



**OREGON**  
**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	
	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
<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—OREGON

### Total

- The total number of children ages 8 & under registered in Oregon increased by 36 (30.3%) to 155.
- With 155 children playing during the 2010-11 season, it was the peak for the past five years.
- Oregon has posted TWO consecutive years of overall growth, including a peak in boys at 143 (25.4%) and girls at 12 (140.0%) over the past five years.

### Acquisition – Two consecutive years of growth

- New players increased by 26 (41.3%) from 2009-10 to 89.
- The 2010-11 season marked the highest amount of new players, both boys and girls, entering the game over the past five years.

### Retention – Four consecutive years of growth

- Retained players increased by 10 (17.9%) from 2009-10 to 66.
- Oregon posted a peak of 63 boys 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>	86	106	103	119	155
	N/A	23.3%	-2.8%	15.5%	30.3%
<b>NEW</b>	48	58	47	63	89
	N/A	20.8%	-19.0%	34.0%	41.3%
<b>RETAINED</b>	38	48	56	56	66
	N/A	26.3%	16.7%	0.0%	17.9%
<b>LOST</b>	11	9	15	13	9
	N/A	-18.2%	66.7%	-13.3%	-30.8%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	77	99	101	114	143
	N/A	28.6%	2.0%	12.9%	25.4%
<b>NEW</b>	43	52	46	60	80
	N/A	20.9%	-11.5%	30.4%	33.3%
<b>RETAINED</b>	34	47	55	54	63
	N/A	38.2%	17.0%	-1.8%	16.7%
<b>LOST</b>	11	9	11	13	8
	N/A	-18.2%	22.2%	18.2%	-38.5%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	9	7	2	5	12
	N/A	-22.2%	-71.4%	150.0%	140.0%
<b>NEW</b>	5	6	1	3	9
	N/A	20.0%	-83.3%	200.0%	200.0%
<b>RETAINED</b>	4	1	1	2	3
	N/A	-75.0%	0.0%	100.0%	50.0%
<b>LOST</b>	0	0	4	0	1
	N/A	0.0%	0.0%	100.0%	0.0%



## 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.

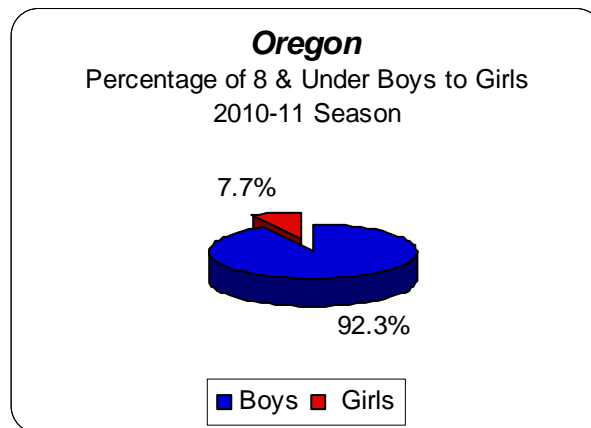
Oregon's retention results for 2010-11 by age segment:

- **10.0% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **33.3% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **43.5% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **76.1% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%
  
- **80.0% of all Squirrels returned in 2010-11** – National Average 83.9%
- **80.2% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **87.4% of all Bantams returned in 2010-11** – National Average 94.0%

## RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 92.3% of all 8 & unders in Oregon in 2010-11 while girls represented 7.7%.

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: OREGON

### 2010-11: RESULTS

- Achieved overall growth and met the 2 & 2 Challenge
  - Surpassed acquisition goal by 20
  - Surpassed retention goal by 4

### 2011-12: GOALS

- Based on 3 associations that registered 5 players or more in the age group
  - 6 kids acquired (2 per association)
  - 6 kids retained (2 per association)
- 2011-12 goal is 167 (7.7% increase) total 4 to 8 year old players

OREGON	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	131	155	167
NEW	69	89	95
RETAINED	62	66	72



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Lane Amateur Hockey Association and Portland Junior Hawks (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Oregon had a successful growth year and met the 2 & 2 Challenge! Two of the three associations were able to successfully meet all requirements of the 2 & 2 Challenge.*

## OREGON'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Lane Amateur Hockey Association	+20
2. Portland Junior Hawks	+18
3. Klamath Ice Sports	+6

# OREGON ASSOCIATIONS

ORH0009 KLAMATH ICE SPORTS, INC.

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	1	1	7	5	2	6	11
NEW	1	1	6	3	3	5	8
RETAINED	0	0	1	2	(1)	1	3
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	1	1	5	TOTAL	0	0	2
NEW	1	1	4	NEW	0	0	2
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			71.4%				28.6%

ORH0002 LANE 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	12	27	47	31	16	20	51
NEW	8	17	31	19	12	14	33
RETAINED	4	10	16	12	4	6	18
LOST	5	1	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	12	27	43	TOTAL	0	0	4
NEW	8	17	27	NEW	0	0	4
RETAINED	4	10	16	RETAINED	0	0	0
LOST	5	1	3	LOST	0	0	0
RATIO BOYS TO GIRLS			91.5%				8.5%

ORH0077 PORTLAND JUNIOR HAWKS

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	79	72	90	76	14	18	94
NEW	32	36	50	38	12	14	52
33.0%	47	36	40	38	2	4	42
LOST	5	9	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	78	68	84	TOTAL	1	4	6
NEW	32	33	46	NEW	0	3	4
RETAINED	46	35	38	RETAINED	1	1	2
LOST	2	9	2	LOST	3	0	1
RATIO BOYS TO GIRLS			93.3%				6.7%