



New Hampshire Amateur Hockey Association



New Hampshire Amateur Hockey

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
New Hampshire Analysis	Pages 4-5
2 & 2 Challenge	Page 6
Local Association Number History	Pages 7-17



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%

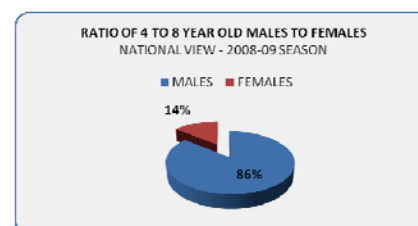
RETENTION INCREASES WITH AGE

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.



NEW HAMPSHIRE AMATEUR HOCKEY 2008-09 KEY TAKEAWAYS

Total

- The total number of combined males and females ages 4 to 8 playing youth ice hockey in New Hampshire in 2008-09 decreased by 153 (or 10.3%) going to 1,333 from 1,486 in 2007-08.
- In 2008-09, 1,333 total 4-8 year old males & females played hockey down 901 from the peak of 2,234 in 1999-00.

Acquisition

- Acquisition of new 4-8 year old males & females peaked in 1998-99 with 1,148 players.
- In 2008-09, 571 new 4-8 year old males & females were acquired – down 577 from the peak, and down 145 players or 20.3% from 2007-08.

Retention

- Retention of 4-8 year-old males & females peaked in 2000-01 at 1,193.
- In 2008-09, 762 4-8 year old males & females were retained – down 431 from the peak, and down 8 or 1.0% from 2007-08.

Rate of Retention

- The rate of retention has averaged 53.6% for the 4-8 year old male & female segment over the last five years.
- In 2008-09, the rate of retention was 57.2%; this means 42.8% 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	129	+21	+19.4%	119	-10	-7.8%
5 YEAR OLDS	221	+40	+22.1%	188	-33	-14.9%
6 YEAR OLDS	279	-23	-7.6%	265	-14	-5.0%
7 YEAR OLDS	405	+41	+11.3%	321	-84	-20.8%
8 YEAR OLDS	452	-15	-3.2%	440	-12	-2.7%
TOTALS	1,486	+64	+4.5%	1,333	-153	-10.3%

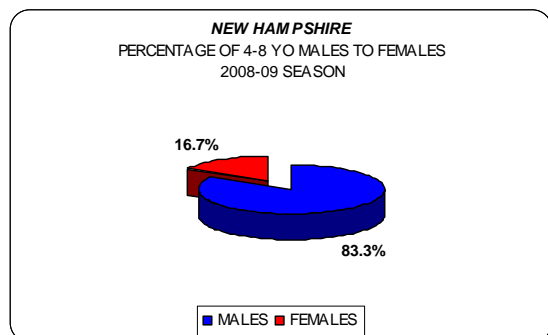
RETENTION INCREASES WITH AGE

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

- **39.9% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.0%
 - **51.3% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **61.1% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **74.3% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|---|-------|-------------------|-------|
| ▪ Retention rate for Squirts in 2008-09: | 81.7% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2008-09: | 85.9% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2008-09: | 89.8% | National Average: | 93.6% |

RATIO OF MALES TO FEMALES – 4 TO 8 YEAR OLDS

Males represented 83.3% of all 4 to 8 year olds in New Hampshire in 2008-09 while females represented 16.7%. Nationally, males represented 86% of all 4 to 8 year olds in 2008-09 while females represented 14%.





NEW HAMPSHIRE 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	1825	2127	2234	2020	1907	1745	1659	1497	1328	1422	1486	1333	1663	1413
		16.5%	5.0%	-9.6%	-5.6%	-8.5%	-4.9%	-9.8%	-11.3%	7.1%	4.5%	-10.3%	-4.3%	-4.0%
NEW	811	1148	1109	827	809	744	694	634	637	719	716	571	746	655
		41.6%	-3.4%	-25.4%	-2.2%	-8.0%	-6.7%	-8.6%	0.5%	12.9%	-0.4%	-20.3%	-6.2%	-3.2%
RETAINED	1014	979	1125	1193	1098	1001	965	863	691	703	770	762	917	758
		-3.5%	14.9%	6.0%	-8.0%	-8.8%	-3.6%	-10.6%	-19.9%	1.7%	9.5%	-1.0%	-2.0%	-4.1%
LOST	330	356	420	539	409	377	360	326	343	287	267	354	368	315
		7.9%	18.0%	28.3%	-24.1%	-7.8%	-4.5%	-9.4%	5.2%	-16.3%	-7.0%	32.6%	1.5%	1.0%
RR	55.6%	46.0%	50.4%	59.1%	57.6%	57.4%	58.2%	57.6%	52.0%	49.4%	51.8%	57.2%	55.1%	53.6%

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	1659	1881	1931	1766	1688	1536	1459	1299	1120	1171	1231	1110	1431	1186
		13.4%	2.7%	-8.5%	-4.4%	-9.0%	-5.0%	-11.0%	-13.8%	4.6%	5.1%	-9.8%	-4.9%	-5.0%
NEW	710	977	917	685	702	645	594	529	514	581	576	468	621	534
		37.6%	-6.1%	-25.3%	2.5%	-8.1%	-7.9%	-10.9%	-2.8%	13.0%	-0.9%	-18.8%	-6.5%	-4.1%
RETAINED	949	904	1014	1081	986	891	865	770	606	590	655	642	810	653
		-4.7%	12.2%	6.6%	-8.8%	-9.6%	-2.9%	-11.0%	-21.3%	-2.6%	11.0%	-2.0%	-2.8%	-5.2%
LOST	278	293	338	392	310	310	289	276	282	230	197	272	290	251
		5.4%	15.4%	16.0%	-20.9%	0.0%	-6.8%	-4.5%	2.2%	-18.4%	-14.3%	38.1%	0.7%	0.6%
RR	57.2%	48.1%	52.5%	61.2%	58.4%	58.0%	59.3%	59.3%	54.1%	50.4%	53.2%	57.8%	56.4%	55.0%

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	166	246	303	254	219	209	200	198	208	251	255	223	232	227
		48.2%	23.2%	-16.2%	-13.8%	-4.6%	-4.3%	-1.0%	5.1%	20.7%	1.6%	-12.5%	-0.2%	2.8%
NEW	101	171	192	142	107	99	100	105	123	138	140	103	125	122
		69.3%	12.3%	-26.0%	-24.6%	-7.5%	1.0%	5.0%	17.1%	12.2%	1.4%	-26.4%	-3.6%	1.9%
RETAINED	65	75	111	112	112	110	100	93	85	113	115	120	107	105
		15.4%	48.0%	0.9%	0.0%	-1.8%	-9.1%	-7.0%	-8.6%	32.9%	1.8%	4.3%	6.1%	4.7%
LOST	52	63	82	147	99	67	71	50	61	57	70	82	79	64
		21.2%	30.2%	79.3%	-32.7%	-32.3%	6.0%	-29.6%	22.0%	-6.6%	22.8%	17.1%	7.6%	5.2%
RR	39.2%	30.5%	36.6%	44.1%	51.1%	52.6%	50.0%	47.0%	40.9%	45.0%	45.1%	53.8%	46.6%	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	+/-
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 HAMPSHIRE'S 2 & 2 CHALLENGE GOALS

- **Achievement of Goals 2009-10 Season:**
 - **Based on 31 associations**
 - **633 new kids acquired**
 - **824 kids retained**
 - **1,457 total youth hockey 4-8 year olds**
 - **9.3% increase**

	2008-09	2009-10	+/-
NEW	571	633	+62 +10.9%
RETAINED	762	824	+62 +8.1%
TOTAL	1,333	1,457	+124 +9.3%

NEW HAMPSHIRE ASSOCIATIONS (31)

NHH0103 BACK BAY 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	63	55	51	44	50	44	57	57	54	55	41	39	49	49	43
		-12.7%	-7.3%	-13.7%	13.6%	-12.0%	29.5%	0.0%	-5.3%	1.9%	-25.5%	-4.9%	-2.4%	-6.7%	10.3%
NEW	25	21	17	21	23	19	33	29	20	24	9	10	21	18	12
		-16.0%	-19.0%	23.5%	9.5%	-17.4%	73.7%	-12.1%	-31.0%	20.0%	-62.5%	11.1%	-0.4%	-14.9%	20.0%
RETAINED	38	34	34	23	27	25	24	28	34	31	32	29	29	31	31
		-10.5%	0.0%	-32.4%	17.4%	-7.4%	-4.0%	16.7%	21.4%	-8.8%	3.2%	-9.4%	-0.3%	4.6%	6.9%
LOST	18	13	9	16	8	15	11	26	20	13	14	6	14	16	
		-27.8%	-30.8%	77.8%	-50.0%	87.5%	-26.7%	136.4%	-23.1%	-35.0%	7.7%	-57.1%	8.7%	5.8%	
RR	60.3%	61.8%	66.7%	52.3%	54.0%	56.8%	42.1%	49.1%	63.0%	56.4%	78.0%	74.4%	59.3%	64.2%	

NHH0004 BERLIN 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	82	72	76	65	54	49	51	40	61	44	29	38	51	42	42
		-12.2%	5.6%	-14.5%	-16.9%	-9.3%	4.1%	-21.6%	52.5%	-27.9%	-34.1%	31.0%	-3.1%	0.0%	13.8%
NEW	27	27	26	13	15	19	13	13	29	16	8	12	16	16	14
		0.0%	-3.7%	-50.0%	15.4%	26.7%	-31.6%	0.0%	123.1%	-44.8%	-50.0%	50.0%	3.5%	15.6%	25.0%
RETAINED	55	45	50	52	39	30	38	27	32	28	21	26	34	27	28
		-18.2%	11.1%	4.0%	-25.0%	-23.1%	26.7%	-28.9%	18.5%	-12.5%	-25.0%	23.8%	-3.0%	-4.8%	9.5%
LOST	29	26	12	24	14	13	10	15	9	23	13	6	14	13	
		-10.3%	-53.8%	100.0%	-41.7%	-7.1%	-23.1%	50.0%	-40.0%	155.6%	-43.5%	-53.8%	4.2%	13.6%	
RR	67.1%	62.5%	65.8%	80.0%	72.2%	61.2%	74.5%	67.5%	52.5%	63.6%	72.4%	68.4%	67.8%	64.9%	

NHH0018 CONCORD 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	187	213	197	148	138	150	126	144	152	159	170	92	148	143	96
		13.9%	-7.5%	-24.9%	-6.8%	8.7%	-16.0%	14.3%	5.6%	4.6%	6.9%	-45.9%	-6.1%	-2.9%	4.3%
NEW	81	109	83	58	56	66	50	77	76	68	59	24	62	61	26
		34.6%	-23.9%	-30.1%	-3.4%	17.9%	-24.2%	54.0%	-1.3%	-10.5%	-13.2%	-59.3%	-9.4%	-6.1%	8.3%
RETAINED	106	104	114	90	82	84	76	67	76	91	111	68	86	83	70
		-1.9%	9.6%	-21.1%	-8.9%	2.4%	-9.5%	-11.8%	13.4%	19.7%	22.0%	-38.7%	-2.3%	0.9%	2.9%
LOST	22	30	46	54	21	17	35	22	29	43	21	74	36	38	
		36.4%	53.3%	17.4%	-61.1%	-19.0%	105.9%	-37.1%	31.8%	48.3%	-51.2%	252.4%	34.1%	48.8%	
RR	56.7%	48.8%	57.9%	60.8%	59.4%	56.0%	60.3%	46.5%	50.0%	57.2%	65.3%	73.9%	58.7%	58.6%	

NHH0017 DOVER 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	81	90	98	137	144	135	132	108	99	115	108	105	118	107	109
		11.1%	8.9%	39.8%	5.1%	-6.3%	-2.2%	-18.2%	-8.3%	16.2%	-6.1%	-2.8%	2.6%	-3.8%	3.8%
NEW	42	49	49	77	74	54	55	45	45	60	48	45	55	49	47
		16.7%	0.0%	57.1%	-3.9%	-27.0%	1.9%	-18.2%	0.0%	33.3%	-20.0%	-6.3%	1.7%	-2.2%	4.4%
RETAINED	39	41	49	60	70	81	77	63	54	55	60	60	63	58	62
		5.1%	19.5%	22.4%	16.7%	15.7%	-4.9%	-18.2%	-14.3%	1.9%	9.1%	0.0%	4.8%	-4.3%	3.3%
LOST	21	8	13	9	27	22	14	23	12	6	24	12	16	15	
		-61.9%	62.5%	-30.8%	200.0%	-18.5%	-36.4%	64.3%	-47.8%	-50.0%	300.0%	-50.0%	39.3%	43.3%	
RR	48.1%	45.6%	50.0%	43.8%	48.6%	60.0%	58.3%	58.3%	54.5%	47.8%	55.6%	57.1%	53.4%	54.7%	

NHH0022 GREATER LEBANON 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	72	68	178	164	113	77	24	32	15	91	80	14	79	46	18
		-5.6%	161.8%	-7.9%	-31.1%	-31.9%	-68.8%	33.3%	-53.1%	506.7%	-12.1%	-82.5%	41.4%	78.5%	28.6%
NEW	31	31	128	90	40	28	4	16	6	80	45	1	44	30	3
		0.0%	312.9%	-29.7%	-55.6%	-30.0%	-85.7%	300.0%	-62.5%	1233.3%	-43.8%	-97.8%	144.1%	265.9%	200.0%
RETAINED	41	37	50	74	73	49	20	16	9	11	35	13	35	17	15
		-9.8%	35.1%	48.0%	-1.4%	-32.9%	-59.2%	-20.0%	-43.8%	22.2%	218.2%	-62.9%	10.4%	22.8%	15.4%
LOST	40	29	21	101	84	62	48	3	10	0	46	51	43	22	
		-27.5%	-27.6%	381.0%	-16.8%	-26.2%	-22.6%	-93.8%	233.3%	-100.0%	0.0%	10.9%	33.8%	10.1%	
RR	56.9%	54.4%	28.1%	45.1%	64.6%	63.6%	83.3%	50.0%	60.0%	12.1%	43.8%	92.9%	54.3%	51.7%	

NHH0108 HANOVER 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	94	90	107	74	76	59	80	57	72	64	113	125	83	86	129
		-4.3%	18.9%	-30.8%	2.7%	-22.4%	35.6%	-28.8%	26.3%	-11.1%	76.6%	10.6%	7.8%	14.7%	3.2%
NEW	39	42	58	32	30	24	42	21	42	30	81	70	43	49	72
		7.7%	38.1%	-44.8%	-6.3%	-20.0%	75.0%	-50.0%	100.0%	-28.6%	170.0%	-13.6%	22.0%	35.6%	2.9%
RETAINED	55	48	49	42	46	35	38	36	30	34	32	55	40	37	57
		-12.7%	2.1%	-14.3%	9.5%	-23.9%	8.6%	-5.3%	-16.7%	13.3%	-5.9%	71.9%	3.9%	11.5%	3.6%
LOST	22	16	18	34	16	16	10	21	10	15	15	30	19	18	
		-27.3%	12.5%	88.9%	-52.9%	0.0%	-37.5%	110.0%	-52.4%	50.0%	0.0%	100.0%	21.9%	41.5%	
RR	58.5%	53.3%	45.8%	56.8%	60.5%	59.3%	47.5%	63.2%	41.7%	53.1%	28.3%	44.0%	50.0%	46.1%	

NHH0011 HENNIKER 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	140	102	89	87	64	102	57	39	63	35	32	22	59	38	26
		-27.1%	-12.7%	-2.2%	-26.4%	59.4%	-44.1%	-31.6%	61.5%	-44.4%	-8.6%	-31.3%	-8.0%	-10.9%	18.2%
NEW	76	51	41	37	23	63	11	7	48	11	10	5	26	16	7
		-32.9%	-19.6%	-9.8%	-37.8%	173.9%	-82.5%	-36.4%	585.7%	-77.1%	-9.1%	-50.0%	43.7%	82.6%	40.0%
RETAINED	64	51	48	50	41	39	46	32	15	24	22	17	33	22	19
		-20.3%	-5.9%	4.2%	-18.0%	-4.9%	17.9%	-30.4%	-53.1%	60.0%	-8.3%	-22.7%	-6.1%	-10.9%	11.8%
LOST	27	50	29	30	31	20	45	15	6	32	9	10	23	14	
		85.2%	-42.0%	3.4%	3.3%	-35.5%	125.0%	-66.7%	-60.0%	433.3%	-71.9%	11.1%	30.0%	49.2%	
RR	45.7%	50.0%	53.9%	57.5%	64.1%	38.2%	80.7%	82.1%	23.8%	68.6%	68.8%	77.3%	61.5%	64.1%	

NHH0102 HOLLIS YOUTH HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	1	15	27	29	23	27	12	24	31
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1400.0%	80.0%	7.4%	-20.7%	17.4%	148.4%	296.8%	14.8%
NEW	0	0	0	0	0	0	1	15	18	16	17	15	8	16	17
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1400.0%	20.0%	-11.1%	6.3%	-11.8%	140.3%	280.7%	13.3%
RETAINED	0	0	0	0	0	0	0	0	9	13	6	12	4	8	14
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.4%	-53.8%	100.0%	9.1%	18.1%	16.7%
LOST	0	0	0	0	0	0	0	0	0	1	1	2	0	1	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	10.0%	20.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	44.8%	26.1%	44.4%	14.9%	29.7%	

NHH0112 KEARSARGE 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	50	91	67	54	48	38	42	39	52	62	53	37	49	49	41
		82.0%	-26.4%	-19.4%	-11.1%	-20.8%	10.5%	-7.1%	33.3%	19.2%	-14.5%	-30.2%	-6.6%	0.1%	10.8%
NEW	35	65	32	27	22	18	19	14	40	33	21	15	24	25	17
		85.7%	-50.8%	-15.6%	-18.5%	-18.2%	5.6%	-26.3%	185.7%	-17.5%	-36.4%	-28.6%	-2.1%	15.4%	13.3%
RETAINED	15	26	35	27	26	20	23	25	12	29	32	22	25	24	24
		73.3%	34.6%	-22.9%	-3.7%	-23.1%	15.0%	8.7%	-52.0%	141.7%	10.3%	-31.3%	7.7%	15.5%	9.1%
LOST	8	23	40	31	22	15	10	17	19	23	27	30	23	23	
		187.5%	73.9%	-22.5%	-29.0%	-31.8%	-33.3%	70.0%	11.8%	21.1%	17.4%	11.1%	8.9%	26.3%	
RR	30.0%	28.6%	52.2%	50.0%	54.2%	52.6%	54.8%	64.1%	23.1%	46.8%	60.4%	59.5%	51.8%	50.8%	

NHH0094

KEENE YOUTH 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	107	75	88	66	67	19	14	14	24	78	88	65	52	54	69
		-29.9%	17.3%	-25.0%	1.5%	-71.6%	-26.3%	0.0%	71.4%	225.0%	12.8%	-26.1%	17.9%	56.6%	6.2%
NEW	65	40	48	30	35	2	3	8	21	67	49	31	29	35	33
		-38.5%	20.0%	-37.5%	16.7%	-94.3%	50.0%	166.7%	162.5%	219.0%	-26.9%	-36.7%	43.9%	96.9%	6.5%
RETAINED	42	35	40	36	32	17	11	6	3	11	39	34	23	19	36
		-16.7%	14.3%	-10.0%	-11.1%	-46.9%	-35.3%	-45.5%	-50.0%	266.7%	254.5%	-12.8%	32.4%	82.6%	5.9%
LOST	25	42	15	27	25	30	2	5	3	5	24	39	18	15	
		68.0%	-64.3%	80.0%	-7.4%	20.0%	-93.3%	150.0%	-40.0%	66.7%	380.0%	62.5%	55.4%	123.8%	
RR	39.3%	46.7%	45.5%	54.5%	47.8%	89.5%	78.6%	42.9%	12.5%	14.1%	44.3%	52.3%	48.2%	33.2%	

NHH0139

LAKES REGION 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	93	120	126	102	108	121	129	113	104	94	89	58	104	92	62
		29.0%	5.0%	-19.0%	5.9%	12.0%	6.6%	-12.4%	-8.0%	-9.6%	-5.3%	-34.8%	-6.0%	-14.0%	6.9%
NEW	59	60	65	43	51	56	77	59	50	41	37	11	49	40	13
		1.7%	8.3%	-33.8%	18.6%	9.8%	37.5%	-23.4%	-15.3%	-18.0%	-9.8%	-70.3%	-9.6%	-27.3%	18.2%
RETAINED	34	60	61	59	57	65	52	54	54	53	52	47	55	52	49
		76.5%	1.7%	-3.3%	-3.4%	14.0%	-20.0%	3.8%	0.0%	-1.9%	-1.9%	-9.6%	-2.0%	-1.9%	4.3%
LOST	18	28	25	54	29	21	48	44	43	33	24	26	35	34	
		55.6%	-10.7%	116.0%	-46.3%	-27.6%	128.6%	-8.3%	-2.3%	-23.3%	-27.3%	8.3%	10.7%	-10.6%	
RR	36.6%	50.0%	48.4%	57.8%	52.8%	53.7%	40.3%	47.8%	51.9%	56.4%	58.4%	81.0%	54.9%	59.1%	

NHH0104

LITTLETON 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	16	20	22	19	20	21	24	21	22	15	17	11	19	17	15
		25.0%	10.0%	-13.6%	5.3%	5.0%	14.3%	-12.5%	4.8%	-31.8%	13.3%	-35.3%	-4.1%	-12.3%	36.4%
NEW	8	8	12	3	6	10	10	5	10	5	11	6	8	7	8
		0.0%	50.0%	-75.0%	100.0%	66.7%	0.0%	-50.0%	100.0%	-50.0%	120.0%	-45.5%	21.6%	14.9%	33.3%
RETAINED	8	12	10	16	14	11	14	16	12	10	6	5	11	10	7
		50.0%	-16.7%	60.0%	-12.5%	-21.4%	27.3%	14.3%	-25.0%	-16.7%	-40.0%	-16.7%	-4.7%	-16.8%	40.0%
LOST	7	3	4	4	1	5	6	3	5	6	7	6	5	5	
		-57.1%	33.3%	0.0%	-75.0%	400.0%	20.0%	-50.0%	66.7%	20.0%	16.7%	-14.3%	41.7%	7.8%	
RR	50.0%	60.0%	45.5%	84.2%	70.0%	52.4%	58.3%	76.2%	54.5%	66.7%	35.3%	45.5%	58.9%	55.6%	

NHH0109 MANCHESTER REGIONAL 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	353	355	337	21	20	30	34	33	30	32	25	35	60	31	39
		0.6%	-5.1%	-93.8%	-4.8%	50.0%	13.3%	-2.9%	-9.1%	6.7%	-21.9%	40.0%	-2.8%	2.6%	11.4%
NEW	136	147	127	4	6	16	22	22	24	20	14	31	29	22	33
		8.1%	-13.6%	-96.9%	50.0%	166.7%	37.5%	0.0%	9.1%	-16.7%	-30.0%	121.4%	22.8%	16.8%	6.5%
RETAINED	217	208	210	17	14	14	12	11	6	12	11	4	31	9	6
		-4.1%	1.0%	-91.9%	-17.6%	0.0%	-14.3%	-8.3%	-45.5%	100.0%	-8.3%	-63.6%	-14.9%	-5.2%	50.0%
LOST	36	52	29	194	0	2	0	0	4	1	1	4	24	2	
		44.4%	-44.2%	569.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	-75.0%	0.0%	300.0%	55.0%	45.0%	
RR	61.5%	58.6%	62.3%	81.0%	70.0%	46.7%	35.3%	33.3%	20.0%	37.5%	44.0%	11.4%	44.1%	29.3%	

NHH0110 MANCHESTER REGIONAL YOUTH HOUSE

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	265	230	231	240	237	166	130	99	86	168	144	90
		0.0%	0.0%	0.0%	-13.2%	0.4%	3.9%	-1.3%	-30.0%	-21.7%	-23.8%	-13.1%	-9.9%	-18.0%	4.7%
NEW	0	0	0	265	87	117	112	104	72	61	50	60	93	69	62
		0.0%	0.0%	0.0%	-67.2%	34.5%	-4.3%	-7.1%	-30.8%	-15.3%	-18.0%	20.0%	-8.8%	-10.2%	3.3%
RETAINED	0	0	0	0	143	114	128	133	94	69	49	26	76	74	28
		0.0%	0.0%	0.0%	0.0%	-20.3%	12.3%	3.9%	-29.3%	-26.6%	-29.0%	-46.9%	-13.6%	-25.6%	7.7%
LOST	0	0	0	0	53	51	42	43	68	54	29	43	38	47	
		0.0%	0.0%	0.0%	0.0%	-3.8%	-17.6%	2.4%	58.1%	-20.6%	-46.3%	48.3%	2.0%	8.4%	
RR	0.0%	0.0%	0.0%	0.0%	62.2%	49.4%	53.3%	56.1%	56.6%	53.1%	49.5%	30.2%	41.0%	49.1%	

NHH0057 MT WASHINGTON VALLEY YOUTH HKY HAM ARENA

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	18	22	4	8	26
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	2.2%	4.4%	18.2%
NEW	0	0	0	0	0	0	0	0	0	0	18	12	3	6	14
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-33.3%	-3.3%	-6.7%	16.7%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	10	1	2	12
		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%	20.0%
LOST	0	0	0	0	0	0	0	0	0	0	0	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%	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%	45.5%	4.5%	9.1%	

NHH0015 NASHUA PANTHERS 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	67	127	121	123	116	107	42	33	30	40	29	33	67	33	37
		89.6%	-4.7%	1.7%	-5.7%	-7.8%	-60.7%	-21.4%	-9.1%	33.3%	-27.5%	13.8%	-8.8%	-2.2%	12.1%
NEW	14	102	71	64	50	56	8	18	21	29	19	32	37	24	34
		628.6%	-30.4%	-9.9%	-21.9%	12.0%	-85.7%	125.0%	16.7%	38.1%	-34.5%	68.4%	7.8%	42.7%	6.3%
RETAINED	53	25	50	59	66	51	34	15	9	11	10	1	31	9	3
		-52.8%	100.0%	18.0%	11.9%	-22.7%	-33.3%	-55.9%	-40.0%	22.2%	-9.1%	-90.0%	-9.9%	-34.6%	200.0%
LOST	16	6	19	21	11	11	30	6	6	3	15	10	13	8	
		-62.5%	216.7%	10.5%	-47.6%	0.0%	172.7%	-80.0%	0.0%	-50.0%	400.0%	-33.3%	58.9%	47.3%	
RR	79.1%	19.7%	41.3%	48.0%	56.9%	47.7%	81.0%	45.5%	30.0%	27.5%	34.5%	3.0%	41.5%	28.1%	

NHH0012 NEW ENGLAND MOOSE

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	16	1	34	18	0	2	1	7	11	5
		0.0%	0.0%	0.0%	0.0%	0.0%	-93.8%	3300.0%	-47.1%	-100.0%	0.0%	-50.0%	300.9%	620.6%	400.0%
NEW	0	0	0	0	0	16	0	34	15	0	2	1	7	10	3
		0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-55.9%	-100.0%	0.0%	-50.0%	-30.6%	-41.2%	200.0%
RETAINED	0	0	0	0	0	0	1	0	3	0	0	0	0	1	2
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	0.0%	-20.0%	-40.0%	0.0%
LOST	0	0	0	0	0	0	3	0	15	1	0	0	2	3	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-93.3%	-100.0%	0.0%	-29.3%	-58.7%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	16.7%	0.0%	0.0%	0.0%	11.7%	3.3%	

NHH0005 NEW HAMPSHIRE EAST

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	64	177	97	67	64	41	38	46	20	16	33	39	46	31	43
		176.6%	-45.2%	-30.9%	-4.5%	-35.9%	-7.3%	21.1%	-56.5%	-20.0%	106.3%	18.2%	-5.5%	13.8%	12.1%
NEW	32	151	46	20	32	15	19	28	8	6	23	31	23	19	33
		371.9%	-69.5%	-56.5%	60.0%	-53.1%	26.7%	47.4%	-71.4%	-25.0%	283.3%	34.8%	17.7%	53.8%	8.7%
RETAINED	32	26	51	47	32	26	19	18	12	10	10	8	23	12	10
		-18.8%	96.2%	-7.8%	-31.9%	-18.8%	-26.9%	-5.3%	-33.3%	-16.7%	0.0%	-20.0%	-6.5%	-15.1%	20.0%
LOST	2	8	86	26	11	9	11	5	14	1	0	2	17	4	
		300.0%	975.0%	-69.8%	-57.7%	-18.2%	22.2%	-54.5%	180.0%	-92.9%	-100.0%	0.0%	78.4%	-13.5%	
RR	50.0%	14.7%	52.6%	70.1%	50.0%	63.4%	50.0%	39.1%	60.0%	62.5%	30.3%	20.5%	49.9%	42.5%	

NHH0041 NH AVALANCHE HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY														09-10	
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	32	56	75	38	36	45	90	86	46	59	90
		0.0%	0.0%	0.0%	0.0%	75.0%	33.9%	-49.3%	-5.3%	25.0%	100.0%	-4.4%	17.5%	13.2%	4.7%
NEW	0	0	0	0	32	36	52	10	20	29	68	37	28	33	39
		0.0%	0.0%	0.0%	0.0%	12.5%	44.4%	-80.8%	100.0%	45.0%	134.5%	-45.6%	21.0%	30.6%	5.4%
RETAINED	0	0	0	0	0	20	23	28	16	16	22	49	17	26	51
		0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	21.7%	-42.9%	0.0%	37.5%	122.7%	15.4%	27.8%	4.1%
LOST	0	0	0	0	0	1	11	10	2	0	4	22	5	8	
		0.0%	0.0%	0.0%	0.0%	0.0%	1000.0%	-9.1%	-80.0%	-100.0%	0.0%	450.0%	126.1%	52.2%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	35.7%	30.7%	73.7%	44.4%	35.6%	24.4%	57.0%	30.1%	47.0%	

NHH0037 NH BLIZZARD

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	13	27	20	16	4	0	19	17	33	38	19	21	42
		0.0%	0.0%	107.7%	-25.9%	-20.0%	-75.0%	-100.0%	0.0%	-10.5%	94.1%	15.2%	-1.4%	-0.3%	10.5%
NEW	0	0	13	27	15	11	0	0	19	13	31	28	16	18	30
		0.0%	0.0%	107.7%	-44.4%	-26.7%	-100.0%	0.0%	0.0%	-31.6%	138.5%	-9.7%	3.4%	19.4%	7.1%
RETAINED	0	0	0	0	5	5	4	0	0	4	2	10	3	3	12
		0.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	-100.0%	0.0%	0.0%	-50.0%	400.0%	23.0%	50.0%	20.0%
LOST	0	0	0	9	4	4	0	2	0	2	5	12	4	4	
		0.0%	0.0%	0.0%	-55.6%	0.0%	-100.0%	0.0%	-100.0%	0.0%	150.0%	140.0%	3.4%	38.0%	
RR	0.0%	0.0%	0.0%	0.0%	25.0%	31.3%	100.0%	0.0%	0.0%	23.5%	6.1%	26.3%	21.2%	11.2%	

NHH0039 NH JR MONARCHS

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	49	100	15	76	28	28	30	30	71	43	37	75
		0.0%	0.0%	0.0%	104.1%	-85.0%	406.7%	-63.2%	0.0%	7.1%	0.0%	136.7%	50.6%	16.1%	5.6%
NEW	0	0	0	49	79	4	63	7	16	22	17	60	32	24	62
		0.0%	0.0%	0.0%	61.2%	-94.9%	1475.0%	0.0%	0.0%	37.5%	-22.7%	252.9%	170.9%	53.5%	3.3%
RETAINED	0	0	0	0	21	11	13	21	12	8	13	11	11	13	13
		0.0%	0.0%	0.0%	0.0%	-47.6%	18.2%	61.5%	0.0%	0.0%	62.5%	-15.4%	7.9%	21.7%	18.2%
LOST	0	0	0	0	9	58	10	35	3	3	2	2	12	9	
		0.0%	0.0%	0.0%	0.0%	544.4%	-82.8%	0.0%	-91.4%	0.0%	-33.3%	0.0%	33.7%	-25.0%	
RR	0.0%	0.0%	0.0%	0.0%	21.0%	73.3%	17.1%	0.0%	42.9%	26.7%	43.3%	15.5%	24.0%	25.7%	

NHH0113 NORTHERN CYCLONES

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	31	32	30	9	19	34
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	-6.3%	-0.3%	-0.6%	13.3%
NEW	0	0	0	0	0	0	0	0	0	31	24	16	7	14	18
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-22.6%	-33.3%	-5.6%	-11.2%	12.5%
RETAINED	0	0	0	0	0	0	0	0	0	0	8	14	2	4	16
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	75.0%	7.5%	15.0%	14.3%
LOST	0	0	0	0	0	0	0	0	0	0	7	1	1	2	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-85.7%	-8.6%	-17.1%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	46.7%	7.2%	14.3%	

NHH0008 PHD JR ELITES

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	0	0	0	0	5	1	1	9
		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%	80.0%
NEW	0	0	0	0	0	0	0	0	0	0	0	5	1	1	7
		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%	40.0%
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%	

NHH0101 PRO AMBITIONS NASHUA

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	0	0	0	2	2	0	29	13	5	9	17
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-55.2%	-15.5%	-31.0%	30.8%
NEW	0	0	0	0	0	0	0	2	2	0	29	10	4	9	12
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-65.5%	-16.6%	-33.1%	20.0%
RETAINED	0	0	0	0	0	0	0	0	0	0	0	3	0	1	5
		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%	66.7%
LOST	0	0	0	0	0	0	0	0	0	1	0	5	1	1	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-10.0%	-20.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	2.3%	4.6%	

NHH0014 ROCHESTER 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	53	56	67	58	63	48	32	33	48	31	18	20	42	30	24
		5.7%	19.6%	-13.4%	8.6%	-23.8%	-33.3%	3.1%	45.5%	-35.4%	-41.9%	11.1%	-6.0%	-3.5%	20.0%
NEW	20	26	30	23	35	21	11	12	29	12	8	16	20	15	18
		30.0%	15.4%	-23.3%	52.2%	-40.0%	-47.6%	9.1%	141.7%	-58.6%	-33.3%	100.0%	11.5%	31.8%	12.5%
RETAINED	33	30	37	35	28	27	21	21	19	19	10	4	22	15	6
		-9.1%	23.3%	-5.4%	-20.0%	-3.6%	-22.2%	0.0%	-9.5%	0.0%	-47.4%	-60.0%	-14.5%	-23.4%	50.0%
LOST	9	5	3	20	13	10	22	5	2	10	10	6	10	7	
		-44.4%	-40.0%	566.7%	-35.0%	-23.1%	120.0%	-77.3%	-60.0%	400.0%	0.0%	-40.0%	81.1%	44.5%	
RR	62.3%	53.6%	55.2%	60.3%	44.4%	56.3%	65.6%	63.6%	39.6%	61.3%	55.6%	20.0%	52.2%	48.0%	

NHH0007 SALEM 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	163	169	142	62	61	45	51	34	41	42	40	18	54	35	22
		3.7%	-16.0%	-56.3%	-1.6%	-26.2%	13.3%	-33.3%	20.6%	2.4%	-4.8%	-55.0%	-15.7%	-14.0%	10.0%
NEW	73	82	106	14	17	20	33	24	38	34	25	7	32	26	9
		12.3%	29.3%	-86.8%	21.4%	17.6%	65.0%	-27.3%	58.3%	-10.5%	-26.5%	-72.0%	-3.1%	-15.6%	8.0%
RETAINED	90	87	36	48	44	25	18	10	3	8	15	11	22	9	13
		-3.3%	-58.6%	33.3%	-8.3%	-43.2%	-28.0%	-44.4%	-70.0%	166.7%	87.5%	-26.7%	0.8%	22.6%	13.3%
LOST	32	40	81	94	2	10	5	9	7	18	13	22	26	14	
		25.0%	102.5%	16.0%	-97.9%	400.0%	-50.0%	80.0%	-22.2%	157.1%	-27.8%	0.0%	55.8%	37.4%	
RR	55.2%	51.5%	25.4%	77.4%	72.1%	55.6%	35.3%	29.4%	7.3%	19.0%	37.5%	61.1%	42.0%	30.9%	

NHH0016 SEACOAST WOMENS HOCKEY

MALE & FEMALE YOUTH HOCKEY_4 TO 8 YEAR OLDS_ SUMMARY															09-10
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	10-YR AVE	5-YR AVE	TARGETS
TOTAL	0	0	0	0	1	0	1	0	1	9	7	4	2	4	8
		0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	-100.0%	0.0%	800.0%	-22.2%	-42.9%	53.5%	127.0%	100.0%
NEW	0	0	0	0	1	0	0	0	1	8	6	3	2	4	5
		0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	700.0%	-25.0%	-50.0%	52.5%	125.0%	66.7%
RETAINED	0	0	0	0	0	0	1	0	0	1	1	1	0	1	3
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	-10.0%	-20.0%	200.0%
LOST	0	0	0	0	0	0	0	1	0	0	1	3	1	1	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	200.0%	10.0%	20.0%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	11.1%	14.3%	25.0%	15.0%	10.1%	

NHH0099 SOMERSWORTH-BERWICK YOUTH HOCKEY ASSOC

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	48	51	57	44	43	41	50	47	32	26	24	10	37	28	14
		6.3%	11.8%	-22.8%	-2.3%	-4.7%	22.0%	-6.0%	-31.9%	-18.8%	-7.7%	-58.3%	-11.9%	-24.5%	40.0%
NEW	27	29	30	15	21	15	22	20	15	10	6	0	15	10	2
		7.4%	3.4%	-50.0%	40.0%	-28.6%	46.7%	-9.1%	-25.0%	-33.3%	-40.0%	-100.0%	-19.6%	-41.5%	0.0%
RETAINED	21	22	27	29	22	26	28	27	17	16	18	10	22	18	12
		4.8%	22.7%	7.4%	-24.1%	18.2%	7.7%	-3.6%	-37.0%	-5.9%	12.5%	-44.4%	-4.7%	-15.7%	20.0%
LOST	10	12	13	12	10	9	3	6	18	12	8	7	10	10	
		20.0%	8.3%	-7.7%	-16.7%	-10.0%	-66.7%	100.0%	200.0%	-33.3%	-33.3%	-12.5%	12.8%	44.2%	
RR	43.8%	43.1%	47.4%	65.9%	51.2%	63.4%	56.0%	57.4%	53.1%	61.5%	75.0%	100.0%	63.1%	69.4%	

NHH0050 THE RINKS AT EXETER

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	29	29	35	28	4	13	25	8
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%	-20.0%	-85.7%	-8.5%	-17.0%	100.0%
NEW	0	0	0	0	0	0	0	29	19	27	21	4	10	20	6
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-34.5%	42.1%	-22.2%	-81.0%	-9.6%	-19.1%	50.0%
RETAINED	0	0	0	0	0	0	0	0	10	8	7	0	3	5	2
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	-12.5%	-100.0%	-13.3%	-26.5%	0.0%
LOST	0	0	0	0	0	0	0	0	9	2	11	15	4	7	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-77.8%	450.0%	36.4%	40.9%	81.7%	
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.5%	22.9%	25.0%	0.0%	8.2%	16.5%	

NHH0009 TWIN VALLEY 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	33	41	24	22	23	36	40	31	37	41	54	64	37	45	68
		24.2%	-41.5%	-8.3%	4.5%	56.5%	11.1%	-22.5%	19.4%	10.8%	31.7%	18.5%	8.0%	11.6%	6.3%
NEW	12	20	5	11	12	25	22	14	15	18	30	23	18	20	25
		66.7%	-75.0%	120.0%	9.1%	108.3%	-12.0%	-36.4%	7.1%	20.0%	66.7%	-23.3%	18.5%	6.8%	8.7%
RETAINED	21	21	19	11	11	11	18	17	22	23	24	41	20	25	43
		0.0%	-9.5%	-42.1%	0.0%	0.0%	63.6%	-5.6%	29.4%	4.5%	4.3%	70.8%	11.6%	20.7%	4.9%
LOST	5	1	12	4	5	5	16	18	10	14	7	16	11	13	
		-80.0%	1100.0%	-66.7%	25.0%	0.0%	220.0%	12.5%	-44.4%	40.0%	-50.0%	128.6%	136.5%	17.3%	
RR	63.6%	51.2%	79.2%	50.0%	47.8%	30.6%	45.0%	54.8%	59.5%	56.1%	44.4%	64.1%	53.1%	55.8%	

NHH0036

WHITE MOUNTAIN YOUTH HOCKEY INC

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	29	40	40	31	28	25	38	37	30	27	30	33	32	34
		26.1%	37.9%	0.0%	-22.5%	-9.7%	-10.7%	52.0%	-2.6%	-18.9%	-10.0%	11.1%	2.7%	6.3%	13.3%
NEW	17	19	24	17	9	11	10	20	19	12	16	13	15	16	15
		11.8%	26.3%	-29.2%	-47.1%	22.2%	-9.1%	100.0%	-5.0%	-36.8%	33.3%	-18.8%	3.6%	14.5%	15.4%
RETAINED	6	10	16	23	22	17	15	18	18	18	11	17	18	16	19
		66.7%	60.0%	43.8%	-4.3%	-22.7%	-11.8%	20.0%	0.0%	0.0%	-38.9%	54.5%	10.1%	7.1%	11.8%
LOST	0	5	3	7	11	6	4	4	10	16	11	6	8	9	
		0.0%	-40.0%	133.3%	57.1%	-45.5%	-33.3%	0.0%	150.0%	60.0%	-31.3%	-45.5%	20.5%	26.7%	
RR	26.1%	34.5%	40.0%	57.5%	71.0%	60.7%	60.0%	47.4%	48.6%	60.0%	40.7%	56.7%	54.3%	50.7%	