



Arizona Amateur Hockey Association:

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	# increased from '06-07	% increased from '06-07	2008-09	# increased from '07-08	% increased 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%

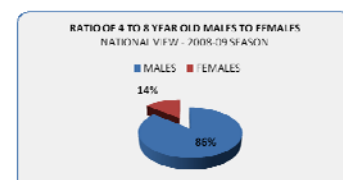
RETENTION INCREASES WITH AGE

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 Squirrels 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
 - **83.8% of all 8 Year Olds returned as 9 Year Olds** – or 83 in every 100
- Retention rate for Squirrels 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.



ARIZONA 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in ARIZONA in 2008-09 increased by 132 or 30.7% to 562 from 430 in 2007-08.
- In 2008-09, 562 total 4-8 year old males & females played hockey – down 230 from the peak of 792 in 1999-00.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1999-00 and 2001-02 with 382 players.
- In 2008-09, 360 4-8 year old males & females were acquired – up 148 from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2006-07 at 792.
- In 2008-09, 202 4-8 year old males & females were retained – down 16 from 2007-08.

Rate of Retention

- The rate of retention has averaged 43.8% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 35.9%; this means 64.1% are out of hockey.

MALES & FEMALES BY AGE SEGMENT

The overall pool of 4-8 year old males and females has increased since 2006-07. The 4, 5 and 6 age segments showed signs of growth from 2007-08. The 7 and 8 year old segments have seen decreases in 2008-09 and should be an area of focus for 2009-10.

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	23	+7	+43.7%	74	+51	+221.7%
5 YEAR OLDS	42	-8	-16%	105	+56	+150%
6 YEAR OLDS	77	+1	+1.3%	108	+31	+40.3%
7 YEAR OLDS	123	+2	+1.7%	120	-3	-2.4%
8 YEAR OLDS	165	+12	+7.8%	155	-10	-6.1%
TOTALS	430	+14	+3.4%	562	+132	+30.7%

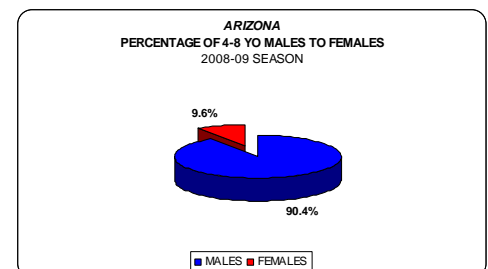
RETENTION INCREASES WITH AGE

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 Squirrels on up, the overall growth of hockey depends on acquiring a growing pool of 4-8 year olds. ARIZONA's retention results for 2008-09 by age segment:

- **10.5% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **30.6% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **48.3% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **63.2% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|--|-------|-------------------|-------|
| ▪ Retention rate for Squirrels in 2008-09: | 78.2% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 85.4% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09: | 84.4% | National Average: | 93.6% |

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 90.4% of all 4 to 8 year olds in ARIZONA in 2008-09 while females represented 9.6%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





ARIZONA 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	623	753	792	781	745	530	326	366	445	416	430	562	539	444
		20.9%	5.2%	-1.4%	-4.6%	-28.9%	-38.5%	12.3%	21.6%	-6.5%	3.4%	30.7%	-0.7%	12.3%
NEW	464	434	410	411	363	204	148	182	289	221	212	360	280	253
		-6.5%	-5.5%	0.2%	-11.7%	-43.8%	-27.5%	23.0%	58.8%	-23.5%	-4.1%	69.8%	3.6%	24.8%
RETAINED	159	319	382	370	382	326	178	184	156	195	218	202	259	191
		100.6%	19.7%	-3.1%	3.2%	-14.7%	-45.4%	3.4%	-15.2%	25.0%	11.8%	-7.3%	-2.3%	3.5%
LOST	75	143	183	183	178	186	157	37	67	100	70	76	124	70
		90.7%	28.0%	0.0%	-2.7%	4.5%	-15.6%	-76.4%	81.1%	49.3%	-30.0%	8.6%	4.7%	6.5%
RR	25.5%	42.4%	48.2%	47.4%	51.3%	61.5%	54.6%	50.3%	35.1%	46.9%	50.7%	35.9%	48.2%	43.8%

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	603	721	755	728	705	499	305	347	423	386	405	508	506	414
		19.6%	4.7%	-3.6%	-3.2%	-29.2%	-38.9%	13.8%	21.9%	-8.7%	4.9%	25.4%	-1.3%	11.5%
NEW	452	411	386	376	339	194	136	175	273	198	196	317	259	232
		-9.1%	-6.1%	-2.6%	-9.8%	-42.8%	-29.9%	28.7%	56.0%	-27.5%	-1.0%	61.7%	2.7%	23.6%
RETAINED	151	310	369	352	366	305	169	172	150	188	209	191	247	182
		105.3%	19.0%	-4.6%	4.0%	-16.7%	-44.6%	1.8%	-12.8%	25.3%	11.2%	-8.6%	-2.6%	3.4%
LOST	70	137	173	177	158	172	147	37	64	93	60	70	115	65
		95.7%	26.3%	2.3%	-10.7%	8.9%	-14.5%	-74.8%	73.0%	45.3%	-35.5%	16.7%	3.7%	4.9%
RR	25.0%	43.0%	48.9%	48.4%	51.9%	61.1%	55.4%	49.6%	35.5%	48.7%	51.6%	37.6%	48.9%	44.6%

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	20	32	37	53	40	31	21	19	21	29	24	54	33	29
		60.0%	15.6%	43.2%	-24.5%	-22.5%	-32.3%	-9.5%	10.5%	38.1%	-17.2%	125.0%	12.6%	29.4%
NEW	12	23	24	35	24	10	12	7	15	23	15	43	21	21
		91.7%	4.3%	45.8%	-31.4%	-58.3%	20.0%	-41.7%	114.3%	53.3%	-34.8%	186.7%	25.8%	55.6%
RETAINED	8	9	13	18	16	21	9	12	6	6	9	11	12	9
		12.5%	44.4%	38.5%	-11.1%	31.3%	-57.1%	33.3%	-50.0%	0.0%	50.0%	22.2%	10.1%	11.1%
LOST	5	6	10	6	20	14	10	0	3	7	9	6	9	5
		20.0%	66.7%	-40.0%	233.3%	-30.0%	-28.6%	-100.0%	0.0%	133.3%	28.6%	-33.3%	23.0%	5.7%
RR	40.0%	28.1%	35.1%	34.0%	40.0%	67.7%	42.9%	63.2%	28.6%	20.7%	37.5%	20.4%	39.0%	34.1%

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**
 - **2,782 new kids acquired**
 - **2,782 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%

ARIZONA'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 11 associations**
 - **382 new kids acquired**
 - **224 kids retained**
 - **606 total youth hockey 4-8 year olds**
 - **7.8% increase**

	2008-09	2009-10	+/-
NEW	360	382	+22 +6.1%
RETAINED	202	224	+22 +10.9%
TOTAL	562	606	+44 +7.8%

ARIZONA ASSOCIATIONS (11)

AZH0016 ARIZONA HEAT 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	0	0	0	0	0	0	0	0	0	0	0	44	4	9	48
		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%	9.1%
NEW	0	0	0	0	0	0	0	0	0	0	0	44	4	9	46
		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%	4.5%
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%	
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%	

AZH0028 COYOTES AMATEUR 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	88	269	202	177	191	156	154	156	105	74	112	103	143	110	107
		205.7%	-24.9%	-12.4%	7.9%	-18.3%	-1.3%	1.3%	-32.7%	-29.5%	51.4%	-8.0%	-6.7%	-3.5%	3.9%
NEW	88	222	59	74	110	67	89	71	44	44	70	51	68	56	53
		152.3%	-73.4%	25.4%	48.6%	-39.1%	32.8%	-20.2%	-38.0%	0.0%	59.1%	-27.1%	-3.2%	-5.3%	3.9%
RETAINED	0	47	143	103	81	89	65	85	61	30	42	52	75	54	54
		0.0%	204.3%	-28.0%	-21.4%	9.9%	-27.0%	30.8%	-28.2%	-50.8%	40.0%	23.8%	15.3%	3.1%	3.8%
LOST	0	16	43	22	20	26	38	20	30	29	10	20	26	22	
		0.0%	168.8%	-48.8%	-9.1%	30.0%	46.2%	-47.4%	50.0%	-3.3%	-65.5%	100.0%	22.1%	6.8%	
RR	0.0%	17.5%	70.8%	58.2%	42.4%	57.1%	42.2%	54.5%	58.1%	40.5%	37.5%	50.5%	51.2%	48.2%	

AZH0006 DESERT SCH COYOTES CENTER CHANDLER YOUTH

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	0	1	0	0	0	29	0	17	16	6	12	20
		0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-5.9%	-30.6%	-21.2%	25.0%
NEW	0	0	1	0	1	0	0	0	29	0	15	12	6	11	14
		0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-20.0%	-32.0%	-24.0%	16.7%
RETAINED	0	0	0	0	0	0	0	0	0	0	2	4	1	1	6
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	10.0%	20.0%	50.0%
LOST	0	0	0	0	0	0	0	0	0	25	0	8	3	7	
		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%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	25.0%	3.7%	7.4%	

AZH0020 DESERT YOUTH 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	363	352	225	205	173	130	35	61	17	16	19	17	90	26	21
		-3.0%	-36.1%	-8.9%	-15.6%	-24.9%	-73.1%	74.3%	-72.1%	-5.9%	18.8%	-10.5%	-15.4%	0.9%	23.5%
NEW	278	185	98	114	64	56	6	36	3	12	13	10	41	15	12
		-33.5%	-47.0%	16.3%	-43.9%	-12.5%	-89.3%	500.0%	-91.7%	300.0%	8.3%	-23.1%	51.7%	138.7%	20.0%
RETAINED	85	167	127	91	109	74	29	25	14	4	6	7	49	11	9
		96.5%	-24.0%	-28.3%	19.8%	-32.1%	-60.8%	-13.8%	-44.0%	-71.4%	50.0%	16.7%	-18.8%	-12.5%	28.6%
LOST	40	116	150	78	59	58	66	4	32	3	2	1	45	8	
		190.0%	29.3%	-48.0%	-24.4%	-1.7%	13.8%	-93.9%	700.0%	-90.6%	-33.3%	-50.0%	40.1%	86.4%	
RR	23.4%	47.4%	56.4%	44.4%	63.0%	56.9%	82.9%	41.0%	82.4%	25.0%	31.6%	41.2%	52.5%	44.2%	

AZH0018 FLAGSTAFF YOUTH 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	37	41	37	40	48	34	35	44	63	77	85	98	56	73	102
		10.8%	-9.8%	8.1%	20.0%	-29.2%	2.9%	25.7%	43.2%	22.2%	10.4%	15.3%	10.9%	23.4%	4.7%
NEW	24	22	16	20	31	16	22	29	36	46	39	54	31	41	56
		-8.3%	-27.3%	25.0%	55.0%	-48.4%	37.5%	31.8%	24.1%	27.8%	-15.2%	38.5%	14.9%	21.4%	5.1%
RETAINED	13	19	21	20	17	18	13	15	27	31	46	44	25	33	46
		46.2%	10.5%	-4.8%	-15.0%	5.9%	-27.8%	15.4%	80.0%	14.8%	48.4%	-4.3%	12.3%	30.8%	4.3%
LOST	16	9	16	7	12	12	12	9	10	16	18	19	13	14	
		-43.8%	77.8%	-56.3%	71.4%	0.0%	0.0%	-25.0%	11.1%	60.0%	12.5%	5.6%	15.7%	12.8%	
RR	35.1%	46.3%	56.8%	50.0%	35.4%	52.9%	37.1%	34.1%	42.9%	40.3%	54.1%	44.9%	44.8%	43.2%	

AZH0029 INSIDE EDGE 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	0	0	125	137	143	62	28	32	47	31	15	28	65	31	32
		0.0%	0.0%	9.6%	4.4%	-56.6%	-54.8%	14.3%	46.9%	-34.0%	-51.6%	86.7%	-3.5%	12.4%	14.3%
NEW	0	0	125	74	76	18	11	17	37	15	6	27	41	20	29
		0.0%	0.0%	-40.8%	2.7%	-76.3%	-38.9%	54.5%	117.6%	-59.5%	-60.0%	350.0%	24.9%	80.5%	7.4%
RETAINED	0	0	0	63	67	44	17	15	10	16	9	1	24	10	3
		0.0%	0.0%	0.0%	6.3%	-34.3%	-61.4%	-11.8%	-33.3%	60.0%	-43.8%	-88.9%	-20.7%	-23.5%	200.0%
LOST	0	0	0	25	37	52	10	4	3	11	3	2	15	5	
		0.0%	0.0%	0.0%	48.0%	40.5%	-80.8%	-60.0%	-25.0%	266.7%	-72.7%	-33.3%	8.3%	15.1%	
RR	0.0%	0.0%	0.0%	46.0%	46.9%	71.0%	60.7%	46.9%	21.3%	51.6%	60.0%	3.6%	40.8%	36.7%	

AZH0023

OZZIE 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	0	0	0	0	0	0	26	28	40	80	96	59	33	61	63
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	42.9%	100.0%	20.0%	-38.5%	13.2%	26.4%	6.8%
NEW	0	0	0	0	0	0	26	19	33	58	56	30	22	39	32
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-26.9%	73.7%	75.8%	-3.4%	-46.4%	7.3%	14.5%	6.7%
RETAINED	0	0	0	0	0	0	0	9	7	22	40	29	11	21	31
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-22.2%	214.3%	81.8%	-27.5%	24.6%	49.3%	6.9%
LOST	0	0	0	0	0	0	0	13	7	10	16	31	8	15	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-46.2%	42.9%	60.0%	93.8%	15.0%	30.1%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.1%	17.5%	27.5%	41.7%	49.2%	16.8%	33.6%	

AZH0009

PHOENIX POLAR BEARS 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	0	0	0	29	2	0	0	0	9	33	15	16	10	15	20
		0.0%	0.0%	0.0%	-93.1%	0.0%	0.0%	0.0%	0.0%	266.7%	-54.5%	6.7%	12.6%	43.8%	25.0%
NEW	0	0	0	29	1	0	0	0	9	29	5	15	9	12	17
		0.0%	0.0%	0.0%	-96.6%	-100.0%	0.0%	0.0%	0.0%	222.2%	-82.8%	200.0%	14.3%	67.9%	13.3%
RETAINED	0	0	0	0	1	0	0	0	0	4	10	1	2	3	3
		0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	150.0%	-90.0%	-4.0%	12.0%	200.0%
LOST	0	0	0	0	22	0	0	0	0	5	4	3	3	2	
		0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	-25.0%	-14.5%	-9.0%	
RR	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	12.1%	66.7%	6.3%	13.5%	17.0%	

AZH0026

PRESCOTT VALLEY YOUTH 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	0	0	0	1	0	1	0	0	0	0	0	6	1	1	10
		0.0%	0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	0.0%	66.7%
NEW	0	0	0	1	0	1	0	0	0	0	0	6	1	1	8
		0.0%	0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	0.0%	33.3%
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	1	0	1	0	0	0	0	0	0	0	
		0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	-20.0%	
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%	

AZH0031 TUCSON STAMPEDE 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	0	0	0	0	0	0	0	2	1	13	11	3	3	6	7
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-50.0%	1200.0%	-15.4%	-72.7%	106.2%	212.4%	133.3%
NEW	0	0	0	0	0	0	0	2	1	13	5	1	2	4	3
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-50.0%	1200.0%	-61.5%	-80.0%	100.8%	201.7%	200.0%
RETAINED	0	0	0	0	0	0	0	0	0	0	6	2	1	2	4
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-66.7%	-6.7%	-13.3%	100.0%
LOST	0	0	0	0	0	0	0	0	1	0	1	3	1	1	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	200.0%	10.0%	20.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.5%	66.7%	12.1%	24.2%	

AZH0022 VALLEY OF THE SUN 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	98	58	46	36	8	19	18	17	21	40	19	18	24	23	22
		-40.8%	-20.7%	-21.7%	-77.8%	137.5%	-5.3%	-5.6%	23.5%	90.5%	-52.5%	-5.3%	6.3%	10.1%	22.2%
NEW	62	25	22	21	1	13	10	14	17	31	6	9	14	15	11
		-59.7%	-12.0%	-4.5%	-95.2%	1200.0%	-23.1%	40.0%	21.4%	82.4%	-80.6%	50.0%	117.8%	22.6%	22.2%
RETAINED	36	33	24	15	7	6	8	3	4	9	13	9	10	8	11
		-8.3%	-27.3%	-37.5%	-53.3%	-14.3%	33.3%	-62.5%	33.3%	125.0%	44.4%	-30.8%	1.0%	21.9%	22.2%
LOST	14	35	16	9	6	0	0	2	3	1	6	1	4	3	
		150.0%	-54.3%	-43.8%	-33.3%	-100.0%	0.0%	0.0%	50.0%	-66.7%	500.0%	-83.3%	16.9%	80.0%	
RR	36.7%	56.9%	52.2%	41.7%	87.5%	31.6%	44.4%	17.6%	19.0%	22.5%	68.4%	50.0%	43.5%	35.5%	