

**Exploratory Muhammad Ali Center Survey
Codebook (from SPSS)**

List of variables on the working file

Name (Position) Label

respnum\$ (1)

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F9
Write Format: F9

time\$ (2)

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F6
Write Format: F6

image1 (3)

Measurement Level: Nominal
Column Width: 150 Alignment: Left
Print Format: A150
Write Format: A150

feel1 (4) Feelings on first thought

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

1	POSITIVE
2	NEGATIVE
3	SOMEWHERE IN THE MIDDLE
7	REFUSED
8	DON'T KNOW
9	NO ANSWER

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image2 (5)

Measurement Level: Nominal
Column Width: 198 Alignment: Left
Print Format: A198
Write Format: A198

feel2 (6) Feelings on first image

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 POSITIVE
- 2 NEGATIVE
- 3 SOMEWHERE IN THE MIDDLE
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

feel3 (7) Feelings on Ali changed

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

feel3a (8)

Measurement Level: Nominal

Column Width: 255 Alignment: Left

Print Format: A255

Write Format: A255

word1 (9) Word: Civil rights

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED

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- 8 DON'T KNOW
- 9 NO ANSWER

word2 (10) Word: Boxing

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

word3 (11) Word: Community service
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

word4 (12) Word: Humanitarian
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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word5 (13) Word: Religion
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

word6 (14) Word: Army
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

word7 (15) Word: Olympics
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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word8 (16) Word: Peace
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

theme1 (17) Theme 1: Respecting other people's values
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

inspir1a (18) Theme 1: Attract teen to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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inspir1b (19) Theme 1: Attract R to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

theme2 (20) Theme 2: Becoming a champion

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

inspir2a (21) Theme 2: Attract teen to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

inspir2b (22) Theme 2: Attract R to MAC
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

theme3 (23) Theme 3: standing up for your beliefs
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

inspir3a (24) Theme 3: Attract teen to MAC
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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inspir3b (25) Theme 3: Attract R to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

theme4 (26) Theme 4: Being who I want to be

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

inspir4a (27) Theme 4: Attract teen to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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inspir4b (28) Theme 4: Attract R to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

theme5 (29) Theme 5: Reaching out to help other people

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

inspir5a (30) Theme 5: Attract teen to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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inspir5b (31) Theme 5: Attract R to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

theme6 (32) Theme 6: Being spiritually focused

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

inspir6a (33) Theme 6: Attract teen to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME

- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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inspir6b (34) Theme 6: Attract R to MAC

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 IT DEPENDS
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

fact1 (35) Fact: Ali's religion

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 MUSLIM, ISLAM, SUNNI
- 2 NATION OF ISLAM
- 3 OTHER RELIGION
- 4 R DOES NOT KNOW
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

fact1a (36)

Measurement Level: Nominal

Column Width: 122 Alignment: Left

Print Format: A122

Write Format: A122

fact2 (37) Fact: Olympic participation

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

fact2a (38)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

fact3 (39) Fact: Ali's military involvement

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

fact3a (40)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

life1 (41)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

life2 (42) Identify with Ali

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

life2a (43)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

life3 (44) Ali's story puts you off

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

1 YES
2 NO
7 REFUSED
8 DON'T KNOW
9 NO ANSWER

life3a (45)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

center1 (46)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

center2 (47)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

center3 (48) Visit MAC

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

1 YES
2 NO
7 REFUSED
8 DON'T KNOW
9 NO ANSWER

-

center4 (49)

Measurement Level: Nominal
Column Width: 140 Alignment: Left
Print Format: A140
Write Format: A140

distance (50) Hours to drive to MAC

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

0	LESS THAN 1 HOUR;
6	6 OR MORE HOURS.
7	REFUSED
8	DON'T KNOW
9	NO ANSWER

stateq (51) State of residence

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

Value Label

1	ALABAMA
2	GEORGIA
3	ILLINOIS
4	INDIANA
5	KENTUCKY
6	NORTH CAROLINA
7	OHIO
8	TENNESEE
9	VIRGINIA
10	WEST VIRGINIA
11	OTHER
97	REFUSED
98	DON'T KNOW
99	NO ANSWER

-

sex (52) Sex

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1

Write Format: F1

Value Label

- 1 MALE
- 2 FEMALE
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

age (53) Age

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 96 96 YEARS OR GREATER
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

race (54) Race

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 WHITE
- 2 BLACK
- 3 ASIAN
- 4 LATINO
- 5 NATIVE AMERICAN
- 6 ALASKA NATIVE
- 7 MIXED RACE
- 8 MIDDLE EASTERN
- 9 OTHER
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

—

educ (55) Level of education

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 0-8, NO GED
- 2 8-12, NO DIPLOMA/GED
- 3 DIPLOMA/GED
- 4 SOME COLLEGE, NO DEGREE
- 5 ASSOCIATES
- 6 BACHELORS
- 7 MASTERS DEGREE
- 8 DOCTORATE/PROFESSIONAL
- 9 OTHER
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

www (56) WWW access

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 3 YES, BUT DON'T
- 4 NEVER HEARD OF WWW
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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cddvd (57) Own CD/DVD

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES, CD ONLY
- 2 YES, DVD ONLY
- 3 YES, BOTH CD AND DVD
- 4 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

hhkids (58) Children in household

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

income4 (59) Over/under \$40,000

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 OVER \$40,000
- 2 UNDER \$40,000
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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income2 (60) Over/under \$25,000

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 OVER \$25,000
- 2 UNDER \$25,000
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

income1 (61) Over/under \$18,000

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 OVER \$18,000
- 2 UNDER \$18,000
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

income3 (62) Over/under \$70,000

Measurement Level: Scale
Column Width: 8 Alignment: Right

Print Format: F1
Write Format: F1

Value Label

- 1 OVER \$70,000
- 2 UNDER \$70,000
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

-

income5 (63) Over/under \$100,000

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 OVER \$100,000
- 2 UNDER \$100,000
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

ending1 (64)

Measurement Level: Nominal
Column Width: 255 Alignment: Left
Print Format: A255
Write Format: A255

ending2 (65) Ok to callback?

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

ending3 (66)

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F1
Write Format: F1

city (67)

Measurement Level: Nominal
Column Width: 14 Alignment: Left
Print Format: A14
Write Format: A14

quota (68) Quota Cell

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F4
Write Format: F4

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Value Label

- 1 Kentucky
- 2 Illinois
- 3 Indiana
- 4 Tennessee
- 5 Other States

income (69) Income

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F4
Write Format: F4

Value Label

- 1 LESS THAN \$18,000
- 2 \$18,000 - \$25,000
- 3 \$25,000 - \$40,000
- 4 \$40,000 - \$70,000
- 5 \$70,000 - \$100,000
- 6 OVER \$100,000
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER"

age_r (70) Age

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8.2
Write Format: F8.2

Value Label

- 1.00 18 thru 29
- 2.00 30 thru 39
- 3.00 40 thru 49
- 4.00 50 thru 59
- 5.00 60 AND OLDER
- 7.00 REFUSED
- 8.00 DON'T KNOW
- 9.00 NO ANSWER

