



## 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—UTAH

### Total

- The total number of children ages 8 & under registered in Utah increased by 67 (16.8%) to 467.
- With 467 children playing during the 2010-11 season, it was the peak for the past five years.
- Utah has posted TWO consecutive years of overall growth, including a peak in boys at 438 (14.7%) and girls at 29 (61.1%) over the past five years.

### Acquisition

- New players increased by 69 (37.7%) from 2009-10 to 252.
- The 2010-11 season marked the highest amount of new players, both boys and girls, entering the game over the past five years.

### Retention

- Retained players decreased by 2 (-0.9%) from 2009-10 to 215.
- After a negative retention year, Utah increased the number of girls returning to play by 4 (80.0%).

BOYS & GIRLS 8 & UNDER SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	365	388	385	400	467
	N/A	6.3%	-0.8%	3.9%	16.8%
<b>NEW</b>	182	197	186	183	252
	N/A	8.2%	-5.6%	-1.6%	37.7%
<b>RETAINED</b>	183	191	199	217	215
	N/A	4.4%	4.2%	9.0%	-0.9%
<b>LOST</b>	66	51	76	67	63
	N/A	-22.7%	49.0%	-11.8%	-6.0%

BOYS 8 & UNDER SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	345	365	363	382	438
	N/A	5.8%	-0.5%	5.2%	14.7%
<b>NEW</b>	176	180	176	170	232
	N/A	2.3%	-2.2%	-3.4%	36.5%
<b>RETAINED</b>	169	185	187	212	206
	N/A	9.5%	1.1%	13.4%	-2.8%
<b>LOST</b>	62	46	72	59	57
	N/A	-25.8%	56.5%	-18.1%	-3.4%

GIRLS 8 & UNDER SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	20	23	22	18	29
	N/A	15.0%	-4.3%	-18.2%	61.1%
<b>NEW</b>	6	18	10	13	20
	N/A	200.0%	-44.4%	30.0%	53.8%
<b>RETAINED</b>	14	5	12	5	9
	N/A	-64.3%	140.0%	-58.3%	80.0%
<b>LOST</b>	4	6	4	8	6
	N/A	50.0%	-33.3%	100.0%	-25.0%



## 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.

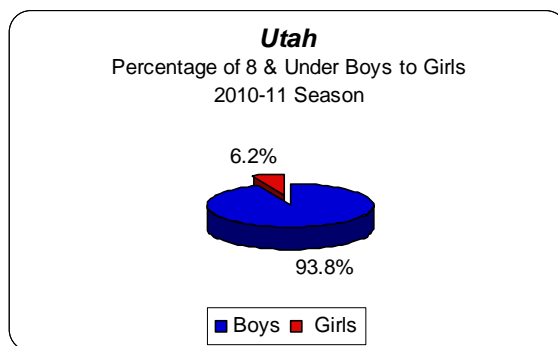
Utah's retention results for 2010-11 by age segment:

- **31.5% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **37.4% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **56.9% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **64.2% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%
  
- **74.5% of all Squirrels returned in 2010-11** – National Average 83.9%
- **78.7% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **86.8% of all Bantams returned in 2010-11** – National Average 94.0%

## RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 93.8% of all 8 & unders in Utah in 2010-11 while girls represented 6.8%.

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: UTAH

### 2010-11: RESULTS

- Achieved overall growth but did not meet the 2 & 2 Challenge
  - Surpassed acquisition goal by 49
  - Underperformed in retention goal by 22

### 2011-12: GOALS

- Based on 10 associations that registered 5 players or more in the age group
  - 20 kids acquired (2 per association)
  - 20 kids retained (2 per association)
- 2011-12 goal is 507 (8.6% increase) total 4 to 8 year old players

UTAH	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	440	467	507
NEW	203	252	272
RETAINED	237	215	235



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Greater Salt Lake Hockey Association, Golden Spike Hockey, Cache Valley Amateur Hockey Association, and Ashley Valley AHA (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Utah had a successful growth year! While many associations had tremendous growth, only four were able to successfully meet all requirements of the 2 & 2 Challenge.*

## UTAH'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Greater Salt Lake Hockey Association	+20
2. Golden Spike Hockey	+19
3. Cache Valley Amateur Hockey Association	+17
4. Ashley Valley AHA	+8
5. Peaks Amateur Hockey Association Youth	+5
6. Salt Lake County Youth	+5
7. Northwest Regulators Hockey LLC Special	+2
8. Summit and Wasatch County Amateur Hockey	0
9. Wasatch Mountain AHA	-1
10. Davis County Youth Hockey Association	-2

# UTAH ASSOCIATIONS

UTH0030 ASHLEY VALLEY AHA

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	9	23	31	27	4	8	35
NEW	7	17	19	19	0	2	21
RETAINED	2	6	12	8	4	6	14
LOST	13	2	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	8	22	29	TOTAL	1	1	2
NEW	7	16	17	NEW	0	1	2
RETAINED	1	6	12	RETAINED	1	0	0
LOST	12	2	2	LOST	1	0	1
RATIO BOYS TO GIRLS			93.5%				6.5%

UTH0095 CACHE VALLEY 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	48	60	77	64	13	17	81
NEW	30	26	41	28	13	15	43
RETAINED	18	34	36	36	0	2	38
LOST	9	8	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	46	58	72	TOTAL	2	2	5
NEW	28	25	37	NEW	2	1	4
RETAINED	18	33	35	RETAINED	0	1	1
LOST	9	7	12	LOST	0	1	1
RATIO BOYS TO GIRLS			93.5%				6.5%

UTH0070 DAVIS COUNTY 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	29	34	32	38	(6)	(2)	36
NEW	14	15	17	17	0	2	19
RETAINED	15	19	15	21	(6)	(4)	17
LOST	2	2	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	28	34	32	TOTAL	0	0	0
NEW	13	15	17	NEW	0	0	0
RETAINED	15	19	15	RETAINED	0	0	0
LOST	2	2	3	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



UTH0077 GOLDEN SPIKE HOCKEY

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	67	54	73	58	15	19	77
NEW	25	15	28	17	11	13	30
RETAINED	42	39	45	41	4	6	47
LOST	20	23	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	65	55	70	TOTAL	8	4	3
NEW	28	18	28	NEW	2	1	0
RETAINED	37	37	42	RETAINED	6	3	3
LOST	22	20	8	LOST	1	3	0
RATIO BOYS TO GIRLS			95.9%				4.1%

UTH0080 GREATER SALT LAKE 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	18	38	22	16	20	42
NEW	0	18	26	20	6	8	28
RETAINED	0	0	12	2	10	12	14
LOST	4	0	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	18	37	TOTAL	0	0	1
NEW	0	18	25	NEW	0	0	1
RETAINED	0	0	12	RETAINED	0	0	0
LOST	4	0	3	LOST	0	0	0
RATIO BOYS TO GIRLS			97.4%				2.6%

UTH0051 NORTHWEST REGULATORS HOCKEY LLC SPECIAL

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	7	4	6	8	(2)	2	10
NEW	4	2	5	4	1	3	7
RETAINED	3	2	1	4	(3)	(1)	3
LOST	5	3	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	6	4	3	TOTAL	1	0	3
NEW	3	2	2	NEW	1	0	3
RETAINED	3	2	1	RETAINED	0	0	0
LOST	4	3	0	LOST	1	0	0
RATIO BOYS TO GIRLS			50.0%				50.0%

UTH0050 PEAKS AMATEUR HOCKEY ASSOCIATION YOUTH

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	9	11	16	15	1	5	20
NEW	1	7	13	9	4	6	15
RETAINED	8	4	3	6	(3)	(1)	5
LOST	20	3	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	7	10	15	TOTAL	0	1	1
NEW	1	6	12	NEW	0	1	1
RETAINED	6	4	3	RETAINED	0	0	0
LOST	20	3	4	LOST	0	0	1
RATIO BOYS TO GIRLS			93.8%				6.3%

UTH0092 SALT LAKE COUNTY YOUTH

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	120	103	108	107	1	5	112
NEW	69	53	69	55	14	16	71
RETAINED	51	50	39	52	(13)	(11)	41
LOST	9	18	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	114	96	101	TOTAL	8	7	7
NEW	66	48	64	NEW	5	5	5
RETAINED	48	48	37	RETAINED	3	2	2
LOST	9	18	17	LOST	0	1	1
RATIO BOYS TO GIRLS			93.5%				6.5%

UTH0006 SUMMIT AND WASATCH COUNTY AMATEUR HOCKEY

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	61	61	65	(4)	0	65
NEW	0	61	28	63	(35)	(33)	30
RETAINED	0	0	33	2	31	33	35
LOST	0	0	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	59	56	TOTAL	0	2	5
NEW	0	59	25	NEW	0	2	3
RETAINED	0	0	31	RETAINED	0	0	2
LOST	0	0	9	LOST	0	0	0
RATIO BOYS TO GIRLS			91.8%				8.2%

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	8	7	12	(5)	(1)	11
NEW	47	6	6	8	(2)	0	8
RETAINED	4	2	1	4	(3)	(1)	3
LOST	3	32	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	47	8	7	TOTAL	2	0	0
NEW	43	6	6	NEW	2	0	0
RETAINED	4	2	1	RETAINED	0	0	0
LOST	3	30	1	LOST	0	2	0
RATIO BOYS TO GIRLS			100.0%				0.0%