

Cannabis Consumer Survey Basics and FAQ for Retailers

Who is collecting this information?

- The anonymous survey is for the Washington State Dept. of Health (DOH) and Liquor and Cannabis Board (LCB).

What are they doing with this information?

- Survey responses will be used for developing future educational materials and campaigns to promote safer cannabis use.
- Key response themes will be shared with participating cannabis retailers to assist them in better addressing the health and safety concerns of their customers.

When do I need to complete the survey?

- The survey closes Jan. 14, 2024.

How long does it take?

- The survey takes about 10 minutes.

How do I take the survey?

- Scan the QR code on the flyer or use the link in our email to take the survey on your device.

Why does the survey ask demographic questions?

- Demographic responses will help identify if the survey takers are representative of the Washington State adult population, and to understand if there are any gaps or missing populations from the total survey responses.
- Responses will not be analyzed based on demographic questions in any way that may identify the survey participant.

Why should I take the survey?

- This survey is a chance for your voice to be heard and for DOH and LCB to tailor educational materials to meet your cannabis-related health and safety ideas or concerns.

Who will see the results of this survey?

- The survey is anonymous and no individual responses will be shared with anyone. The survey does not ask for information that could identify who filled out the survey.

Are there incentives or stipends available?

- Due to budget restrictions, DOH and LCB are not able to offer incentives or stipends for survey participation.

Email Template for Survey Promotion:

If you would like to promote the survey link through your customer listserv, we have included this email template. Thank you for helping us ensure your customers' voices are heard!

The Washington State Department of Health and Washington State Liquor and Cannabis Board want to hear from people across the state who buy and use cannabis from state-licensed retailers. You can [follow this link](#) to take the 10-minute survey.

Responses will be used to help develop cannabis-related health and safety materials.

Survey responses are completely anonymous and voluntary. Key response themes will be shared with the cannabis retailer community to assist their efforts to better serve their valued customers.

Thank you for your time and input, we want your voices to be heard!

Last updated: Dec. 11, 2023