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

    _

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
```

_

```
        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

    _

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

    _

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

_

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

_

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

    _

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


    _
```

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

_

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

   _

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

_

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

_

       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

–