

**EXPLORATORY MUHAMMAD ALI CENTER  
SURVEY**

**NOVEMBER, 2002**

**TOPLINE FREQUENCY RESULTS EMBEDDED IN  
INSTRUMENT**



OREGON SURVEY RESEARCH LABORATORY  
5245 UNIVERSITY OF OREGON  
EUGENE, OR 97403-5245  
TELEPHONE: 541-346-0824  
FACSIMILE: 541-346-5026  
EMAIL: OSRL@OREGON.UOREGON.EDU  
WWW: <http://osrl.uoregon.edu/>

*Note: This is a facsimile of the survey programmed into OSRL's computer-aided telephone interviewing system (CATI). Variable names, interviewer instructions, and answer categories are indicated in CAPITAL letters and are not read aloud. Experimental questions are presented side-by-side.*

**HELLO1**

Hello. Is this \_\_\_\_\_ [TELEPHONE NUMBER]?

1 YES

2 NO---> REFER TO INTERVIEWER INSTRUCTIONS

Value	Count	Percent	Valid %
1	43	100.00%	100.00%
Total	43	100.00%	100.00%

**HELLO2**

The Muhammad Ali Center in Louisville Kentucky has asked us to find forty adults [age 18 or older] who are willing to talk with us for ten or fifteen minutes about Muhammad Ali.

I am \_\_\_ calling from the University of Oregon Survey Research Laboratory. I want to assure you that I am not selling a thing, and that this survey is completely anonymous and voluntary. (Please do not even tell me your name.)

PROBE: We are interested in people's opinions about Muhammad Ali and what parts of his life might inspire people today, especially teenagers.

PROBE FOR NEGATIVE: We are interested in \*all\* opinions of Muhammad Ali.

1 --> R ON TELEPHONE

CTRL/END --> SCHEDULE CALLBACK

Value	Count	Percent	Valid %
1	43	100.00%	100.00%
Total	43	100.00%	100.00%

**HELLO3**

Do you have any questions about the survey before we begin?

1 --> NO QUESTIONS OR QUESTIONS ANSWERED, OK TO BEGIN SURVEY

R HAS QUESTIONS ---> REFER TO INTERVIEWER INSTRUCTIONS

Value	Count	Percent	Valid %
1	43	100.00%	100.00%
Total	43	100.00%	100.00%

**COOPERAT**

We appreciate your cooperation. (I'd like to begin the survey now.)

1 --> CONTINUE

CTRL/END --> NO, SCHEDULE CALLBACK

Value	Count	Percent	Valid %
1	43	100.00%	100.00%
Total	43	100.00%	100.00%

**MAGE1**

[Thank you.] What is the \*first thought\* that comes to [your] mind when you think of Muhammad Ali?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**FEEL1**

When you have that thought, are your feelings positive or negative?

1 POSITIVE

2 NEGATIVE

3 (IF VOLUNTEERED) SOMEWHERE IN THE MIDDLE

Value	Count	Percent	Valid %
1	37	86.05%	86.05%
2	5	11.63%	11.63%
3	1	2.33%	2.33%
Total	43	100.00%	100.00%

**IMAGE2**

What \*image or picture\* comes to your mind when you think of Muhammad Ali?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**FEEL2**

When you have that picture or image in mind, are your feelings positive or negative?

1 POSITIVE

2 NEGATIVE

3 (IF VOLUNTEERED) SOMEWHERE IN THE MIDDLE

8 DON'T KNOW

Value	Count	Percent	Valid %
1	37	86.05%	86.05%
2	3	6.98%	6.98%
3	2	4.65%	4.65%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**FEEL3**

Have your feelings about Muhammad Ali changed over time?

1 YES

2 NO --> SKIPTO WORD1

Value	Count	Percent	Valid %
1	7	16.28%	16.28%
2	36	83.72%	83.72%
Total	43	100.00%	100.00%

**FEEL3A**

How [have your feelings about him changed]?

PROBE: Is there anything else?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**WORD1**

[Thank you.] Now I'd like to read a list of words or terms. For each one, please tell me if it relates to Muhammad Ali, in your opinion. The first one is civil rights.

PROBE: Do you think the term "civil rights" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	32	74.42%	74.42%
2	10	23.26%	23.26%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**WORD2**

[How about] boxing?

PROBE: Do you think the word "boxing" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI

Value	Count	Percent	Valid %
1	43	100.00%	100.00%
Total	43	100.00%	100.00%

**WORD3**

[How about] volunteer community service?

PROBE: Do you think the term "volunteer community service" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	20	46.51%	46.51%
2	16	37.21%	37.21%
8	7	16.28%	16.28%
Total	43	100.00%	100.00%

**WORD4**

[What about] humanitarian?

PROBE: Do you think the word "humanitarian" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	33	76.74%	76.74%
2	8	18.60%	18.60%
8	2	4.65%	4.65%
Total	43	100.00%	100.00%

**WORDS**

[What about] religion?

PROBE: Do you think the word "religion" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	35	81.40%	81.40%
2	7	16.28%	16.28%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**WORDS**

[How about] Army?

PROBE: Do you think the word "Army" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	14	32.56%	32.56%
2	28	65.12%	65.12%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**WORD7**

[What about] Olympics?

PROBE: Do you think the word "Olympics" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	31	72.09%	72.09%
2	10	23.26%	23.26%
8	2	4.65%	4.65%
Total	43	100.00%	100.00%

**WORDS**

[What about] peace?

PROBE: Do you think the word "peace" relates to Muhammad Ali?

- 1 YES, IT RELATES TO MUHAMMAD ALI
- 2 NO, IT DOES NOT RELATE TO MUHAMMAD ALI
- 7 REFUSED
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	27	62.79%	62.79%
2	14	32.56%	32.56%
7	1	2.33%	2.33%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**THEME1**

[Thank you.] Next, please tell me how much the following themes or qualities make you think of Muhammad Ali. For each theme I read, please tell me if it makes you think of (him/Muhammad Ali) a lot, some, a little, or not at all. The first one is: respecting other people's values.

PROBE: Does this theme make you think of Muhammad Ali a lot, some, a little, or not at all?

- 1 A LOT
- 2 SOME
- 3 A LITTLE--> SKIPTO THEME2
- 4 NOT AT ALL--> SKIPTO THEME2

Value	Count	Percent	Valid %
1	10	23.26%	23.26%
2	16	37.21%	37.21%
3	9	20.93%	20.93%
4	8	18.60%	18.60%
Total	43	100.00%	100.00%

**INSPIR1A**

How much would this theme ["respecting other people's values"] attract a teenager you have known to the Muhammad Ali Center and inspire their future life?

PROBE: A lot, some, a little, not at all.

PROBE: Please think of any teenager you have known or of yourself as a teenager.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL

Value	Count	Percent	Valid %
1	10	23.26%	23.26%
2	11	25.58%	25.58%
3	3	6.98%	6.98%
4	2	4.65%	4.65%
Missing	17	39.53%	39.53%
Total	43	100.00%	100.00%

**INSPIR1B**

What about you? [How much would this theme ["respecting other people's values"] attract you to the Muhammad Ali Center and inspire your life?]

PROBE: A lot, some, a little, not at all.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

Value	Count	Percent	Valid %
1	14	32.56%	32.56%
2	6	13.95%	13.95%
3	3	6.98%	6.98%
4	2	4.65%	4.65%
5	1	2.33%	2.33%
Missing	17	39.53%	39.53%
Total	43	100.00%	100.00%

**THEME2**

(The next theme is/What about) becoming a champion [?]

PROBE: Does this [theme] make you think of Muhammad Ali a lot, some, a little, or not at all?

1 A LOT

2 SOME

3 A LITTLE--> SKIPTO THEME3

Value	Count	Percent	Valid %
1	37	86.05%	86.05%
2	5	11.63%	11.63%
3	1	2.33%	2.33%
Total	43	100.00%	100.00%

**INSPIR2A**

How much would this theme ["becoming a champion"] attract a teenager you have known to the Muhammad Ali Center and inspire their future life?

PROBE: A lot, some, a little, not at all.

PROBE: Please think of any teenager you have known or of yourself as a teenager.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

Value	Count	Percent	Valid %
1	22	51.16%	51.16%
2	10	23.26%	23.26%
3	5	11.63%	11.63%
4	4	9.30%	9.30%
5	1	2.33%	2.33%
Missing	1	2.33%	2.33%
Total	43	100.00%	100.00%

**INSPIR2B**

What about you? [How much would this theme ["becoming a champion"] attract you to the Muhammad Ali Center and inspire your life?]

PROBE: A lot, some, a little, not at all.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

Value	Count	Percent	Valid %
1	23	53.49%	53.49%
2	8	18.60%	18.60%
3	4	9.30%	9.30%
4	7	16.28%	16.28%
Missing	1	2.33%	2.33%
Total	43	100.00%	100.00%

**THEME3**

(The next theme is/What about) standing up for your beliefs [?]

PROBE: Does this [theme] make you think of Muhammad Ali a lot, some, a little, or not at all?

1 A LOT

2 SOME

3 A LITTLE--> SKIPTO THEME4

4 NOT AT ALL--> SKIPTO THEME4

Value	Count	Percent	Valid %
1	31	72.09%	72.09%
2	6	13.95%	13.95%
3	1	2.33%	2.33%
4	5	11.63%	11.63%
Total	43	100.00%	100.00%

**INSPIR3A**

How much would this theme ["standing up for your beliefs"] attract a teenager you have known to the Muhammad Ali Center and inspire their future life?

PROBE: A lot, some, a little, not at all.

PROBE: Please think of any teenager you have known or of yourself as a teenager.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

Value	Count	Percent	Valid %
1	20	46.51%	46.51%
2	12	27.91%	27.91%
3	4	9.30%	9.30%
4	1	2.33%	2.33%
Missing	6	13.95%	13.95%
Total	43	100.00%	100.00%

**INSPIR3B**

What about you? [How much would this theme ["standing up for your beliefs"] attract you to the Muhammad Ali Center and inspire your life?]

PROBE: A lot, some, a little, not at all.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

Value	Count	Percent	Valid %
1	24	55.81%	55.81%
2	5	11.63%	11.63%
3	4	9.30%	9.30%
4	4	9.30%	9.30%
Missing	6	13.95%	13.95%
Total	43	100.00%	100.00%

**THEME4**

(The next theme is/How about) being who I want to be [?]

PROBE: Does this [theme] make you think of Muhammad Ali a lot, some, a little, or not at all?

1 A LOT

2 SOME

3 A LITTLE--> SKIPTO THEME5

4 NOT AT ALL--> SKIPTO THEME5

Value	Count	Percent	Valid %
1	28	65.12%	65.12%
2	8	18.60%	18.60%
3	4	9.30%	9.30%
4	3	6.98%	6.98%
Total	43	100.00%	100.00%

**INSPIR4A**

How much would this theme ["being who I want to be"] attract a teenager you have known to the Muhammad Ali Center and inspire their future life?

PROBE: A lot, some, a little, not at all.

PROBE: Please think of any teenager you have known or of yourself as a teenager.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

Value	Count	Percent	Valid %
1	22	51.16%	51.16%
2	11	25.58%	25.58%
3	3	6.98%	6.98%
Missing	7	16.28%	16.28%
Total	43	100.00%	100.00%

**INSPIR4B**

What about you? [How much would this theme ["being who I want to be"] attract you to the Muhammad Ali Center and inspire your life?]

PROBE: A lot, some, a little, not at all.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

Value	Count	Percent	Valid %
1	24	55.81%	55.81%
2	6	13.95%	13.95%
3	2	4.65%	4.65%
4	4	9.30%	9.30%
Missing	7	16.28%	16.28%
Total	43	100.00%	100.00%



**THEMES**

(The next theme is/What about) reaching out to help other people [?]

PROBE: Does this [theme] make you think of Muhammad Ali a lot, some, a little, or not at all?

1 A LOT

2 SOME

3 A LITTLE--> SKIPTO THEME6

4 NOT AT ALL--> SKIPTO THEME6

Value	Count	Percent	Valid %
1	11	25.58%	25.58%
2	20	46.51%	46.51%
3	5	11.63%	11.63%
4	7	16.28%	16.28%
Total	43	100.00%	100.00%

**INSPIR5A**

How much would this theme ["reaching out to help other people"] attract a teenager you have known to the Muhammad Ali Center and inspire their future life?

PROBE: A lot, some, a little, not at all.

PROBE: Please think of any teenager you have known or of yourself as a teenager.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

Value	Count	Percent	Valid %
1	13	30.23%	30.23%
2	14	32.56%	32.56%
3	3	6.98%	6.98%
5	1	2.33%	2.33%
Missing	12	27.91%	27.91%
Total	43	100.00%	100.00%

**INSPIR5B**

What about you?

[How much would this theme ["reaching out to help other people"] attract you to the Muhammad Ali Center and inspire your life?]

PROBE: A lot, some, a little, not at all.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

Value	Count	Percent	Valid %
1	17	39.53%	39.53%
2	11	25.58%	25.58%
4	3	6.98%	6.98%
Missing	12	27.91%	27.91%
Total	43	100.00%	100.00%

**THEME6**

(The next theme is/What about) being spiritually focused [?]

PROBE: Does this [theme] make you think of Muhammad Ali a lot, some, a little, or not at all?

1 A LOT

2 SOME

3 A LITTLE--> SKIPTO FACT1

4 NOT AT ALL--> SKIPTO FACT1

Value	Count	Percent	Valid %
1	23	53.49%	53.49%
2	5	11.63%	11.63%
3	6	13.95%	13.95%
4	8	18.60%	18.60%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**INSPIR6A**

How much would this theme ["being spiritually focused"] attract a teenager you have known to the Muhammad Ali Center and inspire their future life?

PROBE: A lot, some, a little, not at all.

PROBE: Please think of any teenager you have known or of yourself as a teenager.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

Value	Count	Percent	Valid %
1	5	11.63%	11.63%
2	18	41.86%	41.86%
3	4	9.30%	9.30%
4	1	2.33%	2.33%
Missing	15	34.88%	34.88%
Total	43	100.00%	100.00%

**INSPIR6B**

What about you? [How much would this theme ["being spiritually focused"] attract you to the Muhammad Ali Center and inspire your life?]

PROBE: A lot, some, a little, not at all.

PROBE FOR 'IT DEPENDS': On what? [What does it depend on?]

1 A LOT

2 SOME

3 A LITTLE

4 NOT AT ALL

5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

Value	Count	Percent	Valid %
1	9	20.93%	20.93%
2	14	32.56%	32.56%
3	3	6.98%	6.98%
4	2	4.65%	4.65%
Missing	15	34.88%	34.88%
Total	43	100.00%	100.00%

**FACT1**

[Thank you.] Next we're interested in whether people know certain facts about Muhammad Ali's life. Do you know what religion Muhammad Ali believes in?

PROBE FOR 'YES': What [religion] is that?

- 1 MUSLIM, ISLAM, SUNNI
- 2 NATION OF ISLAM
- 3 OTHER RELIGION/RELIGIOUS AFFILIATION
- 4 R DOES NOT KNOW ALI'S RELIGION
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	30	69.77%	69.77%
2	1	2.33%	2.33%
3	3	6.98%	6.98%
4	8	18.60%	18.60%
8	1	2.33%	2.33%
Total	43	100.00%	100.00%

**FACT1A**

INTERVIEWER: PLEASE RECORD ANY COMMENTS R MAKES ABOUT ALI'S RELIGION.

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**FACT2**

Has Muhammad Ali ever taken part in the Olympics?

- 1 YES
- 2 NO --> SKIPTO FACT3
- 8 DON'T KNOW --> SKIPTO FACT3

Value	Count	Percent	Valid %
1	27	62.79%	62.79%
2	2	4.65%	4.65%
8	14	32.56%	32.56%
Total	43	100.00%	100.00%

**FACT2A**

What did Muhammad Ali do in the Olympics?

PROBE: Do you remember the year and location [of the Olympics in which Muhammad Ali competed]?

PROBE: Is there anything else?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**FACT3**

Did Muhammad Ali serve in the Armed Forces in the Vietnam War?

- 1 YES
- 2 NO
- 8 DON'T KNOW

Value	Count	Percent	Valid %
1	3	6.98%	6.98%
2	24	55.81%	55.81%
8	16	37.21%	37.21%
Total	43	100.00%	100.00%

**FACT3A**

INTERVIEWER: PLEASE RECORD ANY COMMENTS R MAKES ABOUT ALI AND THE ARMED FORCES.

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**LIFE1**

[Thank you.] Now, thinking about Muhammad Ali's life story in general, what facts, themes, or qualities about (his/Muhammad Ali's) life do you think visitors to the Muhammad Ali Center should learn?

PROBE IF NEEDED: What are two or three main things that you think are most inspirational about (him/Muhammad Ali)?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**LIFE2**

Is there anything about Muhammad Ali, or his life story, with which you identify [in particular]?

1 YES

2 NO --> SKIPTO LIFE3

Value	Count	Percent	Valid %
1	20	46.51%	46.51%
2	23	53.49%	53.49%
Total	43	100.00%	100.00%

**LIFE2A**

What is that?

PROBE: What part of Muhammad Ali's life story do you identify with?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**LIFE3**

Is there anything about Muhammad Ali or his life story that puts you off?

PROBE: Is there anything that you do not like about Muhammad Ali or his life story?

1 YES

2 NO --> SKIPTO CENTER1

Value	Count	Percent	Valid %
1	13	30.23%	30.23%
2	30	69.77%	69.77%
Total	43	100.00%	100.00%

**LIFE3A**

What is that?

PROBE: What part of Muhammad Ali's life story (puts you off/do you not like)?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**CENTER1**

[Thank you.] Thinking about exhibits, museums, or centers in general, when you go to one, what do you like to see and do the most?

PROBE FOR 'IT DEPENDS' OR 'DON'T KNOW': Please think about any exhibit, museum, or center you have visited before. What did you like seeing and doing the most there?

PROBE: Is there anything else?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**CENTER2**

If you went to the Muhammad Ali Center, what would you like to see and do most?

PROBE: Is there anything else?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**CENTER3**

Do you think you would ever visit the Muhammad Ali Center [in Louisville Kentucky]?

NOTE: IF R ASKS, CONTACT INFO: MUHAMMAD ALI CENTER, 1 RIVERFRONT PLAZA, SUITE 1702, LOUISVILLE, KENTUCKY 40202, TEL: 502/584-9254, FAX: 502/584-6009, WEBSITE: WWW.ALICENTER.ORG, WILL OPEN IN 2004

1 YES --> SKIPTO DISTANCE

2 NO

8 DON'T KNOW --> SKIPTO DISTANCE

Value	Count	Percent	Valid %
1	33	76.74%	76.74%
2	8	18.60%	18.60%
8	2	4.65%	4.65%
Total	43	100.00%	100.00%

**CENTER4**

Why not?

PROBE: Why would you not visit the Muhammad Ali Center?

PROBE: Is there any other reason you would not visit (it/ the Muhammad Ali Center)?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*

**DISTANCE**

About how many hours would it take you to drive to Louisville Kentucky?

RECORD EXACT NUMBER, 0-6. 0 --> LESS THAN 1 HOUR; 6 --> 6 OR MORE HOURS.

Value	Count	Percent	Valid %
0	11	25.58%	25.58%
1	2	4.65%	4.65%
2	4	9.30%	9.30%
3	5	11.63%	11.63%
4	9	20.93%	20.93%
5	6	13.95%	13.95%
6	5	11.63%	11.63%
7 REFUSED	1	2.33%	2.33%
Total	43	100.00%	100.00%

**STATEQ**

[Thank you.] I need to end the survey by asking some questions about you. First, what state do you live in?

PROBE: Your answers [to demographic questions] help us understand [and find patterns in] everyone's answers [to the survey].

PROBE FROM LIST

	Value	Count	Percent	Valid %
1 ALABAMA	1			
2 GEORGIA	2			
3 ILLINOIS	3	8	18.60%	18.60%
4 INDIANA	4	9	20.93%	20.93%
5 KENTUCKY	5	9	20.93%	20.93%
6 NORTH CAROLINA	6			
7 OHIO	7	5	11.63%	11.63%
8 TENNESEE	8	9	20.93%	20.93%
9 VIRGINIA	9			
10 WEST VIRGINIA	10	3	6.98%	6.98%
Total		43	100.00%	100.00%

**SEX**

(This may sound silly but) are you male or female?

- 1 MALE
- 2 FEMALE

Value	Count	Percent	Valid %
1	20	46.51%	46.51%
2	23	53.49%	53.49%
Total	43	100.00%	100.00%

**AGE**

How old are you?

PLEASE ENTER EXACT AGE 18-96; 96 --> 96 YEARS OR GREATER

Value	Count	Percent	Valid %	Value	Count	Percent	Valid %
19	1	2.33%	2.33%	41	1	2.33%	2.33%
23	1	2.33%	2.33%	43	1	2.33%	2.33%
25	4	9.30%	9.30%	45	4	9.30%	9.30%
26	3	6.98%	6.98%	46	3	6.98%	6.98%
28	1	2.33%	2.33%	48	1	2.33%	2.33%
29	1	2.33%	2.33%	51	1	2.33%	2.33%
31	1	2.33%	2.33%	52	3	6.98%	6.98%
32	1	2.33%	2.33%	54	1	2.33%	2.33%
35	1	2.33%	2.33%	55	2	4.65%	4.65%
36	1	2.33%	2.33%	57	1	2.33%	2.33%
37	1	2.33%	2.33%	61	1	2.33%	2.33%
38	2	4.65%	4.65%	73	1	2.33%	2.33%
39	1	2.33%	2.33%	78	1	2.33%	2.33%
40	2	4.65%	4.65%	83	1	2.33%	2.33%
Total	43	100.00%	100.00%	Total	43	100.00%	100.00%

**RACE**

What is your race?

PROBE FROM LIST: Are you ...

- 1 WHITE/CAUCASIAN
- 2 BLACK/AFRICAN AMERICAN

Value	Count	Percent	Valid %
1	39	90.70%	90.70%
2	4	9.30%	9.30%
Total	43	100.00%	100.00%

NOTE: No one answered as ...  
 3 ASIAN AMERICAN/PACIFIC ISLANDER  
 4 LATINO, HISPANIC  
 5 AMERICAN INDIAN/NATIVE AMERICAN  
 6 ESKIMO, ALEUT, ALASKAN NATIVE

**EDUC**

What is the highest level of education you have completed?

PROBE FROM LIST

- 1 0-8 YEARS, NO GED
- 2 8-12 YEARS, NO HIGH SCHOOL DIPLOMA OR GED
- 3 HIGH SCHOOL DIPLOMA OR GED
- 4 SOME COLLEGE, NO DEGREE
- 5 ASSOCIATE'S DEGREE (AA, AS)
- 6 BACHELORS DEGREE (BA, BS, AB)
- 7 MASTERS DEGREE (MA, MS, MBA)
- 8 DOCTORATE OR PROFESSIONAL DEGREE (PHD, JD, EDD, MD, DDS)
- 9 OTHER

Value	Count	Percent	Valid %
1	1	2.33%	2.33%
2	2	4.65%	4.65%
3	20	46.51%	46.51%
4	8	18.60%	18.60%
5	2	4.65%	4.65%
6	6	13.95%	13.95%
7	1	2.33%	2.33%
8	2	4.65%	4.65%
9	1	2.33%	2.33%
Total	43	100.00%	100.00%

**WWW**

Can you connect to the World Wide Web or the Internet at home, on the job, or at school?

1 YES

2 NO

Value	Count	Percent	Valid %
1	32	74.42%	74.42%
2	11	25.58%	25.58%
Total	43	100.00%	100.00%

**CDDVD**

Do you or does anyone in your household own a CD player, a DVD player, or both?

PROBE: The Ali Center needs this information to help plan the gifts they would like to give visitors to the Center.

1 YES, CD ONLY

3 YES, BOTH CD AND DVD

4 NO

Value	Count	Percent	Valid %
1	11	25.58%	25.58%
3	28	65.12%	65.12%
4	4	9.30%	9.30%
Total	43	100.00%	100.00%

**HHKIDS**

Are there any children younger than age 18 living in your home (now)?

NOTE: INCLUDE ANY CHILD LIVING THERE (STEPCHILD, FOSTER CHILD, GRANDCHILD, FRIEND'S CHILD), AND CHILDREN OF NON-CUSTODIAL PARENTS IF THEY VISIT FREQUENTLY.

1 YES

2 NO

Value	Count	Percent	Valid %
1	25	58.14%	58.14%
2	18	41.86%	41.86%
Total	43	100.00%	100.00%

**INCOME4**

Is your total annual household income, from all sources, before taxes, over or under \$40,000?

PROBE: Include money from jobs (wages, salary, tips, bonuses), interest, dividends, child support, alimony, welfare, social security, disability and retirement payments, net income from a business, farm or rent, or any other money income received by members of your family. Do not include lump-sum payments, such as money from an inheritance or sale of a home.

1 OVER \$40,000 ---> SKIPTO INCOME3

2 UNDER \$40,000

9 NO ANSWER ---> SKIPTO ENDING1

Value	Count	Percent	Valid %
1	19	44.19%	44.19%
2	23	53.49%	53.49%
9	1	2.33%	2.33%
Total	43	100.00%	100.00%

**INCOME2**

Is it over or under \$25,000?

PROBE: Is your total annual household income, from all sources, before taxes, over or under \$25,000?

1 OVER \$25,000 ---> SKIPTO ENDING1

2 UNDER \$25,000

Value	Count	Percent	Valid %
1	9	20.93%	20.93%
2	14	32.56%	32.56%
Missing	20	46.51%	46.51%
Total	43	100.00%	100.00%

**INCOME1**

Is it over or under \$18,000?

1 OVER \$18,000---> SKIPTO ENDING1

2 UNDER \$18,000---> SKIPTO ENDING1

8 DON'T KNOW ---> SKIPTO ENDING1

Value	Count	Percent	Valid %
1	5	11.63%	11.63%
2	8	18.60%	18.60%
8	1	2.33%	2.33%
Missing	29	67.44%	67.44%
Total	43	100.00%	100.00%

**INCOME3**

Is it over or under \$70,000?

1 OVER \$70,000

2 UNDER \$70,000---> SKIPTO ENDING1

Value	Count	Percent	Valid %
1	8	18.60%	18.60%
2	11	25.58%	25.58%
Missing	24	55.81%	55.81%
Total	43	100.00%	100.00%

**INCOME5**

Is it over or under \$100,000

1 OVER \$100,000

2 UNDER \$100,000

Value	Count	Percent	Valid %
1	2	4.65%	4.65%
2	6	13.95%	13.95%
Missing	35	81.40%	81.40%
Total	43	100.00%	100.00%

**ENDING1**

Is there anything else you would like to add [about Muhammad Ali] [or the Muhammad Ali Center]?

PROBE: What is that?

PROBE: Is there anything else?

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

*See "Narrative Answers to Open-ended Questions".*



**ENDING2**

We may be conducting future surveys on the Muhammad Ali Center. If we do, can we call you back? [I still don't need to know your name or any other identifying information.]

PROBE: [The survey will still be anonymous.] We will only save your telephone number, and, to make sure we get the right person at this number, your age and sex.

1 YES

2 NO

Value	Count	Percent	Valid %
1	42	97.67%	97.67%
2	1	2.33%	2.33%
Total	43	100.00%	100.00%

**ENDING3**

That is the end of the interview. On behalf of the Muhammad Ali Center, I would like to thank you sincerely for your time and effort on these questions.

PRESS "1" TO CONTINUE

Value	Count	Percent	Valid %
1	43	100.00%	100.00%
Total	43	100.00%	100.00%

**INTID**

PLEASE ENTER YOUR INTERVIEWER ID NUMBER:

Value	Count	Percent	Valid %
211	6	13.95%	13.95%
333	12	27.91%	27.91%
512	4	9.30%	9.30%
514	6	13.95%	13.95%
519	6	13.95%	13.95%
522	9	20.93%	20.93%
Total	43	100.00%	100.00%

**INTOBS**

PLEASE RECORD ANY ASPECT OR Demeanor OF R'S ANSWERS NOT ALREADY CAPTURED BY SURVEY QUESTIONS.