 103,961 players; the 3rd highest total in USA Hockey history

To continue increasing participation, USA Hockey's efforts remain focused on these key initiatives:

- Attracting new players each season
- Retaining players from one season to the next

By increasing the number of players at the 8 & under age level, associations are positively impacting growth at the older age levels. The table below demonstrates that recent growth at the 8 & under age level is improving the larger 9 to 14 age groups, thus supplementing long-term growth.

TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2009-10	2010-11	2011-12	2012-13	2013-14
Participants	169,025	171,826	174,884	175,867	177,906
% increase	-2.5%	1.7%	1.8%	0.6%	1.2%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey volunteers. In an effort to work more closely with local associations, USA Hockey has instituted the 2 and 2 Challenge. The 2 and 2 Challenge, further explained on page 5, is a comprehensive program that utilizes existing national growth programs, resources, and tools to help youth hockey leaders grow participation with their local associations. To achieve these growth goals, the 2 and 2 Challenge asks participating associations to add two new players and retain two more players than the previous season's total.

Combining established growth initiatives with USA Hockey's American Development Model will ensure greater skill development and increased participation.

HOW TO READ THE DATA CHARTS IN THIS REPORT

Current season performance compared to 2 and 2 Challenge

Total number of 8 & under players

Current season performance compared to previous season

Number of players acquired

BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	09-10	10-11	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	95775	105394	107387	102956	103961	108464	(4503)	1005	109121
	4.5%	10.0%	1.9%	-4.1%	1.0%				
NEW	41967	48254	45991	41000	44628	43754	874	3628	47208
	6.0%	15.0%	-4.7%	-10.9%	8.8%				
RET	53808	57140	61396	61956	59333	64710	(5377)	(2623)	61913
	3.4%	6.2%	7.4%	0.9%	-4.2%				
LOST	15184	15620	19229	19509	18316	# OF ASSOCIATIONS			1290
	-0.8%	2.9%	23.1%	1.5%	-6.1%	AVERAGE # PLAYERS/ASSOCIATION			80.6

Number of players that left youth hockey

2 and 2 Challenge goals for the upcoming season, see pages 6 & 7 for more information

Number of players retained from the previous season

2013-14 KEY TAKEAWAYS—NATIONAL

Total

- In 2013-14, the total number of players ages 8 & under increased by 1,005 (1.0%) to 103,961.
- With this increase, the 2013-14 season represents the 3rd largest total of players at the 8 & under level in USA Hockey's history.

Acquisition

- New players increased from 41,000 to 44,628 in 2013-14, an addition of 3,628 (8.8%).
- This is the first increase in new players since the 2010-11 season.

Retention

- Retained players decreased by 2,623 (-4.2%) to 59,333.
- The drop in retention was the result of back-to-back seasons (2011-13) of decreased player acquisition.

NATIONAL BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	95775	105394	107387	102956	103961
%	4.5%	10.0%	1.9%	-4.1%	1.0%
NEW	41967	48254	45991	41000	44628
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RET	53808	57140	61396	61956	59333
%	3.4%	6.2%	7.4%	0.9%	-4.2%
LOST	15184	15620	19229	19509	18316
%	-0.8%	2.9%	23.1%	1.5%	-6.1%

NATIONAL BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	81978	89907	91199	87805	88168
%	4.1%	9.7%	1.4%	-3.7%	0.4%
NEW	34819	40058	37875	33917	36744
%	5.5%	15.0%	-5.4%	-10.5%	8.3%
RET	47159	49849	53324	53888	51424
%	3.0%	5.7%	7.0%	1.1%	-4.6%
LOST	11932	12350	15149	15308	14559
%	-1.9%	3.5%	22.7%	1.0%	-4.9%

NATIONAL GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	13798	15487	16188	15152	15794
%	7.2%	-1.9%	4.5%	-6.4%	4.2%
NEW	7149	8197	8116	7085	7887
%	8.3%	3.9%	-1.0%	-12.7%	11.3%
RET	6649	7290	8072	8067	7907
%	6.0%	-7.8%	10.7%	-0.1%	-2.0%
LOST	3253	3272	4081	4201	3759
%	3.4%	-13.0%	24.7%	2.9%	-10.5%

2013-14 KEY TAKEAWAYS—RHODE ISLAND

Total

- The total number of players ages 8 & under in Rhode Island increased by 38 (2.5%) to 1,534.
- This was the third increase in total participation in the previous five seasons.

Acquisition

- New players increased by 125 (23.5%) to 658.
- This marks Rhode Island's largest increase in new players over the previous five seasons.

Retention

- Retained players decreased by 87 (-9.0%) from 2012-13 to 876.
- 876 is the lowest total of retained players over the past five seasons.

RHODE ISLAND BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	1674	1639	1642	1496	1534
%	4.2%	-2.1%	0.2%	-8.9%	2.5%
NEW	640	624	693	533	658
%	14.5%	-2.5%	11.1%	-23.1%	23.5%
RETAINED	1034	1015	949	963	876
%	-1.3%	-1.8%	-6.5%	1.5%	-9.0%
LOST	360	376	365	384	337
%	-14.1%	4.4%	-2.9%	5.2%	-12.2%

RHODE ISLAND BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	1378	1363	1360	1261	1285
%	2.4%	-1.1%	-0.2%	-7.3%	1.9%
NEW	501	495	556	435	523
%	12.1%	-1.2%	12.3%	-21.8%	20.2%
RETAINED	877	868	804	826	762
%	-2.4%	-1.0%	-7.4%	2.7%	-7.7%
LOST	269	280	265	278	261
%	-13.2%	4.1%	-5.4%	4.9%	-6.1%

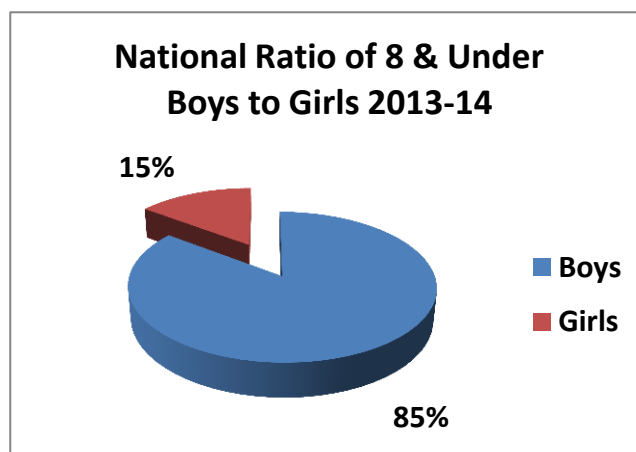
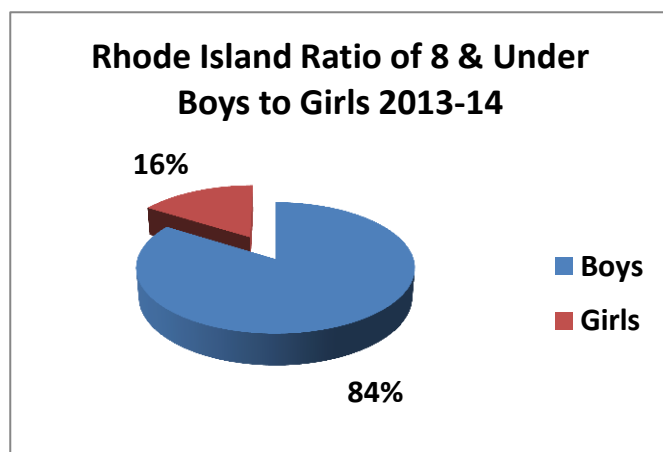
RHODE ISLAND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	296	276	282	235	249
%	13.4%	-6.8%	2.2%	-16.7%	6.0%
NEW	139	129	137	98	135
%	24.1%	-7.2%	6.2%	-28.5%	37.8%
RETAINED	157	147	145	137	114
%	5.4%	-6.4%	-1.4%	-5.5%	-16.8%
LOST	91	96	100	106	76
%	-17.3%	5.5%	4.2%	6.0%	-28.3%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Rhode Island: Boys represented 84% of all 8 & under youth hockey participants, while girls represented 16%.

National: Boys represented 85% of all 8 & under youth hockey participants, while girls represented 15%.



RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from Squirts (9 years old) on up, the overall growth of hockey relies on acquiring more 8 & under players.

Rhode Island's retention results for 2013-14 by age segment:

- 42.8% of all 4 Year Olds returned as 5 Year Olds
- 64.2% of all 5 Year Olds returned as 6 Year Olds
- 73.4% of all 6 Year Olds returned as 7 Year Olds
- 78.4% of all 7 Year Olds returned as 8 Year Olds
- 87.1% of all Squirts returned in 2013-14
- 91.2% of all Pee Wees returned in 2013-14
- 91.7% of all Bantams returned in 2013-14

National Average 36.5%
 National Average 54.9%
 National Average 70.2%
 National Average 78.2%

National Average 86.8%
 National Average 92.1%
 National Average 94.6%



2 AND 2 CHALLENGE

The 2 and 2 Challenge is a comprehensive growth program for local associations. It is a blueprint that guides youth hockey leadership through national programs and tools to reach their growth goals of acquiring two additional players and retaining two more players than last season.

To complete the 2 and 2 Challenge, associations utilize three programs that drive growth – **Retention**, **Acquisition** & **Conversion**.

RETENTION—*Welcome Back Week* September 15th-21st

Reaching out with a personal invitation to return to youth hockey is crucial. For this program, associations coordinate phone calls inviting families back to youth hockey.



ACQUISITION—*Try Hockey For Free Days* November 8th & February 21st

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 28,000 kids were introduced to youth hockey through this program.



CONVERSION—*Transition Program*

Children that sample youth hockey don't always become new hockey players. A low-cost, low-commitment program to easily transition families from trying hockey to participating in youth hockey programs will significantly increase the likelihood of adding more players. Examples of how this can be achieved is offering a Learn-to-Play program or mixing prospective players into existing beginner programs.



By taking advantage of these national programs, participating associations will be nationally recognized as achieving the 2 and 2 Challenge and be rewarded for their efforts.

To learn more and to accept the 2 and 2 Challenge, visit www.2and2Challenge.com or call (719) 538-1124.



2 AND 2 CHALLENGE GOALS

ASSOCIATION

The 2 and 2 Challenge goals for every association are to add two additional new players and retain two more players than the previous season's 8 & under player total.

Below is an example of an association that achieved their 2 and 2 Challenge goals from this past season and their new goals for 2014-15:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	71	64	79	68	11	15	83
NEW	37	32	42	34	8	10	44
RETAINED	34	32	37	34	3	5	39
LOST	23	25	15				

If the 2 and 2 Challenge goals are achieved again in 2014-15, this program will enjoy a 5.1% increase.

- **TOTAL:** 44 new + 39 retained = 83 total players
- **NEW:** 42 + 2 = 44 new players
- **RETAINED:** 37 + 2 = 39 retained players

RHODE ISLAND

RHODE ISLAND	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	1,548	1,534	1,590
NEW	559	658	686
RETAINED	989	876	904

Based on 14 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 1,534 + 56 = **1,590 (3.7%)**
- **NEW:** 658 + 28 = **686 (4.3%)**
- **RETAINED:** 876 + 28 = **904 (3.2%)**

NATIONAL

NATIONAL	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	108,464	103,961	109,121
NEW	43,754	44,628	47,208
RETAINED	64,710	59,333	61,913

Based on 1,290 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 103,961 + 5,160 = **109,121 (5.0%)**
- **NEW:** 44,628 + 2,580 = **47,208 (5.8%)**
- **RETAINED:** 59,333 + 2,580 = **61,913 (4.3%)**



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations grew, only Southern Rhode Island Youth Hockey Assoc successfully met its 2 and 2 Challenge goals of growing by two for both new and retained players.

RHODE ISLAND'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Woonsocket North Stars	+44
2. Warwick Junior Hockey Association	+24
3. Southern Rhode Island Youth Hockey Assoc	+19
4. Rhode Island Hitmen	+16
5. Providence Jr Friars	+15
6. Brown Youth Hockey Association Inc	+12
7. N.R.I. Vikings	+2
8. Rhode Island Saints	+1
9. Rhode Island Stings	-6
10. GPYHA	-9
11. Newport Youth Hockey	-14
12. Burrillville Junior Hockey League	-15
13. Edgewood Rhode Island-ERIHA	-22
14. Providence Capitals	-86

RIH0003 BROWN YOUTH HOCKEY ASSOCIATION INC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	46	38	50	42	8	12	54
NEW	15	17	29	19	10	12	31
RETAINED	31	21	21	23	(2)	0	23
LOST	14	14	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	37	34	40	TOTAL	9	4	10
NEW	12	16	21	NEW	3	1	8
RETAINED	25	18	19	RETAINED	6	3	2
LOST	10	10	5	LOST	4	4	0
RATIO BOYS TO GIRLS			80.0%				20.0%

RIH0142 BURRILLVILLE JUNIOR HOCKEY LEAGUE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	88	86	71	90	(19)	(15)	75
NEW	47	31	19	33	(14)	(12)	21
RETAINED	41	55	52	57	(5)	(3)	54
LOST	21	20	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	71	71	59	TOTAL	17	15	12
NEW	41	24	15	NEW	6	7	4
RETAINED	30	47	44	RETAINED	11	8	8
LOST	17	13	15	LOST	4	7	4
RATIO BOYS TO GIRLS			83.1%				16.9%

RIH0150 EDGEWOOD RHODE ISLAND-ERHA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	93	88	66	92	(26)	(22)	70
NEW	69	39	37	41	(4)	(2)	39
RETAINED	24	49	29	51	(22)	(20)	31
LOST	16	36	44				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	76	72	52	TOTAL	17	16	14
NEW	54	33	28	NEW	15	6	9
RETAINED	22	39	24	RETAINED	2	10	5
LOST	14	30	34	LOST	2	6	10
RATIO BOYS TO GIRLS			78.8%				21.2%

RIH0139 GPYHA

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	108	125	116	129	(13)	(9)	120
NEW	42	71	43	73	(30)	(28)	45
RETAINED	66	54	73	56	17	19	75
LOST	29	29	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	92	114	105	TOTAL	16	11	11
NEW	36	66	39	NEW	6	5	4
RETAINED	56	48	66	RETAINED	10	6	7
LOST	21	23	26	LOST	8	6	4
RATIO BOYS TO GIRLS			90.5%				9.5%

RIH0170 NEWPORT YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	216	192	178	196	(18)	(14)	182
NEW	104	78	74	80	(6)	(4)	76
RETAINED	112	114	104	116	(12)	(10)	106
LOST	81	63	47				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	162	151	134	TOTAL	54	41	44
NEW	73	59	48	NEW	31	19	26
RETAINED	89	92	86	RETAINED	23	22	18
LOST	46	38	35	LOST	35	25	12
RATIO BOYS TO GIRLS			75.3%				24.7%

RIH0146 N.R.I. VIKINGS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	165	142	144	146	(2)	2	148
NEW	65	39	65	41	24	26	67
RETAINED	100	103	79	105	(26)	(24)	81
LOST	47	37	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	137	123	128	TOTAL	28	19	16
NEW	53	35	57	NEW	12	4	8
RETAINED	84	88	71	RETAINED	16	15	8
LOST	40	28	26	LOST	7	9	6
RATIO BOYS TO GIRLS			88.9%				11.1%

RIH0008 PROVIDENCE CAPITALS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	124	151	65	155	(90)	(86)	69
NEW	97	104	45	106	(61)	(59)	47
RETAINED	27	47	20	49	(29)	(27)	22
LOST	0	90	102				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	108	134	59	TOTAL	16	17	6
NEW	82	94	40	NEW	15	10	5
RETAINED	26	40	19	RETAINED	1	7	1
LOST	0	72	86	LOST	0	18	16
RATIO BOYS TO GIRLS			90.8%				9.2%

RIH0174 PROVIDENCE JR FRIARS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	0	0	15	4	11	15	19
NEW	0	0	15	2	13	15	17
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	0	15	TOTAL	0	0	0
NEW	0	0	15	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

RIH0165 RHODE ISLAND HITMEN

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	0	0	16	4	12	16	20
NEW	0	0	16	2	14	16	18
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	0	14	TOTAL	0	0	2
NEW	0	0	14	NEW	0	0	2
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	2	LOST	0	0	0
RATIO BOYS TO GIRLS			87.5%				12.5%

RIH0007 RHODE ISLAND SAINTS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	17	15	16	19	(3)	1	20
NEW	17	15	15	17	(2)	0	17
RETAINED	0	0	1	2	(1)	1	3
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	17	15	16	TOTAL	0	0	0
NEW	17	15	15	NEW	0	0	0
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

RIH0134 RHODE ISLAND STINGS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	0	14	8	18	(10)	(6)	12
NEW	0	14	2	16	(14)	(12)	4
RETAINED	0	0	6	2	4	6	8
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	0	0	TOTAL	0	14	8
NEW	0	0	0	NEW	0	14	2
RETAINED	0	0	0	RETAINED	0	0	6
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			0.0%				100.0%

RIH0011 SOUTHERN RHODE ISLAND YOUTH HOCKEY ASSOC

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	154	138	157	142	15	19	161
NEW	57	53	70	55	15	17	72
RETAINED	97	85	87	87	0	2	89
LOST	30	34	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	125	117	130	TOTAL	29	21	27
NEW	46	44	59	NEW	11	9	11
RETAINED	79	73	71	RETAINED	18	12	16
LOST	25	24	23	LOST	5	10	3
RATIO BOYS TO GIRLS			82.8%				17.2%

RIH0144 WARWICK JUNIOR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	271	246	270	250	20	24	274
NEW	140	86	129	88	41	43	131
RETAINED	131	160	141	162	(21)	(19)	143
LOST	56	62	63				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	235	214	240	TOTAL	36	32	30
NEW	122	71	114	NEW	18	15	15
RETAINED	113	143	126	RETAINED	18	17	15
LOST	47	51	52	LOST	9	11	11
RATIO BOYS TO GIRLS			88.9%				11.1%

RIH0161 WOONSOCKET NORTH STARS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	147	116	160	120	40	44	164
NEW	57	45	104	47	57	59	106
RETAINED	90	71	56	73	(17)	(15)	58
LOST	40	28	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	131	102	134	TOTAL	16	14	26
NEW	49	39	82	NEW	8	6	22
RETAINED	82	63	52	RETAINED	8	8	4
LOST	31	23	19	LOST	9	5	7
RATIO BOYS TO GIRLS			83.8%				16.3%