



Missouri 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%

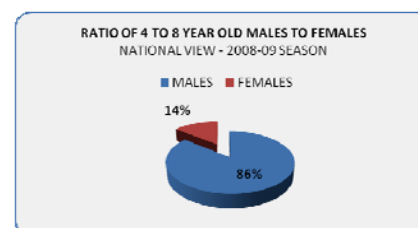
RETENTION INCREASES WITH AGE

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.



MISSOURI HOCKEY 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in Missouri in 2008-09 decreased by 61 (or -4.3%) going to 1,349 from 1,410 in 2007-08.
- In 2008-09, 1,349 total 4-8 year old males & females played hockey down 225 from the peak of 1,574 in 2003-04.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 2007-08 with 742 players.
- In 2008-09, 558 new 4-8 year old males & females were acquired – down 184 from the peak or -24.8%.

Retention

- Retention of 4-8 year-old males & females peaked in 2003-04 at 940.
- In 2008-09, 791 4-8 year old males & females were retained – down 149 from the peak, but up 123 or 18.4% from 2007-08.

Rate of Retention

- The rate of retention has averaged 57.9% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 58.6%; this means 41.4% 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	165	+73	+79.3%	166	+1	+0.6%
5 YEAR OLDS	251	+82	+48.5%	218	-33	-13.2%
6 YEAR OLDS	296	+65	+28.1%	313	+17	+5.7%
7 YEAR OLDS	320	+8	+2.6%	315	-5	-1.6%
8 YEAR OLDS	378	-11	-2.8%	337	-41	-10.9%
TOTALS	1,410	+217	+18.2%	1,349	-61	-4.3%

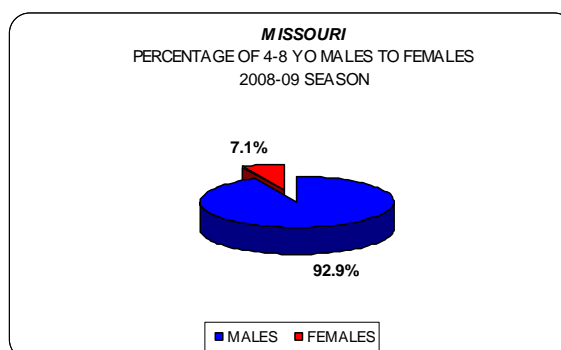
RETENTION INCREASES WITH AGE

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. Missouri Hockey's retention results for 2008-09 by age segment:

- **43.1% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **58.5% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **69.2% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **78.0% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|---|-------|-------------------|-------|
| ▪ Retention rate for Squirts in 2008-09: | 89.1% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 91.1% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09: | 91.5% | National Average: | 93.6% |

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 92.9% of all 4 to 8 year olds in Missouri in 2008-09 while females represented 7.1%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





MISSOURI HOCKEY 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	1478	1422	1348	1440	1549	1563	1574	1465	1310	1193	1410	1349	1420	1345
		-3.8%	-5.2%	6.8%	7.6%	0.9%	0.7%	-6.9%	-10.6%	-8.9%	18.2%	-4.3%	-0.2%	-2.5%
NEW	651	627	593	698	728	661	634	544	520	475	742	558	615	568
		-3.7%	-5.4%	17.7%	4.3%	-9.2%	-4.1%	-14.2%	-4.4%	-8.7%	56.2%	-24.8%	0.7%	0.8%
RETAINED	827	795	755	742	821	902	940	921	790	718	668	791	805	778
		-3.9%	-5.0%	-1.7%	10.6%	9.9%	4.2%	-2.0%	-14.2%	-9.1%	-7.0%	18.4%	0.4%	-2.8%
LOST	211	215	207	188	241	243	226	253	267	267	188	318	240	259
		1.9%	-3.7%	-9.2%	28.2%	0.8%	-7.0%	11.9%	5.5%	0.0%	-29.6%	69.1%	6.6%	11.4%
RR	56.0%	55.9%	56.0%	51.5%	53.0%	57.7%	59.7%	62.9%	60.3%	60.2%	47.4%	58.6%	56.7%	57.9%

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	1447	1393	1318	1394	1484	1501	1500	1397	1246	1132	1329	1253	1355	1271
		-3.7%	-5.4%	5.8%	6.5%	1.1%	-0.1%	-6.9%	-10.8%	-9.1%	17.4%	-5.7%	-0.7%	-3.0%
NEW	631	605	572	669	690	626	591	508	489	439	683	497	576	523
		-4.1%	-5.5%	17.0%	3.1%	-9.3%	-5.6%	-14.0%	-3.7%	-10.2%	55.6%	-27.2%	0.0%	0.1%
RETAINED	816	788	746	725	794	875	909	889	757	693	646	756	779	748
		-3.4%	-5.3%	-2.8%	9.5%	10.2%	3.9%	-2.2%	-14.8%	-8.5%	-6.8%	17.0%	0.0%	-3.1%
LOST	205	204	197	182	233	225	218	225	251	250	168	286	224	236
		-0.5%	-3.4%	-7.6%	28.0%	-3.4%	-3.1%	3.2%	11.6%	-0.4%	-32.8%	70.2%	6.2%	10.4%
RR	56.4%	56.6%	56.6%	52.0%	53.5%	58.3%	60.6%	63.6%	60.8%	61.2%	48.6%	60.3%	57.6%	58.9%

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	31	29	30	46	65	62	74	68	64	61	81	96	65	74
		-6.5%	3.4%	53.3%	41.3%	-4.6%	19.4%	-8.1%	-5.9%	-4.7%	32.8%	18.5%	14.5%	6.5%
NEW	20	22	21	29	38	35	43	36	31	36	59	61	39	45
		10.0%	-4.5%	38.1%	31.0%	-7.9%	22.9%	-16.3%	-13.9%	16.1%	63.9%	3.4%	13.3%	10.6%
RETAINED	11	7	9	17	27	27	31	32	33	25	22	35	26	29
		-36.4%	28.6%	88.9%	58.8%	0.0%	14.8%	3.2%	3.1%	-24.2%	-12.0%	59.1%	22.0%	5.8%
LOST	6	11	10	6	8	18	8	28	16	17	20	32	16	23
		83.3%	-9.1%	-40.0%	33.3%	125.0%	-55.6%	250.0%	-42.9%	6.3%	17.6%	60.0%	34.5%	58.2%
RR	35.5%	24.1%	30.0%	37.0%	41.5%	43.5%	41.9%	47.1%	51.6%	41.0%	27.2%	36.5%	39.7%	40.6%

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%

MISSOURI'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 15 associations**
 - **588 new kids acquired**
 - **821 kids retained**
 - **1,409 total youth hockey 4-8 year olds**
 - **4.4% increase**

	2008-09	2009-10	+/-
NEW	558	588	+30 +5.4%
RETAINED	791	821	+30 +3.8%
TOTAL	1,349	1,409	+60 +4.4%

MISSOURI ASSOCIATIONS (15)

MOH0119 AFFTON ATHLETIC 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	197	200	200	287	323	314	275	255	226	191	275	219	257	233	223
		1.5%	0.0%	43.5%	12.5%	-2.8%	-12.4%	-7.3%	-11.4%	-15.5%	44.0%	-20.4%	3.0%	-2.1%	1.5%
NEW	100	73	96	170	151	141	97	89	84	81	155	58	112	93	60
		-27.0%	31.5%	77.1%	-11.2%	-6.6%	-31.2%	-8.2%	-5.6%	-3.6%	91.4%	-62.6%	7.1%	2.3%	1.3%
RETAINED	97	127	104	117	172	173	178	166	142	110	120	161	144	140	163
		30.9%	-18.1%	12.5%	47.0%	0.6%	2.9%	-6.7%	-14.5%	-22.5%	9.1%	34.2%	4.4%	-0.1%	1.7%
LOST	39	29	30	30	63	58	58	50	48	59	46	93	54	59	
		-25.6%	3.4%	0.0%	110.0%	-7.9%	0.0%	-13.8%	-4.0%	22.9%	-22.0%	102.2%	19.1%	17.1%	
RR	49.2%	63.5%	52.0%	40.8%	53.3%	55.1%	64.7%	65.1%	62.8%	57.6%	43.6%	73.5%	56.9%	60.5%	

MOH0107 CENTRAL MISSOURI YOUTH HOCKEY ASSN

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	20	17	15	14	11	8	15	15
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-15.0%	-11.8%	-6.7%	-21.4%	-5.5%	-11.0%	28.6%
NEW	0	0	0	0	0	0	0	20	6	7	9	5	5	9	7
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-70.0%	16.7%	28.6%	-44.4%	-6.9%	-13.8%	22.2%
RETAINED	0	0	0	0	0	0	0	0	11	8	5	6	3	6	8
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-27.3%	-37.5%	20.0%	-4.5%	-9.0%	40.0%
LOST	0	0	0	0	0	0	0	0	0	2	5	1	1	2	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	150.0%	-80.0%	7.0%	14.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	64.7%	53.3%	35.7%	54.5%	20.8%	41.7%	

MOH0121 CHESTERFIELD 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	184	174	165	126	111	196	208	286	283	159	154	75	176	191	79
		-5.4%	-5.2%	-23.6%	-11.9%	76.6%	6.1%	37.5%	-1.0%	-43.8%	-3.1%	-51.3%	-2.0%	-12.4%	2.6%
NEW	89	76	71	43	52	137	106	189	157	65	78	15	91	101	17
		-14.6%	-6.6%	-39.4%	20.9%	163.5%	-22.6%	78.3%	-16.9%	-58.6%	20.0%	-80.8%	5.8%	-11.6%	2.6%
RETAINED	95	98	94	83	59	59	102	97	126	94	76	60	85	91	62
		3.2%	-4.1%	-11.7%	-28.9%	0.0%	72.9%	-4.9%	29.9%	-25.4%	-19.1%	-21.1%	-1.2%	-8.1%	2.6%
LOST	15	16	22	20	12	14	34	39	67	114	31	25	38	55	
		6.7%	37.5%	-9.1%	-40.0%	16.7%	142.9%	14.7%	71.8%	70.1%	-72.8%	-19.4%	21.2%	12.9%	
RR	51.6%	56.3%	57.0%	65.9%	53.2%	30.1%	49.0%	33.9%	44.5%	59.1%	49.4%	80.0%	52.2%	53.4%	

MOH0174 KIRKWOOD 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	123	123	115	130	198	222	235	188	144	110	75	257	167	155	261
		0.0%	-6.5%	13.0%	52.3%	12.1%	5.9%	-20.0%	-23.4%	-23.6%	-31.8%	242.7%	22.1%	28.8%	5.3%
NEW	50	59	44	61	116	91	78	43	32	30	22	216	73	69	218
		18.0%	-25.4%	38.6%	90.2%	-21.6%	-14.3%	-44.9%	-25.6%	-6.3%	-26.7%	881.8%	84.6%	155.7%	9.1%
RETAINED	73	64	71	69	82	131	157	145	112	80	53	41	94	86	43
		-12.3%	10.9%	-2.8%	18.8%	59.8%	19.8%	-7.6%	-22.8%	-28.6%	-33.8%	-22.6%	-0.9%	-23.1%	3.8%
LOST	14	10	13	5	6	18	34	38	40	22	8	4	19	22	
		-28.6%	30.0%	-61.5%	20.0%	200.0%	88.9%	0.0%	5.3%	-45.0%	-63.6%	-50.0%	12.4%	-30.7%	
RR	59.3%	52.0%	61.7%	53.1%	41.4%	59.0%	66.8%	77.1%	77.8%	72.7%	70.7%	16.0%	59.6%	62.9%	

MOH0109 MEDIACOM ICE PARK

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	31	20	20	10	8	16	14
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-35.5%	0.0%	-50.0%	-8.5%	-17.1%	20.0%
NEW	0	0	0	0	0	0	0	0	31	13	13	4	6	12	6
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-58.1%	0.0%	-69.2%	-12.7%	-25.5%	15.4%
RETAINED	0	0	0	0	0	0	0	0	0	7	7	6	2	4	8
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-14.3%	-1.4%	-2.9%	28.6%
LOST	0	0	0	0	0	0	0	0	0	11	8	6	3	5	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-27.3%	-25.0%	-5.2%	-10.5%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.0%	35.0%	60.0%	13.0%	26.0%	

MOH0175 MERAMEC HOCKEY CLUB

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	126	184	142	152	141	145	225	184	111	121	214	241	168	174	245
		46.0%	-22.8%	7.0%	-7.2%	2.8%	55.2%	-18.2%	-39.7%	9.0%	76.9%	12.6%	7.6%	8.1%	1.9%
NEW	43	106	42	69	45	65	146	55	26	56	146	122	77	81	124
		146.5%	-60.4%	64.3%	-34.8%	44.4%	124.6%	-62.3%	-52.7%	115.4%	160.7%	-16.4%	28.3%	28.9%	1.4%
RETAINED	83	78	100	83	96	80	79	129	85	65	68	119	90	93	121
		-6.0%	28.2%	-17.0%	15.7%	-16.7%	-1.3%	63.3%	-34.1%	-23.5%	4.6%	75.0%	9.4%	17.1%	2.9%
LOST	22	20	43	29	34	24	29	63	45	17	18	61	36	41	
		-9.1%	115.0%	-32.6%	17.2%	-29.4%	20.8%	0.0%	-28.6%	-62.2%	5.9%	238.9%	24.5%	30.8%	
RR	65.9%	42.4%	70.4%	54.6%	68.1%	55.2%	35.1%	70.1%	76.6%	53.7%	31.8%	49.4%	56.5%	56.3%	

MOH0125 MID MISSOURI TIGERS

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	33	22	27	29	25	19	16	19	24	22	17	13	21	19	17
		-33.3%	22.7%	7.4%	-13.8%	-24.0%	-15.8%	18.8%	26.3%	-8.3%	-22.7%	-23.5%	-3.3%	-1.9%	23.5%
NEW	18	12	21	16	11	10	9	12	16	9	9	5	12	10	7
		-33.3%	75.0%	-23.8%	-31.3%	-9.1%	-10.0%	33.3%	33.3%	-43.8%	0.0%	-44.4%	-2.1%	-4.3%	22.2%
RETAINED	15	10	6	13	14	9	7	7	8	13	8	8	9	9	10
		-33.3%	-40.0%	116.7%	7.7%	-35.7%	-22.2%	0.0%	14.3%	62.5%	-38.5%	0.0%	6.5%	7.7%	25.0%
LOST	2	3	5	3	2	6	0	6	3	5	5	2	4	4	
		50.0%	66.7%	-40.0%	-33.3%	200.0%	-100.0%	0.0%	-50.0%	66.7%	0.0%	-60.0%	5.0%	-8.7%	
RR	45.5%	45.5%	22.2%	44.8%	56.0%	47.4%	43.8%	36.8%	33.3%	59.1%	47.1%	61.5%	45.2%	47.6%	

MOH0112 NORTHERN EDGE HOCKEY SCHOOL

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	6	36	4	8	40
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	500.0%	50.0%	100.0%	66.7%
NEW	0	0	0	0	0	0	0	0	0	0	6	36	4	8	38
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	500.0%	50.0%	100.0%	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	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%	

MOH0167 SOUTHERN ILLINOIS ICE HAWKS

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	31	33	28	36	49	39	41	32	30	43	33	39	37	35	43
		6.5%	-15.2%	28.6%	36.1%	-20.4%	5.1%	-22.0%	-6.3%	43.3%	-23.3%	18.2%	4.4%	2.0%	12.1%
NEW	4	21	13	22	35	16	24	19	13	25	11	24	20	18	26
		425.0%	-38.1%	69.2%	59.1%	-54.3%	50.0%	-20.8%	-31.6%	92.3%	-56.0%	118.2%	18.8%	20.4%	18.2%
RETAINED	27	12	15	14	14	23	17	13	17	18	22	15	17	17	17
		-55.6%	25.0%	-6.7%	0.0%	64.3%	-26.1%	-23.5%	30.8%	5.9%	22.2%	-31.8%	6.0%	0.7%	9.1%
LOST	7	2	5	2	2	5	8	8	3	2	5	10	5	6	
		-71.4%	150.0%	-60.0%	0.0%	150.0%	60.0%	0.0%	-62.5%	-33.3%	150.0%	100.0%	45.4%	30.8%	
RR	87.1%	36.4%	53.6%	38.9%	28.6%	59.0%	41.5%	40.6%	56.7%	41.9%	66.7%	38.5%	46.6%	48.9%	

MOH0177 SPRINGFIELD 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	109	90	78	99	88	89	89	98	79	55	66	43	78	68	47
		-17.4%	-13.3%	26.9%	-11.1%	1.1%	0.0%	10.1%	-19.4%	-30.4%	20.0%	-34.8%	-5.1%	-10.9%	6.1%
NEW	51	45	42	64	43	46	42	54	42	12	31	11	39	30	13
		-11.8%	-6.7%	52.4%	-32.8%	7.0%	-8.7%	28.6%	-22.2%	-71.4%	158.3%	-64.5%	4.0%	5.7%	6.5%
RETAINED	58	45	36	35	45	43	47	44	37	43	35	32	40	38	34
		-22.4%	-20.0%	-2.8%	28.6%	-4.4%	9.3%	-6.4%	-15.9%	16.2%	-18.6%	-8.6%	-2.3%	-6.7%	5.7%
LOST	24	29	30	23	44	35	31	21	42	29	8	17	28	23	
		20.8%	3.4%	-23.3%	91.3%	-20.5%	-11.4%	0.0%	100.0%	-31.0%	-72.4%	112.5%	14.9%	21.8%	
RR	53.2%	50.0%	46.2%	35.4%	51.1%	48.3%	52.8%	44.9%	46.8%	78.2%	53.0%	74.4%	53.1%	59.5%	

MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION MO

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	21	14	10	3	5	7	12	11	8	8	15
		0.0%	0.0%	0.0%	0.0%	-33.3%	-28.6%	-70.0%	66.7%	40.0%	71.4%	-8.3%	3.8%	20.0%	33.3%
NEW	0	0	0	0	21	7	4	1	3	4	8	9	6	5	11
		0.0%	0.0%	0.0%	0.0%	-66.7%	-42.9%	-75.0%	200.0%	33.3%	100.0%	12.5%	16.1%	54.2%	25.0%
RETAINED	0	0	0	0	0	7	6	2	2	3	4	2	3	3	4
		0.0%	0.0%	0.0%	0.0%	0.0%	-14.3%	-66.7%	0.0%	50.0%	33.3%	-50.0%	-4.8%	-6.7%	50.0%
LOST	0	0	0	0	0	6	2	3	0	0	0	2	1	1	
		0.0%	0.0%	0.0%	0.0%	0.0%	-66.7%	50.0%	-100.0%	0.0%	0.0%	0.0%	-11.7%	-10.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	60.0%	66.7%	40.0%	42.9%	33.3%	18.2%	31.1%	40.2%	

MOH0300 ST LOUIS GIRLS 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	0	10	4	1	1	3	1	1	7	3	3	11
		0.0%	0.0%	0.0%	0.0%	-60.0%	-75.0%	0.0%	200.0%	-66.7%	0.0%	600.0%	59.8%	146.7%	57.1%
NEW	0	0	0	0	10	1	1	1	2	1	1	7	2	2	9
		0.0%	0.0%	0.0%	0.0%	-90.0%	0.0%	0.0%	100.0%	-50.0%	0.0%	600.0%	56.0%	130.0%	28.6%
RETAINED	0	0	0	0	0	3	0	0	1	0	0	0	0	0	2
		0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	-20.0%	-20.0%	0.0%
LOST	0	0	0	0	0	8	1	0	0	1	1	0	1	0	
		0.0%	0.0%	0.0%	0.0%	0.0%	-87.5%	-100.0%	0.0%	0.0%	0.0%	-100.0%	-28.8%	-40.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	75.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	10.8%	6.7%	

MOH0169

ST LOUIS ROCKETS 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	112	108	113	241	182	145	107	190	234	137	211	116	168	178	120
		-3.6%	4.6%	113.3%	-24.5%	-20.3%	-26.2%	77.6%	23.2%	-41.5%	54.0%	-45.0%	11.5%	13.7%	1.9%
NEW	53	46	55	177	105	39	32	122	133	55	115	29	86	91	31
		-13.2%	19.6%	221.8%	-40.7%	-62.9%	-17.9%	281.3%	9.0%	-58.6%	109.1%	-74.8%	38.6%	53.2%	1.7%
RETAINED	59	62	58	64	77	106	75	68	101	82	96	87	81	87	89
		5.1%	-6.5%	10.3%	20.3%	37.7%	-29.2%	-9.3%	48.5%	-18.8%	17.1%	-9.4%	6.1%	5.6%	2.1%
LOST	8	7	5	13	92	37	20	5	32	76	17	57	35	37	
		-12.5%	-28.6%	160.0%	607.7%	-59.8%	-45.9%	0.0%	540.0%	137.5%	-77.6%	235.3%	146.9%	167.0%	
RR	52.7%	57.4%	51.3%	26.6%	42.3%	73.1%	70.1%	35.8%	43.2%	59.9%	45.5%	75.0%	52.3%	51.9%	

MOH0248

ST PETERS HOCKEY CLUB

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	145	166	143	149	175	179	161	181	144	159	127	146	156	151	150
		14.5%	-13.9%	4.2%	17.4%	2.3%	-10.1%	12.4%	-20.4%	10.4%	-20.1%	15.0%	-0.3%	-0.6%	3.1%
NEW	77	75	47	71	95	75	53	83	59	76	59	71	69	70	73
		-2.6%	-37.3%	51.1%	33.8%	-21.1%	-29.3%	56.6%	-28.9%	28.8%	-22.4%	20.3%	5.2%	10.9%	3.4%
RETAINED	68	91	96	78	80	104	108	98	85	83	68	75	88	82	77
		33.8%	5.5%	-18.8%	2.6%	30.0%	3.8%	-9.3%	-13.3%	-2.4%	-18.1%	10.3%	-1.0%	-6.5%	2.9%
LOST	15	13	17	10	12	22	11	9	28	17	33	14	17	20	
		-13.3%	30.8%	-41.2%	20.0%	83.3%	-50.0%	-18.2%	211.1%	-39.3%	94.1%	-57.6%	23.3%	38.0%	
RR	46.9%	54.8%	67.1%	52.3%	45.7%	58.1%	67.1%	54.1%	59.0%	52.2%	53.5%	51.4%	56.1%	54.1%	

MOH0173

TWIN BRIDGES LIGHTNING

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	97	112	98	72	142	96	132	161	199	150	123	64	124	139	68
		15.5%	-12.5%	-26.5%	97.2%	-32.4%	37.5%	22.0%	23.6%	-24.6%	-18.0%	-48.0%	1.8%	-9.0%	3.3%
NEW	41	60	36	18	102	29	75	89	118	59	52	14	59	66	16
		46.3%	-40.0%	-50.0%	466.7%	-71.6%	158.6%	18.7%	32.6%	-50.0%	-11.9%	-73.1%	38.0%	-16.7%	3.8%
RETAINED	56	52	62	54	40	67	57	72	81	91	71	50	65	73	52
		-7.1%	19.2%	-12.9%	-25.9%	67.5%	-14.9%	26.3%	12.5%	12.3%	-22.0%	-29.6%	3.3%	-0.1%	2.8%
LOST	31	18	12	12	8	42	10	13	34	75	44	45	30	42	
		-41.9%	-33.3%	0.0%	-33.3%	425.0%	-76.2%	0.0%	161.5%	120.6%	-41.3%	2.3%	52.5%	48.6%	
RR	57.7%	46.4%	63.3%	75.0%	28.2%	69.8%	43.2%	44.7%	40.7%	60.7%	57.7%	78.1%	56.1%	56.4%	