



2023 New Year Questionnaire

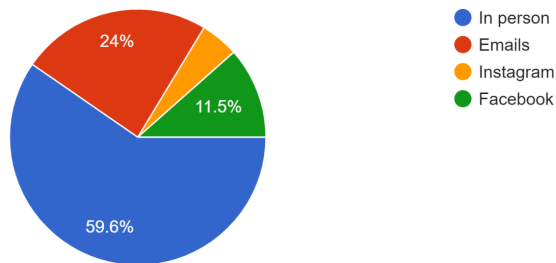


AdventureUs 2023 New Direction New Year Questionnaire

Thank you for being a part of our AdventureUs community and taking the time to fill out our survey. As we head into 2023, we want to make sure that we're focusing on the areas of our business that are important to you. Our small, family business would not be here without all of you. Thank you for the continued support, we look forward to another year with you!

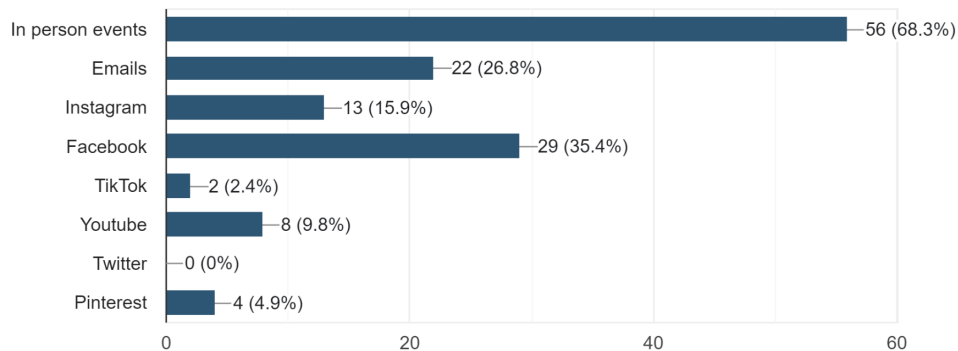
What is your favorite way to engage with us?

104 responses



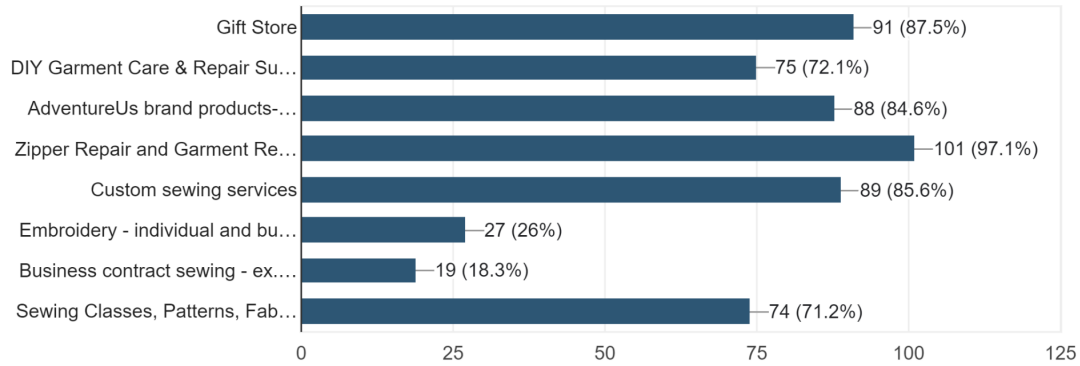
What social outlets would you like to see more from us?

82 responses



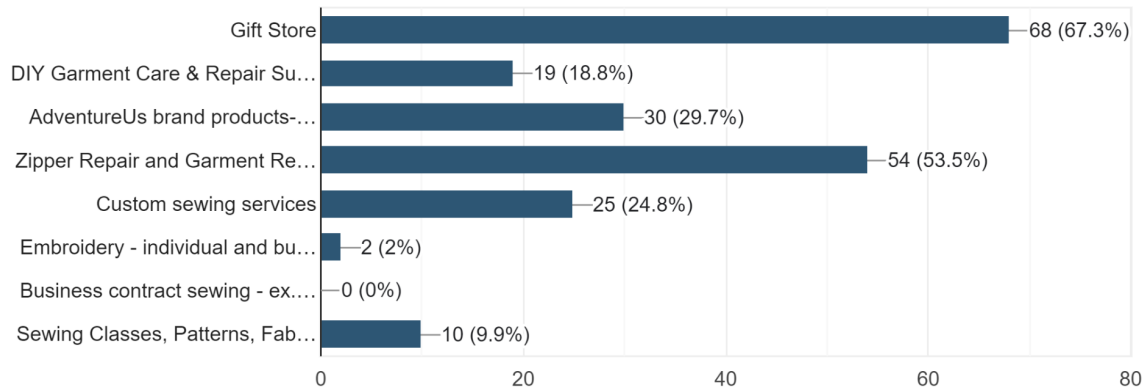
Please check the boxes of the services you knew we offered.

104 responses



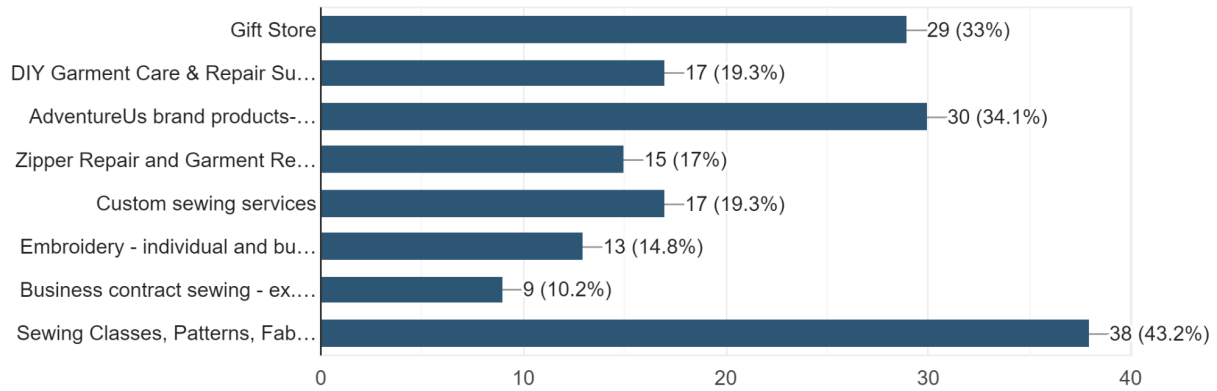
Which service do you utilize the most?

101 responses



Which service would you like to see us expand in the upcoming year?

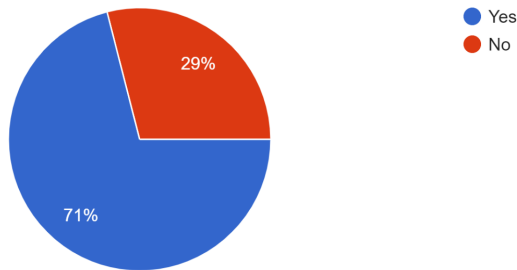
88 responses



Zipper Repair & Garment Restoration Services

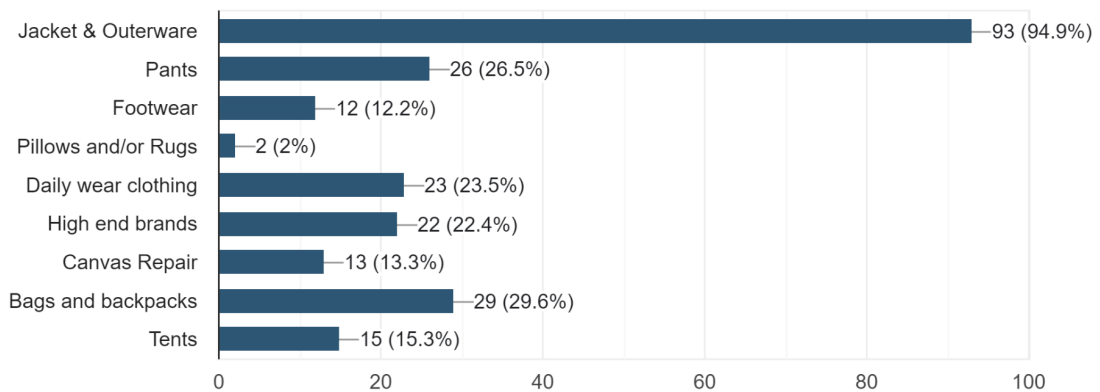
Do you utilize our zipper repair and garment restoration services?

100 responses



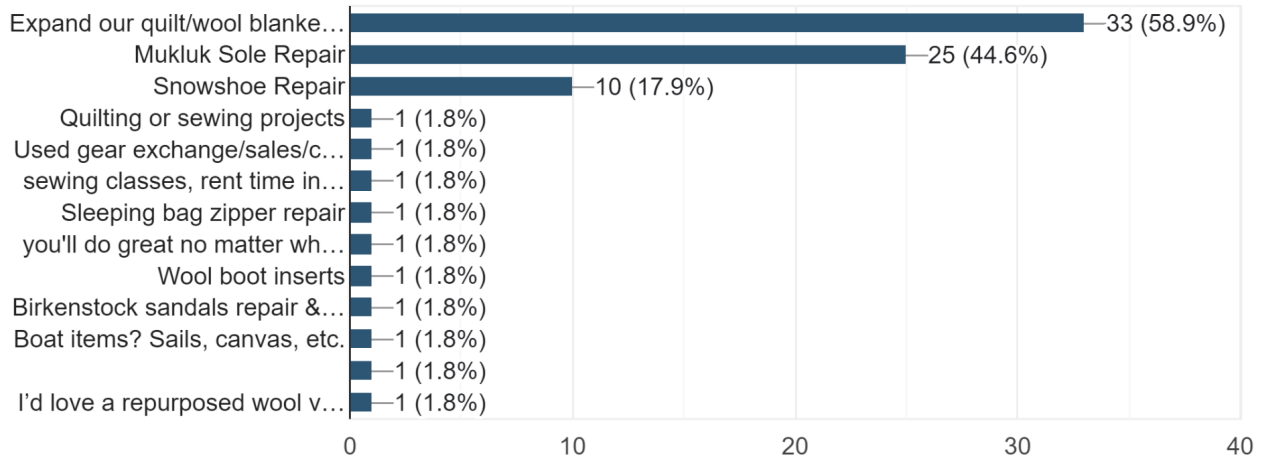
What type of garments and gear are you most likely to bring us?

98 responses



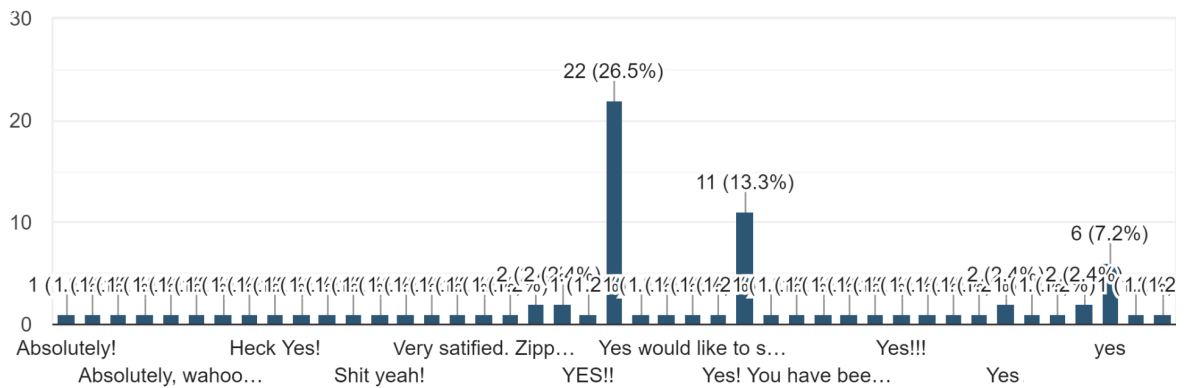
Would you like us to add any of the following services?

56 responses



Are you satisfied with the services and quality of repairs that we offer?

83 responses



Is there anything you'd like to mention in regards to our customer service, availability of information, or process? We appreciate the chance to improve, as well as ways to improve our customer experience.

42 responses

No

Very pleasant staff and timely response to questions

AdventureUs kicks ass!

Alterations would be a much needed service.

Great service

The customer service is the best!! All staff are welcoming and knowledgeable. The shop is attractive and well thought out. All your hard work is very much appreciated.

You guys could write the book on this. Every experience we've ever had has been super personable and professional.

I give you a 110%. Always warm, friendly and willing to accommodate my needs.

I love your store! Thank you for having it in Washburn. I'm also glad you sell fresh roasted coffee.

We love your store so much! Everyone is always so kind and welcoming. We haven't used your repair/sewing services yet but we will absolutely be bringing things your way as we need repairs/sewing in the future!!

Expand fabric offerings and teach sewing classes of all kinds with new patterns as well as restoring/redesigning (I.e turn old garments that you love into a new fresh look)

Beautiful store, helpful staff, great social med

Grateful this place exists in our community!

Always get great customer service when buying things, a great way to feel you care, which you do! Thanks

You rock!

Love chatting when I stop in. Always willing to listen to my crazy ideas/thoughts.

Be available , answer questions, have reasonable turn times.

super engaging staff

Awesome customer service!

The store is unique and wonderful

We love you guys and are so happy that you're here.

So happy to have your products and services available here in Washburn. You are a great addition to our community. Thank you!

I didn't answer the social outlet question (#2) above because I think you have sufficient coverage now. Also, I'm hesitant to suggest you take on anything new because I think you are well-focused, thorough, and REALLY good at the services you currently provide. But I don't know if you're feeling ready and able to expand your services. If so, all those you mentioned above are fantastic.

All around great. Repair work on pants, jacket, and backpack are all superb!

Your customer service is over the top- keep up that great trait! You always share good information and offer ideas.

I appreciated when a sleeve shortening was still too long that the sewer took it back and had it altered and ready the same day. Great customer service!

I am not sure how I got on your email list, or where you are

So happy to have you in Washburn! Great people, great business!

I've only purchased a couple of times (mail order) but I've always been happy.

Loved the job you did for us on altering a jacket to fit!

So grateful you exist! I'd love a tailoring service .. for regular clothes.. alteration, etc... for when a clothing item doesn't quite fit right.. and I need it altered. Just an idea. I love what you do!

I think you all are doing great. Super friendly staff.

You all are always so helpful and knowledgable

You have a great new space. It was a nice move.

Very much appreciate your excellent customer service and rapid communications

So kind and helpful!

You might advertise zipper replacement for cycling jerseys and jackets. Some brands will repair them, but most won't. Eliel will. Pactimo and Castelli will not. Local alteration shops may do it, but you have to supply your own zipper.

No but I love the option of grabbing a coffee when shopping! So great

Very nice, reasonable prices, respectful and professional!

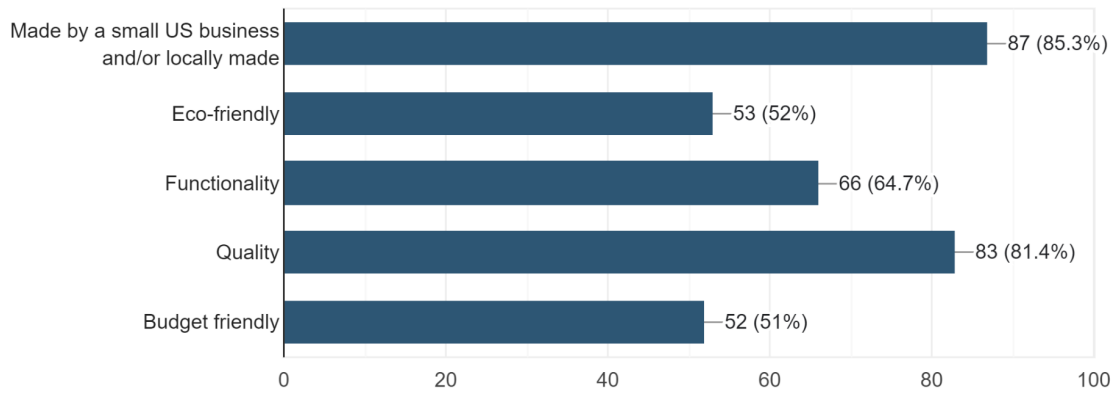
nope :)

I know you do zipper repair, but I didn't even know my whole zipper didn't need replacement, just the 15\$ part did! That was amazing! I'm sure there are broken zippers all over this town that don't even know that some of them are an easy fix!!

AdventureUs Brand Products

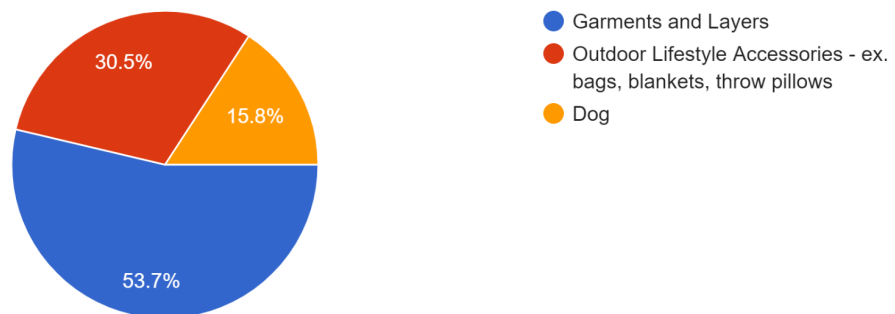
Which brand values are the most important to you?

102 responses



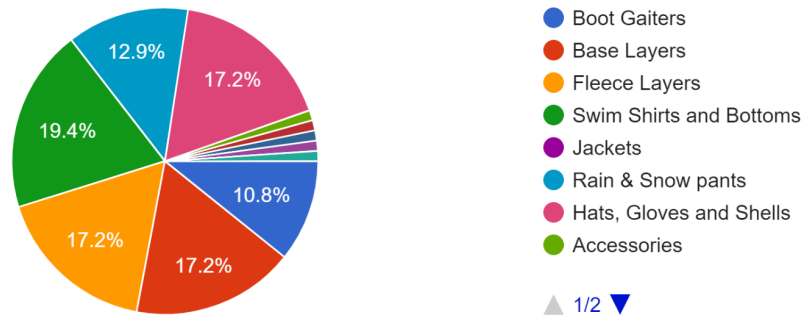
Which department would you like to see us add to first?

95 responses



In the Garment and Layers department, which product would you like to see us add first?

93 responses

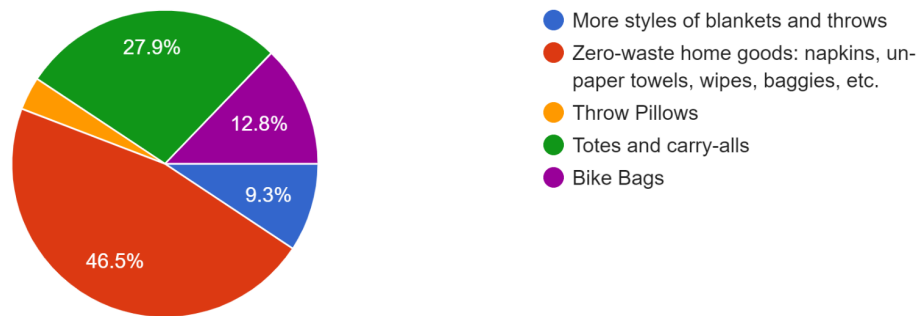


- And base layers! I want to select two. 😊
- wool vests
- Pants in custom lengths
- Yupper Chooks

▲ 2/2 ▼

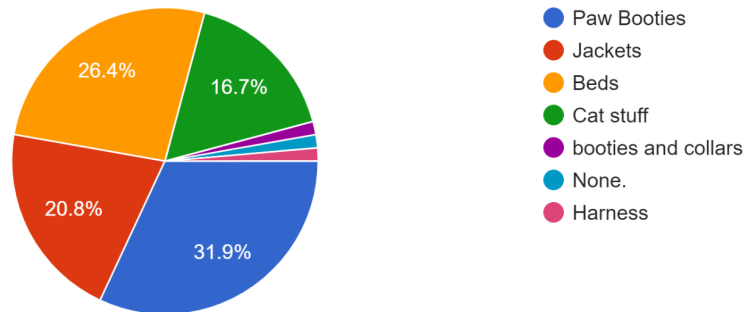
In the Outdoor Lifestyle Accessories department, which product would you like to see us add first?

86 responses



In the Dog and Pet department, which product would you like to see us add first?

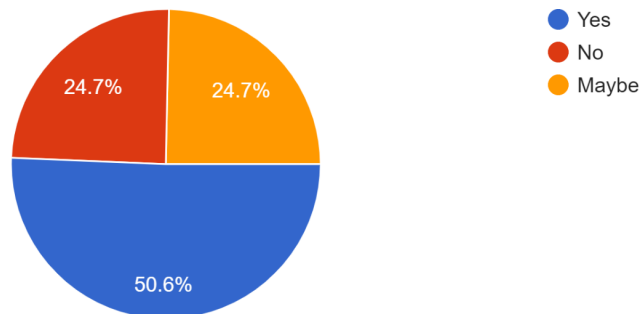
72 responses



Sewing Classes

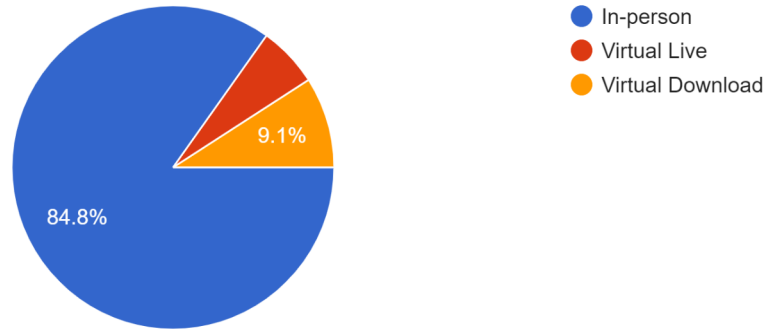
Are you interested in taking sewing classes from us? If no, skip to next section:

77 responses



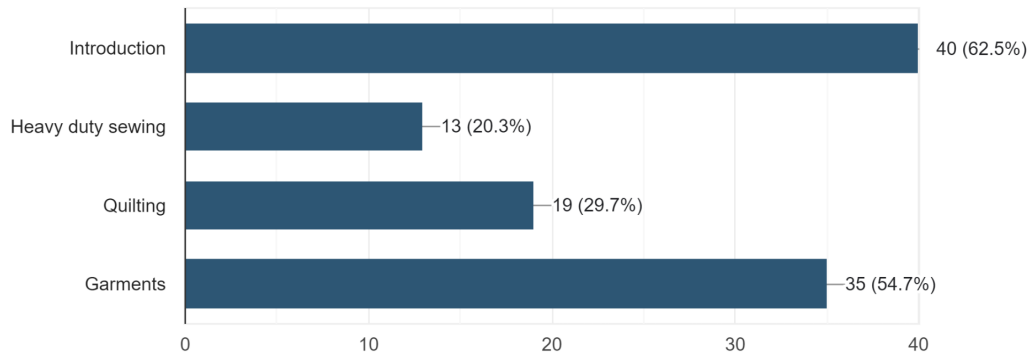
Which type of attendance are you most interested in?

66 responses



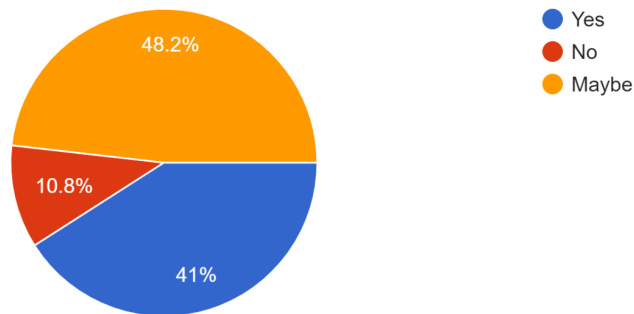
Which sewing classes would you be interested in taking from us?

64 responses



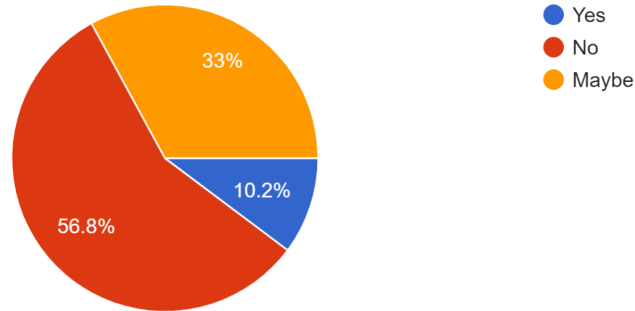
Would you like to see more social media tutorials for sewing and garment repair?

83 responses



Are you interested in renting sewing space from us? This space would be fully equipped with domestic machines and tools.

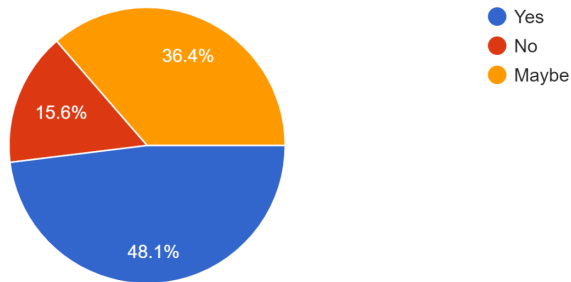
88 responses



Sewing Supplies

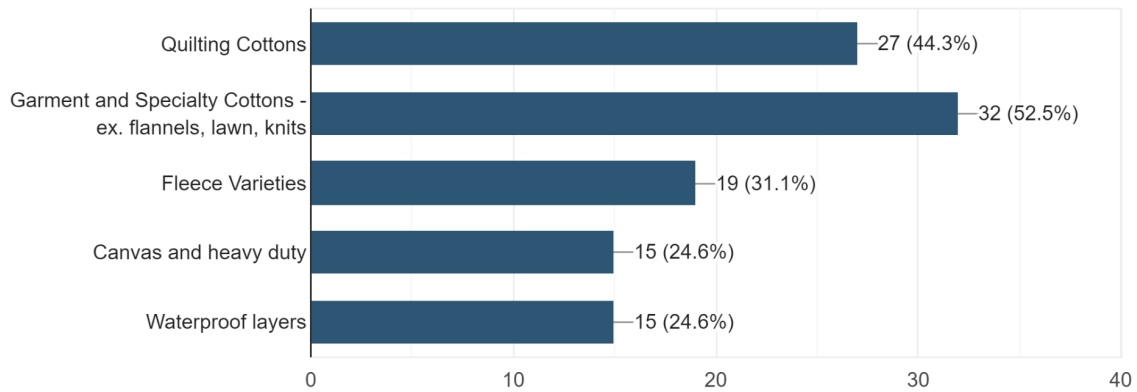
Do you want to purchase fabric, notions and tools from us? If no, skip to next section.

77 responses



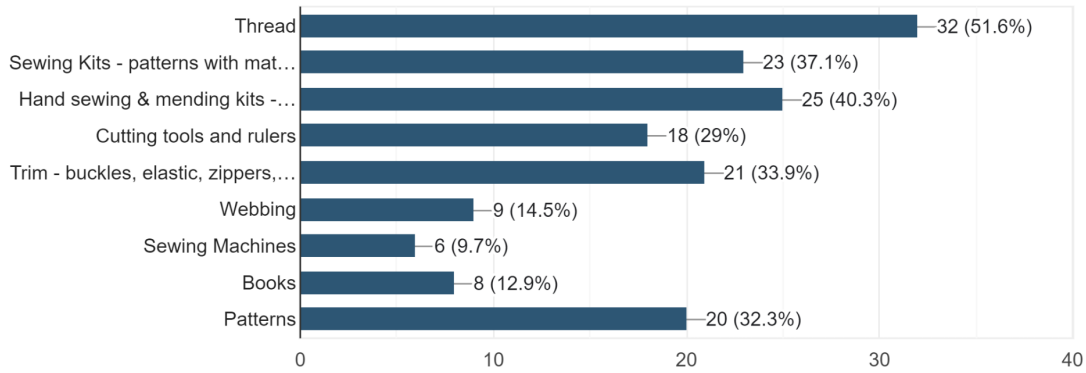
Which type of fabrics would you be most interested in?

61 responses



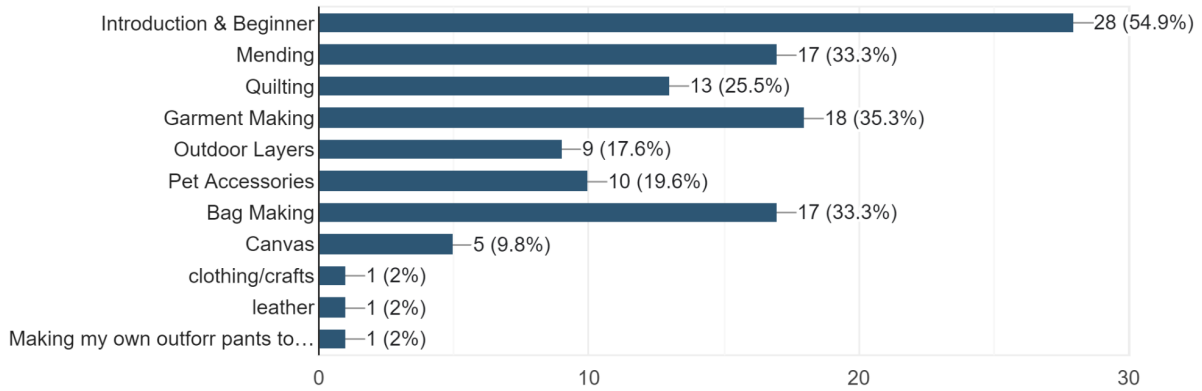
Which types of notions would you be most interested in?

62 responses



Which type of sewing patterns and books would you like to see us add?

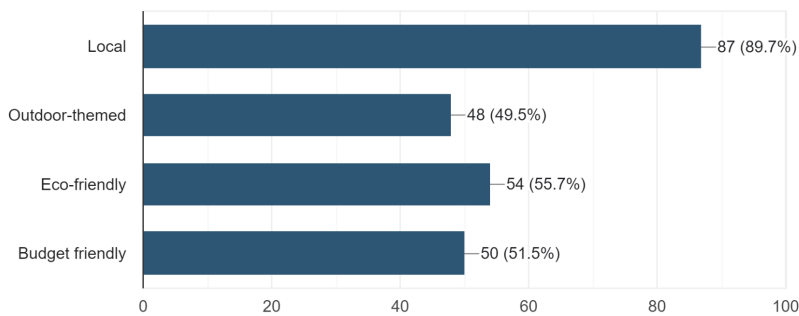
51 responses



Gift Store

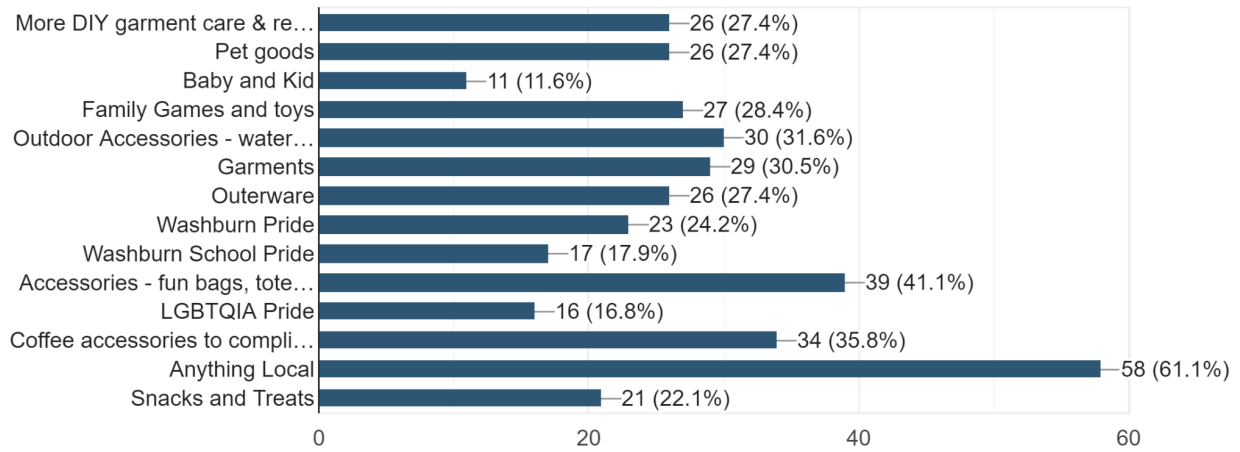
What brand qualities are important to you?

97 responses



What types of gifts and goods would you like to see us add?

95 responses



Is there anything else you'd like to tell us?

Thanks again for all of your thoughtfulness and time, we appreciate you.

36 responses

So many good options, hard to not choose them all! -Sara

You're pretty much the best ever.

You have done such a good job and so happy to have you here in Washburn

Thank you for the wonderful services you provide and looking forward to the expansions coming.
Blessings to you and your family

Thanks for all you do! Keep it rollin'

Thank you for being awesome!!

Seriously, love you guys and your options, and your interest in expanding to the community! My mum is a clothing designer so I don't need sewing lessons, but I don't have the space or equipment these days to work on projects here so machine rental with some quick help options would be amazing!
I also hope to have space in the next year or two to have my machine out again, but it's 60+ years old and has been through several generations, so I'll probably be looking to replace it and would love to shop local, especially if there was a repair connection! (Lizzie from Blue Vista Farm)

Hermit Creek CSA pick up is outside Cocos, in winter they have to move it to the Co op in Ashland since Cocos is closed. Wondered if AdventureUs might be a suitable pick up location in the future.

You all do a great job. We often buy used outdoor gear, especially for our kids. And then try and sell or pass along to others.... We do this often in Duluth, but would love to support you if you ever got into it!

You are unique and your commitment and passion for your business are very impressive.

I'm so thrilled with your success. Love local, small business!

Would you make a custom quilt for a customer from customers lifetime of race t shirts?

You all are doing a fantastic job - thank you!

I am so proud of you all!

Thankful for your services.Love the gift store

Love what you do and your thoughtful growth!

Love your whole business. Always happy when I leave. And now you have my favorite coffee too!!!!

We appreciate you too!

You guys are awesome! ❤️

Really glad your store and services exist!

More national park items like coloring books

You got this!

Thank you! Will continue to shop and get repair work with you!

We are excited that you are in the area. We drive 70 min. to visit your shop!

No

Yes -- since we lost the dry cleaners in Ashland, it would be helpful if you (or someone) could partner with a dry cleaners in Superior/Duluth so that there would be a dry cleaning option in the area. It is needed.

Please do not have political stuff in your store. I appreciate when businesses don't promote party lines. Thank you.

I'm so happy to have a local place to have clothes alterations done.

I wish I lived closer. :)

I'm so happy to have a local place to have clothes alterations done.

I wish I lived closer. :)

A tailoring part of your sewing business might be profitable. So many times I need something altered.. but don't know where to go.

At Ashwabay, they have those training harnesses for kids to learn to ski. It is my understanding, the 5 point or lower to the hip harness work best for learning and guiding. Perhaps, there is a win-win here where you all can make some. Add them to the line of gear you sell and donate a few to the hill. Perhaps with adventure us advertising on the donated ones?

Happy New Year!

Thanks! Was very pleased with my vest zipper repair. I would be interested in learning how to darn wool socks and how to patch holes in the knees of pants

Hem services, please!

Love and appreciate you!!

I'm embarrassed that I haven't used the zipper repair until recently. Soooo easy and valuable service! Can't wait to do more! Looking forward to what might be new in 2023! Happy new year!