



QMARK
RESEARCH & POLLING

PRESS RELEASE

**Death with Dignity Hawaii Gains Citizen Support:
QMark Poll is Latest Indicator of Public Demand**

Registered voters in Hawaii support proposed Death with Dignity legislation by an overwhelming 71%, the same high level of support found in a similar poll when the bill was introduced one year ago. Both surveys were conducted by QMark Research & Polling. Despite a wave of orchestrated publicity from the mainland by opposition, including many thousands of dollars in advertising, the popular bill has not lost any support among registered voters. An Oregon-style Death with Dignity bill is currently up for debate in the legislature.

“The strong support for Death with Dignity in the face of very vocal and well funded opposition has not eroded in the least. It seems that the advertising campaign by opponents got people thinking and when confronted with the possibility of suffering a terminal illness, people in Hawaii clearly want control over their end-of-life decisions and a full range of options to choose from, including a hastened death,” said Barbara Ankersmit, QMark Research & Polling’s President.

Registered voters were asked:

“Would you (support/oppose) legislation giving terminally ill persons of sound mind the right to have physician assistance in dying, if this bill included appropriate safeguards to protect against potential abuse?”

Strongly Favor	46%	Favor	71%
Somewhat Favor	25%		
Somewhat Oppose	5%	Oppose	20%
Strongly Oppose	15%		

In a separate question about control of end-of-life decisions support was even stronger.

Registered voters were asked:

“In the even I am diagnosed with a terminal illness, I want to be able to control my own medications to lessen suffering and preserve my dignity and be in control of my own pain management as I see fit, even to the point of hastening my death.”

Strongly Agree	59%	Agree	80%
Somewhat Agree	21%		
Somewhat Disagree	6%	Disagree	16%
Strongly Disagree	10%		



QMARK
RESEARCH & POLLING

The poll was conducted by QMark Research & Polling from January 4 to February 1, 2003 and consisted of a telephone survey of 500 residents of Hawaii. The interviewing was conducted statewide proportional to the population of each island. A sample of this size carries a margin of error of 4.45% at the 95% level of confidence.

* * * * *

For more information on the poll, please call Barbara Ankersmit (808 544 3020)