



Mid West 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	# 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%

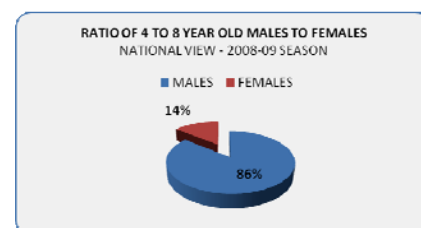
RETENTION INCREASES WITH AGE

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.



MID WEST AMATEUR HOCKEY 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in Mid West Amateur in 2008-09 increased by 13 (or 1.0%) going to 1,253 from 1,240 in 2007-08.
- In 2008-09, 1,253 total 4-8 year old males & females played hockey down 113 from the peak of 1,366 in 2002-03.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1998-99 with 659 players.
- In 2008-09, 553 new 4-8 year old males & females were acquired – down 106 from the peak, and down 15 players or -2.6% from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2003-04 at 769.
- In 2008-09, 700 4-8 year old males & females were retained – down 69 from the peak, but up 28 or 4.2% from 2007-08.

Rate of Retention

- The rate of retention has averaged 57.2% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 55.9%; this means 44.1% 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	113	+26	+29.9%	119	+6	+5.3%
5 YEAR OLDS	188	+9	+5.0%	193	+5	+2.7%
6 YEAR OLDS	280	+22	+8.5%	278	-2	-0.7%
7 YEAR OLDS	311	0	0.0%	321	+10	+3.2%
8 YEAR OLDS	348	+12	+3.6%	342	-6	-1.7%
TOTALS	1,240	+69	+5.9%	1,253	+13	+1.0%

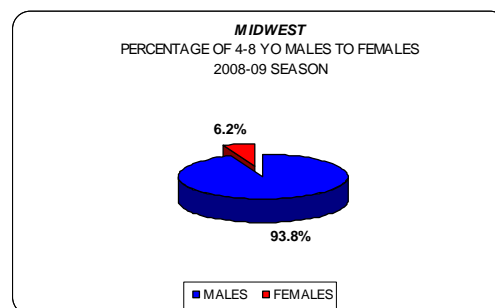
RETENTION INCREASES WITH AGE

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. Mid West Amateur Hockey Association's retention results for 2008-09 by age segment:

- **42.0% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **49.3% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **68.2% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **72.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|---|-------|-------------------|-------|
| ▪ Retention rate for Squirts in 2008-09: | 80.6% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 88.1% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09: | 90.4% | National Average: | 93.6% |

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 93.8% of all 4 to 8 year olds in Mid West in 2008-09 while females represented 6.2%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





MID WEST 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	1266	1359	1324	1251	1279	1366	1277	1221	1218	1171	1240	1253	1260	1221
		7.3%	-2.6%	-5.5%	2.2%	6.8%	-6.5%	-4.4%	-0.2%	-3.9%	5.9%	1.0%	-0.7%	-0.3%
NEW	632	659	605	556	600	623	508	503	529	459	568	553	550	522
		4.3%	-8.2%	-8.1%	7.9%	3.8%	-18.5%	-1.0%	5.2%	-13.2%	23.7%	-2.6%	-1.1%	2.4%
RETAINED	634	700	719	695	679	743	769	718	689	712	672	700	710	698
		10.4%	2.7%	-3.3%	-2.3%	9.4%	3.5%	-6.6%	-4.0%	3.3%	-5.6%	4.2%	0.1%	-1.8%
LOST	202	217	234	252	222	197	244	228	198	214	218	239	225	219
		7.4%	7.8%	7.7%	-11.9%	-11.3%	23.9%	-6.6%	-13.2%	8.1%	1.9%	9.6%	1.6%	0.0%
RR	50.1%	51.5%	54.3%	55.6%	53.1%	54.4%	60.2%	58.8%	56.6%	60.8%	54.2%	55.9%	56.4%	57.2%

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	1222	1301	1262	1199	1237	1294	1197	1149	1127	1079	1140	1175	1186	1134
		6.5%	-3.0%	-5.0%	3.2%	4.6%	-7.5%	-4.0%	-1.9%	-4.3%	5.7%	3.1%	-0.9%	-0.3%
NEW	604	625	574	528	581	571	464	469	477	408	512	519	510	477
		3.5%	-8.2%	-8.0%	10.0%	-1.7%	-18.7%	1.1%	1.7%	-14.5%	25.5%	1.4%	-1.1%	3.0%
RETAINED	618	676	688	671	656	723	733	680	650	671	628	656	676	657
		9.4%	1.8%	-2.5%	-2.2%	10.2%	1.4%	-7.2%	-4.4%	3.2%	-6.4%	4.5%	-0.2%	-2.1%
LOST	191	201	217	233	204	181	219	203	181	182	186	204	201	191
		5.2%	8.0%	7.4%	-12.4%	-11.3%	21.0%	-7.3%	-10.8%	0.6%	2.2%	9.7%	0.7%	-1.1%
RR	50.6%	52.0%	54.5%	56.0%	53.0%	55.9%	61.2%	59.2%	57.7%	62.2%	55.1%	55.8%	57.1%	58.0%

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	44	58	62	52	42	72	80	72	91	92	100	78	74	87
		31.8%	6.9%	-16.1%	-19.2%	71.4%	11.1%	-10.0%	26.4%	1.1%	8.7%	-22.0%	5.8%	0.8%
NEW	28	34	31	28	19	52	44	34	52	51	56	34	40	45
		21.4%	-8.8%	-9.7%	-32.1%	173.7%	-15.4%	-22.7%	52.9%	-1.9%	9.8%	-39.3%	10.6%	-0.2%
RETAINED	16	24	31	24	23	20	36	38	39	41	44	44	34	41
		50.0%	29.2%	-22.6%	-4.2%	-13.0%	80.0%	5.6%	2.6%	5.1%	7.3%	0.0%	9.0%	4.1%
LOST	11	16	17	19	18	16	25	25	17	32	32	35	24	28
		45.5%	6.3%	11.8%	-5.3%	-11.1%	56.3%	0.0%	-32.0%	88.2%	0.0%	9.4%	12.4%	13.1%
RR	36.4%	41.4%	50.0%	46.2%	54.8%	27.8%	45.0%	52.8%	42.9%	44.6%	44.0%	56.4%	46.4%	48.1%

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**
 - **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%

MID WEST'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 11 associations**
 - **575 new kids acquired**
 - **722 kids retained**
 - **1,297 total youth hockey 4-8 year olds**
 - **3.5% increase**

	2008-09	2009-10	+/-
NEW	553	575	+22 +4.0%
RETAINED	700	722	+22 +3.1%
TOTAL	1,253	1,297	+44 +3.5%

MIDWEST ASSOCIATIONS (11)

IOWA

IAH0143 AMES MINOR 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	51	68	54	43	28	59	69	34	47	43	24	68	47	43	72
		33.3%	-20.6%	-20.4%	-34.9%	110.7%	16.9%	-50.7%	38.2%	-8.5%	-44.2%	183.3%	17.0%	23.6%	16.7%
NEW	28	45	22	20	12	43	35	8	28	20	8	47	24	22	49
		60.7%	-51.1%	-9.1%	-40.0%	258.3%	-18.6%	-77.1%	250.0%	-28.6%	-60.0%	487.5%	71.1%	114.4%	25.0%
RETAINED	23	23	32	23	16	16	34	26	19	23	16	21	23	21	23
		0.0%	39.1%	-28.1%	-30.4%	0.0%	112.5%	-23.5%	-26.9%	21.1%	-30.4%	31.3%	6.4%	-5.7%	12.5%
LOST	27	12	21	22	12	7	18	30	9	17	24	3	16	17	
		-55.6%	75.0%	4.8%	-45.5%	-41.7%	157.1%	66.7%	-70.0%	88.9%	41.2%	-87.5%	18.9%	7.8%	
RR	45.1%	33.8%	59.3%	53.5%	57.1%	27.1%	49.3%	76.5%	40.4%	53.5%	66.7%	30.9%	51.4%	53.6%	

IAH0119 CEDAR RAPIDS 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	59	50	36	49	27	14	12	9	26	22	13
		0.0%	0.0%	0.0%	0.0%	-15.3%	-28.0%	36.1%	-44.9%	-48.1%	-14.3%	-25.0%	-13.9%	-19.2%	33.3%
NEW	0	0	0	0	59	25	9	32	8	5	9	9	16	13	11
		0.0%	0.0%	0.0%	0.0%	-57.6%	-64.0%	255.6%	-75.0%	-37.5%	80.0%	0.0%	10.1%	44.6%	22.2%
RETAINED	0	0	0	0	0	25	27	17	19	9	3	0	10	10	2
		0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	-37.0%	11.8%	-52.6%	-66.7%	-100.0%	-23.7%	-48.9%	66.7%
LOST	0	0	0	0	0	12	5	2	9	7	1	7	4	5	
		0.0%	0.0%	0.0%	0.0%	0.0%	-58.3%	-60.0%	350.0%	-22.2%	-85.7%	600.0%	72.4%	156.4%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	75.0%	34.7%	70.4%	64.3%	25.0%	0.0%	31.9%	38.9%	

IAH0136 DES MOINES 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	210	239	220	231	177	193	139	134	129	129	117	121	159	126	125
		13.8%	-7.9%	5.0%	-23.4%	9.0%	-28.0%	-3.6%	-3.7%	0.0%	-9.3%	3.4%	-5.8%	-2.6%	3.4%
NEW	116	100	104	98	53	82	37	52	46	49	54	49	62	50	51
		-13.8%	4.0%	-5.8%	-45.9%	54.7%	-54.9%	40.5%	-11.5%	6.5%	10.2%	-9.3%	-1.1%	7.3%	3.7%
RETAINED	94	139	116	133	124	111	102	82	83	80	63	72	97	76	74
		47.9%	-16.5%	14.7%	-6.8%	-10.5%	-8.1%	-19.6%	1.2%	-3.6%	-21.3%	14.3%	-5.6%	-5.8%	3.2%
LOST	32	22	39	36	43	18	34	20	7	12	20	11	24	14	
		-31.3%	77.3%	-7.7%	19.4%	-58.1%	88.9%	-41.2%	-65.0%	71.4%	66.7%	-45.0%	10.7%	-2.6%	
RR	44.8%	58.2%	52.7%	57.6%	70.1%	57.5%	73.4%	61.2%	64.3%	62.0%	53.8%	59.5%	61.2%	60.2%	

IAH0126 DUBUQUE 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	65	58	67	64	68	80	89	111	102	102	98	81	86	99	85
		-10.8%	15.5%	-4.5%	6.3%	17.6%	11.3%	24.7%	-8.1%	0.0%	-3.9%	-17.3%	4.2%	-0.9%	4.1%
NEW	32	27	35	30	24	43	43	59	34	39	42	25	37	40	27
		-15.6%	29.6%	-14.3%	-20.0%	79.2%	0.0%	37.2%	-42.4%	14.7%	7.7%	-40.5%	5.1%	-4.6%	4.8%
RETAINED	33	31	32	34	44	37	46	52	68	63	56	56	49	59	58
		-6.1%	3.2%	6.3%	29.4%	-15.9%	24.3%	13.0%	30.8%	-7.4%	-11.1%	0.0%	7.3%	5.1%	3.6%
LOST	12	25	12	26	21	15	22	23	31	22	28	28	23	26	
		108.3%	-52.0%	116.7%	-19.2%	-28.6%	46.7%	4.5%	34.8%	-29.0%	27.3%	0.0%	10.1%	7.5%	
RR	50.8%	53.4%	47.8%	53.1%	64.7%	46.3%	51.7%	46.8%	66.7%	61.8%	57.1%	69.1%	56.5%	60.3%	

IAH0160 IOWA CITY 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	41	48	37	10	13	36	0	11	3	10	16	24	16	13	28
		17.1%	-22.9%	-73.0%	30.0%	176.9%	-100.0%	0.0%	-72.7%	233.3%	60.0%	50.0%	28.2%	54.1%	25.0%
NEW	25	32	18	3	11	31	0	7	2	8	10	15	11	8	17
		28.0%	-43.8%	-83.3%	266.7%	181.8%	-100.0%	0.0%	-71.4%	300.0%	25.0%	50.0%	52.5%	60.7%	20.0%
RETAINED	16	16	19	7	2	5	0	4	1	2	6	9	6	4	11
		0.0%	18.8%	-63.2%	-71.4%	150.0%	-100.0%	0.0%	-75.0%	100.0%	200.0%	50.0%	20.9%	55.0%	33.3%
LOST	7	7	5	8	3	3	26	0	5	0	2	2	5	2	
		0.0%	-28.6%	60.0%	-62.5%	0.0%	766.7%	-100.0%	0.0%	-100.0%	0.0%	0.0%	53.6%	-40.0%	
RR	39.0%	33.3%	51.4%	70.0%	15.4%	13.9%	0.0%	36.4%	33.3%	20.0%	37.5%	37.5%	31.5%	32.9%	

IAH0120 LAKES AREA 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	11	20	14	21	7	13	25
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.8%	-30.0%	50.0%	10.2%	20.4%	28.6%
NEW	0	0	0	0	0	0	0	0	11	11	9	15	5	9	17
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-18.2%	66.7%	4.8%	9.7%	22.2%
RETAINED	0	0	0	0	0	0	0	0	0	9	5	6	2	4	8
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-44.4%	20.0%	-2.4%	-4.9%	40.0%
LOST	0	0	0	0	0	0	0	0	0	2	6	5	1	3	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	200.0%	-16.7%	18.3%	36.7%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	35.7%	28.6%	10.9%	21.9%	

IAH0117 MASON CITY 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	102	94	103	82	70	79	87	87	72	73	60	50	76	68	54
		-7.8%	9.6%	-20.4%	-14.6%	12.9%	10.1%	0.0%	-17.2%	1.4%	-17.8%	-16.7%	-5.3%	-10.1%	6.7%
NEW	32	27	39	26	33	27	39	29	22	22	13	19	27	21	21
		-15.6%	44.4%	-33.3%	26.9%	-18.2%	44.4%	-25.6%	-24.1%	0.0%	-40.9%	46.2%	2.0%	-8.9%	15.4%
RETAINED	70	67	64	56	37	52	48	58	50	51	47	31	49	47	33
		-4.3%	-4.5%	-12.5%	-33.9%	40.5%	-7.7%	20.8%	-13.8%	2.0%	-7.8%	-34.0%	-5.1%	-6.6%	4.3%
LOST	20	11	15	23	25	21	24	25	21	14	12	14	19	17	
		-45.0%	36.4%	53.3%	8.7%	-16.0%	14.3%	4.2%	-16.0%	-33.3%	-14.3%	16.7%	5.4%	-8.6%	
RR	68.6%	71.3%	62.1%	68.3%	52.9%	65.8%	55.2%	66.7%	69.4%	69.9%	78.3%	62.0%	65.1%	69.3%	

IAH0162 QUAD CITY 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	108	102	77	64	75	73	74	71	64	53	77	65	69	66	69
		-5.6%	-24.5%	-16.9%	17.2%	-2.7%	1.4%	-4.1%	-9.9%	-17.2%	45.3%	-15.6%	-2.7%	-0.3%	5.2%
NEW	68	50	33	25	44	23	34	32	16	11	45	28	29	26	30
		-26.5%	-34.0%	-24.2%	76.0%	-47.7%	47.8%	-5.9%	-50.0%	-31.3%	309.1%	-37.8%	20.2%	36.8%	4.4%
RETAINED	40	52	44	39	31	50	40	39	48	42	32	37	40	40	39
		30.0%	-15.4%	-11.4%	-20.5%	61.3%	-20.0%	-2.5%	23.1%	-12.5%	-23.8%	15.6%	-0.6%	0.0%	6.3%
LOST	10	23	18	15	10	12	10	12	9	5	6	15	11	9	
		130.0%	-21.7%	-16.7%	-33.3%	20.0%	-16.7%	20.0%	-25.0%	-44.4%	20.0%	150.0%	5.2%	24.1%	
RR	37.0%	51.0%	57.1%	60.9%	41.3%	68.5%	54.1%	54.9%	75.0%	79.2%	41.6%	56.9%	59.0%	61.5%	

IAH0118 SIOUX CENTER 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	20	17	27	36	35	37	17	30	41
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-15.0%	58.8%	33.3%	-2.8%	5.7%	8.0%	16.0%	11.4%
NEW	0	0	0	0	0	0	20	7	17	16	7	14	8	12	16
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-65.0%	142.9%	-5.9%	-56.3%	100.0%	11.6%	23.1%	28.6%
RETAINED	0	0	0	0	0	0	0	10	10	20	28	23	9	18	25
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	40.0%	-17.9%	12.2%	24.4%	7.1%
LOST	0	0	0	0	0	0	0	3	1	0	6	6	2	3	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-66.7%	-100.0%	0.0%	0.0%	-16.7%	-33.3%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	58.8%	37.0%	55.6%	80.0%	62.2%	29.4%	58.7%	

IAH0139 SIOUXLAND 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	119	110	94	72	71	82	88	85	88	82	77	83	82	83	87
		-7.6%	-14.5%	-23.4%	-1.4%	15.5%	7.3%	-3.4%	3.5%	-6.8%	-6.1%	7.8%	-2.2%	-1.0%	5.2%
NEW	48	47	31	29	25	42	37	29	39	29	32	34	33	33	36
		-2.1%	-34.0%	-6.5%	-13.8%	68.0%	-11.9%	-21.6%	34.5%	-25.6%	10.3%	6.3%	0.6%	0.8%	6.3%
RETAINED	71	63	63	43	46	40	51	56	49	53	45	49	50	50	51
		-11.3%	0.0%	-31.7%	7.0%	-13.0%	27.5%	9.8%	-12.5%	8.2%	-15.1%	8.9%	-1.1%	-0.1%	4.4%
LOST	11	21	17	21	7	8	15	12	16	14	15	13	14	14	
		90.9%	-19.0%	23.5%	-66.7%	14.3%	87.5%	-20.0%	33.3%	-12.5%	7.1%	-13.3%	3.4%	-1.1%	
RR	59.7%	57.3%	67.0%	59.7%	64.8%	48.8%	58.0%	65.9%	55.7%	64.6%	58.4%	59.0%	60.2%	60.7%	

IAH0138 WATERLOO 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	40	43	38	45	48	55	51	44	46	40	40	47	45	43	51
		7.5%	-11.6%	18.4%	6.7%	14.6%	-7.3%	-13.7%	4.5%	-13.0%	0.0%	17.5%	1.6%	-0.9%	10.0%
NEW	13	18	18	19	30	23	17	14	23	13	8	22	19	16	24
		38.5%	0.0%	5.6%	57.9%	-23.3%	-26.1%	-17.6%	64.3%	-43.5%	-38.5%	175.0%	15.4%	27.9%	25.0%
RETAINED	27	25	20	26	18	32	34	30	23	27	32	25	27	27	27
		-7.4%	-20.0%	30.0%	-30.8%	77.8%	6.3%	-11.8%	-23.3%	17.4%	18.5%	-21.9%	4.2%	-4.2%	6.3%
LOST	14	7	7	4	4	3	7	7	10	4	2	1	5	5	
		-50.0%	0.0%	-42.9%	0.0%	-25.0%	133.3%	0.0%	42.9%	-60.0%	-50.0%	-50.0%	-5.2%	-23.4%	
RR	67.5%	58.1%	52.6%	57.8%	37.5%	58.2%	66.7%	68.2%	50.0%	67.5%	80.0%	53.2%	59.2%	63.8%	