



# Montana 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 57.7% for the 4-8 year old male & female segment over the last 5 years.
- In 2008-09, the rate of retention was 56.8%; this means 43.2% are out of hockey by the age of 9.

## 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%
<b>TOTALS</b>	<b>89423</b>	<b>-533</b>	<b>-0.6%</b>	<b>91622</b>	<b>+2199</b>	<b>+2.5%</b>

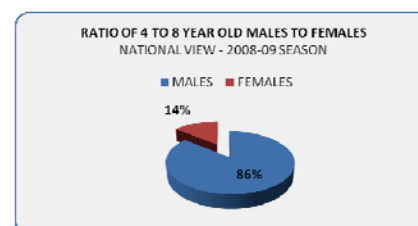
## RETENTION INCREASES WITH AGE

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.



## MONTANA 2008-09 KEY TAKEAWAYS

### Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in Montana in 2008-09 increased by 62 (or 14.4%) going to 493 from 431 in 2007-08.
- In 2008-09, 493 total 4-8 year old males & females played hockey down 75 from the peak of 568 in 2003-04.

### Acquisition

- Acquisition of new 4-8 year old males & females peaked in 2000-01 with 296 players.
- In 2008-09, 241 new 4-8 year old males & females were acquired – down 55 from the peak, but up 63 players or 35.4% from 2007-08.

### Retention

- Retention of 4-8 year-old males & females peaked in 2001-02 at 299.
- In 2008-09, 252 4-8 year old males & females were retained – down 47 from the peak and 1 or 0.4% from 2007-08.

### Rate of Retention

- The rate of retention has averaged 54.6% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 51.1%; this means 48.9% 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	33	-2	-5.7%	37	+4	+12.1%
5 YEAR OLDS	74	-6	-7.5%	81	+7	+9.5%
6 YEAR OLDS	87	-18	-17.2%	103	+16	+18.4%
7 YEAR OLDS	117	+9	+8.3%	132	+15	+12.8%
8 YEAR OLDS	120	-4	-3.2%	140	+20	+16.7%
<b>TOTALS</b>	<b>431</b>	<b>-21</b>	<b>-4.6%</b>	<b>493</b>	<b>+62</b>	<b>+14.4%</b>

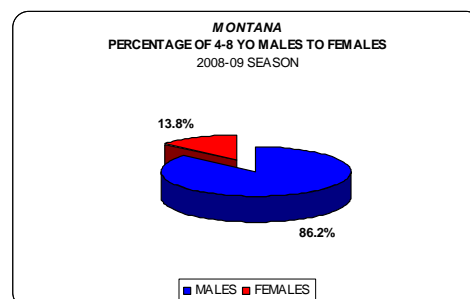
## RETENTION INCREASES WITH AGE

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

- **32.1% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
  - **53.4% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
  - **52.3% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
  - **71.4% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- |   |       |                   |       |
|---|-------|-------------------|-------|
| ▪ Retention rate for Squirts in 2008-09:  | 81.0% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 81.7% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09:  | 91.2% | National Average: | 93.6% |

## RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 86.2% of all 4 to 8 year olds in Montana in 2008-09 while females represented 13.8%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





## MONTANA 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
<b>TOTAL</b>	467	511	515	562	547	523	568	482	477	452	431	493	505	467
		9.4%	0.8%	9.1%	-2.7%	-4.4%	8.6%	-15.1%	-1.0%	-5.2%	-4.6%	14.4%	0.0%	-2.3%
<b>NEW</b>	246	266	256	296	248	225	282	196	246	201	178	241	237	212
		8.1%	-3.8%	15.6%	-16.2%	-9.3%	25.3%	-30.5%	25.5%	-18.3%	-11.4%	35.4%	1.2%	0.1%
<b>RETAINED</b>	221	245	259	266	299	298	286	286	231	251	253	252	268	255
		10.9%	5.7%	2.7%	12.4%	-0.3%	-4.0%	0.0%	-19.2%	8.7%	0.8%	-0.4%	0.6%	-2.0%
<b>LOST</b>	97	104	93	83	106	103	94	146	117	124	95	81	104	113
		7.2%	-10.6%	-10.8%	27.7%	-2.8%	-8.7%	55.3%	-19.9%	6.0%	-23.4%	-14.7%	-0.2%	0.7%
<b>RR</b>	47.3%	47.9%	50.3%	47.3%	54.7%	57.0%	50.4%	59.3%	48.4%	55.5%	58.7%	51.1%	53.3%	54.6%

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
<b>TOTAL</b>	427	474	466	509	485	459	497	413	406	382	366	425	441	398
		11.0%	-1.7%	9.2%	-4.7%	-5.4%	8.3%	-16.9%	-1.7%	-5.9%	-4.2%	16.1%	-0.7%	-2.5%
<b>NEW</b>	220	247	227	257	218	195	244	156	205	167	146	204	202	176
		12.3%	-8.1%	13.2%	-15.2%	-10.6%	25.1%	-36.1%	31.4%	-18.5%	-12.6%	39.7%	0.8%	0.8%
<b>RETAINED</b>	207	227	239	252	267	264	253	257	201	215	220	221	239	223
		9.7%	5.3%	5.4%	6.0%	-1.1%	-4.2%	1.6%	-21.8%	7.0%	2.3%	0.5%	0.1%	-2.1%
<b>LOST</b>	85	91	87	72	97	86	81	125	92	105	74	64	88	92
		7.1%	-4.4%	-17.2%	34.7%	-11.3%	-5.8%	54.3%	-26.4%	14.1%	-29.5%	-13.5%	-0.5%	-0.2%
<b>RR</b>	48.5%	47.9%	51.3%	49.5%	55.1%	57.5%	50.9%	62.2%	49.5%	56.3%	60.1%	52.0%	54.4%	56.0%

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
<b>TOTAL</b>	40	37	49	53	62	64	71	69	71	70	65	68	64	69
		-7.5%	32.4%	8.2%	17.0%	3.2%	10.9%	-2.8%	2.9%	-1.4%	-7.1%	4.6%	6.8%	-0.8%
<b>NEW</b>	26	19	29	39	30	30	38	40	41	34	32	37	35	37
		-26.9%	52.6%	34.5%	-23.1%	0.0%	26.7%	5.3%	2.5%	-17.1%	-5.9%	15.6%	9.1%	0.1%
<b>RETAINED</b>	14	18	20	14	32	34	33	29	30	36	33	31	29	32
		28.6%	11.1%	-30.0%	128.6%	6.3%	-2.9%	-12.1%	3.4%	20.0%	-8.3%	-6.1%	11.0%	-0.6%
<b>LOST</b>	12	13	6	11	9	17	13	21	25	19	21	17	16	21
		8.3%	-53.8%	83.3%	-18.2%	88.9%	-23.5%	61.5%	19.0%	-24.0%	10.5%	-19.0%	12.5%	9.6%
<b>RR</b>	35.0%	48.6%	40.8%	26.4%	51.6%	53.1%	46.5%	42.0%	42.3%	51.4%	50.8%	45.6%	45.1%	46.4%

### 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	+/-
<b>NEW</b>	<b>39,212</b>	<b>41,994</b>	<b>+2,782</b> <b>+7.1%</b>
<b>RETAINED</b>	<b>51,999</b>	<b>54,781</b>	<b>+2,782</b> <b>+5.4%</b>
<b>TOTAL</b>	<b>91,211</b>	<b>96,775</b>	<b>+5,564</b> <b>+6.1%</b>

## MONTANA'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
  - **Based on 11 associations**
  - **263 new kids acquired**
  - **274 kids retained**
  - **537 total youth hockey 4-8 year olds**
  - **8.9% increase**

	2008-09	2009-10	+/-
<b>NEW</b>	<b>241</b>	<b>263</b>	<b>+22</b> <b>+9.1%</b>
<b>RETAINED</b>	<b>252</b>	<b>274</b>	<b>+22</b> <b>+8.7%</b>
<b>TOTAL</b>	<b>493</b>	<b>537</b>	<b>+44</b> <b>+8.9%</b>

# MONTANA ASSOCIATIONS (11)

## MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

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	85	114	90	87	79	71	87	60	70	66	62	40	71	60	44
		34.1%	-21.1%	-3.3%	-9.2%	-10.1%	22.5%	-31.0%	16.7%	-5.7%	-6.1%	-35.5%	-8.3%	-12.3%	10.0%
NEW	47	62	34	44	33	25	49	20	39	23	19	12	30	23	14
		31.9%	-45.2%	29.4%	-25.0%	-24.2%	96.0%	-59.2%	95.0%	-41.0%	-17.4%	-36.8%	-2.8%	-11.9%	16.7%
RETAINED	38	52	56	43	46	46	38	40	31	43	43	28	41	37	30
		36.8%	7.7%	-23.2%	7.0%	0.0%	-17.4%	5.3%	-22.5%	38.7%	0.0%	-34.9%	-3.9%	-2.7%	7.1%
LOST	25	12	21	24	9	12	9	19	16	15	6	11	14	13	
		-52.0%	75.0%	14.3%	-62.5%	33.3%	-25.0%	111.1%	-15.8%	-6.3%	-60.0%	83.3%	14.8%	22.5%	
RR	44.7%	45.6%	62.2%	49.4%	58.2%	64.8%	43.7%	66.7%	44.3%	65.2%	69.4%	70.0%	59.4%	63.1%	

## MTH0015 BOZEMAN 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	26	56	41	65	73	58	52	43	67	78	70	75	62	67	79
		115.4%	-26.8%	58.5%	12.3%	-20.5%	-10.3%	-17.3%	55.8%	16.4%	-10.3%	7.1%	6.5%	10.4%	5.3%
NEW	17	43	29	42	42	23	17	18	49	50	30	32	33	36	34
		152.9%	-32.6%	44.8%	0.0%	-45.2%	-26.1%	5.9%	172.2%	2.0%	-40.0%	6.7%	8.8%	29.4%	6.3%
RETAINED	9	13	12	23	31	35	35	25	18	28	40	43	29	31	45
		44.4%	-7.7%	91.7%	34.8%	12.9%	0.0%	-28.6%	-28.0%	55.6%	42.9%	7.5%	18.1%	9.9%	4.7%
LOST	5	5	26	7	9	21	8	12	10	25	18	15	15	16	
		0.0%	420.0%	-73.1%	28.6%	133.3%	-61.9%	50.0%	-16.7%	150.0%	-28.0%	-16.7%	58.6%	27.7%	
RR	34.6%	23.2%	29.3%	35.4%	42.5%	60.3%	67.3%	58.1%	26.9%	35.9%	57.1%	57.3%	47.0%	47.1%	

## MTH0076 BUTTE 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	54	43	44	56	46	43	24	35	31	30	33	33	38	32	37
		-20.4%	2.3%	27.3%	-17.9%	-6.5%	-44.2%	45.8%	-11.4%	-3.2%	10.0%	0.0%	0.2%	8.2%	12.1%
NEW	28	23	19	33	19	19	7	17	13	9	11	13	16	13	15
		-17.9%	-17.4%	73.7%	-42.4%	0.0%	-63.2%	142.9%	-23.5%	-30.8%	22.2%	18.2%	8.0%	25.8%	15.4%
RETAINED	26	20	25	23	27	24	17	18	18	21	22	20	22	20	22
		-23.1%	25.0%	-8.0%	17.4%	-11.1%	-29.2%	5.9%	0.0%	16.7%	4.8%	-9.1%	1.2%	3.6%	10.0%
LOST	9	15	9	8	16	11	15	2	7	5	3	6	8	5	
		66.7%	-40.0%	-11.1%	100.0%	-31.3%	36.4%	-86.7%	250.0%	-28.6%	-40.0%	100.0%	24.9%	39.0%	
RR	48.1%	46.5%	56.8%	41.1%	58.7%	55.8%	70.8%	51.4%	58.1%	70.0%	66.7%	60.6%	59.0%	61.4%	

**MTH0029 FLATHEAD 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	0	0	0	0	0	0	22	20	4	8	24	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-9.1%	-0.9%	-1.8%	20.0%
NEW	0	0	0	0	0	0	0	0	0	0	22	11	3	7	13	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-50.0%	-5.0%	-10.0%	18.2%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	9	1	2	11	
		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%	22.2%
LOST	0	0	0	0	0	0	0	0	0	0	0	5	1	1		
		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%	45.0%	4.5%	9.0%		

**MTH0016 GLACIER 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	26	28	27	31	35	37	29	47	51	49	28	30	36	41	34
		7.7%	-3.6%	14.8%	12.9%	5.7%	-21.6%	62.1%	8.5%	-3.9%	-42.9%	7.1%	3.9%	6.2%	13.3%
NEW	7	18	11	19	18	14	7	31	27	27	8	14	18	21	16
		157.1%	-38.9%	72.7%	-5.3%	-22.2%	-50.0%	342.9%	-12.9%	0.0%	-70.4%	75.0%	29.1%	66.9%	14.3%
RETAINED	19	10	16	12	17	23	22	16	24	22	20	16	19	20	18
		-47.4%	60.0%	-25.0%	41.7%	35.3%	-4.3%	-27.3%	50.0%	-8.3%	-9.1%	-20.0%	9.3%	-2.9%	12.5%
LOST	4	7	4	6	4	2	6	4	12	9	14	4	7	9	
		75.0%	-42.9%	50.0%	-33.3%	-50.0%	200.0%	-33.3%	200.0%	-25.0%	55.6%	-71.4%	25.0%	25.2%	
RR	73.1%	35.7%	59.3%	38.7%	48.6%	62.2%	75.9%	34.0%	47.1%	44.9%	71.4%	53.3%	53.5%	50.2%	

**MTH0013 GREAT FALLS AMATEUR 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	81	75	64	72	49	41	95	43	31	0	0	25	42	20	29
		-7.4%	-14.7%	12.5%	-31.9%	-16.3%	131.7%	-54.7%	-27.9%	-100.0%	0.0%	0.0%	-10.1%	-36.5%	16.0%
NEW	46	37	29	33	17	21	74	11	16	0	0	24	23	10	26
		-19.6%	-21.6%	13.8%	-48.5%	23.5%	252.4%	-85.1%	45.5%	-100.0%	0.0%	0.0%	8.0%	-27.9%	8.3%
RETAINED	35	38	35	39	32	20	21	32	15	0	0	1	20	10	3
		8.6%	-7.9%	11.4%	-17.9%	-37.5%	5.0%	52.4%	-53.1%	-100.0%	0.0%	0.0%	-14.8%	-20.1%	200.0%
LOST	24	30	18	11	29	13	8	40	20	23	0	0	16	17	
		25.0%	-40.0%	-38.9%	163.6%	-55.2%	0.0%	400.0%	-50.0%	15.0%	-100.0%	0.0%	29.5%	53.0%	
RR	43.2%	50.7%	54.7%	54.2%	65.3%	48.8%	22.1%	74.4%	48.4%	0.0%	0.0%	4.0%	37.2%	25.4%	

**MTH0012 HAVRE 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	31	27	20	28	24	31	23	31	21	29	25	36	27	28	40
		-12.9%	-25.9%	40.0%	-14.3%	29.2%	-25.8%	34.8%	-32.3%	38.1%	-13.8%	44.0%	7.4%	14.2%	11.1%
NEW	7	10	7	19	8	11	4	15	4	13	6	22	11	12	24
		42.9%	-30.0%	171.4%	-57.9%	37.5%	-63.6%	275.0%	-73.3%	225.0%	-53.8%	266.7%	69.7%	127.9%	9.1%
RETAINED	24	17	13	9	16	20	19	16	17	16	19	14	16	16	16
		-29.2%	-23.5%	-30.8%	77.8%	25.0%	-5.0%	-15.8%	6.3%	-5.9%	18.8%	-26.3%	2.0%	-4.6%	14.3%
LOST	1	7	5	1	7	5	6	5	6	6	5	4	5	5	
		600.0%	-28.6%	-80.0%	600.0%	-28.6%	20.0%	-16.7%	20.0%	0.0%	-16.7%	-20.0%	45.0%	-6.7%	
RR	77.4%	63.0%	65.0%	32.1%	66.7%	64.5%	82.6%	51.6%	81.0%	55.2%	76.0%	38.9%	61.4%	60.5%	

**MTH0014 HELENA BIGHORN 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	39	41	45	35	30	24	43	30	39	35	30	42	35	35	46
		5.1%	9.8%	-22.2%	-14.3%	-20.0%	79.2%	-30.2%	30.0%	-10.3%	-14.3%	40.0%	4.8%	3.0%	13.3%
NEW	17	18	18	18	12	9	28	13	26	14	13	18	17	17	20
		5.9%	0.0%	0.0%	-33.3%	-25.0%	211.1%	-53.6%	100.0%	-46.2%	-7.1%	38.5%	18.4%	6.3%	15.4%
RETAINED	22	23	27	17	18	15	15	17	13	21	17	24	18	18	26
		4.5%	17.4%	-37.0%	5.9%	-16.7%	0.0%	13.3%	-23.5%	61.5%	-19.0%	41.2%	4.3%	14.7%	11.8%
LOST	4	5	4	5	6	8	1	15	5	11	13	2	7	9	
		25.0%	-20.0%	25.0%	20.0%	33.3%	-87.5%	1400.0%	-66.7%	120.0%	18.2%	-84.6%	135.8%	277.4%	
RR	56.4%	56.1%	60.0%	48.6%	60.0%	62.5%	34.9%	56.7%	33.3%	60.0%	56.7%	57.1%	53.0%	52.8%	

**MTH0018 HILINE 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	4	4	11	14	35	22	25	23	13	23	20	30	22	22	34
		0.0%	175.0%	27.3%	150.0%	-37.1%	13.6%	-8.0%	-43.5%	76.9%	-13.0%	50.0%	39.1%	12.5%	13.3%
NEW	4	2	10	8	23	5	11	5	7	13	9	16	11	10	18
		-50.0%	400.0%	-20.0%	187.5%	-78.3%	120.0%	-54.5%	40.0%	85.7%	-30.8%	77.8%	72.7%	23.6%	12.5%
RETAINED	0	2	1	6	12	17	14	18	6	10	11	14	11	12	16
		0.0%	-50.0%	500.0%	100.0%	41.7%	-17.6%	28.6%	-66.7%	66.7%	10.0%	27.3%	64.0%	13.2%	14.3%
LOST	0	1	2	2	1	8	3	5	6	3	8	4	4	5	
		0.0%	100.0%	0.0%	-50.0%	700.0%	-62.5%	66.7%	20.0%	-50.0%	166.7%	-50.0%	84.1%	30.7%	
RR	0.0%	50.0%	9.1%	42.9%	34.3%	77.3%	56.0%	78.3%	46.2%	43.5%	55.0%	46.7%	48.9%	53.9%	

**MTH0028**

**MILES CITY YOUTH HOCKEY**

<b>MALE &amp; FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY</b>															<b>09-10</b>
	<b>97-98</b>	<b>98-99</b>	<b>99-00</b>	<b>00-01</b>	<b>01-02</b>	<b>02-03</b>	<b>03-04</b>	<b>04-05</b>	<b>05-06</b>	<b>06-07</b>	<b>07-08</b>	<b>08-09</b>	<b>10-YR AVE</b>	<b>5-YR AVE</b>	<b>TARGETS</b>
<b>TOTAL</b>	53	34	25	16	19	19	10	13	15	23	20	30	19	20	34
		-35.8%	-26.5%	-36.0%	18.8%	0.0%	-47.4%	30.0%	15.4%	53.3%	-13.0%	50.0%	4.5%	27.1%	13.3%
<b>NEW</b>	26	10	12	3	9	11	4	7	10	17	11	23	11	14	25
		-61.5%	20.0%	-75.0%	200.0%	22.2%	-63.6%	75.0%	42.9%	70.0%	-35.3%	109.1%	36.5%	52.3%	8.7%
<b>RETAINED</b>	27	24	13	13	10	8	6	6	5	6	9	7	8	7	9
		-11.1%	-45.8%	0.0%	-23.1%	-20.0%	-25.0%	0.0%	-16.7%	20.0%	50.0%	-22.2%	-8.3%	6.2%	28.6%
<b>LOST</b>	19	17	7	3	2	3	7	2	5	7	9	6	5	6	
		-10.5%	-58.8%	-57.1%	-33.3%	50.0%	133.3%	-71.4%	150.0%	40.0%	28.6%	-33.3%	14.8%	22.8%	
<b>RR</b>	50.9%	70.6%	52.0%	81.3%	52.6%	42.1%	60.0%	46.2%	33.3%	26.1%	45.0%	23.3%	46.2%	34.8%	

**MTH0017**

**MISSOULA AREA YOUTH HOCKEY ASSOCIATION**

<b>MALE &amp; FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY</b>															<b>09-10</b>
	<b>97-98</b>	<b>98-99</b>	<b>99-00</b>	<b>00-01</b>	<b>01-02</b>	<b>02-03</b>	<b>03-04</b>	<b>04-05</b>	<b>05-06</b>	<b>06-07</b>	<b>07-08</b>	<b>08-09</b>	<b>10-YR AVE</b>	<b>5-YR AVE</b>	<b>TARGETS</b>
<b>TOTAL</b>	32	53	77	92	79	96	95	83	83	96	88	89	88	88	93
		65.6%	45.3%	19.5%	-14.1%	21.5%	-1.0%	-12.6%	0.0%	15.7%	-8.3%	1.1%	6.7%	-0.8%	4.5%
<b>NEW</b>	32	35	50	46	28	55	49	38	46	54	46	35	45	44	37
		9.4%	42.9%	-8.0%	-39.1%	96.4%	-10.9%	-22.4%	21.1%	17.4%	-14.8%	-23.9%	5.9%	-4.5%	5.7%
<b>RETAINED</b>	0	18	27	46	51	41	46	45	37	42	42	54	43	44	56
		0.0%	50.0%	70.4%	10.9%	-19.6%	12.2%	-2.2%	-17.8%	13.5%	0.0%	28.6%	14.6%	4.4%	3.7%
<b>LOST</b>	0	2	7	10	10	14	23	22	22	16	21	22	17	21	
		0.0%	250.0%	42.9%	0.0%	40.0%	0.0%	-4.3%	0.0%	0.0%	31.3%	4.8%	0.0%	0.0%	
<b>RR</b>	0.0%	34.0%	35.1%	50.0%	64.6%	42.7%	48.4%	54.2%	44.6%	43.8%	47.7%	60.7%	49.2%	50.2%	