

**COMPASSION AND CHOICES  
TRACKING STUDY  
December 2016**

**Prepared for:  
Compassion and Choices HI**

## BACKGROUND & METHODOLOGY

Compassion and Choices has contracted Anthology Marketing Group (formerly known as QMark Research) to conduct a quantitative study in the form of a mixed-mode Internet/telephone consumer survey.

Screening questions were asked to ensure all respondents were full time residents of Hawaii and were registered to vote in the State.

The Internet portion of the study began on November 10, 2016 and ended on November 16, 2016. A total of 303 online surveys were completed during this time period. The sample for this portion of the study was purchased from Research Now.

A total of 300 telephone surveys were conducted beginning on November 18, 2016 with the last interviews completed on November 28, 2016. The sample used to generate these surveys was derived using our proprietary Random Digit Dialing software. Both mobile and landline numbers were called.

Combined, 603 interviews were completed in total. The margin of error for a sample of this size is +/- 3.99 percentage points with a 95% confidence level.

The breakdown by island is as follows:

	OVERALL	Telephone	Online
Oahu	427	222	205
Hawaii Island	79	30	49
Maui County	61	31	30
Kauai	36	17	19

The actual questionnaire used is located in the appendix of this report.

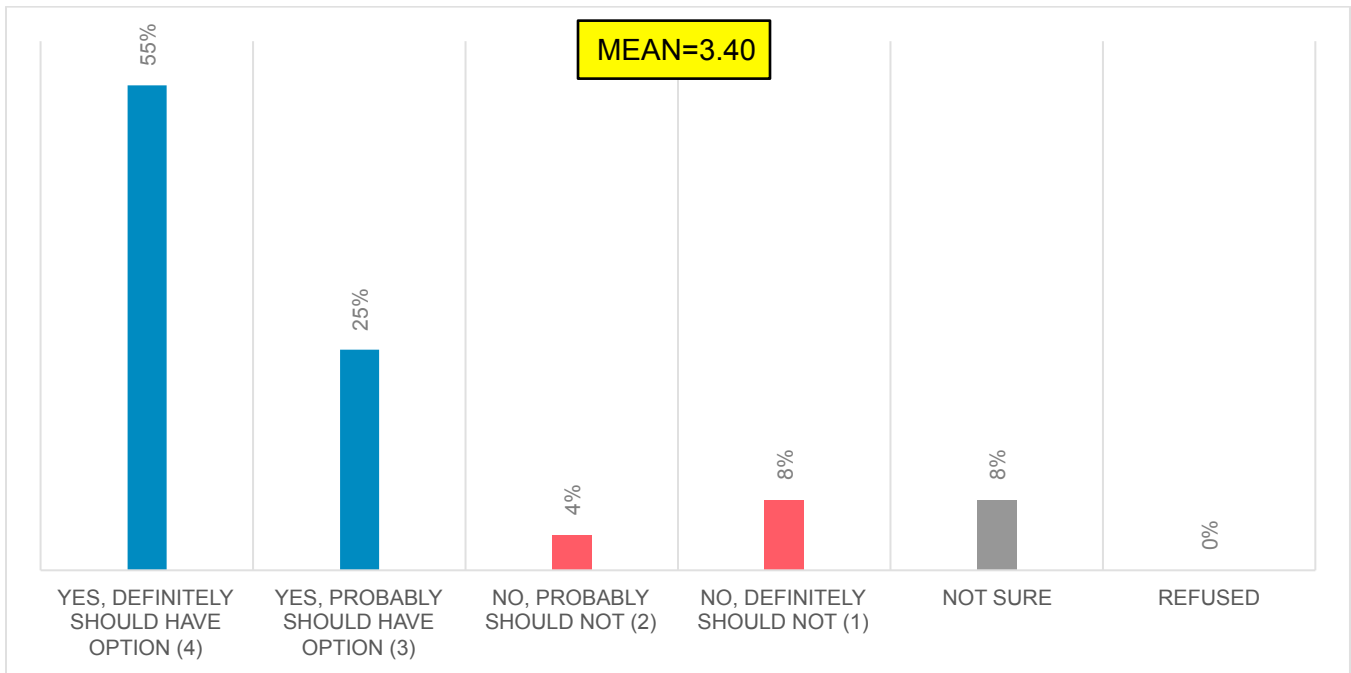
The data was weighted to reflect population estimates by ethnicity by island based primarily on U.S. Census estimates.

## SECTION – GENERAL PERCEPTIONS

At the outset of the study Hawaii voters were asked for their general perceptions regarding this particular issue. Each was presented with the following:

*When a mentally capable adult is dying of a terminal disease that cannot be cured, do you think that this adult should have the legal option to request prescription medicine from their doctor, and use that medication to end their suffering in their final stages of dying?*

Voters were then asked to select from the following options which best mirrored their own personal views. The table below highlights the percent results as well as the mean or average score which looks at the results in the aggregate. The higher the mean the more strongly they agree with this particular view.



The research shows a solid majority (80%) of registered voters in the State of Hawaii supports this concept. A little more than half (55%) feels that local residents should definitely have this option available to them while another one in four (25%) thinks this should probably be available locally. Of the remainder, just 12% are of the opinion that this should not be a legal option here in Hawaii. Eight percent is unsure of their position at this point in time.

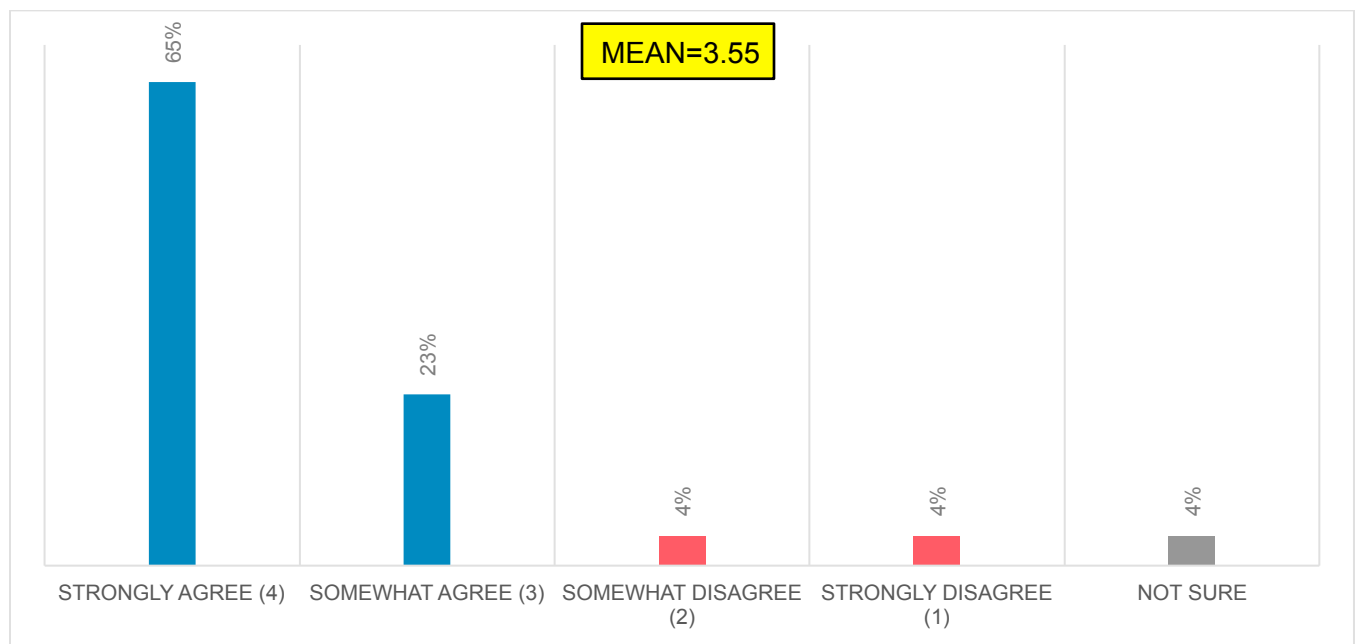
When the results are looked at in the aggregate they result in a mean or average score of 3.40 out of a possible 4.00.

- Support for this proposal is stronger on the Neighbor Islands (62% Yes, definitely should have option) when compared to Oahu (53% Yes, definitely).
- Male voters (60% Yes, definitely should have option) are stronger advocates of this proposal than are female voters (51% Yes, definitely).

- Those who identify more closely with the Democratic Party as well as those who classify themselves as Liberals were more likely to support this proposal. Independents and Moderates as well are fairly supportive of this concept.
- A majority of Catholics (82% Definitely + Probably should have this option) as well as those associated with the Christian Fellowship (83% Definitely+ Probably should have this option) support this proposal.

Next, in order to further probe voter perceptions the proposal was framed a little differently, this time asking if they would personally want this type of option for themselves. Each respondent was presented with the following:

*In the event I am diagnosed with a terminal illness I want to be able to manage my own medication to lessen suffering and preserve my dignity and be in control of my own pain, as I see fit, to bring about my peaceful death.*



Research respondents were then asked to quantify their perceptions using a standard four-point rating scale highlighted in the graphic above. In addition to the percent results a mean or average score was also computed. The higher the mean score the more strongly they agree with the statement.

The results show that when the proposal is framed on a personal level the reaction is slightly more positive in favor of having this type of an option available to the public. Two-thirds (65%) of the registered voters in the state strongly agrees that they should have this option available to them while another one in four (23%) somewhat agrees. Combined they result in a net agreement score of 88% of the registered voters polled. Just eight percent of registered voters disagrees with this statement.

When these results are looked at in the aggregate they result in a mean or average score of 3.55 out of a possible 4.00.

As far as the segmentation analysis is concerned they basically mirror those of the previous question. Support tends to be stronger on average on the Neighbor Islands. Males show a greater level of support for this concept. Additionally, conservatives and Republicans show a higher level of opposition though still not a significant number even among these groups.

The table below tracks the results over the last two reporting periods.

*Minor wording changes to description	2004*	2011	2016
Strongly Agree (4)	59%	64%	65%
Somewhat Agree (3)	21%	24%	23%
<b>NET AGREE</b>	<b>80%</b>	<b>88%</b>	<b>88%</b>
Somewhat Disagree (2)	5%	4%	4%
Strongly Disagree (1)	11%	6%	4%
<b>NET DISAGREE</b>	<b>16%</b>	<b>10%</b>	<b>8%</b>
Don't know/ Refused	3%	2%	4%
MEAN	3.36	3.50	3.55

When the results are compared to five years ago we note no significant changes.

Next, those taking part in the study were asked which of two statements best mirrored their own personal views.

	OVERALL	Agnostic/ Atheist	Catholic	Christian Fellowship	Buddhist	Other Religion
		111	123	59	51	215
If I am terminally ill with no hope of recovery the decision about when I end my suffering is my own to make	71%	93%	62%	55%	94%	60%
Human life is sacred. Only God should decide when my life ends	22%	2%	27%	38%	3%	34%
Neither	6%	4%	9%	5%	3%	5%
Don't know/ Refused	1%	1%	2%	2%	-	1%

A majority (71%) of the registered voters polled agrees that the decision to end one's life is their own to make. Twenty-two percent are of the opinion that this is not a personal choice but is one dictated by God.

When the results are segmented by religious affiliation we find a majority (at least half) supporting one's right to make this decision on their own, regardless of religious preference.

The table below tracks the results over the course of the study. When the results are tracked we note an increase in the proportion that agrees with the idea of having the option to end their own suffering, up nine-percentage points.

	<b>2002</b>	<b>2004</b>	<b>2011</b>	<b>2016</b>
If I am terminally ill with no hope of recovery, the decision about when I end my suffering is my own to make	62%	66%	62%	71%
Human life is sacred. Only God should decide when my life ends.	31%	30%	32%	22%

## SECTION – ISSUES MANAGEMENT

In this section of the study registered voters were presented with six arguments related to this particular topic. After being presented with each they were asked how strongly they agreed or disagreed with it. They were instructed to quantify their perceptions using a standard four-point rating scale highlighted in the table below. In addition to the percent results a mean or average score was also computed. The higher the mean score the more strongly they agreed with the argument.

	Strongly Agree (4)	Some-what Agree (3)	NET Agree	Some-what Disagree (2)	Strongly Disagree (1)	NET Disagree	MEAN
The decision of a terminally ill person to request medication to bring about his/her own peaceful death is a personal decision between the person, their family, and his/her own doctor	78%	16%	94%	3%	5%	8%	3.73
How a terminally ill person chooses to end his/her life should be an individual decision and not a government decision	76%	18%	94%	2%	2%	4%	3.70
A terminally ill person should be able to request medication from their doctor and then to personally decide, in consult with their family and faith, when and even if, to take medication when they are ready to end their pain and suffering	67%	22%	89%	6%	4%	10%	3.54
People in their final stages of a terminal disease should have the option to stop their suffering and bring about their peaceful death, if they choose to do so	66%	23%	89%	6%	4%	10%	3.52
The medical community and not the government should establish proper guidelines and safeguards to prevent potential abuse in the writing of possible life-ending medication prescriptions	60%	29%	89%	5%	2%	7%	3.52
I do not think I would ever consider this option if I were terminally ill, but I do not want to prevent others from having the ability to make this choice	40%	28%	68%	11%	14%	25%	3.01

The research shows that each of the six arguments tested well among registered voters. Five received mean ratings above the 3.50 threshold while just one scored below that but still received a respectable mark.

- The statement which reads that a terminally ill person should be able to request medication from their doctor and then personally decide what action to take resonated particularly well amongst seniors (78% strongly agree).
- The concept of not projecting their own personal views on this topic on others as far as restricting their options impacted Native Hawaiians (56% strongly agree) more than any of the

other major ethnic groups. For example, amongst Caucasians the proportion that strongly agrees with this sentiment was 34%.

- The idea of this being a personal decision between the individual, family, and physician is something that Catholics (85%) strongly agree with. As a point of comparison, the proportion that strongly agrees with this sentiment among Christian Fellowship worshipers is 63%.
- Male voters (72% strongly agree) reacted more strongly to the idea of being able to have the choice to end their pain and suffering and bring about a peaceful death more so than female voters (61% strongly agree).

In this next section of the research we take the net important score (Very Important + Somewhat Important) from the prior section and track it against the results from prior studies.

<b>*Wording change to description over the course of the study</b>	<b>2002</b>	<b>2004</b>	<b>2011</b>	<b>2016</b>
*The decisions of a terminally ill patient to receive medication to bring about his/her own peaceful death is a personal decision between the person, their family and his/her own doctor	NA	NA	90%	94%
How a terminally ill person chooses to end his/her life should be an individual decision and not a government decision	79%	86%	92%	94%
*People in their final stages of a terminal disease should have the option to stop their suffering and bring about their peaceful death, if they choose to do so	73%	81%	87%	89%
The medical community and not the government should establish proper guidelines and safeguards to prevent potential abuse in the writing of possible life-ending medication prescriptions	NA	NA	83%	89%
A terminally ill person should be able to request medication from their doctor and then to personally decide, in consult with their family and faith, when and even if, to take medication when they are ready to end their pain and suffering	NA	NA	NA	89%
I do not think I would ever consider this option if I were terminally ill, but I do not want to prevent others from having the ability to make this choice	NA	NA	NA	68%

The tracking results show no significant changes over the course of the study.



## Role of Government

In this section of the study voters were read two statements and then asked which one caused them the greater level of concern.

	OVERALL
Too much government involvement in the decisions terminally ill people make on whether or not to end their life	59%
Not enough government involvement to protect the terminally ill from abuse or being killed against their will	12%
Neither	7%
Both equally	17%
Don't know/ Refused	4%

The research shows a little over half (59%) the registered voters polled are more concerned with too much government intervention in matters such as this. Just 12% express concerns that there are not enough regulations in place.

- Male (64%) voters are more concerned about too much government intervention than are female (55%) voters.
- Too much government intervention is of greater concern to Republicans (68%) than it is for Democrats (55%).

The table below tracks the results over the course of the study. When the results are tracked we note a continued decline in those who agree that a more active role by the Government is needed.

	2002	2004	2011	2016
Too much government involvement in the decisions terminally ill people make on whether or not to end their life	62%	66%	62%	59%
Not enough government involvement to protect the terminally ill from abuse or being killed against their will	31%	30%	20%	12%

## PROFILE OF RESPONDENTS

	OVERALL
<b>ISLAND</b>	
Oahu	70%
B.I.	14%
Maui	10%
Kauai	5%
Lanai/ Molokai	1%
<b>IDEOLOGY</b>	
Liberal	40%
Moderate	31%
Conservative	27%
<b>POLITICAL PARTY</b>	
Democrat	51%
Independent	25%
Republican	18%
<b>YEARS IN HI</b>	
Lived elsewhere	45%
Lifetime	55%
<b>RELIGION (Top Responses)</b>	
Catholic	18%
None/ Agnostic/ Atheist	11%
Protestant	10%
Buddhist/ Shinto	10%
Christian Fellowship	
<b>DISABLED PERSON HSE</b>	17%
<b>AGE</b>	
18-34	16%
35-49	26%
50-64	36%
65+	21%
MEAN	51.79
<b>ETHNICITY</b>	
Caucasian	29%
Japanese	28%
Hawaiian	19%
Filipino	12%
Other	10%
<b>GENDER</b>	
Male	49%
Female	51%

## **APPENDIX**

**2016 COMPASSION AND CHOICES  
BASELINE STUDY  
November 2016**

Hello, I'm \_\_\_\_\_ from Anthology Research, a market research company based here in Hawaii and we're conducting a public opinion survey today/this evening about issues that concern our residents. This is not a sales call – we are only interested in your views on important issues. May I speak to someone 18 years of age or older who lives in this household?

(VERIFY IF PERSON IS 18 YEARS OLD OR OLDER. IF NO ONE AVAILABLE, TERMINATE.)

A. On what island to you reside?

- 1 Oahu
- 2 Hawaii Island
- 3 Maui
- 4 Kauai
- 5 Lanai or Molokai
- 6 Prefer not to answer **(THANK AND TERMINATE)**

B. Are you registered to vote in Hawaii at this address at the present time?

- 1 Yes (CONTINUE)
- 2 No **(THANK AND TERMINATE)**
- 3 (DO NOT READ) REFUSED **(THANK AND TERMINATE)**

C. Are you employed as a news reporter, an elected official, staff to an elected official, or as a high level employee of local government?

- 1 Yes **(THANK AND TERMINATE)**
- 2 No

I would like to ask you a few questions having to do with issues affecting people who are dying of a terminal disease or illness.

1. When a mentally capable adult is dying of a terminal disease that cannot be cured, do you think that this adult should have the legal option to request prescription medicine from their doctor, and use that medication to end their suffering in their final stages of dying?

(IF YES/NO) Is that DEFINITELY (YES/NO) or PROBABLY (YES/NO)?

- 1 Yes, definitely
- 2 Yes, probably
- 3 No, probably
- 4 No, definitely
- 5 (DO NOT READ) Not sure
- 6 (DO NOT READ) Refused

2. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: In the event I am diagnosed with a terminal illness, I want to be able to manage my own medication to lessen suffering and preserve my dignity and be in control of my own pain, as I see fit, to bring about my peaceful death.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 5 (DO NOT READ) Not sure
- 6 (DO NOT READ) Refused

3. People express different views about issues having to do with people who are dying of a terminal disease. Which of the following statements comes closer to your point of view?  
**(ROTATE 2 STATEMENTS)**

- 1 If I am terminally ill with no hope of recovery, the decision about when I end my suffering is my own to make.

OR

- 2 Human life is sacred. Only God should decide when my life ends.
- 3 (DO NOT READ) Neither
- 4 (DO NOT READ) Don't know/No answer

4. Next, please tell me if you agree or disagree with each of the following statements.  
(IF AGREE/DISAGREE, ASK) "Is that strongly or somewhat?" **(DON'T ROTATE)**

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 5 (DO NOT READ) Don't know/No answer

- a. How a terminally ill person chooses to end his/her life should be an individual decision and not a government decision
- b. People in their final stages of a terminal disease should have the option to stop their suffering and bring about their peaceful death, if they choose to do so
- c. The medical community, and not the government, should establish proper guidelines and safeguards to prevent potential abuse in the writing of possible life-ending medication prescriptions
- d. The decision of a terminally ill person to request medication to bring about his/her own peaceful death is a personal decision between the person, their family and his/her own doctor
- e. I do not think I would ever consider this option if I were terminally ill, but I do not want to prevent others from having the ability to make this choice
- f. A terminally ill person should be able to request medication from their doctor and then to personally decide, in consult with their family and faith, when and even if, to take that medication when they are ready to end their pain and suffering

5. Which of the following concerns you more: **(READ – ROTATE)**

- 1 Too much government involvement in the decisions terminally ill people make on whether or not to end their life

OR

- 2 Not enough government involvement to protect the terminally ill from abuse or being killed against their will
- 3 (DO NOT READ) NEITHER
- 4 (DO NOT READ) BOTH EQUALLY
- 5 (DO NOT READ) DON'T KNOW/NO ANSWER

To make sure we have included a good cross section of Hawaii's people, I would like to ask you a few last questions...

6. Thinking in political terms, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative or very conservative?

- 1 Very liberal
- 2 Somewhat liberal
- 3 Moderate
- 4 Somewhat conservative
- 5 Very conservative
- 6 (DO NOT READ) Don't know/None/Refused

7. Which of the following best describes you? **(ALTERNATE READING LIST FROM BOTTOM TO TOP FROM TOP TO BOTTOM)**

Would you say ...

- 1 Strong Democrat
- 2 Leaning Democrat
- 3 Independent
- 4 Leaning Republican
- 5 Strong Republican
- 6 (DO NOT READ) Other (Specify\_\_\_\_\_)
- 7 (DO NOT READ) Don't know/None/Refused

8. How long have you lived in Hawaii? Would you say less than two years, two years but less than five years, five years but less than 10 years, 10 years but less than 20 years, more than 20 years or all your life?

- 1 Less than two years
- 2 Two but less than five years
- 3 Five but less than ten years
- 4 Ten but less than 20 years
- 5 More than 20 years
- 6 All your life

9. May I ask your religious preference? Do you consider yourself to be Protestant, Catholic, Mormon, Jewish, Buddhist or Shinto, or of some other faith?

**(IF PROTESTANT, ASK: )** What particular denomination is that?

**(IF NO DENOMINATION OF PROTESTANT, CODE "Just Protestant")**

- 1 Catholic
- 2 Jewish
- 3 Buddhist/Shinto
- 4 Methodist
- 5 Presbyterian
- 6 Episcopalian
- 7 Lutheran
- 8 Friends/Quaker
- 9 Christian Science
- 10 Unitarian
- 11 Baptist
- 12 Pentecostal
- 13 Church of Christ
- 14 Four Square
- 15 Assembly of God
- 16 Congregational Church
- 17 Calvary Church
- 18 Christian Fellowship
- 19 Evangelical Church
- 20 Jehovah's Witness
- 21 Nazarene
- 22 Seventh Day Adventist
- 23 Other Protestant (Specify\_\_\_\_\_)
- 24 Just Protestant (Christian)
- 25 Mormon
- 26 Other (Specify\_\_\_\_\_)
- 27 (DO NOT READ) None/Agnostic/Atheist
- 28 (DO NOT READ) Refused



**(IF PROTESTANT, MORMON, OR REFUSED ON Q9. ASK:)**

10. Do you consider yourself to be a born-again Christian, or do you describe your faith in some other way?

- 1 Born again
- 2 Other way
- 9 (DO NOT READ) Don't know/Refused

11. What was your age on your last birthday?

Record age: \_\_\_\_\_

12. What is your ethnic identification? **(IF MORE THAN ONE ASK:)**  
With which do you identify the most? **(IF NO CHOICE, MARK "MIXED")**

- 1 Caucasian
- 2 Japanese
- 3 Chinese
- 4 Filipino
- 5 Hawaiian/part Hawaiian
- 6 African-American
- 7 Other (Specify \_\_\_\_\_)
- 8 Mixed
- 9 (DO NOT READ) Refused

13. Do you or does anyone in your household have a disability?

- 1 Yes - Respondent has a disability
- 2 Yes - Household member has a disability
- 3 No member has a disability
- 4 (DO NOT READ) Don't know/ Refused

14. (RECORD DO NOT ASK) Gender

- 1 Male
- 2 Female