

**Exploratory Muhammad Ali Center Survey  
Ci3 Instrument**

CATION

SQN Right  
REVIEW CtrlR

Q:HELLO1  
T:

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

1 YES  
NO---> REFER TO INTERVIEWER INSTRUCTIONS

I:  
Key 1  
cmdi RECNUM "RecordNumber"  
cmdi TELNUM "AreaPhoneNum"  
cmdi STATE "State"  
cmdi CITY "City"  
cmdi QUOTA "PreAssignedQuota"

Q:HELLO2  
T:

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

I:  
Key 1

Q:HELLO3  
T:

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

I:  
Key 1

Q:COOPERAT

T:

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

1 --> CONTINUE

CTRL/END --> NO, SCHEDULE CALLBACK

I:

Key 1

Q:IMAGE1

T:

[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

I:

opn 11 10 24 70

Q:FEEL1

T:

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

1 POSITIVE

2 NEGATIVE

3 (IF VOLUNTEERED) SOMEWHERE IN THE MIDDLE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-3,7-9

QAL NOQAL

if (ans > 9) skipto NOQAL

Q:IMAGE2

T:

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

OPEN-ENDED

PLEASE TYPE EXACT RESPONSE BELOW

I:

opn 10 10 24 70

Q:FEEL2

T:

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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
key 1-3,7-9

Q:FEEL3  
T:

Have your feelings about Muhammad Ali changed over time?

1 YES  
2 NO --> SKIPTO WORD1

7 REFUSED --> SKIPTO WORD1  
8 DON'T KNOW --> SKIPTO WORD1  
9 NO ANSWER --> SKIPTO WORD1

I:  
Key 1,2,7-9  
if (ans > 1) skipto WORD1

Q:FEEL3A  
T:

How [have your feelings about him changed]?

PROBE: Is there anything else?

OPEN-ENDED

PLEASE TYPE EXACT RESPONSE BELOW

I:  
opn 10 10 24 70

Q:WORD1  
T:

[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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1,2,7-9

Q:WORD2  
T:

[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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1,2,7-9

Q:WORD3  
T:

[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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1,2,7-9

Q:WORD4  
T:

[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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:

Key 1,2,7-9

Q:WORD5

T:

[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

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2,7-9

Q:WORD6

T:

[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

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2,7-9

Q:WORD7

T:

[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

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2,7-9

Q:WORD8

T:

[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

9 NO ANSWER

I:

Key 1,2,7-9

Q:THEME1

T:

[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

7 REFUSED--> SKIPTO THEME2

8 DON'T KNOW--> SKIPTO THEME2

9 NO ANSWER--> SKIPTO THEME2

I:

Key 1-4,7-9

if (ans > 2) skipto THEME2

Q:INSPIR1A

T:

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  
5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:INSPIR1B  
T:

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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:THEME2  
T:

(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  
4 NOT AT ALL--> SKIPTO THEME3

7 REFUSED--> SKIPTO THEME3  
8 DON'T KNOW--> SKIPTO THEME3  
9 NO ANSWER--> SKIPTO THEME3  
I:  
Key 1-4,7-9  
if (ans > 2) skipto THEME3

Q:INSPIR2A

T:

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

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5,7-9

oth 5 18 25 24 75

Q:INSPIR2B

T:

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

5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5,7-9

oth 5 18 25 24 75

Q:THEME3

T:

(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

7 REFUSED--> SKIPTO THEME4  
8 DON'T KNOW--> SKIPTO THEME4  
9 NO ANSWER--> SKIPTO THEME4

I:  
Key 1-4,7-9  
if (ans > 2) skipto THEME4

Q:INSPIR3A

T:

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  
5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:INSPIR3B

T:

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  
5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED  
8 DON'T KNOW

9 NO ANSWER  
I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:THEME4  
T:

(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

7 REFUSED--> SKIPTO THEME5  
8 DON'T KNOW--> SKIPTO THEME5  
9 NO ANSWER--> SKIPTO THEME5  
I:  
Key 1-4,7-9  
if (ans > 2) skipto THEME5

Q:INSPIR4A  
T:

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  
4 NOT AT ALL  
5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:INSPIR4B  
T:

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  
5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:

Key 1-5,7-9

oth 5 18 25 24 75

Q:THEME5

T:

(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

7 REFUSED--> SKIPTO THEME6  
8 DON'T KNOW--> SKIPTO THEME6  
9 NO ANSWER--> SKIPTO THEME6

I:

Key 1-4,7-9

if (ans > 2) skipto THEME6

Q:INSPIR5A

T:

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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:INSPIR5B  
T:

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  
5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-5,7-9  
oth 5 18 25 24 75

Q:THEME6  
T:

(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

7 REFUSED--> SKIPTO FACT1  
8 DON'T KNOW--> SKIPTO FACT1  
9 NO ANSWER--> SKIPTO FACT1

I:  
Key 1-4,7-9  
if (ans > 2) skipto FACT1

Q:INSPIR6A

T:

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

5 (IF VOLUNTEERED) IT DEPENDS --> SPECIFY

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5,7-9

oth 5 18 25 24 75

Q:INSPIR6B

T:

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

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5,7-9

oth 5 18 25 24 75

Q:FACT1

T:

[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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1-4,7-9

Q:FACT1A  
T:

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

OPEN-ENDED

PLEASE TYPE EXACT RESPONSE BELOW  
I:  
show "ANY COMMENTS" 2 28 12 GRN  
opn 10 10 24 70

Q:FACT2  
T:

Has Muhammad Ali ever taken part in the Olympics?

1 YES  
2 NO --> SKIPTO FACT3

7 REFUSED --> SKIPTO FACT3  
8 DON'T KNOW --> SKIPTO FACT3  
9 NO ANSWER --> SKIPTO FACT3  
I:  
Key 1,2,7-9  
if (ans > 1) skipto FACT3

Q:FACT2A  
T:

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  
I:  
opn 12 10 24 70

Q:FACT3

T:

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

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1,2,7-9

Q:FACT3A

T:

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

OPEN-ENDED

PLEASE TYPE EXACT RESPONSE BELOW

I:

opn 10 10 24 70

Q:LIFE1

T:

[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

I:

opn 13 10 24 70

Q:LIFE2

T:

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

1 YES

2 NO --> SKIPTO LIFE3

7 REFUSED --> SKIPTO LIFE3  
8 DON'T KNOW --> SKIPTO LIFE3  
9 NO ANSWER --> SKIPTO LIFE3

I:  
Key 1,2,7-9  
if (ans > 1) skipto LIFE3

Q:LIFE2A  
T:

What is that?

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

OPEN-ENDED

PLEASE TYPE EXACT RESPONSE BELOW

I:  
opn 10 10 24 70

Q:LIFE3  
T:

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

7 REFUSED --> SKIPTO CENTER1  
8 DON'T KNOW --> SKIPTO CENTER1  
9 NO ANSWER --> SKIPTO CENTER1

I:  
key 1,2,7-9  
if (ans > 1) skipto CENTER1

Q:LIFE3A  
T:

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

I:  
opn 10 10 24 70

Q:CENTER1



T:

[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

I:

opn 13 10 24 70

Q:CENTER2

T:

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

I:

opn 10 10 24 70

Q:CENTER3

T:

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

7 REFUSED --> SKIPTO DISTANCE

8 DON'T KNOW --> SKIPTO DISTANCE

9 NO ANSWER --> SKIPTO DISTANCE

I:

Key 1,2,7-9

if (ans = 1) skipto DISTANCE

if (ans > 2) skipto DISTANCE

Q:CENTER4

T:

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

I:

opn 11 10 24 70

Q:DISTANCE

T:

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.

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 0-9

Q:STATEQ

T:

[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

1 ALABAMA

2 GEORGIA

3 ILLINOIS

4 INDIANA

5 KENTUCKY

6 NORTH CAROLINA

7 OHIO

8 TENNESSEE

9 VIRGINIA

10 WEST VIRGINIA

11 OTHER --> SPECIFY

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER  
I:  
num 1 99 2 0 24 25  
if (ans > 11)  
  if (ans < 97) REASK  
ENDIF  
oth 11 15 35 24 75

Q:SEX  
T:

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

1 MALE  
2 FEMALE

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER  
I:  
Key 1,2,7-9

Q:AGE  
T:

How old are you?

PLEASE ENTER EXACT AGE 18-96;

96 --> 96 YEARS OR GREATER

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER  
I:  
num 18 99 2 0 24 25

Q:RACE  
T:

What is your race?

PROBE FROM LIST: Are you ...

1 WHITE/CAUCASIAN  
2 BLACK/AFRICAN AMERICAN  
3 ASIAN AMERICAN/PACIFIC ISLANDER  
4 LATINO, HISPANIC  
5 AMERICAN INDIAN/NATIVE AMERICAN

6 ESKIMO, ALEUT, ALASKAN NATIVE  
7 IF VOLUNTEERED: MIXED RACE  
8 IF VOLUNTEERED: ARAB, MIDDLE EASTERN  
9 IF VOLUNTEERED: OTHER

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 24 25  
if (ans > 9)  
if (ans < 97) REASK  
ENDIF

Q:EDUC  
T:

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

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 24 25  
if (ans > 9)  
if (ans < 97) REASK  
ENDIF

Q:WWW  
T:

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

1 YES  
2 NO  
3 (IF VOLUNTEERED) YES, BUT DON'T  
4 (IF VOLUNTEERED) NEVER HEARD OF WWW OR INTERNET

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-4,7-9

Q:CDDVD  
T:

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  
2 YES, DVD ONLY  
3 YES, BOTH CD AND DVD  
4 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
key 1-4,7-9

Q:HHKIDS  
T:

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

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2,7-9

Q:INCOME4  
T:

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

7 REFUSED ---> SKIPTO ENDING1  
8 DON'T KNOW ---> SKIPTO ENDING1  
9 NO ANSWER ---> SKIPTO ENDING1

I:

key 1,2,7-9

INCOME = 0

if (ans = 1) skipto INCOME3

if (ans > 2) skipto ENDING1

Q:INCOME2

T:

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

7 REFUSED ---> SKIPTO ENDING1  
8 DON'T KNOW ---> SKIPTO ENDING1  
9 NO ANSWER ---> SKIPTO ENDING1

I:

key 1,2,7-9

if (ans = 1) INCOME = 3

if (ans = 7) INCOME = 7

if (ans = 8) INCOME = 8

if (ans = 9) INCOME = 9

if (ans = 1) skipto ENDING1

if (ans > 2) skipto ENDING1

Q:INCOME1

T:

Is it over or under \$18,000?

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

7 REFUSED ---> SKIPTO ENDING1  
8 DON'T KNOW ---> SKIPTO ENDING1  
9 NO ANSWER ---> SKIPTO ENDING1

I:

Key 1,2,7-9

if (ans = 1) INCOME = 2

if (ans = 2) INCOME = 1

if (ans = 7) INCOME = 7

if (ans = 8) INCOME = 8

if (ans = 9) INCOME = 9

skipto ENDING1

Q:INCOME3

T:

Is it over or under \$70,000?

1 OVER \$70,000

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

7 REFUSED ---> SKIPTO ENDING1

8 DON'T KNOW ---> SKIPTO ENDING1

9 NO ANSWER ---> SKIPTO ENDING1

I:

key 1,2,7-9

if (ans = 2) INCOME = 4

if (ans = 7) INCOME = 7

if (ans = 8) INCOME = 8

if (ans = 9) INCOME = 9

if (ans > 1) SKIPTO ENDING1

Q:INCOME5

T:

Is it over or under \$100,000

1 OVER \$100,000

2 UNDER \$100,000

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1,2,7-9

if (ans = 1) INCOME = 6

if (ans = 2) INCOME = 5

if (ans = 7) INCOME = 7

if (ans = 8) INCOME = 8

if (ans = 9) INCOME = 9

Q:ENDING1

T:

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

I:

opn 11 10 24 70

Q:ENDING2

T:

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

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2,7-9

Q:ENDING3

T:

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

I:

Key 1

Q:INTID

T:

PLEASE ENTER YOUR INTERVIEWER ID NUMBER:

I:

num 0 900 3 0 2 44

Q:INTOBS

T:

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

I:

opn 10 10 24 70

CPL

DISPOS = 26

ENDQUEST

Q:NOQAL



T:

Silly rabbit, NOQALs are for kids...and you better watch out  
or I just might steal your Lucky Charms"!

But seriously...there is no such thing as a NOQAL on this survey.  
If you are seeing this message, you have destroyed our CATI system.  
Please scream the supervisor's name at the top of your lungs,  
and inform them of your misdeeds.

And have a nice day!

I:

Key 1

DISPOS = 22

ENDQUEST