



**ARIZONA
2010 - 2011
8 & Under Membership Report**

Table of Contents

Background	Page 1
National Analysis	Pages 2
Arizona Analysis	Pages 3-4
2 & 2 Challenge	Page 5
Arizona's 2010-11 Association Performance	Page 6
Local Association Analysis	Pages 7-9
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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	
	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—ARIZONA

Total

- The total number of children ages 8 & under registered in Arizona increased by 5 (1.4%) to 369.
- After a negative year in 2009-10, Arizona increased in girl's growth by 6 (21.4%) in 2010-11.

Acquisition

- New players increased by 30 (16.4%) from 2009-10 to 213.

Retention

- Retained players decreased by 25 (-13.8%) from 2009-10 to 156.
- Arizona hasn't enjoyed an increase in retention since 2007-08.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	416	430	562	364	369
	N/A	3.4%	30.7%	-35.2%	1.4%
NEW	221	212	360	183	213
	N/A	-4.1%	69.8%	-49.2%	16.4%
RETAINED	195	218	202	181	156
	N/A	11.8%	-7.3%	-10.4%	-13.8%
LOST	100	70	76	256	112
	N/A	-30.0%	8.6%	236.8%	-56.3%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	386	405	508	336	335
	N/A	4.9%	25.4%	-33.9%	-0.3%
NEW	198	196	317	163	190
	N/A	-1.0%	61.7%	-48.6%	16.6%
RETAINED	188	209	191	173	145
	N/A	11.2%	-8.6%	-9.4%	-16.2%
LOST	93	60	70	218	99
	N/A	-35.5%	16.7%	211.4%	-54.6%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
TOTAL	29	24	54	28	34
	N/A	-17.2%	125.0%	-48.1%	21.4%
NEW	23	15	43	20	23
	N/A	-34.8%	186.7%	-53.5%	15.0%
RETAINED	6	9	11	8	11
	N/A	50.0%	22.2%	-27.3%	37.5%
LOST	7	9	6	38	13
	N/A	28.6%	-33.3%	533.3%	-65.8%

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 Squirts on up, the overall growth of hockey relies on acquiring more 4 to 8 year olds.

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

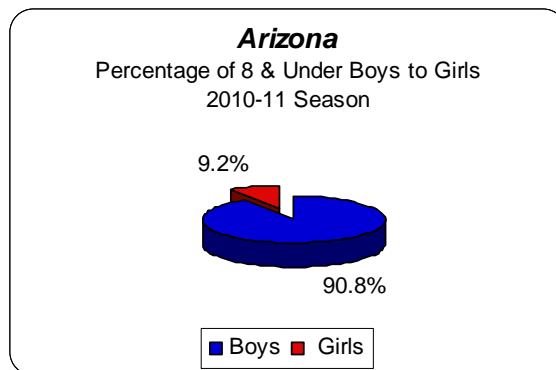
- **20.0% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **35.5% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **47.1% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **57.1% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%

- **75.2% of all Squirts returned in 2010-11** – National Average 83.9%
- **77.8% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **82.3% of all Bantams returned in 2010-11** – National Average 94.0%

RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 90.8% of all 8 & unders in Arizona in 2010-11 while girls represented 9.2%.

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: ARIZONA

2010-11: RESULTS

- Achieved the overall growth but did not meet the 2 & 2 Challenge
 - Surpassed acquisition goal by 18
 - Underperformed in retention goal by 37

2011-12: GOALS

- Based on 8 associations that registered 5 players or more in the age group
 - 16 kids acquired (2 per association)
 - 16 kids retained (2 per association)
- 2011-12 goal is 401 (8.7% increase) total 4 to 8 year old players

ARIZONA	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	388	369	401
NEW	195	213	229
RETAINED	193	156	172



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to Desert Youth Hockey Association and Phoenix Polar Bears (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Arizona had a successful growth year! While many associations had tremendous growth, only two were able to successfully meet all requirements of the 2 & 2 Challenge.

SOUTHERN AMATEUR'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Flagstaff Youth Hockey Association	+21
2. Valley of the Sun Adult Hockey Association	+21
3. Coyotes Amateur Hockey Association	+20
4. Desert Youth Hockey Association	+17
5. Arizona Heat Hockey Association	+16
6. Phoenix Polar Bears	+5
7. Inside Edge Hockey Association	-3
8. Valley of the Sun Hockey Association	-10

ARIZONA ASSOCIATIONS

AZH0016 ARIZONA HEAT 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	51	0	16	4	12	16	20
NEW	51	0	16	2	14	16	18
RETAINED	0	0	0	2	(2)	0	2
LOST	0	50	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	40	0	16	TOTAL	11	0	0
NEW	40	0	16	NEW	11	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	40	0	LOST	0	10	0
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0028 COYOTES 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	102	61	81	65	16	20	85
NEW	51	34	59	36	23	25	61
RETAINED	51	27	22	29	(7)	(5)	24
LOST	20	32	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	96	59	76	TOTAL	6	2	5
NEW	48	33	56	NEW	3	1	3
RETAINED	48	26	20	RETAINED	3	1	2
LOST	20	30	15	LOST	0	2	1
RATIO BOYS TO GIRLS			93.8%				6.2%

AZH0020 DESERT 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	15	18	35	22	13	17	39
NEW	8	13	28	15	13	15	30
RETAINED	7	5	7	7	0	2	9
LOST	0	2	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	14	18	32	TOTAL	1	0	3
NEW	7	13	25	NEW	1	0	3
RETAINED	7	5	7	RETAINED	0	0	0
LOST	0	1	1	LOST	0	1	0
RATIO BOYS TO GIRLS			91.4%				8.6%

AZH0018 FLAGSTAFF 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	99	46	67	50	17	21	71
NEW	54	9	43	11	32	34	45
RETAINED	45	37	24	39	(15)	(13)	26
LOST	18	40	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	90	46	62	TOTAL	9	0	5
NEW	47	9	38	NEW	7	0	5
RETAINED	43	37	24	RETAINED	2	0	0
LOST	18	35	12	LOST	0	5	0
RATIO BOYS TO GIRLS			92.5%				7.5%

AZH0029 INSIDE EDGE 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	27	18	15	22	(7)	(3)	19
NEW	26	13	10	15	(5)	(3)	12
RETAINED	1	5	5	7	(2)	0	7
LOST	2	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	26	18	14	TOTAL	1	0	1
NEW	25	13	9	NEW	1	0	1
RETAINED	1	5	5	RETAINED	0	0	0
LOST	1	3	2	LOST	1	0	0
RATIO BOYS TO GIRLS			93.3%				6.7%

AZH0007 PHOENIX POLAR BEARS

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	0	17	22	21	1	5	26
NEW	0	17	20	19	1	3	22
RETAINED	0	0	2	2	0	2	4
LOST	0	0	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	16	18	TOTAL	0	1	4
NEW	0	16	16	NEW	0	1	4
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	3	LOST	0	0	0
RATIO BOYS TO GIRLS			81.8%				18.2%

AZH0034 VALLEY OF THE SUN ADULT 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	0	0	21	4	17	21	25
NEW	0	0	21	2	19	21	23
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	0	17	TOTAL	0	0	4
NEW	0	0	17	NEW	0	0	4
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			81.0%				19.0%

AZH0022 VALLEY OF THE SUN 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	17	17	7	21	(14)	(10)	11
NEW	9	13	7	15	(8)	(6)	9
RETAINED	8	4	0	6	(6)	(4)	2
LOST	2	3	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	16	15	7	TOTAL	1	2	0
NEW	8	11	7	NEW	1	2	0
RETAINED	8	4	0	RETAINED	0	0	0
LOST	2	3	6	LOST	0	0	2
RATIO BOYS TO GIRLS			100.0%				0.0%