

Land of Enchantment Amateur Hockey Association: 12-Year History of Acquisition & Retention in the 4-8 Year Old Category

Table of Contents

Background & Methodology	Page 1
National Analysis	Pages 2-3
Land of Enchantment Analysis	Pages 4-5
2 & 2 Challenge	Page 6
Local Association Number History	Pages 7-8



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%

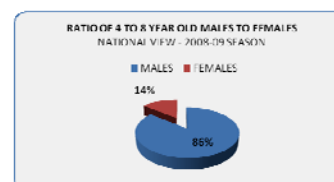
RETENTION INCREASES WITH AGE

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.



NEW MEXICO 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in NEW MEXICO in 2008-09 decreased by 4 or -2% to 198 from 202 in 2007-08.
- In 2008-09, 198 total 4-8 year old males & females played hockey – down 8 from the peak of 206 in 2005-06.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 2004-05 with 109 players.
- In 2008-09, 95 4-8 year old males & females were acquired – down 5 from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2005-06 at 116.
- In 2008-09, 103 4-8 year old males & females were retained – up 1 from 2007-08.

Rate of Retention

- The rate of retention has averaged 51.5% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 52%; this means 48% are out of hockey.

MALES & FEMALES BY AGE SEGMENT

The overall pool of 4-8 year old males and females has decreased in 2008-09. The 4 and 6 age segments showed signs of growth from 2007-08. The 5 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	15	-1	-6.3%	18	+3	+20%
5 YEAR OLDS	35	+10	+40%	26	-9	-25.7%
6 YEAR OLDS	33	-15	-31.8%	45	+12	+36.4%
7 YEAR OLDS	50	-8	-13.8%	50	0	0%
8 YEAR OLDS	69	+20	+40.8%	59	-10	-14.5%
TOTALS	202	+6	+3.1%	198	-4	-2%

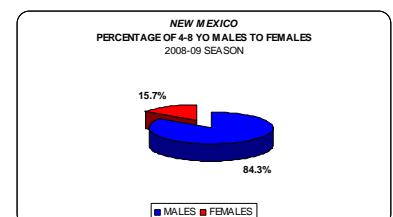
RETENTION INCREASES WITH AGE

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. NEW MEXICO's retention results for 2008-09 by age segment:

- **46.2% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **46.7% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **58.0% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **67.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
-
- Retention rate for Squirrels in 2008-09: 81.4% National Average: 85.6%
 - Retention rate for Pee Wees in 2008-09: 83.5% National Average: 91.2%
 - Retention rate for Bantams in 2008-09: 90.1% National Average: 93.6%

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 84.3% of all 4 to 8 year olds in NEW MEXICO in 2008-09 while females represented 15.7%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





NEW MEXICO 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	105	106	146	135	146	140	183	198	206	196	202	198	175	200
		1.0%	37.7%	-7.5%	8.1%	-4.1%	30.7%	8.2%	4.0%	-4.9%	3.1%	-2.0%	7.3%	1.7%
NEW	74	65	100	76	72	60	107	109	90	91	100	95	90	97
		-12.2%	53.8%	-24.0%	-5.3%	-16.7%	78.3%	1.9%	-17.4%	1.1%	9.9%	-5.0%	7.7%	-1.9%
RETAINED	31	41	46	59	74	80	76	89	116	105	102	103	85	103
		32.3%	12.2%	28.3%	25.4%	8.1%	-5.0%	17.1%	30.3%	-9.5%	-2.9%	1.0%	10.5%	7.2%
LOST	12	18	22	34	18	22	25	27	27	38	46	34	29	34
		50.0%	22.2%	54.5%	-47.1%	22.2%	13.6%	8.0%	0.0%	40.7%	21.1%	-26.1%	10.9%	8.7%
RR	29.5%	38.7%	31.5%	43.7%	50.7%	57.1%	41.5%	44.9%	56.3%	53.6%	50.5%	52.0%	48.2%	51.5%

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	97	94	136	123	133	134	164	170	177	162	173	167	154	170
		-3.1%	44.7%	-9.6%	8.1%	0.8%	22.4%	3.7%	4.1%	-8.5%	6.8%	-3.5%	6.9%	0.5%
NEW	67	55	93	68	66	57	92	90	76	75	85	75	78	80
		-17.9%	69.1%	-26.9%	-2.9%	-13.6%	61.4%	-2.2%	-15.6%	-1.3%	13.3%	-11.8%	7.0%	-3.5%
RETAINED	30	39	43	55	67	77	72	80	101	87	88	92	76	90
		30.0%	10.3%	27.9%	21.8%	14.9%	-6.5%	11.1%	26.3%	-13.9%	1.1%	4.5%	9.8%	5.8%
LOST	10	16	18	33	16	18	23	24	18	33	33	27	24	27
		60.0%	12.5%	83.3%	-51.5%	12.5%	27.8%	4.3%	-25.0%	83.3%	0.0%	-18.2%	12.9%	8.9%
RR	30.9%	41.5%	31.6%	44.7%	50.4%	57.5%	43.9%	47.1%	57.1%	53.7%	50.9%	55.1%	49.2%	52.8%

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	8	12	10	12	13	6	19	28	29	34	29	31	21	30
		50.0%	-16.7%	20.0%	8.3%	-53.8%	216.7%	47.4%	3.6%	17.2%	-14.7%	6.9%	23.5%	12.1%
NEW	7	10	7	8	6	3	15	19	14	16	15	20	12	17
		42.9%	-30.0%	400.0%	-25.0%	-50.0%	400.0%	26.7%	-26.3%	14.3%	-6.3%	33.3%	73.7%	8.3%
RETAINED	1	2	3	4	7	3	4	9	15	18	14	11	9	13
		100.0%	50.0%	33.3%	75.0%	-57.1%	33.3%	125.0%	66.7%	20.0%	-22.2%	-21.4%	30.3%	33.6%
LOST	2	2	4	1	2	4	2	3	9	5	13	7	5	7
		0.0%	100.0%	-75.0%	100.0%	100.0%	-50.0%	50.0%	200.0%	-44.4%	160.0%	-46.2%	49.4%	63.9%
RR	12.5%	16.7%	30.0%	33.3%	53.8%	50.0%	21.1%	32.1%	51.7%	52.9%	48.3%	35.5%	40.9%	44.1%

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%

NEW MEXICO'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 5 associations**
 - **105 new kids acquired**
 - **113 kids retained**
 - **218 total youth hockey 4-8 year olds**
 - **10.1% increase**

	2008-09	2009-10	+/-
NEW	95	105	+10 +10.5%
RETAINED	103	113	+10 +9.7%
TOTAL	198	218	+20 +10.1%

NEW MEXICO ASSOCIATIONS (5)

NMH0030 LOS ALAMOS 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	23	23	18	21	22	26	61	83	91	68	76	74	54	78	78
		0.0%	-21.7%	16.7%	4.8%	18.2%	134.6%	36.1%	9.6%	-25.3%	11.8%	-2.6%	18.2%	5.9%	5.4%
NEW	15	13	7	14	13	14	44	53	37	22	35	31	27	36	33
		-13.3%	-46.2%	100.0%	-7.1%	7.7%	214.3%	20.5%	-30.2%	-40.5%	59.1%	-11.4%	26.6%	-0.5%	6.5%
RETAINED	8	10	11	7	9	12	17	30	54	46	41	43	27	43	45
		25.0%	10.0%	-36.4%	28.6%	33.3%	41.7%	76.5%	80.0%	-14.8%	-10.9%	4.9%	21.3%	27.1%	4.7%
LOST	3	5	6	3	3	6	5	8	18	16	14	15	9	14	
		66.7%	20.0%	-50.0%	0.0%	100.0%	-16.7%	60.0%	125.0%	-11.1%	-12.5%	7.1%	22.2%	33.7%	
RR	34.8%	43.5%	61.1%	33.3%	40.9%	46.2%	27.9%	36.1%	59.3%	67.6%	53.9%	58.1%	48.5%	55.0%	

NMH0054 NEW MEXICO 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	23	49	53	40	46	46	42	31	34	46	59	50	45	44	54
		113.0%	8.2%	-24.5%	15.0%	0.0%	-8.7%	-26.2%	9.7%	35.3%	28.3%	-15.3%	2.2%	6.4%	8.0%
NEW	17	38	30	18	20	21	17	13	10	29	38	19	22	22	21
		123.5%	-21.1%	-40.0%	11.1%	5.0%	-19.0%	-23.5%	-23.1%	190.0%	31.0%	-50.0%	6.0%	24.9%	10.5%
RETAINED	6	11	23	22	26	25	25	18	24	17	21	31	23	22	33
		83.3%	109.1%	-4.3%	18.2%	-3.8%	0.0%	-28.0%	33.3%	-29.2%	23.5%	47.6%	16.6%	9.5%	6.5%
LOST	4	3	13	17	7	8	10	8	1	4	14	9	9	7	
		-25.0%	333.3%	30.8%	-58.8%	14.3%	25.0%	-20.0%	-87.5%	300.0%	250.0%	-35.7%	75.1%	81.4%	
RR	26.1%	22.4%	43.4%	55.0%	56.5%	54.3%	59.5%	58.1%	70.6%	37.0%	35.6%	62.0%	53.2%	52.6%	

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	42	24	25	25	31	32	25	24	24	29	30	39	28	29	43
		-42.9%	4.2%	0.0%	24.0%	3.2%	-21.9%	-4.0%	0.0%	20.8%	3.4%	30.0%	6.0%	10.1%	10.3%
NEW	33	11	18	17	16	19	12	15	14	19	19	29	18	19	31
		-66.7%	63.6%	-5.6%	-5.9%	18.8%	-36.8%	25.0%	-6.7%	35.7%	0.0%	52.6%	14.1%	21.3%	6.9%
RETAINED	9	13	7	8	15	13	13	9	10	10	11	10	11	10	12
		44.4%	-46.2%	14.3%	87.5%	-13.3%	0.0%	-30.8%	11.1%	0.0%	10.0%	-9.1%	2.4%	-3.7%	20.0%
LOST	3	7	5	5	3	6	4	5	1	3	5	5	4	4	
		133.3%	-28.6%	0.0%	-40.0%	100.0%	-33.3%	25.0%	-80.0%	200.0%	66.7%	0.0%	21.0%	42.3%	
RR	21.4%	54.2%	28.0%	32.0%	48.4%	40.6%	52.0%	37.5%	41.7%	34.5%	36.7%	25.6%	37.7%	35.2%	

NMH0070

SANTA FE SKATERS 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	35	27	36	25	52	32	21	23	19	13	28	22	17
		0.0%	0.0%	-22.9%	33.3%	-30.6%	108.0%	-38.5%	-34.4%	9.5%	-17.4%	-31.6%	-2.4%	-22.5%	30.8%
NEW	0	0	35	13	25	5	37	15	12	14	9	8	17	12	10
		0.0%	0.0%	-62.9%	92.3%	-80.0%	640.0%	-59.5%	-20.0%	16.7%	-35.7%	-11.1%	48.0%	-21.9%	25.0%
RETAINED	0	0	0	14	11	20	15	17	9	9	10	5	11	10	7
		0.0%	0.0%	0.0%	-21.4%	81.8%	-25.0%	13.3%	-47.1%	0.0%	11.1%	-50.0%	-3.7%	-14.5%	40.0%
LOST	0	0	0	7	1	4	7	16	9	6	7	3	6	8	
		0.0%	0.0%	0.0%	-85.7%	300.0%	75.0%	128.6%	-43.8%	-33.3%	16.7%	-57.1%	30.0%	2.2%	
RR	0.0%	0.0%	0.0%	51.9%	30.6%	80.0%	28.8%	53.1%	42.9%	39.1%	52.6%	38.5%	41.7%	45.2%	

NMH0040

TAOS 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	20	13	41	30	20	19	24	35	39	26	27	25	29	30	29
		-35.0%	215.4%	-26.8%	-33.3%	-5.0%	26.3%	45.8%	11.4%	-33.3%	3.8%	-7.4%	19.7%	4.1%	16.0%
NEW	14	5	39	22	8	8	16	24	19	4	12	11	16	14	13
		-64.3%	680.0%	-43.6%	-63.6%	0.0%	100.0%	50.0%	-20.8%	-78.9%	200.0%	-8.3%	81.5%	28.4%	18.2%
RETAINED	6	8	2	8	12	11	8	11	20	22	15	14	12	16	16
		33.3%	-75.0%	300.0%	50.0%	-8.3%	-27.3%	37.5%	81.8%	10.0%	-31.8%	-6.7%	33.0%	18.2%	14.3%
LOST	5	4	1	17	9	4	3	3	2	10	6	4	6	5	
		-20.0%	-75.0%	1600.0%	-47.1%	-55.6%	-25.0%	0.0%	-33.3%	400.0%	-40.0%	-33.3%	169.1%	58.7%	
RR	30.0%	61.5%	4.9%	26.7%	60.0%	57.9%	33.3%	31.4%	51.3%	84.6%	55.6%	56.0%	46.2%	55.8%	