



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted January 21-22, 2025

1 To establish corporate values, companies often provide mandatory training for their employees. Please let me know if each of the following is an appropriate value to teach in corporate training programs:*

Total			
	Appropriate	Inappropriate	Net
All employees will be treated with respect as equals, without regard to gender, race, social orientation, or age	88%	8%	+80
The United States is fundamentally racist or sexist	17%	72%	-55
An individual, by virtue of his or her race or sex, is inherently racist, sexist, or oppressive, whether consciously or unconsciously	12%	72%	-60
Meritocracy and traits such as a hard work ethic are racist or sexist, or were created by a particular race or sex to oppress another race or sex	12%	72%	-60
An individual, by virtue of his or her race or sex, bears responsibility for actions committed in the past by other members of the same race or sex	16%	77%	-61
Members of a particular race are inherently racist and inclined to oppress others	13%	78%	-65
An individual's moral character is determined by their race or sex	12%	80%	-68
One race or sex is inherently superior to another race or sex	11%	84%	-73
Source: RMG Research, Inc.			

Conducted by RMG Research, Inc. January 21-22, 2025
Margin of Sampling Error: +/- 3.1 percentage points



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2 Is it in a company's best interest to hire the best person for the job or to hire people who match the gender, racial, and ethnic profile of their community?*

- 87% The best person for the job
- 9% People who match the gender, racial, and ethnic profile of their community
- 4% Not sure

3 What is better for communities: For companies to hire the best person for the job or to hire people who match the gender, racial, and ethnic profile of their community?*

- 83% The best person for the job
- 12% People who match the gender, racial, and ethnic profile of their community
- 5% Not sure

Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on January 21-22, 2025. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.

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