



# 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—MISSOURI

### Total

- The total number of children ages 8 & under registered in Missouri increased by 245 (15.3%) to 1,844.
- With 1,844 children playing during the 2010-11 season, it was the peak for the past five years.
- Missouri has posted TWO consecutive years of overall growth, including a peak in boys at 1,731 (15.3%) and girls at 113 (15.3%) over the past five years.

### Acquisition – Two consecutive years of growth

- New players increased by 143 (19.3%) from 2009-10 to 883.
- The 2010-11 season marked the highest amount of new players, both boys and girls, entering the game over the past five years.

### Retention – Three consecutive years of growth

- Retained players increased by 102 (11.9%) from 2009-10 to 961.
- Missouri posted a peak of 914 boys and 47 girls 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>	1193	1410	1349	1599	1844
	N/A	18.2%	-4.3%	18.5%	15.3%
<b>NEW</b>	475	742	558	740	883
	N/A	56.2%	-24.8%	32.6%	19.3%
<b>RETAINED</b>	718	668	791	859	961
	N/A	-7.0%	18.4%	8.6%	11.9%
<b>LOST</b>	267	188	318	250	329
	N/A	-29.6%	69.1%	-21.4%	31.6%

BOYS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	1132	1329	1253	1501	1731
	N/A	17.4%	-5.7%	19.8%	15.3%
<b>NEW</b>	439	683	497	685	817
	N/A	55.6%	-27.2%	37.8%	19.3%
<b>RETAINED</b>	693	646	756	816	914
	N/A	-6.8%	17.0%	7.9%	12.0%
<b>LOST</b>	250	168	286	214	287
	N/A	-32.8%	70.2%	-25.2%	34.1%

GIRLS_8 & UNDER_ SUMMARY					
	06-07	07-08	08-09	09-10	10-11
<b>TOTAL</b>	61	81	96	98	113
	N/A	32.8%	18.5%	2.1%	15.3%
<b>NEW</b>	36	59	61	55	66
	N/A	63.9%	3.4%	-9.8%	20.0%
<b>RETAINED</b>	25	22	35	43	47
	N/A	-12.0%	59.1%	22.9%	9.3%
<b>LOST</b>	17	20	32	36	42
	N/A	17.6%	60.0%	12.5%	16.7%



## 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.

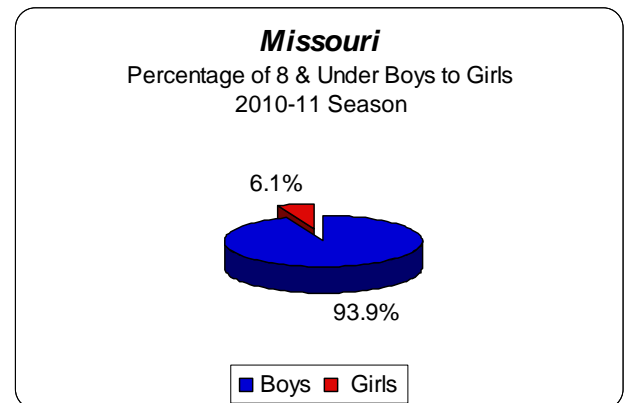
Missouri's retention results for 2010-11 by age segment:

- **41.4% of all 4 Year Olds returned as 5 Year Olds** – National Average 34.3%
- **55.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.3%
- **61.9% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.0%
- **67.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 74.9%
  
- **75.7% of all Squirts returned in 2010-11** – National Average 83.9%
- **88.2% of all Pee Wees returned in 2010-11** – National Average 90.5%
- **90.3% of all Bantams returned in 2010-11** – National Average 94.0%

## RATIO OF BOYS TO GIRLS – 8 & Under

Boys represented 93.9% of all 8 & unders in Missouri in 2010-11 while girls represented 6.1%.

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: MISSOURI

### 2010-11: RESULTS

- Achieved overall growth and met the 2 & 2 Challenge
  - Surpassed acquisition goal by 117
  - Surpassed retention goal by 76

### 2011-12: GOALS

- Based on 13 associations that registered 5 players or more in the age group
  - 26 kids acquired (2 per association)
  - 26 kids retained (2 per association)
- 2011-12 goal is 1,896 (2.8% increase) total 4 to 8 year old players

MISSOURI	2010-11 GOAL	2010-11 ACTUAL	2011-12 GOAL
TOTAL	1,651	1,844	1,896
NEW	766	883	909
RETAINED	885	961	987



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Meramec Hockey Club, St. Louis Rockets Hockey Association, Twin Bridges Lightning, and Mid Missouri Tigers (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Missouri had a successful growth year and met the 2 & 2 Challenge! While many associations had tremendous growth, only four were able to successfully meet all requirements of the 2 & 2 Challenge.*

## MISSOURI'S 2010-11 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Meramec Hockey Club	+144
2. St. Louis Rockets Hockey Association	+61
3. Southern Illinois Ice Hawks	+26
4. East Alton Ice Arena	+24
5. Twin Bridges Lightning	+17
6. Mid Missouri Tigers	+15
7. Kirkwood Youth Hockey Association	+13
8. Springfield Youth Hockey Association	+3
9. Springfield Youth Hockey Association MO	-1
10. St. Peters Hockey Club	-25
11. Chesterfield Hockey Association	-28
12. St. Louis Stars Hockey Association	-90
13. Affton Athletic Association	-119

# MISSOURI ASSOCIATIONS

## MOH0119 AFFTON ATHLETIC 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	219	219	100	223	(123)	(119)	104
NEW	61	73	13	75	(62)	(60)	15
RETAINED	158	146	87	148	(61)	(59)	89
LOST	91	36	83				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	201	208	95	TOTAL	18	11	5
NEW	50	70	13	NEW	11	3	0
RETAINED	151	138	82	RETAINED	7	8	5
LOST	84	26	77	LOST	7	10	6
RATIO BOYS TO GIRLS			95.0%				5.0%

## MOH0121 CHESTERFIELD 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	75	125	97	129	(32)	(28)	101
NEW	15	80	45	82	(37)	(35)	47
RETAINED	60	45	52	47	5	7	54
LOST	14	4	37				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	72	117	96	TOTAL	3	8	1
NEW	14	73	44	NEW	1	7	1
RETAINED	58	44	52	RETAINED	2	1	0
LOST	13	2	30	LOST	1	2	7
RATIO BOYS TO GIRLS			99.0%				1.0%

## MOH0252 EAST ALTON ICE ARENA

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	24	4	20	24	28
NEW	0	0	23	2	21	23	25
RETAINED	0	0	1	2	(1)	1	3
LOST	7	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	0	23	TOTAL	0	0	1
NEW	0	0	22	NEW	0	0	1
RETAINED	0	0	1	RETAINED	0	0	0
LOST	6	0	0	LOST	1	0	0
RATIO BOYS TO GIRLS			95.8%				4.2%



MOH0174 KIRKWOOD 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	153	144	157	148	9	13	161
NEW	112	102	80	104	(24)	(22)	82
RETAINED	41	42	77	44	33	35	79
LOST	4	69	47				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	144	133	141	TOTAL	9	11	16
NEW	104	92	67	NEW	8	10	13
RETAINED	40	41	74	RETAINED	1	1	3
LOST	4	65	40	LOST	0	4	7
RATIO BOYS TO GIRLS			89.8%				10.2%

MOH0175 MERAMEC HOCKEY CLUB

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	260	129	273	133	140	144	277
NEW	139	21	161	23	138	140	163
RETAINED	121	108	112	110	2	4	114
LOST	60	104	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	244	128	258	TOTAL	16	1	15
NEW	128	21	149	NEW	11	0	12
RETAINED	116	107	109	RETAINED	5	1	3
LOST	52	93	11	LOST	8	11	0
RATIO BOYS TO GIRLS			94.5%				5.5%

MOH0125 MID MISSOURI TIGERS

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	13	38	53	42	11	15	57
NEW	5	28	31	30	1	3	33
RETAINED	8	10	22	12	10	12	24
LOST	2	2	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	11	35	49	TOTAL	2	3	4
NEW	3	26	29	NEW	2	2	2
RETAINED	8	9	20	RETAINED	0	1	2
LOST	2	1	7	LOST	0	1	0
RATIO BOYS TO GIRLS			92.5%				7.5%

MOH0167 SOUTHERN ILLINOIS ICE 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	39	56	82	60	22	26	86
NEW	24	26	52	28	24	26	54
RETAINED	15	30	30	32	(2)	0	32
LOST	10	2	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	38	53	77	TOTAL	1	3	5
NEW	24	24	48	NEW	0	2	4
RETAINED	14	29	29	RETAINED	1	1	1
LOST	10	2	5	LOST	0	0	2
RATIO BOYS TO GIRLS			93.9%				6.1%

MOH0177 SPRINGFIELD 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	43	94	97	98	(1)	3	101
NEW	11	72	53	74	(21)	(19)	55
RETAINED	32	22	44	24	20	22	46
LOST	17	4	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	42	90	92	TOTAL	1	4	5
NEW	10	69	51	NEW	1	3	2
RETAINED	32	21	41	RETAINED	0	1	3
LOST	13	4	31	LOST	4	0	0
RATIO BOYS TO GIRLS			94.8%				5.2%

MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION MO

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	10	13	12	17	(5)	(1)	16
NEW	8	7	6	9	(3)	(1)	8
RETAINED	2	6	6	8	(2)	0	8
LOST	2	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	10	13	11	TOTAL	0	0	1
NEW	8	7	5	NEW	0	0	1
RETAINED	2	6	6	RETAINED	0	0	0
LOST	2	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%

MOH0169 ST LOUIS ROCKETS 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	116	109	170	113	57	61	174
NEW	31	58	101	60	41	43	103
RETAINED	85	51	69	53	16	18	71
LOST	39	19	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	112	107	162	TOTAL	4	2	8
NEW	31	57	96	NEW	0	1	5
RETAINED	81	50	66	RETAINED	4	1	3
LOST	35	17	7	LOST	4	2	0
RATIO BOYS TO GIRLS			95.3%				4.7%

MOH0176 ST LOUIS STARS HOCKEY ASSOCIATION 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	0	95	5	99	(94)	(90)	9
NEW	0	95	2	97	(95)	(93)	4
RETAINED	0	0	3	2	1	3	5
LOST	0	0	74				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	0	95	5	TOTAL	0	0	0
NEW	0	95	2	NEW	0	0	0
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	74	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

MOH0248 ST PETERS HOCKEY CLUB

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	146	233	208	237	(29)	(25)	212
NEW	71	141	88	143	(55)	(53)	90
RETAINED	75	92	120	94	26	28	122
LOST	14	20	59				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	137	217	197	TOTAL	9	16	11
NEW	65	129	82	NEW	6	12	6
RETAINED	72	88	115	RETAINED	3	4	5
LOST	14	19	50	LOST	0	1	9
RATIO BOYS TO GIRLS			94.7%				5.3%

MOH0173 TWIN BRIDGES LIGHTNING

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	64	60	77	64	13	17	81
NEW	13	21	34	23	11	13	36
RETAINED	51	39	43	41	2	4	45
LOST	44	9	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	08-09	09-10	10-11		08-09	09-10	10-11
TOTAL	61	56	72	TOTAL	3	4	5
NEW	12	20	31	NEW	1	1	3
RETAINED	49	36	41	RETAINED	2	3	2
LOST	40	8	5	LOST	4	1	1
RATIO BOYS TO GIRLS			93.5%				6.5%