

**EXPLORATORY MUHAMMAD ALI
CENTER SURVEY**

NOVEMBER 2002

**NARRATIVE ANSWERS TO OPEN-ENDED
QUESTIONS**



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: OSRL Interviewers recorded these answers to open-ended questions verbatim. The answers have been corrected for spelling but not for grammar. In the interest of space, identical multiple responses are noted in parentheses in bold italics. (P) indicates interviewer used a probe.

IMAGE1

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

PROBE: Is there anything else?

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

A champion.

Boxer, all timer.

Boxer. **(6 answers)**

Boxing. **(7 answers)**

Cassius Clay.

Great boxer.

Great fighter.

Greatest black boxer of all time.

He 's a social hero.

He was a boxer that boxed too long.

His saying, "float like a butterfly, sting like a bee".

I can't remember who he is. (P: repeat) Well I don't know. (P) No, it ain't no use, but I like him. I like everybody. He's not able to box now is he?

I live five minutes from Ali Blvd. I see him all the time on TV.

I think he's the greatest.

I thought he was a pretty great as a boxer.

I'm a born 1950 so my first thought is draft dodge, when he was named Cassius Clay.

Oh my goodness. Ali was a great boxer.

Parkinson's disease.

Probably the greatest boxer of all time.

Probably the greatest professional boxer that ever was.

The "float like a butterfly and sting like a bee", he used to say that. I remember him saying that.

The Champ.

The Greatest, the greatest boxer. I grew up with him so I watched a lot of boxing.

The Greatest. **(2 answers)**

"The King" man, he's the best that ever was or will be.

Very fine and honest person.

Well first I think about him changing his name.

Well gosh, champion.

Well he's a boxer, right, or was? See that shows you how much I know.

We'll isn't he the one who sings Fly like a butterfly and sting like a bee.

Wrestler, boxer person; I don't know him very well.

IMAGE

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

PROBE: Is there anything else?

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

A black person, I guess.

A boxer. Olympic and when he lit the torch.

A boxing ring.

Actually a picture of him in the ring I think he had a big swollen eye. I think he had been beat by Mike Tyson or George Foreman.

Again thoughts of when he was a boxer and that age you know when he was still competing. I don't think of him like he is today.

Ali wearing robes, wearing boxing robes.

Big guy boxing gloves on, I don't know.

Black and white picture with him dressed in boxing attire, I guess.

Black athlete.

Butterfly.

Fine, honest person [p] he sets good examples for young people.

Happy and sad.

He was a good boxer [p] no ma'am he was a champion.

He's shaky (P) when you see him on TV nowadays, because of the development of the disease, his body control is limited.

Him at the Olympics. (P) just when he held, he lit the torch, I don't know what year it was, at the Olympics.

Him boxing.

Him, his face.

Him, I think of him in his prime as a boxer, spouting his poetry and bragging, obnoxiously, but I think of him in a positive way.

I guess him boxing.

I have an image of him in the older photographs of him throwing a punch.

I picture him with his arms up in the air right after he defeated an opponent, in victory.

I saw him on an interview with the actor who played him in the movie.

I think he's a pretty great person [p] not really.

I think of him when he was really young and the butterfly quote sting like a bee and he is wearing shorts and there is a huge crowds its in black in white you know I watch his daughter fight also.

I would just say a colored man with boxing gloves.

It's a black and white photo standing over--I want to say Joe Lewis but I don't know.

Joe Louis, a picture of Joe Louis on a milk carton actually.

Just a great black American hero.

Just a great man, I don't, I can't-- (P) I can't, I don't know how to verbalize it, you know.

Just him in the ring I guess.

Most recently that Parkinson's disease.

Muhammad Ali standing in a boxing ring standing over someone he's just knocked out.

Not really (P).

Oh um, just a great man. I know how I feel but it's hard to explain. (P) well, strength.

One of human individual with a challenging behavior of the leader.

Poems.

Probably two, one of him at the last Olympics, and the other one is when he won his first championship.

Remember a poster of him when he wore gloves and boxing short and what he always said float like a butterfly and sting like a bee.

Well courage.

Well I know he's not able to box now, is he?

Well now the first thing I think about is his medical condition. (P) his present-day condition.

What he has done in the past and what he's going through now.

When he's younger and he's boxing.

FEEL3**Have your feelings about Muhammad Ali changed over time?****IF YES →****FEEL3A****How [have your feelings changed]?****PROBE: Is there anything else?****OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW**

For bad or worse, his action in his boxing; he hurt somebody bad.

From negative to positive.

I feel bad for him now because he has Alzheimer's or mental issues because of all the fighting.

They were real positive, then they were negative, then they were real positive. (P) The real positive was him in the beginning; a little bit negative when he changed to Mohammed Ali. I was a little young so I didn't understand. And actually I'm born and raised in Detroit Michigan, and as I got older, even though I'm white, when I find out what it meant in the 60's I was a little bit shocked, and then it was cool. And he's aged gracefully as a champion. And I was very admiring of him during the Olympics when he was holding the torch and shaking everybody's hand.

They're positive now, but when he was doing that, bragging and boasting about his own abilities, I thought he was obnoxious; they were pretty negative. I thought that was unnecessary.

Well I have mixed emotions about him. He was a good fighter; don't get me wrong but he was cocky. I didn't like that about him. That's about all.

Well when he was younger, I didn't like the way he bragged on himself all the time. (P)

INSPIR1B¹**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?]****5 (IF VOLUNTEERED) IT DEPENDS → SPECIFY**

If I like to travel, I might go see the center.

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?]****5 (IF VOLUNTEERED) IT DEPENDS → SPECIFY**

I live in a rural area and I don't know what teenagers would be interested in. Louisville is a whole different set of people.

¹ Note: No one answered "It depends" in the questions INSPIR1A, INSPIR2A, INSPIR2B, INSPIR3A, INSPIR3B, INSPIR4A, INSPIR4B, INSPIR5B, INSPIR6A, INSPIR6B

FACTI

[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, NATION OF ISLAM, SUNNI

2 OTHER

FACT1A

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

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

Black Muslim.

Buddhist, or no, Muslim or Buddhist; Buddhist maybe.

He was Islam, is he not?

He's a Muslim.

He's a Muslim, right?

I believe he's the religion of Islam-- Muslim.

I believe it's Muslim. There is a Muslim church in my hometown but seventy miles from my home town. My dear friend goes there.

I could have swore it was Muslim.

I think it's Muslim. Was I right?

I think of the name "Muhammad" and I think of -- Hebrew?

I understand Black Muslim; I can always be wrong.

Is he Muslim? That's what I think.

Jehovah's Witness, I'm sorry, Jehovah Witness.

Muslim or Islam.

Muslim, isn't it? (*2 answers*)

Muslim.

No comment.

No.

Not sure.

That 's all I know. I read the article talking about him. He believes in God and is Muslim; they are good people.

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-END, PLEASE TYPE EXACT RESPONSE BELOW**

A boxer. (P) No I don't remember. Didn't he carry the flag for the United States? He was a gold medal winner.

Box (P) no.

Boxed. (P) 1960 (P) Oh, location; I want to say Rome but I'm not sure.

Boxing (P) in the 1960's. It's not here; it's not in the United States.

Boxing (P) no.

Carried the torch; actually he lit the flame.

First he was a boxer and then he carried the torch, lit the torch.

He boxed (P) I can't remember.

He boxed (P) not that I know of. I don't know.

He boxed.

He boxed. (P) No. (P) He lit the torch, and that was in, I want to tell you Atlanta, but I can't remember what year off the top of my head.

He carried that flame thing

He carried the torch; to light the torch to begin the Olympics (P) I believe it would have been 1996 Olympics; can't remember if it was 1996 or 2000.

He was a boxer. (P) No, I do not. (P) Pardon? I don't know anything else. I know that he carried the torch. Sorry.

He was a golden medal boxer. (P) I don't remember the year and location but I've seen him. He's real fast.

He won the gold medal. (P) I'm going to say '62. That was the general time but I don't remember where that was. (P) Just this last one where he was standing there holding the torch and greeting people.

I believe he has. I believe he was an Olympic boxer not under the name of Muhammad Ali, under Cassius Clay's name. (P) Let me think about this. I may be totally wrong, I don't remember the location. I may be totally long but 1960. I can't remember where they were.

I believe he was an Olympic boxer, and a few years ago he carried the Olympic flame, the torch. (P) No I don't. (P)

I don't know if he participated in the Olympics but I saw him in the Olympic ceremony.

I know most recently. While I was alive he was very important in the opening ceremony in the Olympics in Atlanta. And I'm not sure but he might have fought in the Olympics, but I'm not sure. That's before I was born, when I picture him is... see him on TV at the opening ceremony.

I saw him light the torch last year, maybe two years ago in the Olympics.

I think he lit the torch. (P) That's all I know.

I think he won the gold medal, did he not? (P) That might have been the year he boycotted it, I'm not sure... because of Vietnam. I'm not sure.

Oh my gosh, I forgot. I think he lit the torch.

Well I know for a fact he carried the torch this last time, and I'm unclear if he was in the Olympics for boxing. (P) I want to say yes, but I'm unsure of that.

Well, I know he carried the torch later on and I believe he boxed. (P) I think it was last time or the one before, but I don't have a clue when he boxed.

Won a gold. (P) Not that I'm aware of.

FACT3

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

1 YES

2 NO

8 DON'T KNOW

FACT3A

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

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

He burned his draft card.

He was a, I guess you'd call it a 'conscientious objector' because of his religion.

I don't believe so.

I don't know. Well he changed his religion and he didn't believe in war.

I don't remember that either. I should, I just don't.

I know he served in the forces but I don't know what war.

I think he was supposed to, or something like that. I think that he dodged the draft or something like that, and then I think that maybe he served or deserted. I'm really foggy about that. I know there was some question about his military service. I know that because of his religious life (P) I think his reason for not wanting to serve was because of his religion.

I think (P)

I would say I don't know. He probably did based on how specific the question.

I'm unsure about that too, but I'm going to say no.

No he did not; he was a 'conscientious objector'.

No, but he was in the Army, I think. No, he wasn't in the Army because they could not draft him.

Because of his religion, I think. I was pretty young. I was probably an early teenager when he was in his prime.

No, no!

No, that's a sore subject.

No. (6 answers)

Not for sure; I don't know.

Yes, I remember. They drafted him. He got in a lot of trouble. I think he actually didn't go. He was arrested for awhile, I think.

LIFE1

[Thank you.] Now, thinking about Muhammad Ali's life story in general, and 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

All details of his life, from birth to up until now (P) I think his stand for what he believed in and absolutely his career, and perhaps his determination.

Believe, and believe in yourself, and trust in others. (P).

Courage. Humanitarian.

For myself--Muhammad Ali is honorable. He has done what he said he'd do. He never sacrificed who he was for anything.

Geez overcoming obstacles, what it took to be the best, endurance.

Hard work, um, stand up for your beliefs. Um, be strong with um having a disability.

He was a champion with strong conviction he is exhibiting a lot of courage fighting his illness.

He was always proud. He a good champion He fought his way up to be a champion. He came back to defend his title every time.

His achievements, I guess his beliefs or his religion or whatever.

His boxing career for one thing And even though I don't agree with him--about going to Vietnam--he stood up for what he believed in. And of course today he's trying to help people.

His determination, the way he became a champion, his strength in his beliefs, he was threatened with going to jail and being unpopular but he still believed in his religion. Most recently the way he copes with his illness.

His perseverance to his goals, probably his humanitarian work, that's all.

How he stood up for himself when the government wanted to draft him what has the government gone for me they wanted to throw him in jail How he said he was gonna conquer and he did his religion also. He was down and out and then he won again.

How he was brought up. He has good upbringing. He's struggled a lot but when he did make it he gave back to community and less fortunate people. He gave good values for his children and tried to education on Alzheimer, the boxing is wonderful sport not to.

I don't know. (P) I don't know much about him at all.

I don't know. He was a man that tried very hard and stuck to him values.

I don't know. (P) I don't know.

I don't know. (P) I'm sure most people would be interested in his boxing career. (P) One thing that would stick in my mind is the time he spent in prison for not going into the service.

I have no idea. (P) No because I don't know anything about him.

I really don't know I don't. A lot of people liked him (P).

I think his biggest focus is probably the boxing career (P) no, that's all I know him, well, his Parkinson's (P) yeah yeah.

I think perseverance to become the champion, at a time when he probably wasn't supported like he should have been. And for him being who he was, the champ, no matter what everyone else thought; he knew himself, and who he could be.

I think they should learn about his roots, starting out as a kid learning boxing, definitely his Olympic ascent to champion, becoming the heavyweight champion of the world, protesting his induction into the military, and coming back and becoming a champion.

I think they should learn everything. Do you want some specifics? (P) Just the fact that he was a champion, both Olympic and otherwise; I think the fact that he stood up for his beliefs. (P) And that after his disease he continued to be in the public.

I believe it would have a great impact on a lot of people. [p] his spirit, him always wanting the best for other people [p] not that I can think of.

I'd say about his beliefs, civil rights. I believe in that. Helping others.

I'll try to make it brief then. I think he was exactly who he wanted to be, and he wasn't afraid to be himself. (P) He uh stood up for what he believed in.

Just about his determination, motivation, dedication. [p] no he was just the greatest wrestler of all time boxer whatever he was.

Just being himself for one thing and his boxing career other than that that's about it.

Just everything [p] becoming a champion and fighting Parkinson's disease [p] his religious aspect.

Just his history. [p] just black boxing sport.

Let me think just a minute, well, I'd say mostly perseverance keeping at it and keep trying to do it, that would be the only quality thing I would see, and poetry, float like a butterfly and sing like a bee, just like a sideline he was a really powerful.

Perseverance, um, determination. I guess that's about it.

Probably his achievement in boxing and his willingness to stick to it and want to become a champ about his uh fight with his disease, I can't think of it,. Parkinson's people should know about that and his daughter comes to mind because she's boxing.

Stick to your guns and your beliefs, if you are willing to do what it takes, chances are you will succeed.

Stood up what he beliefs not matter what other people beliefs, how hard he got to be a champion that he was, what he went through to get to the point that he was, the training and sacrifices and cause Parkinson's that he has.

That he believed in his religion and he was a world champion 3 times and he didn't give up he went for his goals and made it.

The rising above and getting through all he had to go through and still becoming a champion.

They should know what he fought for, for What his beliefs are, I think its important what a difference he made because he stood up for what he believes in no matter what it cots him.

Well, I think they should learn more about the man himself, than the boxer, who he really was, how he did that, not too much about the boxer, but his personal life.

Well, just that he rose up and did well in boxing, you know, his struggle--that he made his way up that high. And I guess with the religious because he did take a stand on that. But those answers are based on my limited knowledge.

Where he came from, where he ended up. (P) Just I guess his life in general.

You should stand up for what you believe in regardless you believe in your religion you should stand up for it [p] Ali is a real person; he liked people down through the years, he's true and whether they white blue brown, he not prejudiced [p] no.

LIFE2

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

IF YES →

LIFE2A

What is that?

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

OPEN-ENDED, PLEASE TYPE EXACT RESPONSE BELOW

Actually I like his whole life story nothing really specific.

Boxing.

Great boxer and trying to find a cure for Alzheimer's.

I did the report about him in gray school. I am not sure, I'm sorry.

I suppose overcoming difficulties.

I think anytime, ... I think he's a good example to everyone that determination pays off. But if you work hard for things you believe in sometimes its not easy.

I would say, standing up for his beliefs, as far as the war, as far as not going, impressed me. I was just a little girl. And his beliefs in helping others.

Just being a champion.

Just that he was a great boxer.

Living with a disability. And I'm a boxing fan.

No, not really, other than admiration for sticking to your guns, for being for yourself.

Passionate and challenging.

Persistence perhaps, self-confidence, that would be about it.

Probably his boxing career more than anything.

Standing up for what he believed is right I admired that.

That he was a world champion, the best that ever lived.

The struggles. The normal grind, your beliefs and society.

This is going to sound funny because I'm a white guy, but it's about the black struggle, because I was living in Detroit, predominantly a black community, I didn't really understand living there that there was racism, between that and religious, when he c

We both came from Louisville, I guess.

Well, the "float like a butterfly, sting like a bee". Everybody knew that.

LIFEA

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?

IF YES→

LIFE3A

What is that?

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

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

His religion. (P) Not that it's any of my business but I don't think it ought to be pushed on teenagers. I don't think that ought to be the focus of his center. Maybe his willingness to achieve something other than religion.

I do not like his religion. (P) And his draft dodging; he used his religion as an excuse.

I don't like violence really but he's a good guy.

I never did like his attitude when he was younger.

Just boxing I just don't like violence.

Just him evading the Army.

Just the fact that he was good and he told everybody, that's all.

Not about the story; I am a videographer so I think they could have done more with the newest video about him. It could have been longer and I think it needed more closure and needed to go a little further.

That he couldn't fight when he really wanted to. (P) From what I remember in the movie, he couldn't fight for a certain reason. I can't remember. Because he refused to go into the service so they told him he couldn't fight and he couldn't have his title. (P) No, I like everything else about him.

The fact that he cheated on all his wives I thought that was pretty foul but other than that he was great.

I didn't understand that getting divorced was not in the Muslim religion and I wondered about that then watching the movie gave me a little more insight into that.

The fact that he threw the fight with Leon Spinks, and that he burned his draft card. (P) It was fixed, he lost on purpose so he could regain the title and become the only one to win the title three times.

What made everybody mad is that he took up the Muslim religion and he evaded the draft but that didn't affect me. He's a world champion; he wouldn't give it up.

Where he didn't want to be in the military.

CENTER1

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

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

PROBE: Is there anything else?

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

Any museum? (P) I like the museum in Chicago of science and industry; (P) the development of the country, growth, development of the rockets and space and what happened; energy from coal, nuclear energy.

Anything that would pertain to him; you should have different stages of his career like Olympic film, professional, film, different battles that he went through in his life. (P) I mean coming out of a ghetto environment, rising to Olympic champion is pretty amazing. Becoming a professional champion is pretty amazing, and then fighting the military, refusing to be drafted, standing up to Joe Frazier is amazing. (P) Just things that are interactive, but I lived a year or two in Washington, D.C., and having been to Smithsonian I'm pretty jaded.

Art, I like art.

Be educated learn more about thing.

Hands on stuff (P) no.

History information. (P) Well Van Gogh museum, Amsterdam, I liked the pictures, and mostly because it was about light and color. (P).

I don't generally do museums, but if it were to go, I'd be interested in what there is to see; everything.

I don't know. (P) I've never visited one. (P).

I guess reading and learning about the history. (P) Not that I can think of.

I just like to look at the exhibits and read on the things that interest me. (P) I liked the history of Indians, seeing their exhibits and reading their story, on the Trail of Tears. (P) Nothing specific, I liked it all.

I like a lot, lot of pictures and art I saw a Dolly Parton museum, they had her clothes. I like a lot a lot of visual aids. I like those push bottom screens that give you information but I don't like to read a lot. Clips of real fights and real events would be great. Nice spacing and maybe a bench you get young and old and sometimes they need a rest.

I like history, anything about the past. I think knowing about the past lets us know where we're going. I like military museums.

I like things that are somewhat interactive. Something that I can participate in because it helps me remember and learn better.

I like to see old stuff (P) stuff that's maybe when I was born or before that, how people lived before me, and that's when I go see exhibits, I like to see exhibits like that, and I enjoy learning about other cultures also.

I like to see pictures and time track like going to that old time or that period of time.

I like to see, I like to go to history museums, any kind of history. What I like to do there is, just learn about history I guess. Let me clarify-- it's American history, I'm sorry.

I like to watch the ancient art, rocks. If I go with friends then we discuss culture and history.

I little bit of everything I to love going to the science museum. Anything that I can use to teach my kids not to be bad or violent I really like to go to. I've loved to go the science museum since I was a kid.

I really can't say because I've never been to one, browse I guess. I guess that's about what you do there, I don't know.

I think that not only seeing artwork or artifacts, I like to know who made them and possibly a little bit about them.

I went to the space and rocket center, something that shows their uniforms and stuff like that, long as they have some kind of history-- when he won this, when he won that for someone to learn.

Is this a... I think the only museums I've been to have been children's museums, just watching them do things. (P) Oh like hand-on activities, learning type games and things they can play there. (P).

Just enjoy taking it all in.

Just look at the exhibits. (P).

Learn about the peoples' lives, through pictures, personal items that belonged to them; videotape exhibitions would be good. And they really should have a wax figure of him. I also think these items of his should be from his past, but I think the video tape should be of him now, with some of the positive things he's done lately.

Like the football hall of fame that would be about the same, I liked that. Just seeing about the different people. (P) Just reading more about their story, about who they really were, how they became good sports people, became good at their sport.

Look at memorabilia and pictures (P) that's it.

Look at pictures.

Looking at pictures.

Looking at things they used in their younger lives. (P).

Never been to one.

Oh man you got the wrong person to ask that question I don't go to 'em.

Probably memorabilia, depictions are not attractive, things that are recreated I don't think are very attractive. (P) No, sir.

Probably see the themes and life's, statues, any environment that they were in.

Read about their history (P) I guess be a timeline of their lives and careers (P) no.

Read about their life. (P) Well you know what they've done for people, biographies, I like that. I like to see what good they've done.

Read the information.

See pictures (P) short facts, nothing long and difficult.

Some of his belongings some of his things from his boxing days different people that he fought a timeline of his life a lot of people know certain parts but not all the story. (P) I like exhibits that have actual artifacts like from a person like belongings and interactive things like a video presentation if you walk around you sit down and I usually like videos more than consecutive exhibits where you read the captions under the photo.

The history, (P) looking at um stuff that people make and listening to people that know about the history of the art and the pictures.

There's quite a bit like at a museum you know the art (P) not really.

Things that you can touch.

CENTER2

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

PROBE: Is there anything else?

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

Ah, I don't know because I've never been there and I don't know what's there. But I'd say, reflect on his life. (P) The goodness, of course his boxing days. (P) Beliefs.
Don't really have anything off the top of my head at this time. (P) No, that's ok.
Find out more about his history and learn more about his daughters.
First I'd like to see representations of his athletic career, not so much his religious, or his career in the Army, apparently he had a career in the Army.
From his boxing days, that how I think of him most. All the fights he was in, we all know about his professional career but what about before then, and then the big fights the stories behind them.
(P) Those are the major ones.
I don't know I wouldn't go so I don't know what I would want to see if I would go.
I don't know what his life would bring to the center. I'm not that educated. (P) He was a prized fighter and his courage as a prized fighter; he was a real human being as I said before, and I can see him now reaching down to little children-- he loved those.
I don't know. (2 answers).
I don't know. I don't know what's there. Maybe I'd like to see film clips of the old fights, the very earliest fights. (P) That's about it.
I don't know. I guess learn about stuff I don't know about. Like the Army and the Olympics.
I don't know. I've never been there. I'd just like to walk around and see the exhibits, read about him.
I guess just become more informed about his life. I like pictures too.
I have no idea, not a clue.
I like to know the great people of our time-- the Muhammad Ali's, the John F. Kennedy's, the Martin Luther King's. I like to know more about what they've done even if it came to an unfortunate end for them; assassinations, they were still great people, and they did what was right. And that goes as far back as Abraham Lincoln, people who shaped and molded our country.
I like to see his pictures, his boxing shorts, boxing career, and all about him as a man.
I think a possible interactive type story. Maybe something about when he was a kid, the roots of his family and how he left of legacy of children himself because one of his daughters is a boxer too.
I would like to see whatever was in there that would be offered; no preference.
I would really like the opportunity of meeting him in person and talking with him. (P) No.
I'd be probably more interested in his life story more than anything. I don't know how they'd do that but more than anything that would be it.
I'd like to meet him, congratulate him on his life's work, and shake his hand.
I'd like to put on a pair of his boxing gloves and hit the heavy bag for one minute, or skip rope for a minute, like his physical regimen, or like a wax figure that was his exact size, and manage to get posters of different eras in his life.
I'd like to see him.
I'd rather see pictures of his boxing career, read a brief history, learn about his family wife daughter. Learn how he became a boxer, see some of his uniforms, whatever they're called.
If it had everything, I said it would be wonderful. My biggest interest would be a video that you could sit and watch. I am big into that.
Just learn and read about him and see some of the uniforms and gloves he used, read about him.
Just learn more about his life and what he stood up for and his life in general.
Just look around more information about his boxing and a big thing about him living with Parkinson's.
Learn about the positive things about his life.
Learn more about his career (P) how he got there, his childhood and what brought him to that.
Learn more about his culture his background and meet him.
Learn more aspects of his life.
Leave; I don't like violence.
Oh, I guess just get a synopsis of his life. It would be impossible to read everything -- the highs and the lows.

Pictures, images from him from his past as well as current images, as in video tapes and video tapes from recent events and recent humanitarian efforts he's been involved in. I think to get kid's attention and people's attention there should be some life-like wax image of him. I think there should be some personal items similar to the exhibits at the Cooperstown, New York, Baseball Hall of Fame. In cases, they have items of clothing of various stars. His boxing gloves, shoes, things like that. I think I remember now he was in the Olympics, so his gold metal.

Probably all of championship belts and stuff, may be some pictures or something about him, his family and home.

Probably look at the exhibits and learn a little bit more about the story (P) Just his whole story of his whole life. (P).

Read about the history, verify the history, and things that I don't know. (P).

See all the history of him.

See clippings from his fights, his life information, about him growing up.

See digital booth that people can learn about the story of boxing statue of Ali, books that tell best and most essential of his talks and behaviors, humanity in general.

See his art and memorabilia, boxing gloves, pictures of him in different locations, (P) places he boxed.

Watch the fight. (P) Yeah, I would just like to be able to watch the fights, pick what year and then go watch it. You know at 3:00 The Thrill at Manilla, at 4:00, the championship fight. At two in the morning, the time he lost to Foreman.

CENTER3

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

NOTE: IF RESPONDENT ASKS, CONTACT INFO:

**MUHAMMAD ALI CENTER
1 RIVERFRONT PLAZA, SUITE 1702
LOUISVILLE, KENTUCKY 40202
TEL: 502/584-9254
FAX: 502/584-6009
WEBSITE: WWWALICENTER.ORG**

IF NO→

CENTER4

Why not?

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

PROBE: Is there any other reason you would not visit the Muhammad Ali center?

OPEN-END, PLEASE TYPE EXACT RESPONSE BELOW

Because I don't like violence.

Because I live in Chicago and I never have the desire to visit on Kentucky, so I probably wont ever go.

I don't travel.

I'm just not that interested. (P) No.

It's too far from where I live.

Just because I have no interest in sports of any kind, and in my mind that's all I identify him with since I don't know anymore about him.

Not unless I was in that state for some reason. I've never been to Kentucky.

Well, I don't know very much and never been anywhere much.

CITY

[Note: This was automatically inserted into the data from OSRL's sampling protocol for this study.]

Arlington
Campbellsville
Charleston
Chicago (3 answers)
Cincinnati
Clay
Columbia
Covington
Dayton
Edwardsville
Forest City
Frenchburg
Gary
Greensburg

Greentown
Greenwood
Hamilton
Hendersonville
Hixson
Jeffersonville
Johnson City
Kingsport
Knoxville
Logan
Louisville
Manchester
Mayslick
McDowell

McMinnville
Muncie
Normal
Parkersburg
Plainville
Shepherdsville
Sparta
Spencer
Stanford
Sumner
Towanda
Vienna
West Lafayette

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-END, PLEASE TYPE EXACT RESPONSE BELOW

He is a good guy.

I don't think so. (3 answers).

I hope it goes through you know. (P) Not at this time.

I just, I guess that I'm glad that they went ahead and built and they're using it for his benefit and showing that he's the greatest that ever lived even though he has a disease.

I wish he'd get better, I wish they'd find a cure for him; Parkinson's-- that's a nasty disease. He don't deserve to have it. (P) That should do it. If you send a letter to him, tell him I still love him.

I would like to learn a lot more about him because he is more here. I think they should have a boxing center for children. It would be very popular and it would get a lot of kids off the street.

I wouldn't mind meetin' him.

Just surprised, just curious about the survey, it's purpose.

No I never did know very much about him but I probably did see him box on television.

No it's a great idea.

No sir.

No thank you.

No, he's a good man. Well yes, he's a good man. And I think he did a lot to bring respect to people of his race and became a champion to all races during a time when African-Americans were just coming into their own. There had been other Black boxers, but none as vocal as he; none as entertaining as he; you loved him or you hated him. But my guess would be that even those who did not like him then would now see that he's one of the few boxers of any kind, of any race, that you remembered continued good things about.

No, I guess that's about it. You pretty much strained me of anything I could think of.

No, I-- no.

No, you've covered it. You did a good job on this.

No. (21 answers).

Not really.

Not that I can think of, I just think that he's a great man.

You can hang up some old boxing trunks, robes, and stuff like that in the Ali Center.

INTOBS

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

After the first or second open-end (thought, word/image) he said, "I love him".

Female said husband is a huge sports fan and we should've talked with him but he wasn't there.

For **LIFE2** Respondent answered, **2 NO** then explained "I have such a different personality than

Muhammad Ali that I can't say that I do." For **CENTER3** Respondent answered, **1 YES** after explaining that he doesn't get down to Louisville often but if he were in the area he might go to the center. I had to ask him if that was a yes or no answer, then he chose yes.

He said one of the reasons he would definitely go to the center is because he lives in Indiana. After the open-ended question about whether he served in Vietnam, he wanted to know the answer. I told him I could tell him at the end of the survey, which I did.

I think Respondent didn't have English as a first language. He's very cooperative.

My observation is that even though Respondent didn't like certain things about Ali, he still had some good things to say about him.

Respondent is single mom with two babies living in the projects and worried about her hyperactive boy. He stresses how much she thinks Ali is a good role model for standing up for what you believe in.

Respondent mentioned that Ali was a draft dodger.

Respondent said he usually doesn't do these surveys.

Respondent said she is from a small town in Illinois and she has no children. She said that she thought most teenagers in her small town in Illinois don't know who Ali is.

Reiterated various times, I do not like boxing because I don't like violence.

Respondent said he was watching a movie on television about Ali when we called. He explained further that he wasn't really watching closely, he was eating a salad in the kitchen. After the interview, he indicated he would go back to watching it.

Respondent told me at the end of the interview that she is a Professor and a Sociologist and she will take her college students to the museum.

Respondent's demeanor was cooperative. When I asked **CENTER2**, Respondent said one of the things he wanted to learn about was that Ali served in the Army. He assumed this because of the previous question, **FACT3**, which asks: "Did Muhammad Ali serve in the Armed Forces in the Vietnam War?" His answer to **FACT3** was "don't know". His comments appropriate to **FACT3A** were made in response to **CENTER2**.

She very cooperative and willing to talk about Ali right away. She didn't ask or hesitate who I was. I was surprised because I reached the phone that said not accept other calls and I needed to put our telephone number first.

This guy was cooperative; his wife wasn't (she answered initially) only because she was in the middle of dinner.

Very cooperative.