



Cannabis Retail Customer Experience Survey Checklist

Pre-Purchase Experience

Evaluates the customer's initial interactions and information gathering.

How did you first hear about our dispensary?

- ☐ Website
- ☐ Social Media
- ☐ Referral from Friend/Family
- ☐ Online Review Site
- ☐ Other

Approximately how many times have you visited our dispensary previously?

What date were you planning to visit our dispensary?

What was your initial impression of our online presence (website/menu)?

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral