



Rhode Island Hockey

12-Year History of Acquisition & Retention in the 4-8 Year Old Category



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Background

USA Hockey has been conducting comprehensive research in order to a) gain a deeper understanding as to why certain segments of USA Hockey membership have been shrinking in recent years; and b) create effective methods to reverse the decline in membership and grow the game.

This study focuses on the base of USA Hockey's membership foundation - the 4 to 8 year old age category. Because the majority of our membership base starts playing hockey between the ages of 4 and 8, it is imperative for this segment to grow each year. The 4-8 year old segment is the feeder system for the much larger 9-14 year old youth hockey segment, and therefore any decrease in the younger segment is only magnified at the 9-14 level. For example, while the overall size of the 4-8 year old segment has decreased by more than 6700 total players over the last decade, the 9-14 year old segment has decreased by more than three times that number (20500) over the same period. Therefore, the health of all of youth hockey is tied directly to our ability to grow the 4-8 year old segment.

Acquisition of youth hockey players in the 4 to 8 age category has mostly been in decline since a peak of 47,750 new members in 1998-99. A decrease in new members in the youngest age group has a ripple effect through membership totals for years, and creates a parallel drop in retention numbers. It has been a decline in the acquisition of new first-timers that has been the primary cause of membership slippage in recent years.

On average, 43.1% of kids playing youth hockey leave the sport before age 9. This sobering statistic disproves the theory that "once a kid gets on the ice they are hooked on hockey." Factors such as cost, time commitment and enjoyment level must all be addressed to keep a child, and a family, in our game.

Such conditions require USA Hockey's Membership Development department to travel concurrent paths in mounting future growth initiatives:

- A comprehensive acquisition strategy to insure that we attract as many prospective new members every season in the key 4 to 8 year old age category
- A comprehensive retention strategy to insure that we keep as many members as possible from one season to the next.

Clearly, this two-pronged approach requires a coordinated effort with USA Hockey's Membership Development department and youth hockey volunteers at the grass roots level across the country.

The Membership Development department is providing resources for local associations to use in both the acquisition and retention of 4 to 8 year olds in youth hockey. The 2 & 2 National Challenge, explained in greater detail in this document, is a call to action for local associations to acquire two more players than the previous season and to retain two more players than last year.

Methodology

This study focuses on the membership of the very youngest age groups – boys and girls ages 4 through 8. The research examines the membership characteristics and behaviors of 4, 5, 6, 7 and 8 year olds in each of the last 12 seasons, from the 1997-1998 season through 2008-09. This methodology allows us to measure:

- (a) The number of NEWLY ACQUIRED players
- (b) The number of RETAINED players
- (c) The number of LOST players
- (d) The RETENTION RATES of players by age segment in each of the last 12 seasons

This study isolates the results on a National, Affiliate, and Local Association level to determine the appropriate course of action based on years of registration figures.



NATIONAL 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in 2008-09 increased by 2,199 or 2.5% to 91,622 from 89,423 in 2007-08.
- In 2008-09, 91,622 total 4-8 year old males & females played hockey – down 7,483 from the peak of 99,105 in 1998-99.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1998-99 with 47,750 players.
- In 2008-09, 39,580 new 4-8 year old males & females were acquired – down 8,170 from the peak but up 1,567 or 4.1% from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2003-04 at 55,176.
- In 2008-09, 52,042 4-8 year old males & females were retained – down 3,134 from the peak but up 632 or 1.2% from 2007-08.

Rate of Retention

- The rate of retention has averaged 56.9% for the 4-8 year old male & female segment over the last 10 years.
- In 2008-09, the rate of retention was 56.8%; this means 43.2% are out of hockey.

MALES & FEMALES BY AGE SEGMENT

In 2008-09, each of the age segments from 4 to 8 years old increased from the previous year. This is significant in that it was the first time since the mid-1990s that all five of these age segments increased in a non-Post-Olympic season.

MALES & FEMALES	2007-08	# difference from '06-07	% difference from '06-07	2008-09	# difference from '07-08	% difference from '07-08
4 YEAR OLDS	6874	+221	+3.3%	7514	+640	+9.3%
5 YEAR OLDS	13557	-125	-1.0%	14583	+1026	+7.6
6 YEAR OLDS	19544	-166	-0.9%	19879	+335	+1.7%
7 YEAR OLDS	23163	-272	-1.2%	23361	+198	+0.8%
8 YEAR OLDS	26285	-191	-0.8%	26291	+6	+0.1%
TOTALS	89423	-533	-0.6%	91622	+2199	+2.5%

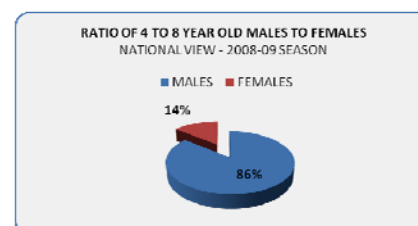
RETENTION INCREASES WITH AGE

As might be expected, the older a player gets and/or the more consecutive seasons a player plays, the more likely that player will stick with ice hockey. Only one in three 4 year olds repeat as 5 year olds, twice as many, or two of three 6 year olds repeat as 7 year olds. So while retention rates are high from Squirts on up, the overall growth of hockey is inextricably dependent on acquiring a growing pool of 4-8 year olds. Retention results for 2008-09 by age segment:

- **32.0% of all 4 Year Olds returned as 5 Year Olds** – or 32 in every 100
 - **52.5% of all 5 Year Olds returned as 6 Year Olds** – or 52 in every 100
 - **67.8% of all 6 Year Olds returned as 7 Year Olds** – or 67 in every 100
 - **76.2% of all 7 Year Olds returned as 8 Year Olds** – or 76 in every 100
- Retention rate for Squirts in 2008-09: 85.6%
 - Retention rate for Pee Wees in 2008-09: 91.2%
 - Retention rate for Bantams in 2008-09: 93.6%

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%. The mix has been impacted by a decrease in the male 4 to 8 year-old pool and the increase in the female pool.





NATIONAL SUMMARY - 4 TO 8 YEAR OLDS

MALE & FEMALE YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	94093	99105	98330	96538	95006	97070	95907	92121	88213	89956	89423	91622	93419	90267
		5.3%	-0.8%	-1.8%	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	-0.8%	-0.9%
NEW	45732	47750	44643	42277	41319	42885	40731	38133	36107	38943	38013	39580	40263	38155
		4.4%	-6.5%	-5.3%	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	-1.7%	-0.4%
RET	48361	51355	53687	54261	53687	54185	55176	53988	52106	51013	51410	52042	53156	52112
		6.2%	4.5%	1.1%	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	0.2%	-1.1%
LOST	15614	17114	18070	17726	16993	15960	16552	17043	15929	14752	15899	15305	16423	15786
		9.6%	5.6%	-1.9%	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-1.0%	-1.4%
RR	51.4%	51.8%	54.6%	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.9%	57.7%

MALE YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	87600	91323	90192	87826	86090	87207	85205	81578	76849	77755	77128	78782	82861	78418
		4.3%	-1.2%	-2.6%	-2.0%	1.3%	-2.3%	-4.3%	-5.8%	1.2%	-0.8%	2.1%	-1.4%	-1.5%
NEW	41756	42915	39944	37397	36539	37356	34909	32703	30103	32487	31733	33013	34618	32008
		2.8%	-6.9%	-6.4%	-2.3%	2.2%	-6.6%	-6.3%	-8.0%	7.9%	-2.3%	4.0%	-2.5%	-0.9%
RET	45844	48408	50248	50429	49551	49851	50296	48875	46746	45268	45395	45769	48243	46411
		5.6%	3.8%	0.4%	-1.7%	0.6%	0.9%	-2.8%	-4.4%	-3.2%	0.3%	0.8%	-0.5%	-1.8%
LOST	13713	15031	15610	15354	14427	13464	13912	14092	13220	11881	12672	12161	13679	12805
		9.6%	3.9%	-1.6%	-6.0%	-6.7%	3.3%	1.3%	-6.2%	-10.1%	6.7%	-4.0%	-2.0%	-2.5%
RR	52.3%	53.0%	55.7%	57.4%	57.6%	57.2%	59.0%	59.9%	60.8%	58.2%	58.9%	58.1%	58.3%	59.2%

FEMALE YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	6495	7783	8141	8713	8916	9864	10704	10544	11367	12203	12295	12876	9275	11857
GR		19.8%	4.6%	7.0%	2.3%	10.6%	8.5%	-1.5%	7.8%	7.4%	0.8%	4.7%	5.2%	3.8%
NEW	3978	4836	4703	4880	4783	5532	5823	5436	6014	6461	6285	6604	5652	6160
GR		21.6%	-2.8%	3.8%	-2.0%	15.7%	5.3%	-6.6%	10.6%	7.4%	-2.7%	5.1%	3.4%	2.8%
RET	2517	2947	3438	3833	4133	4332	4881	5108	5353	5742	6010	6272	4910	5697
GR		17.1%	16.7%	11.5%	7.8%	4.8%	12.7%	4.7%	4.8%	7.3%	4.7%	4.4%	7.9%	5.1%
LOST	1901	2085	2461	2373	2570	2498	2641	2956	2714	2875	3234	3145	2747	2985
GR		9.7%	18.0%	-3.6%	8.3%	-2.8%	5.7%	11.9%	-8.2%	5.9%	12.5%	-2.8%	4.5%	3.9%
RR	38.8%	37.9%	42.2%	44.0%	46.4%	43.9%	45.6%	48.4%	47.1%	47.1%	48.9%	48.7%	46.2%	48.0%

Graph Key:

NEW: the number of new players acquired for that season.

RET: the number of players retained.

LOST: the number of players that from the previous season.

RR: the rate of retention percentage is the number of players returning from the year before.

Yellow Shading in the years: recognizes post-Olympic seasons.

Green Shading in data: recognizes the peak seasons.



RHODE ISLAND AMATEUR HOCKEY 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in Rhode Island in 2008-09 decreased by 99 (or 5.8%) going to 1,607 from 1,706 in 2007-08.
- In 2008-09, 1,607 total 4-8 year old males & females played hockey down 276 from the peak of 1,883 in 1999-00.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1998-99 with 843 players.
- In 2008-09, 559 new 4-8 year old males & females were acquired – down 284 from the peak, and down 158 players or 22.0% from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2003-04 at 1,137.
- In 2008-09, 1,048 4-8 year old males & females were retained – down 89 from the peak, but up 59 or 6.0% from 2007-08.

Rate of Retention

- The rate of retention has averaged 61.5% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 65.2%; this means 34.8% are out of hockey by the age of 9.

MALES & FEMALES BY AGE SEGMENT

The overall pool of 4-8 year old males and females continued to shrink in 2008-09 but the decline in recent years is slowing.

MALES & FEMALES	2007-08	# difference from '06-07	% difference from '06-07	2008-09	# difference from '07-08	% difference from '07-08
4 YEAR OLDS	243	+44	+22.1%	223	-20	-8.2%
5 YEAR OLDS	331	+38	+13.0%	299	-32	-9.7%
6 YEAR OLDS	362	+9	+2.5%	360	-2	-0.6%
7 YEAR OLDS	391	+47	+13.7%	358	-33	-8.4%
8 YEAR OLDS	379	-9	-2.3%	367	-12	-3.2%
TOTALS	1,706	+129	+8.2%	1,607	-99	-5.8%

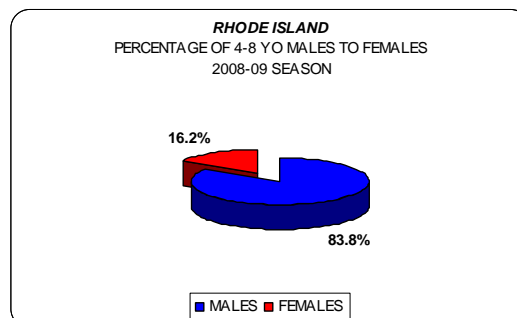
RETENTION INCREASES WITH AGE

As might be expected, the older a player gets and/or the more consecutive seasons a player plays, the more likely that player will stick with ice hockey. So while retention rates are high from Squirts on up, the overall growth of hockey depends on acquiring a growing pool of 4-8 year olds. Rhode Island Amateur Hockey Association's retention results for 2008-09 by age segment:

- **50.8% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **68.3% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **77.1% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **87.2% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|---|-------|-------------------|-------|
| ▪ Retention rate for Squirts in 2008-09: | 90.2% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 93.9% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09: | 95.5% | National Average: | 93.6% |

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 83.8% of all 4 to 8 year olds in Rhode Island in 2008-09 while females represented 16.2%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





RHODE ISLAND AMATEUR HOCKEY ASSOCIATION SUMMARY - 4 TO 8 YEAR OLDS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	1698	1827	1883	1731	1735	1855	1778	1618	1506	1577	1706	1607	1700	1603
		7.6%	3.1%	-8.1%	0.2%	6.9%	-4.2%	-9.0%	-6.9%	4.7%	8.2%	-5.8%	-1.1%	-1.8%
NEW	741	843	819	665	697	822	641	610	566	640	717	559	674	618
		13.8%	-2.8%	-18.8%	4.8%	17.9%	-22.0%	-4.8%	-7.2%	13.1%	12.0%	-22.0%	-3.0%	-1.8%
RETAINED	957	984	1064	1066	1038	1033	1137	1008	940	937	989	1048	1026	984
		2.8%	8.1%	0.2%	-2.6%	-0.5%	10.1%	-11.3%	-6.7%	-0.3%	5.5%	6.0%	0.8%	-1.4%
LOST	515	426	438	505	380	431	442	439	430	336	322	419	414	389
		-17.3%	2.8%	15.3%	-24.8%	13.4%	2.6%	-0.7%	-2.1%	-21.9%	-4.2%	30.1%	1.1%	0.3%
RR	56.4%	53.9%	56.5%	61.6%	59.8%	55.7%	63.9%	62.3%	62.4%	59.4%	58.0%	65.2%	60.5%	61.5%

MALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	1546	1627	1678	1550	1537	1647	1566	1409	1274	1335	1419	1346	1476	1357
		5.2%	3.1%	-7.6%	-0.8%	7.2%	-4.9%	-10.0%	-9.6%	4.8%	6.3%	-5.1%	-1.7%	-2.7%
NEW	646	725	705	585	595	703	543	511	453	520	564	447	563	499
		12.2%	-2.8%	-17.0%	1.7%	18.2%	-22.8%	-5.9%	-11.4%	14.8%	8.5%	-20.7%	-3.7%	-2.9%
RETAINED	900	902	973	965	942	944	1023	898	821	815	855	899	914	858
		0.2%	7.9%	-0.8%	-2.4%	0.2%	8.4%	-12.2%	-8.6%	-0.7%	4.9%	5.1%	0.2%	-2.3%
LOST	435	366	357	426	314	339	366	361	353	262	255	310	334	308
		-15.9%	-2.5%	19.3%	-26.3%	8.0%	8.0%	-1.4%	-2.2%	-25.8%	-2.7%	21.6%	-0.4%	-2.1%
RR	58.2%	55.4%	58.0%	62.3%	61.3%	57.3%	65.3%	63.7%	64.4%	61.0%	60.3%	66.8%	62.0%	63.3%

FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE
TOTAL	152	200	205	181	198	208	212	209	233	242	287	261	224	246
		31.6%	2.5%	-11.7%	9.4%	5.1%	1.9%	-1.4%	11.5%	3.9%	18.6%	-9.1%	3.1%	4.7%
NEW	95	118	114	80	102	119	98	99	114	120	153	112	111	120
		24.2%	-3.4%	-29.8%	27.5%	16.7%	-17.6%	1.0%	15.2%	5.3%	27.5%	-26.8%	1.5%	4.4%
RETAINED	57	82	91	101	96	89	114	110	119	122	134	149	113	127
		43.9%	11.0%	11.0%	-5.0%	-7.3%	28.1%	-3.5%	8.2%	2.5%	9.8%	11.2%	6.6%	5.6%
LOST	80	60	81	79	66	92	76	78	77	75	67	110	80	81
		-25.0%	35.0%	-2.5%	-16.5%	39.4%	-17.4%	2.6%	-1.3%	-2.6%	-10.7%	64.2%	9.0%	10.5%
RR	37.5%	41.0%	44.4%	55.8%	48.5%	42.8%	53.8%	52.6%	51.1%	50.4%	46.7%	57.1%	50.3%	51.6%

Graph Key:

NEW: the number of new players you acquired for that season.

RET: the number of players you retained.

LOST: the number of players that left your association.

RR: the rate of retention percentage is the number of players returning from the year before.

Yellow Shading in the years: recognizes post-Olympic seasons.

Green Shading in data: recognizes the peak seasons.



2 & 2 NATIONAL CHALLENGE

Recently the number of children between the ages of 4 to 8 playing hockey has been shrinking. Shockingly, over the last 10 years, acquisition of new players has dropped from 47,752 to 39,212 in 2008-09. To add to the shrinking numbers, 43% stop playing hockey by age 9, proving that retention is as important as recruitment.

The 2 & 2 National Challenge is a call to action for local associations. We are asking each association to acquire two more players than last year. For example, if your association brought in 22 new 4 to 8 year olds last year, then next year you want to get 24.

The second half of the challenge is to improve the retention of your 4 to 8 year olds by two more players. If your club kept 30 players from the previous season, next year you need 32 hockey players back on the ice.

NATIONAL 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season**
 - **Based on 1,391 associations**
 - **41,994 new kids acquired**
 - **54,781 kids retained**
 - **96,775 total youth hockey 4-8 year olds**
 - **6.1% increase**

	2008-09	2009-10	+/-
NEW	39,212	41,994	+2,782 +7.1%
RETAINED	51,999	54,781	+2,782 +5.4%
TOTAL	91,211	96,775	+5,564 +6.1%

RHODE ISLAND'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 16 associations**
 - **591 new kids acquired**
 - **1,080 kids retained**
 - **1,671 total youth hockey 4-8 year olds**
 - **4.0% increase**

	2008-09	2009-10	+/-
NEW	559	591	+32 +5.7%
RETAINED	1,048	1,080	+32 +3.1%
TOTAL	1,607	1,671	+64 +4.0%

RHODE ISLAND ASSOCIATIONS (16)

RIH0003 BROWN YOUTH HOCKEY ASSOCIATION INC

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	46	38	48	35	58	64	50	46	49	37	47	48	48	45	52
		-17.4%	26.3%	-27.1%	65.7%	10.3%	-21.9%	-8.0%	6.5%	-24.5%	27.0%	2.1%	5.7%	0.6%	8.5%
NEW	19	19	21	20	35	32	15	22	26	20	26	29	25	25	31
		0.0%	10.5%	-4.8%	75.0%	-8.6%	-53.1%	46.7%	18.2%	-23.1%	30.0%	11.5%	10.2%	16.7%	7.7%
RETAINED	27	19	27	15	23	32	35	24	23	17	21	19	24	21	21
		-29.6%	42.1%	-44.4%	53.3%	39.1%	9.4%	-31.4%	-4.2%	-26.1%	23.5%	-9.5%	5.2%	-9.5%	9.5%
LOST	7	11	6	14	7	11	21	15	11	22	8	14	13	14	
		57.1%	-45.5%	133.3%	-50.0%	57.1%	90.9%	-28.6%	-26.7%	100.0%	-63.6%	75.0%	24.2%	11.2%	
RR	58.7%	50.0%	56.3%	42.9%	39.7%	50.0%	70.0%	52.2%	46.9%	45.9%	44.7%	39.6%	48.8%	45.9%	

RIH0142 BURRILLVILLE JUNIOR HOCKEY LEAGUE

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	102	108	114	108	94	92	85	99	83	88	102	112	98	97	116
		5.9%	5.6%	-5.3%	-13.0%	-2.1%	-7.6%	16.5%	-16.2%	6.0%	15.9%	9.8%	1.0%	6.4%	3.9%
NEW	52	51	54	42	35	33	34	44	20	36	37	35	37	34	37
		-1.9%	5.9%	-22.2%	-16.7%	-5.7%	3.0%	29.4%	-54.5%	80.0%	2.8%	-5.4%	1.7%	10.4%	5.4%
RETAINED	50	57	60	66	59	59	51	55	63	52	65	77	61	62	79
		14.0%	5.3%	10.0%	-10.6%	0.0%	-13.6%	7.8%	14.5%	-17.5%	25.0%	18.5%	3.9%	9.7%	3.1%
LOST	27	27	25	31	24	22	22	24	24	18	15	11	22	18	
		0.0%	-7.4%	24.0%	-22.6%	-8.3%	0.0%	9.1%	0.0%	-25.0%	-16.7%	-26.7%	-7.4%	-11.8%	
RR	49.0%	52.8%	52.6%	61.1%	62.8%	64.1%	60.0%	55.6%	75.9%	59.1%	63.7%	68.8%	62.4%	64.6%	

RIH0143 CRANSTON LEAGUE FOR CRANSTONS FUTURE

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	99	194	200	164	193	163	138	103	86	72	68	96	128	85	100
		96.0%	3.1%	-18.0%	17.7%	-15.5%	-15.3%	-25.4%	-16.5%	-16.3%	-5.6%	41.2%	-5.1%	-4.5%	5.9%
NEW	32	136	101	64	89	81	54	43	37	22	35	69	60	41	71
		325.0%	-25.7%	-36.6%	39.1%	-9.0%	-33.3%	-20.4%	-14.0%	-40.5%	59.1%	97.1%	1.6%	16.3%	5.7%
RETAINED	67	58	99	100	104	82	84	60	49	50	33	27	69	44	29
		-13.4%	70.7%	1.0%	4.0%	-21.2%	2.4%	-28.6%	-18.3%	2.0%	-34.0%	-18.2%	-4.0%	-19.4%	6.1%
LOST	62	20	78	62	37	92	63	49	39	34	22	23	50	33	
		-67.7%	290.0%	-20.5%	-40.3%	148.6%	-31.5%	-22.2%	-20.4%	-12.8%	-35.3%	4.5%	26.0%	-17.2%	
RR	67.7%	29.9%	49.5%	61.0%	53.9%	50.3%	60.9%	58.3%	57.0%	69.4%	48.5%	28.1%	53.7%	52.3%	

RIH0150 EDGWOOD RHODE ISLAND-ERIHA

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	160	98	221	123	129	221	183	144	135	91	141	91	148	120	95
		-38.8%	125.5%	-44.3%	4.9%	71.3%	-17.2%	-21.3%	-6.3%	-32.6%	54.9%	-35.5%	9.9%	-8.1%	2.8%
NEW	74	30	145	37	60	147	76	72	68	42	87	30	76	60	32
		-59.5%	383.3%	-74.5%	62.2%	145.0%	-48.3%	-5.3%	-5.6%	-38.2%	107.1%	-65.5%	46.0%	-1.5%	2.3%
RETAINED	86	68	76	86	69	74	107	72	67	49	54	61	72	61	63
		-20.9%	11.8%	13.2%	-19.8%	7.2%	44.6%	-32.7%	-6.9%	-26.9%	10.2%	13.0%	1.4%	-8.7%	3.7%
LOST	86	65	16	111	43	43	85	86	85	57	27	70	62	65	
		-24.4%	-75.4%	593.8%	-61.3%	0.0%	97.7%	1.2%	-1.2%	-32.9%	-52.6%	159.3%	62.8%	14.7%	
RR	53.8%	69.4%	34.4%	69.9%	53.5%	33.5%	58.5%	50.0%	49.6%	53.8%	38.3%	67.0%	50.9%	51.8%	

RIH0139 GPYHA

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	108	111	104	120	127	127	160	160	147	147	149	125	137	146	129
		2.8%	-6.3%	15.4%	5.8%	0.0%	26.0%	0.0%	-8.1%	0.0%	1.4%	-16.1%	1.8%	-4.6%	2.7%
NEW	56	57	47	58	54	38	66	65	50	47	60	42	53	53	44
		1.8%	-17.5%	23.4%	-6.9%	-29.6%	73.7%	-1.5%	-23.1%	-6.0%	27.7%	-30.0%	1.0%	-6.6%	3.3%
RETAINED	52	54	57	62	73	89	94	95	97	100	89	83	84	93	85
		3.8%	5.6%	8.8%	17.7%	21.9%	5.6%	1.1%	2.1%	3.1%	-11.0%	-6.7%	4.8%	-2.3%	2.4%
LOST	32	34	35	32	31	17	12	45	35	32	31	43	31	37	
		6.3%	2.9%	-8.6%	-3.1%	-45.2%	-29.4%	275.0%	-22.2%	-8.6%	-3.1%	38.7%	19.6%	56.0%	
RR	48.1%	48.6%	54.8%	51.7%	57.5%	70.1%	58.8%	59.4%	66.0%	68.0%	59.7%	66.4%	61.2%	63.9%	

RIH0170 NEWPORT YOUTH HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	160	182	190	230	205	165	166	164	162	152	233	233	190	189	237
		13.8%	4.4%	21.1%	-10.9%	-19.5%	0.6%	-1.2%	-1.2%	-6.2%	53.3%	0.0%	4.0%	8.9%	1.7%
NEW	79	86	85	117	82	59	59	67	61	56	134	93	81	82	95
		8.9%	-1.2%	37.6%	-29.9%	-28.0%	0.0%	13.6%	-9.0%	-8.2%	139.3%	-30.6%	8.4%	21.0%	1.5%
RETAINED	81	96	105	113	123	106	107	97	101	96	99	140	109	107	142
		18.5%	9.4%	7.6%	8.8%	-13.8%	0.9%	-9.3%	4.1%	-5.0%	3.1%	41.4%	4.7%	6.9%	2.0%
LOST	39	35	47	56	74	56	28	39	50	31	23	75	48	44	
		-10.3%	34.3%	19.1%	32.1%	-24.3%	-50.0%	39.3%	28.2%	-38.0%	-25.8%	226.1%	24.1%	46.0%	
RR	50.6%	52.7%	55.3%	49.1%	60.0%	64.2%	64.5%	59.1%	62.3%	63.2%	42.5%	60.1%	58.0%	57.4%	

RIH0146

N.R.I. VIKINGS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														09-10	
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	244	233	230	228	213	179	161	157	140	196	192	175	187	172	179
		-4.5%	-1.3%	-0.9%	-6.6%	-16.0%	-10.1%	-2.5%	-10.8%	40.0%	-2.0%	-8.9%	-1.9%	3.2%	2.1%
NEW	106	97	100	93	85	62	50	61	53	107	80	68	76	74	70
		-8.5%	3.1%	-7.0%	-8.6%	-27.1%	-19.4%	22.0%	-13.1%	101.9%	-25.2%	-15.0%	1.2%	14.1%	2.5%
RETAINED	138	136	130	135	128	117	111	96	87	89	112	107	111	98	109
		-1.4%	-4.4%	3.8%	-5.2%	-8.6%	-5.1%	-13.5%	-9.4%	2.3%	25.8%	-4.5%	-1.9%	0.2%	1.8%
LOST	105	64	67	66	54	65	39	25	33	23	64	65	50	42	
		-39.0%	4.7%	-1.5%	-18.2%	20.4%	-40.0%	-35.9%	32.0%	-30.3%	178.3%	1.6%	11.1%	29.1%	
RR	56.6%	58.4%	56.5%	59.2%	60.1%	65.4%	68.9%	61.1%	62.1%	45.4%	58.3%	61.1%	59.8%	57.6%	

RIH0147

PAWTUCKET YOUTH ASSOCIATION SPECIAL

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														09-10	
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	105	81	82	77	76	67	59	61	63	64	82	77	71	69	81
		-22.9%	1.2%	-6.1%	-1.3%	-11.8%	-11.9%	3.4%	3.3%	1.6%	28.1%	-6.1%	0.0%	6.1%	4.9%
NEW	47	39	43	43	50	32	20	35	41	27	50	42	38	39	44
		-17.0%	10.3%	0.0%	16.3%	-36.0%	-37.5%	75.0%	17.1%	-34.1%	85.2%	-16.0%	8.0%	25.4%	4.0%
RETAINED	58	42	39	34	26	35	39	26	22	37	32	35	33	30	37
		-27.6%	-7.1%	-12.8%	-23.5%	34.6%	11.4%	-33.3%	-15.4%	68.2%	-13.5%	9.4%	1.8%	3.1%	6.3%
LOST	25	22	12	13	18	15	9	7	14	9	9	29	14	14	
		-12.0%	-45.5%	8.3%	38.5%	-16.7%	-40.0%	-22.2%	100.0%	-35.7%	0.0%	222.2%	20.9%	52.9%	
RR	55.2%	51.9%	47.6%	44.2%	34.2%	52.2%	66.1%	42.6%	34.9%	57.8%	39.0%	45.5%	46.4%	44.0%	

RIH0008

PROVIDENCE CAPITALS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														09-10	
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	1	4	32	18	37	35	35	37	28	33	26	34	37
		0.0%	0.0%	300.0%	700.0%	-43.8%	105.6%	-5.4%	0.0%	5.7%	-24.3%	17.9%	105.6%	-1.2%	14.3%
NEW	0	0	1	4	32	6	33	26	23	24	18	24	19	23	26
		0.0%	0.0%	300.0%	700.0%	-81.3%	450.0%	-21.2%	-11.5%	4.3%	-25.0%	33.3%	134.9%	-4.0%	11.1%
RETAINED	0	0	0	0	0	12	4	9	12	13	10	9	7	11	11
		0.0%	0.0%	0.0%	0.0%	0.0%	-66.7%	125.0%	33.3%	8.3%	-23.1%	-10.0%	6.7%	26.7%	22.2%
LOST	0	0	0	0	0	6	1	8	7	4	8	3	4	6	
		0.0%	0.0%	0.0%	0.0%	0.0%	-83.3%	700.0%	-12.5%	-42.9%	100.0%	-62.5%	59.9%	136.4%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	10.8%	25.7%	34.3%	35.1%	35.7%	27.3%	23.6%	31.6%	

RIH0141 RHODE ISLAND PANTHERS GIRLS ICE HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	1	0	0	1	0	0	2	0	0	0	20	51	7	14	55
		-100.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	155.0%	-4.5%	11.0%	20.0%
NEW	0	0	0	1	0	0	2	0	0	0	20	49	7	14	51
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	145.0%	14.5%	29.0%	10.0%
RETAINED	1	0	0	0	0	0	0	0	0	0	0	2	0	0	4
		-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
LOST	0	0	0	0	0	0	0	0	0	0	0	19	2	4	
		0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	3.9%	0.4%	0.8%	

RIH0166 RHODE ISLAND REVOLUTION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	0	0	0	0	1	0	0	5
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	400.0%
NEW	0	0	0	0	0	0	0	0	0	0	0	1	0	0	3
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	200.0%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
		0.0%	0.0%	0.0%	0.0%	0.0%	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	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	

RIH0007 RHODE ISLAND SAINTS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	2	0	0	0	0	0	16	19	11	16	6	12	20
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	-42.1%	45.5%	2.2%	4.4%	36.4%
NEW	0	0	2	0	0	0	0	0	16	18	11	16	6	12	18
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	-38.9%	45.5%	1.9%	3.8%	18.2%
RETAINED	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-10.0%	-20.0%	0.0%
LOST	0	0	0	0	0	0	0	0	0	0	0	1	0	0	
		0.0%	0.0%	0.0%	0.0%	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%	5.3%	0.0%	0.0%	0.5%	1.1%	

RIH0011 SOUTHERN RHODE ISLAND YOUTH HOCKEY ASSOC

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	268	229	194	165	136	158	160	131	163	164
		0.0%	0.0%	0.0%	0.0%	0.0%	-14.6%	-15.3%	-14.9%	-17.6%	16.2%	1.3%	-4.5%	-6.1%	2.5%
NEW	0	0	0	0	0	268	87	68	60	45	63	65	66	60	67
		0.0%	0.0%	0.0%	0.0%	0.0%	-67.5%	-21.8%	-11.8%	-25.0%	40.0%	3.2%	-8.3%	-3.1%	3.2%
RETAINED	0	0	0	0	0	0	142	126	105	91	95	95	65	102	97
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-11.3%	-16.7%	-13.3%	4.4%	0.0%	-3.7%	-7.4%	2.1%
LOST	0	0	0	0	0	0	92	56	68	44	22	40	32	46	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-39.1%	21.4%	-35.3%	-50.0%	81.8%	-2.1%	-4.2%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	62.0%	64.9%	63.6%	66.9%	60.1%	59.4%	37.7%	63.0%	

RIH0144 WARWICK JUNIOR HOCKEY ASSOCIATION

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	260	282	257	222	195	185	164	181	160	152	200	189	191	176	193
		8.5%	-8.9%	-13.6%	-12.2%	-5.1%	-11.4%	10.4%	-11.6%	-5.0%	31.6%	-5.5%	-3.1%	4.0%	2.0%
NEW	121	131	110	82	78	90	62	95	56	63	117	76	83	81	78
		8.3%	-16.0%	-25.5%	-4.9%	15.4%	-31.1%	53.2%	-41.1%	12.5%	85.7%	-35.0%	1.3%	15.1%	1.7%
RETAINED	139	151	147	140	117	95	102	86	104	89	83	113	108	95	115
		8.6%	-2.6%	-4.8%	-16.4%	-18.8%	7.4%	-15.7%	20.9%	-14.4%	-6.7%	36.1%	-1.5%	4.0%	2.4%
LOST	54	53	56	52	51	48	47	32	45	38	29	48	45	38	
		-1.9%	5.7%	-7.1%	-1.9%	-5.9%	-2.1%	-31.9%	40.6%	-15.6%	-23.7%	65.5%	2.4%	7.0%	
RR	53.5%	53.5%	57.2%	63.1%	60.0%	51.4%	62.2%	47.5%	65.0%	58.6%	41.5%	59.8%	56.6%	54.5%	

RIH0140 WEST BAY ISLANDERS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	125	185	169	153	165	134	146	119	110	101	100	97	129	105	101
		48.0%	-8.6%	-9.5%	7.8%	-18.8%	9.0%	-18.5%	-7.6%	-8.2%	-1.0%	-3.0%	-5.8%	-7.6%	4.0%
NEW	68	121	84	64	77	54	63	48	51	42	47	45	58	47	47
		77.9%	-30.6%	-23.8%	20.3%	-29.9%	16.7%	-23.8%	6.3%	-17.6%	11.9%	-4.3%	-7.5%	-5.5%	4.3%
RETAINED	57	64	85	89	88	80	83	71	59	59	53	52	72	59	54
		12.3%	32.8%	4.7%	-1.1%	-9.1%	3.8%	-14.5%	-16.9%	0.0%	-10.2%	-1.9%	-1.2%	-8.7%	3.8%
LOST	38	51	73	47	37	72	40	58	41	35	29	37	47	40	
		34.2%	43.1%	-35.6%	-21.3%	94.6%	-44.4%	45.0%	-29.3%	-14.6%	-17.1%	27.6%	4.8%	2.3%	
RR	45.6%	34.6%	50.3%	58.2%	53.3%	59.7%	56.8%	59.7%	53.6%	58.4%	53.0%	53.6%	55.7%	55.7%	

RIH0161

WOONSOCKET NORTH STARS

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	131	139	139	131	139	141	127	102	130	171	109	130	132	128	134
		6.1%	0.0%	-5.8%	6.1%	1.4%	-9.9%	-19.7%	27.5%	31.5%	-36.3%	19.3%	1.4%	4.5%	3.7%
NEW	64	59	52	44	66	56	56	32	66	87	33	60	55	56	62
		-7.8%	-11.9%	-15.4%	50.0%	-15.2%	0.0%	-42.9%	106.3%	31.8%	-62.1%	81.8%	12.3%	23.0%	6.1%
RETAINED	67	80	87	87	73	85	71	70	64	84	76	70	77	73	72
		19.4%	8.8%	0.0%	-16.1%	16.4%	-16.5%	-1.4%	-8.6%	31.3%	-9.5%	-7.9%	-0.4%	0.8%	2.6%
LOST	37	44	34	40	29	37	44	38	16	32	79	29	38	39	
		18.9%	-22.7%	17.6%	-27.5%	27.6%	18.9%	-13.6%	-57.9%	100.0%	146.9%	-63.3%	12.6%	22.4%	
RR	51.1%	57.6%	62.6%	66.4%	52.5%	60.3%	55.9%	68.6%	49.2%	49.1%	69.7%	53.8%	58.8%	58.1%	