



Consumer Cannabis Survey: Takeaways For Retail Employees

The cannabis consumer survey was developed in collaboration between the Liquor and Cannabis Board (LCB) and Department of Health (DOH). The goal of this survey was to better understand ways to improve the health and safety of adults who use cannabis. For more information, visit <https://lcb.wa.gov/research/projects>.

THC
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Quality

Takeaway #1: THC is only one of many factors to consider when choosing what to purchase.

Higher THC does not mean higher quality. Maybe that's why employees rated THC content to be the *least important factor* when making a cannabis purchase. On the other hand, consumers placed much higher emphasis on THC and may benefit from considering additional information, such as knowing how the product looks or smells and how the product was manufactured or produced.



Takeaway #2: Packaging and labels are an important source of information.

Consumers expressed interest in learning how to better read and understand label and packaging information. Consumers may wish to discuss with you how to interpret serving size, total cannabinoids, THC vs. THCA, and 'best by' or harvest dates.



Takeaway #3: Consumers see you as a trusted resource.

You have a powerful role in the health and safety of cannabis consumers. Sharing similarities and differences across products such as manufacturing method, growing mediums, or cannabinoid ratios will empower consumers.



Takeaway #4: Knowledge is power.

There were common mistakes on the knowledge check, even for employees. Keep in mind:

- 1) A retailer must provide quality assurance test results for any cannabis product upon request.
- 2) Only cannabis products that are medically-compliant are required to be tested for heavy metals.
- 3) THC determines the strength of a product, not the strain/cultivar name or whether it is labeled as sativa/indica.

For up-to-date information on cannabis, visit <https://lcb.wa.gov/education>.