



# 2009 - 2010 8 & Under Membership Report



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This report focuses on the foundation of USA Hockey’s membership – the 4 to 8 year old age category. To increase participation in youth hockey, a consistent effort must be made to target growth and retention of players in this age category. Analysis of USA Hockey’s membership data has shown that growth in the 4 to 8 age category will positively impact the larger 9 to 14 age group for years to come. Conversely, a recent decline in 4 to 8 year old membership is to blame for the current membership situation in the 9 to 14 age range.

To increase participation and membership, USA Hockey has created an effective plan based around the following two 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

After two seasons of concentrated efforts to grow youth hockey participation in the 4 to 8 year old age category, there has been a positive impact. The age segment has seen a 7% increase in membership since the 2007-08 season, including a 4.5% growth in the 2009-10 season (see chart below). Historically, the age segments best years come during Post-Olympic seasons which means that the 2010-11 season should result in a third consecutive growth year in 4 to 8 year old membership.

The analysis contained in this report examines the membership in the 4 to 8 year old category on the National, Affiliate and Local Association levels for the past 10 seasons (2000-01 through 2009-10). This is done to help all levels of USA Hockey’s structure understand their past performance in membership at this age level and to create reasonable growth goals for the 2010-11 season.

Unfortunately, 44% of children still leave youth hockey before age 9. This sobering statistic disproves the notion that “once a kid gets on the ice, they are hooked on hockey.” Barriers to entry such as time commitment, cost and enjoyment must be addressed to retain a child in youth hockey.

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 new 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

*NHL Lockout (04-05) & post-NHL Lockout (05-06)*

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
NEW	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
RR	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

*Number of players acquired* (points to NEW row)

*Number of players retained* (points to RET row)

*Number of players that left association* (points to LOST row)

*Rate of Retention: percentage of players returning from year before* (points to RR row)

*post-Olympic years (02-03/06-07)* (points to 02-03 and 06-07 columns)



## 2009-10 KEY TAKEAWAYS—NATIONAL

### Total

- The total number of children ages 4 to 8 playing youth hockey in 2009-10 increased by 4,153 (4.5%) to 95,775.
- 2008-09 and 2009-10 marks back-to-back years of growth in the 4 to 8 age category.

### Acquisition

- New players increased by 2,387 (6.0%) from 2008-09 to 41,967.
- Two consecutive years of new growth.

### Retention

- Retained players increased by 1,766 (3.4%) to 53,808.
- The 2009-10 retention increase was the largest of the past decade and the third consecutive year of growth.

### Lost

- Unfortunately, 15,184 players left youth hockey in 2009-10.

### Rate of Retention

- In 2009-10, the rate of retention was 56.2%; this means 43.8% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
NEW	42277	41319	42885	40731	38133	36107	38943	38013	39580	41967
	N/A	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	6.0%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
	N/A	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	3.4%
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
RR	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

BOYS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	87826	86090	87207	85205	81578	76849	77755	77128	78782	81978
	N/A	-2.0%	1.3%	-2.3%	-4.3%	-5.8%	1.2%	-0.8%	2.1%	4.1%
NEW	37397	36539	37356	34909	32703	30103	32487	31733	33013	34819
	N/A	-2.3%	2.2%	-6.6%	-6.3%	-8.0%	7.9%	-2.3%	4.0%	5.5%
RET	50429	49551	49851	50296	48875	46746	45268	45395	45769	47159
	N/A	-1.7%	0.6%	0.9%	-2.8%	-4.4%	-3.2%	0.3%	0.8%	3.0%
LOST	15354	14427	13464	13912	14092	13220	11881	12672	12161	11932
	N/A	-6.0%	-6.7%	3.3%	1.3%	-6.2%	-10.1%	6.7%	-4.0%	-1.9%
RR	57.4%	57.6%	57.2%	59.0%	59.9%	60.8%	58.2%	58.9%	58.1%	57.5%

GIRLS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	8713	8916	9864	10704	10544	11367	12203	12295	12876	13798
	N/A	2.3%	10.6%	8.5%	-1.5%	7.8%	7.4%	0.8%	4.7%	7.2%
NEW	4880	4783	5532	5823	5436	6014	6461	6285	6604	7149
	N/A	-2.0%	15.7%	5.3%	-6.6%	10.6%	7.4%	-2.7%	5.1%	8.3%
RET	3833	4133	4332	4881	5108	5353	5742	6010	6272	6649
	N/A	7.8%	4.8%	12.7%	4.7%	4.8%	7.3%	4.7%	4.4%	6.0%
LOST	2373	2570	2498	2641	2956	2714	2875	3234	3145	3253
	N/A	8.3%	-2.8%	5.7%	11.9%	-8.2%	5.9%	12.5%	-2.8%	3.4%
RR	44.0%	46.4%	43.9%	45.6%	48.4%	47.1%	47.1%	48.9%	48.7%	48.2%



## 2009-10 KEY TAKEAWAYS—OREGON

### Total

- The total number of children ages 4 to 8 playing youth hockey in Oregon increased by 16 (15.5%) to 119.
- Highest number of total players since 2001-02.

### Acquisition

- New players increased by 16 (34.0%) from 2008-09 to 63.
- Acquisition growth in two of the past three seasons.

### Retention

- Retained players stayed the same from 2008-09 at 56.

### Lost

- Unfortunately, 13 players left youth hockey in Oregon in 2009-10.

### Rate of Retention

- In 2009-10, the rate of retention was 47.1%; this means 52.9% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_ 8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	123	121	107	85	72	88	86	106	103	119
	N/A	-1.6%	-11.6%	-20.6%	-15.3%	22.2%	-2.3%	23.3%	-2.8%	15.5%
NEW	83	65	52	51	33	50	48	58	47	63
	N/A	-21.7%	-20.0%	-1.9%	-35.3%	51.5%	-4.0%	20.8%	-19.0%	34.0%
RETAINED	40	56	55	34	39	38	38	48	56	56
	N/A	40.0%	-1.8%	-38.2%	14.7%	-2.6%	0.0%	26.3%	16.7%	0.0%
LOST	26	25	28	23	9	12	11	9	15	13
	N/A	-3.8%	12.0%	-17.9%	-60.9%	33.3%	-8.3%	-18.2%	66.7%	-13.3%
RR	32.5%	46.3%	51.4%	40.0%	54.2%	43.2%	44.2%	45.3%	54.4%	47.1%

BOYS YOUTH HOCKEY_ 8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	118	116	100	82	65	81	77	99	101	114
	N/A	-1.7%	-13.8%	-18.0%	-20.7%	24.6%	-4.9%	28.6%	2.0%	12.9%
NEW	78	63	48	49	27	47	43	52	46	60
	N/A	-19.2%	-23.8%	2.1%	-44.9%	74.1%	-8.5%	20.9%	-11.5%	30.4%
RETAINED	40	53	52	33	38	34	34	47	55	54
	N/A	32.5%	-1.9%	-36.5%	15.2%	-10.5%	0.0%	38.2%	17.0%	-1.8%
LOST	25	23	27	20	8	11	11	9	11	13
	N/A	-8.0%	17.4%	-25.9%	-60.0%	37.5%	0.0%	-18.2%	22.2%	18.2%
RR	33.9%	45.7%	52.0%	40.2%	58.5%	42.0%	44.2%	47.5%	54.5%	47.4%

FEMALE YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	5	5	7	3	7	7	9	7	2	5
	N/A	0.0%	40.0%	-57.1%	133.3%	0.0%	28.6%	-22.2%	-71.4%	150.0%
NEW	5	2	4	2	6	3	5	6	1	3
	N/A	-60.0%	100.0%	-50.0%	200.0%	-50.0%	66.7%	20.0%	-83.3%	200.0%
RETAINED	0	3	3	1	1	4	4	1	1	2
	N/A	0.0%	0.0%	-66.7%	0.0%	300.0%	0.0%	-75.0%	0.0%	100.0%
LOST	1	2	1	3	1	1	0	0	4	0
	N/A	100.0%	-50.0%	200.0%	-66.7%	0.0%	-100.0%	0.0%	0.0%	100.0%
RR	0.0%	60.0%	42.9%	33.3%	14.3%	57.1%	44.4%	14.3%	50.0%	40.0%



## 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.

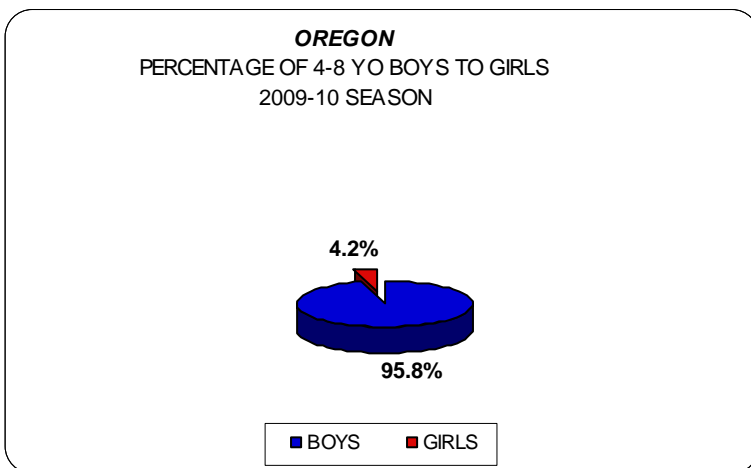
Oregon retention results for 2009-10 by age segment:

- **0.0% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.1%
  - **28.0% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
  - **64.9% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
  - **56.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- |  |       |                   |       |
|--|-------|-------------------|-------|
| ▪ Retention rate for Squirrels in 2009-10: | 64.2% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2009-10:  | 80.2% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2009-10:   | 85.0% | National Average: | 93.6% |

## RATIO OF BOYS TO GIRLS – 4 TO 8 YEAR OLDS

Boys represented 95.8% of all 4 to 8 year olds in Oregon in 2009-10 while girls represented 4.2%.

Nationally, boys represented 85.6% of all 4 to 8 year olds in 2009-10 while girls represented 14.4%.





## 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.

- 2009-10: if your association added 22 new players, your 2010-11 goal is acquire 22 players + 2 more = 24 new players

Each association **retains two** more players than last year.

- 2009-10: if your association retained 30 players, your 2010-11 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.

### 2009-10: 2 & 2 CHALLENGE RESULTS - NATIONAL

- Missed 09-10 goal by 1,411 players
  - Underperformed in acquisition of new players by (395)
  - Underperformed retention goal by (1,016)

### 2010-11: 2 & 2 CHALLENGE GOALS - NATIONAL

- Based on 1,332 associations
  - 2,664 new players acquired (2 per association)
  - 2,664 players retained (2 per association)
- 2010-11 goal is 101,103 (5.6% increase) total youth hockey 4 to 8 year olds

NATIONAL	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	91,622	95,775	97,186	(1,411)	4,153	101,103
NEW	39,580	41,967	42,362	(395)	2,387	44,631
RETAINED	52,042	53,808	54,824	(1,016)	1,766	56,472

### 2009-10: 2 & 2 CHALLENGE RESULTS - OREGON

- Achieved overall growth but did not meet the 2 & 2 Challenge
  - Surpassed acquisition goal of new players by 10
  - Under-performed in retention goal by 6

### 2010-11: 2 & 2 CHALLENGE GOALS - OREGON

- Based on 3 associations that registered 5 players or more in the age group
  - 6 new kids acquired (2 per association)
  - 6 kids retained (2 per association)
- 2010-11 goal is 131 (10.1% increase) total youth hockey 4 to 8 year old players

OREGON	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	103	119	115	4	16	131
NEW	47	63	53	10	16	69
RETAINED	56	56	62	(6)	0	62



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Lane Amateur Hockey Association (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Oregon had a successful growth year. While many associations had tremendous growth, only one association was able to accomplish the 2 & 2 Challenge.*

## OREGON'S 2009-10 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Lane Amateur Hockey Association	+15
2. Rogue Valley Youth Hockey Association	+5
3. Portland Junior Hawks	-7

# OREGON ASSOCIATIONS (3)

## ORH0002 LANE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	17	26	20	23	22	16	10	17	12	27	16	11	15	31
	N/A	52.9%	-23.1%	15.0%	-4.3%	-27.3%	-37.5%	70.0%	-29.4%	125.0%				
NEW	7	14	8	12	11	7	7	10	8	17	10	7	9	19
	N/A	100.0%	-42.9%	50.0%	-8.3%	-36.4%	0.0%	42.9%	-20.0%	112.5%				
RETAINED	10	12	12	11	11	9	3	7	4	10	6	4	6	12
	N/A	20.0%	0.0%	-8.3%	0.0%	-18.2%	-66.7%	133.3%	-42.9%	150.0%				
LOST	7	0	6	3	4	5	2	1	5	1				
	N/A	-100.0%	0.0%	-50.0%	33.3%	25.0%	-60.0%	-50.0%	400.0%	-80.0%				
RR	58.8%	46.2%	60.0%	47.8%	50.0%	56.3%	30.0%	41.2%	33.3%	37.0%				

## ORH0077 PORTLAND JUNIOR HAWKS

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	45	50	52	52	49	66	73	73	79	72	83	(11)	(7)	76
	N/A	11.1%	4.0%	0.0%	-5.8%	34.7%	10.6%	0.0%	8.2%	-8.9%				
NEW	32	30	28	37	25	39	40	32	33	36	35	1	3	38
	N/A	-6.3%	-6.7%	32.1%	-32.4%	56.0%	2.6%	-20.0%	3.1%	9.1%				
RETAINED	13	20	24	15	24	27	33	41	46	36	48	(12)	(10)	38
	N/A	53.8%	20.0%	-37.5%	60.0%	12.5%	22.2%	24.2%	12.2%	-21.7%				
LOST	12	7	8	5	1	8	6	7	6	9				
	N/A	-41.7%	14.3%	-37.5%	-80.0%	700.0%	-25.0%	16.7%	-14.3%	50.0%				
RR	28.9%	40.0%	46.2%	28.8%	49.0%	40.9%	45.2%	56.2%	58.2%	50.0%				

## ORH0005 ROGUE VALLEY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	0	0	0	0	5	4	1	5	9
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
NEW	0	0	0	0	0	0	0	0	0	4	2	2	4	6
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
RETAINED	0	0	0	0	0	0	0	0	0	1	2	(1)	1	3
	N/A	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				
	N/A	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%	20.0%				