Survey Implementation
Working with Search and the Department of Education we randomly sampled 9th - 12th graders across the 5 boroughs, targeting 3,000 young people total. The survey was completed anonymously during classes also randomly selected. The timeframe was March – June 2002 - the surveys were sent to Search for processing. Reports were generated with the data to reflect responses by Borough, Age, Grade, Ethnicity and Gender

What we Discovered...
- The mean number of assets for NYC youth is 17.9;
- 64% of the youth who responded to this survey experience 20 or fewer assets.
- No one borough is dramatically different from another—all 5 hover below this 20-asset mark.
- The survey pointed to similar levels that we see in other communities across the country—Most communities’ youths experience fewer than half of the developmental assets.
- The study highlights the point that it’s not just “high-risk” youth, but the majority of adolescents who are experiencing too few of these kinds of positive experiences.

The great power in the assets is in the strong linear relation we see between number of assets experienced by youth and the degree to which youth engage in risk-behaviors and/or positive behaviors. For example, data from NYC youth indicated:

NYC youth have a wealth of resources and strengths in their lives—but the data indicate that more can be done to increase the number of Developmental Assets in their lives. Building assets with and for youth are largely in control of communities—Everyone can play a role in building assets. The asset framework can be used as an organizing frame around which all people of a community can build caring relationships with youth.