

Title of Study:	Insert Title	Study Code:	(JC-##)
------------------------	---------------------	--------------------	-----------------

Segmentation Questionnaire			
1. In which province do you live?			
☐ Alberta	☐ British Columbia	☐ Manitoba	
☐ New Brunswick	☐ Newfoundland and Labrador	☐ Northwest Territories	
☐ Nova Scotia	☐ Nunavut	☐ Ontario	
☐ Prince Edward Island	☐ Quebec	☐ Saskatchewan	
☐ Yukon			
2. How old are you?			
☐ 19 - 25	☐ 26 - 30	☐ 31 - 35	
☐ 36 - 40	☐ 41 - 45	☐ 46 - 50	
☐ 51 - 55	☐ 56 - 60	☐ 61 - 65	
3. With which gender identity do you most identify?			
☐ Male	☐ Female	☐ Non-Binary	
☐ Prefer not to answer	☐ Other: _____		
4. In the past year, which of the follow methods for consuming cannabis have you used?			
☐ Dried Flower	☐ Pre-Rolls	☐ Blunts	
☐ Vapes	☐ Edibles	☐ Oil	
☐ Capsules	☐ Topicals	☐ None of the Above	
☐ Other: _____			
5. What is your main method of consuming cannabis?			
☐ Dried Flower	☐ Pre-Rolls	☐ Blunts	
☐ Vapes	☐ Edibles	☐ Oil	
☐ Capsules	☐ Topicals	☐ None of the Above	
☐ Other: _____			
6. In the past year, which of the following ways have you used cannabis?			
☐ Recreationally			
☐ For self-care (Anxiety, body pain, sleep aid, energy, mood boost, etc.)			
☐ To treat a medical condition, you diagnosed yourself			
☐ To treat a condition/disease diagnosed and treated by a doctor			

Title of Study:	Insert Title	Study Code:	(JC-##)
------------------------	--------------	--------------------	----------

Segmentation Questionnaire	
7. How often do you consume cannabis? ☐ A few times a week ☐ Weekly ☐ A few times a month ☐ Monthly ☐ A few times a year ☐ Yearly ☐ Never	
8. When consuming cannabis, approximately how much do you typically consume? <i>a. Dried Cannabis/Inhalable Extract</i> (# of inhalations/puffs): : _____ or ☐ N/A <i>b. Edible/Edible Extracts</i> (mg of THC): : _____ or ☐ N/A <i>c. Topicals</i> (volume in mL): : _____ or ☐ N/A	
9. When selecting cannabis, which of the following characteristics are the most important to you? Please circle 3 characteristics below: a. Price b. Brand / Brand Values c. Taste d. Aroma e. Strain f. Potency g. THC / CBD balance h. Effects i. Pack Size j. Unit Size	

Title of Study:	Insert Title	Study Code:	(JC-##)
Participant ID:	Insert Participant ID	Study Session:	(DD-MMM-YYYY-##)
Product Class:	Insert Product Class	Product Lot:	Insert Lot Number

Sensory Testing Questionnaire			
On a scale of 1-10, with 1 being a negative experience and 10 being a positive experience, please circle the number which best represents your experience with this product			
1. Overall Appearance			
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10			
If applicable, please note any additional comments regarding the overall appearance of the product:			
2. Taste			
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10			
If applicable, please note any additional comments regarding the taste of the product:			
3. Texture			
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10			
If applicable, please note any additional comments regarding the texture of the product:			
4. Aroma			
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10			
If applicable, please note any additional comments regarding the aroma of the product:			

Title of Study:	Insert Title	Study Code:	(JC-##)
Participant ID:	Insert Participant ID	Study Session:	(DD-MMM-YYYY-##)
Product Class:	Insert Product Class	Product Lot:	Insert Lot Number

Sensory Testing Questionnaire

On a scale of 1-10, with 1 being a negative experience and 10 being a positive experience, please circle the number which best represents your experience with this product

5. Aftertaste

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ 10

If applicable, please note any additional comments regarding the aftertaste of the product:

6. Smoothness

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ 10

If applicable, please note any additional comments regarding the smoothness of the product:

7. Irritation

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ 10

If applicable, please note any additional comments regarding the irritations of the product:

Sensory Testing Questionnaire (Pre-rolls / Joints)

Appearance (Joint)

1. The joint looks well-made, with no visible air gaps or loose areas.
2. The cannabis is secure, with nothing falling out of the joint or filter.
3. The kief or diamond coating is evenly applied, with no bare spots.

Aroma (Joint)

1. This joint has the following aromas (check all that apply):
 - ☐ Sweet
 - ☐ Candy
 - ☐ Fruity
 - ☐ Citrusy
 - ☐ Floral
 - ☐ Earthy
 - ☐ Gassy
 - ☐ Skunky
 - ☐ Spicy
 - ☐ Bitter
2. *Optional: Describe any specific aromas that stand out.*

Texture (Joint)

1. The joint feels evenly packed from tip to filter, with no air gaps.
2. The filter is firm and intact, without any wrinkles or bends.

Flavour (Joint)

1. The flavour on the dry pull (before lighting) matches the joint's aroma.
2. The first puffs are rich and full-bodied, with distinct flavour notes.
3. The smoke is smooth on the lungs, with no harshness.
4. The joint's flavour holds well through the second half of the experience.
5. The joint has the following flavour profile(s) (check all that apply):
 - ☐ Sweet
 - ☐ Candy
 - ☐ Fruity
 - ☐ Citrusy
 - ☐ Floral
 - ☐ Earthy
 - ☐ Gassy
 - ☐ Skunky
 - ☐ Spicy
 - ☐ Bitter-
6. *Optional: Describe any specific flavours that stand out.*
7. The flavour remains consistent and enjoyable right to the filter.

8. The aftertaste is pleasant and matches the initial flavour.

Visual (Joint)

1. The ash is light in colour, with minimal dark patches.
2. The ash stays intact without crumbling.
3. An oil ring forms around the cherry as the joint burns.
4. The joint burns evenly without canoeing or uneven spots.
5. The burn time feels balanced—neither too fast nor too slow.

Summary

1. Smoking this joint is an enjoyable experience.
2. This joint feels premium in quality, from appearance to flavour and burn.
3. I would recommend this joint to my friends.
4. I would encourage my friends to purchase this joint.
5. The joint offers good value for the price, considering the quality.

Sensory Testing Questionnaire (Whole Bud)

Appearance (Whole Bud)

1. The bud appears tight and dense with no visible air gaps.
2. Trichomes are visible and evenly cover the entire bud.
3. The colours are vibrant, with no signs of discoloration or nutrient burn.
4. The bud is frosty, sparkling, or glistening under light.

Aroma (Whole Bud)

1. The bud has a complex, multi-layered aroma profile.
2. Before grinding, the bud had the following aroma(s) (check all that apply):
 - ☐ Sweet
 - ☐ Candy
 - ☐ Fruity
 - ☐ Citrusy
 - ☐ Floral
 - ☐ Earthy
 - ☐ Gassy
 - ☐ Skunky
 - ☐ Spicy
 - ☐ Bitter
3. Describe any specific aromas that stand out (optional).
4. After grinding, the bud had the following aroma(s) (check all that apply):
 - ☐ Sweet
 - ☐ Candy
 - ☐ Fruity
 - ☐ Citrusy
 - ☐ Floral
 - ☐ Earthy
 - ☐ Gassy
 - ☐ Skunky
 - ☐ Spicy
 - ☐ Bitter

Texture (Whole Bud)

1. Before grinding, the bud feels dense, firm, and holds its form.
2. The bud is sticky or resinous when broken apart.
3. The moisture content feels balanced (not too wet or dry).
4. After grinding, the bud feels consistent and holds shape when pressed.

Workability (Whole Bud)

1. The bud grinds easily, without sticking to the grinder.
2. The ground bud is easy to roll.

3. The ground bud packs well and holds its shape when packed.

Taste (Whole Bud)

1. On the dry pull (before lighting), the flavour is consistent with the bud's aroma.
2. The initial flavour is rich, full-bodied, and matches the dry pull.
3. The smoke is smooth on the lungs, without any harshness.
4. The flavour remains consistent and enjoyable through the entire joint.
5. The smoke has the following flavour profile(s) (check all that apply):
 - Sweet
 - Candy
 - Fruity
 - Citrusy
 - Floral
 - Earthy
 - Gassy
 - Skunky
 - Spicy
 - Bitter
6. Describe any specific flavours that stand out (optional).
7. The aftertaste is pleasant and aligns with the initial flavour.

Visual Attributes During Burn (Whole Bud)

1. The ash colour is light, with minimal dark patches or black ash.
2. The ash stays intact without excessive crumbling.
3. An oil ring forms around the cherry as the joint burns, indicating resin content.
4. The bud burns evenly, without any canoeing or uneven burn spots.
5. The burn time feels balanced—not too fast or too slow.

Summary (Whole Bud)

1. Smoking this product is an enjoyable experience.
2. Smoking this product feels like a premium experience.
3. I would recommend this product to friends.
4. I would encourage friends to purchase this product.
5. This product provides good value for the quality and price.