

# USAWP National Scorecard for February 2009 (page 1 of 3)

## February Membership Summary



	2009	vs. 2008	# variance	% variance
<b>February Registrations</b>	<b>2,423</b>	2,498	(75)	-3.0%
<b>February Club Registrations</b>	<b>42</b>			
<b>YTD Membership</b>	<b>16,460</b>	16,329	131	0.8%
<b>YTD Clubs</b>	<b>254</b>			

	Nov (08)	Dec (08)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
<b>2009 Registrations (by month)</b>	<b>1,518</b>	<b>1,168</b>	<b>7,863</b>	<b>2,423</b>									<b>12,972</b>
2008	1,518	787	6,743	2,498									11,546
2007	1,208	942	6,359	2,590									11,099
<b>YTD Membership (at end of month)</b>	<b>27,830</b>	<b>27,225</b>	<b>14,084</b>	<b>16,460</b>									
2008	26,971	27,378	14,169	16,329									
2007	28,260	28,809	14,127	16,374									

### Notes from February

- Registration for February 2009 was practically on par with February 2008 (down just 3%)
- Through February, we have registered 17% more referees and 8% more coaches than this time in 2008.
- Through February, the Gold Athlete makes up 47% of athlete memberships. The newly created Silver Athlete makes up 29% and the discontinued 3-Year Athlete, 22%.
- Through February, the Western region comprises 84% of membership, and California alone accounts for 80% of membership,
- Through February, we have registered more 10 & Unders (up 26%) and 11-12 year olds (up 12%) than at this time in 2008.

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## Registration during February

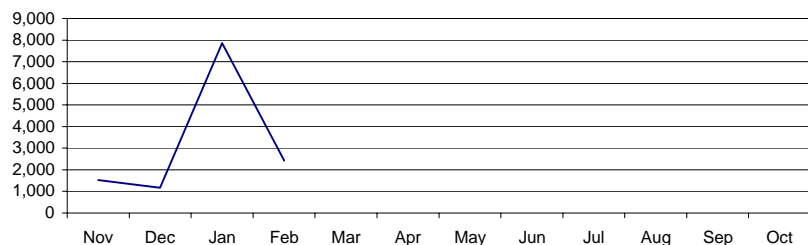


Red text = undesirable outcome

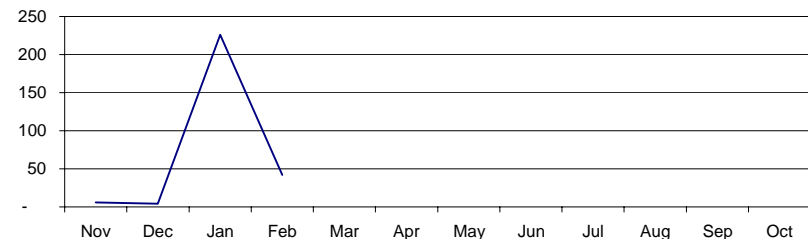
### February Registration

Registered in February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
New Members	29%	696	633	63	10%
Renewed Members	71%	1,727	1,865	(138)	-7%
<b>Total Registration</b>		<b>2,423</b>	<b>2,498</b>	<b>(75)</b>	<b>-3%</b>

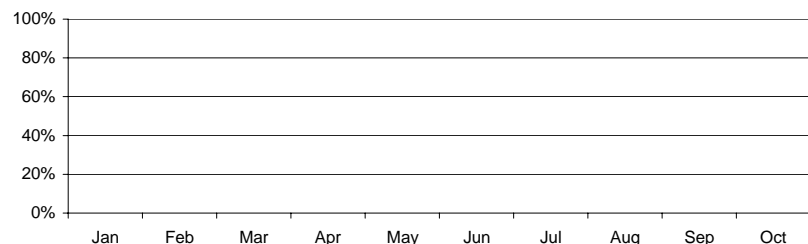
#### Registration by Month



#### Club Registration by Month



#### 2008 Members Not Renewed for 2009



### Club Registrations by Zone

Registered In February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
Central CA	10%	4	4	4	-
Coastal CA	17%	7	7	7	-

### Athlete Memberships

Registered In February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
Gold Athlete	45%	968	1,558	(590)	-38%
Silver Athlete	47%	1,006	-	1,006	-
Bronze Athlete (USL)	7%	153	-	153	-
3-Year Athlete	0%	-	154	(154)	-100%
Seasonal Athlete	0%	2	449	(447)	-100%
College/YP Athlete	0%	-	81	(81)	-100%
<b>Total Athlete Registrations</b>	<b>88%</b>	<b>2,129</b>	<b>2,242</b>	<b>(113)</b>	<b>-5%</b>

### Professional Memberships

Registered In February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
Coach	47%	129	127	2	2%
Coach/Referee	10%	27	32	(5)	-16%
Referee	29%	78	77	1	1%
Associate	11%	30	18	12	67%
4-Year Associate	0%	-	-	-	-
Parent Booster	3%	9	2	7	350%
Lifetime	0%	-	-	-	-
<b>Total Pro Memberships</b>	<b>11%</b>	<b>273</b>	<b>256</b>	<b>17</b>	<b>7%</b>

### Registrations by Gender

Registered In February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
Male	68%	1,653	1,616	37	2%
Female	32%	769	882	(113)	-13%
Not Specified	0%	1	-	1	-
<b>Total Registrations</b>		<b>2,423</b>	<b>2,498</b>	<b>(75)</b>	<b>-3%</b>

### Registrations by Age

Registered In February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
10 & Under	5%	110	93	17	18%
11-12	9%	224	241	(17)	-7%
13-14	17%	417	408	9	2%
15-16	23%	563	634	(71)	-11%
17-18	17%	405	483	(78)	-16%
19 & Over	29%	704	639	65	10%
<b>Total Registrations</b>		<b>2,423</b>	<b>2,498</b>	<b>(75)</b>	<b>-3%</b>

### Member Registrations by Zone

Registered In February		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
Central CA	7%	165	168	(3)	-2%
Coastal CA	20%	493	463	30	6%

International	0%	-	-	-
Midwest	7%	3	3	-
Mountain	7%	3	3	-
Northeast	5%	2	2	-
Pacific	5%	2	2	-
Pacific NW & Hawaii	7%	3	3	-
Pacific Southwest	12%	5	5	-
Southeast	5%	2	2	-
Southern Pacific	21%	9	9	-
Southwest	5%	2	2	-
<b>Total</b>		<b>42</b>	<b>-</b>	<b>42</b>

<b>By Region</b>		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
West	71%	30	-	30	-
Central	19%	8	-	8	-
East	10%	4	-	4	-
International	0%	-	-	-	-
<b>Total</b>		<b>42</b>	<b>-</b>	<b>42</b>	<b>-</b>

<b>CA vs. Nation</b>		Current period As of Jan 31	Same period one year ago	Change	Change (%)
California	64%	27	-	27	-
Non-California	36%	15	-	15	-
<b>Total</b>		<b>42</b>	<b>-</b>	<b>42</b>	<b>-</b>

International	0%	3	21	(18)	-86%
Midwest	2%	58	34	24	71%
Mountain	10%	245	251	(6)	-2%
Northeast	4%	96	100	(4)	-4%
Pacific	10%	234	256	(22)	-9%
Pacific NW & Hawaii	8%	195	270	(75)	-28%
Pacific Southwest	7%	168	126	42	33%
Southeast	3%	78	80	(2)	-3%
Southern Pacific	24%	578	638	(60)	-9%
Southwest	5%	110	91	19	21%
<b>Total</b>		<b>2,423</b>	<b>2,498</b>	<b>(75)</b>	<b>-3%</b>

<b>By Region</b>		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
West	76%	1,833	1,921	(88)	-5%
Central	17%	413	376	37	10%
East	7%	174	180	(6)	-3%
International	0%	3	21	(18)	-86%
<b>Total</b>		<b>2,423</b>	<b>2,498</b>	<b>(75)</b>	<b>-3%</b>

<b>CA vs. Nation</b>		Current period (Feb 1 – Feb 28)	Same period one year ago	Change	Change (%)
California	68%	1,638	1,651	(13)	-1%
Non-California	32%	785	847	(62)	-7%
<b>Total</b>		<b>2,423</b>	<b>2,498</b>	<b>(75)</b>	<b>-3%</b>