Racial identity and racial socialization have been increasingly researched due to mounting interest in diversity within counseling psychology and psychology as a whole. Research on race initially focused on African American racial identity and socialization. In recent years the field has also extended its interest to other minority populations in the United States such as Native Americans, Latinos and Asians, including immigrants. Only recently have we begun to produce research to identify White culture, White norming and costs of racism to Whites. However, socialization of Whites into American racial culture bears scant research. Specifically, there are no scales to measure White racial socialization. Since racialized communications and encounters still occur, then it follows that Whites are socialized to recognize race and assign valence and meaning to racial relations. In this study, it is hypothesized that White Racial Socialization does exist and that it can be measured. Therefore, items were constructed based upon themes extracted from a qualitative study of White Racial Socialization and a review of literature on [minority] racial socialization, color-blind racism, White identity and costs of racism to Whites. The survey included a demographic questionnaire, the Marlowe-Crowne Social Desirability Scale (short form C), and 127 items for the initial construction of the Scale of White Racial Socialization (SoWRS). Participants were 532 college students and community members (330 female, 201 male, and 1 person who specified "agender") from across the United States, although most participants (511; 96%) were from the Midwest. Participant mean age was reported as between 18 and 29. Although not all participants were White, only responses from participants who self-identified as White were kept for analysis. Exploratory factor analysis to determine the initial structure of the SoWRS revealed a five factor structure, with one factor being the 18 item Scale of White Racial Socialization (α = .92).