

Players, Coaches & Officials

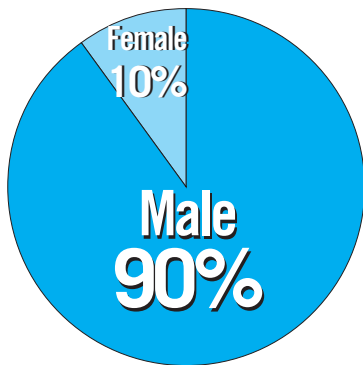
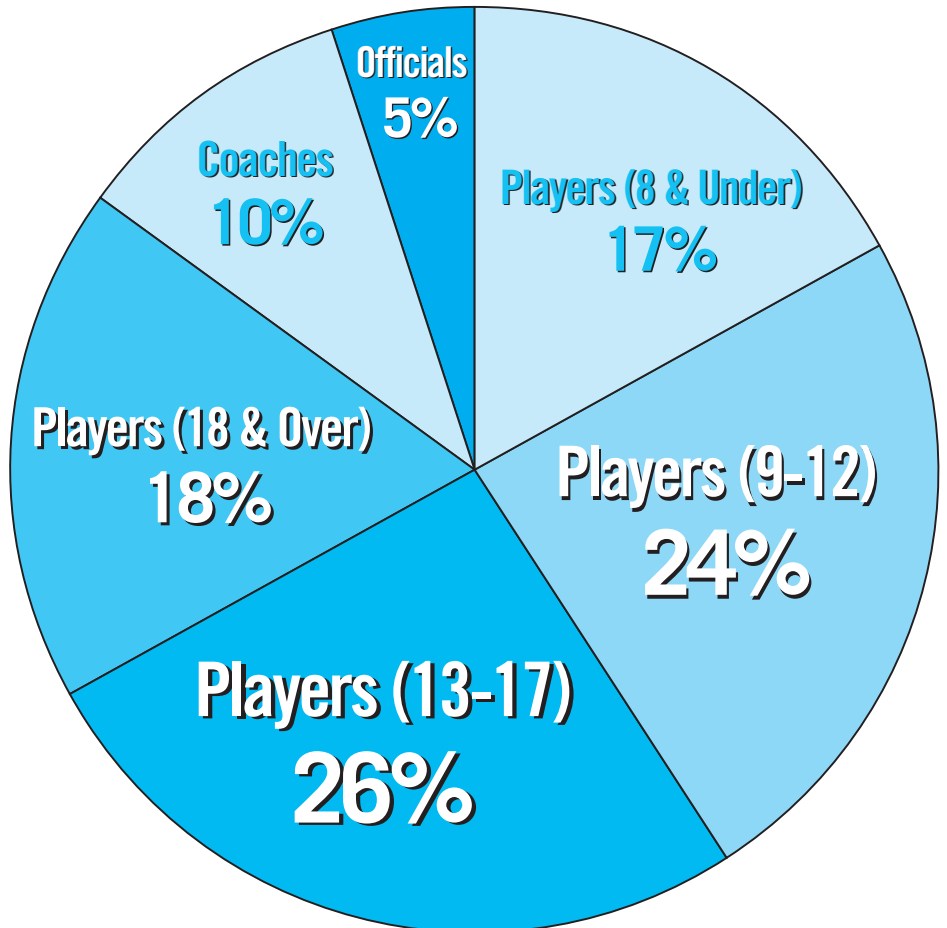
Household Profile

Players, Coaches & Officials

Players (8 & Under)	17%
Players (9-12)	24%
Players (13-17)	26%
Players (18 & Over)	18%
Coaches	10%
Officials	5%

Gender

Male:	90%
Female:	10%



Family Demographics

54.9% have male children 12-17 years of age, 5x the national average

51.2% have male children 6-11 years of age, 5x the national average

\$99,200 Median household income, more than double the national median

\$128,900 Mean household income, 2x the national average

94.3% Own Primary Residence

75.5% Head of Household Is Married, 44% more than the national average



Sources:

Mediamark Research Inc.,
Subscriber Study, December 2004
Audit Bureau of Circulations,
Subscriber Study, December 2004
USA Hockey, Inc.
Member Registration, June, 2006
U.S. Census Bureau