Looking to expand its marketing efforts, Turnpike seeking feedback from customers and non-customers

Nov. 18, 2013 (Berea, OH) - The Ohio Turnpike is continuously looking for ways to attract new customers, as well as to improve our current customers' overall travel experience. With this goal in mind, the Turnpike is launching its first-ever, comprehensive travel survey.   The questions are tailored to gauge a better understanding as to why travelers might take the Turnpike over a parallel route, or why customers may opt to pay cash rather than using *E-ZPass®*.

The Customer Travel Survey can be completed in less than 5 minutes and participants will have the option to enter into a drawing for the chance to win one of three $100 American Express gift cards. (Terms and conditions apply – see survey for details.)

Once tabulated, the results of this survey will help the Ohio Turnpike establish additional communications campaigns to address areas where misinformation or lack of information may be a factor that influences a person's decision on whether or not to take the Turnpike. Equally important is to garner a better understanding of the current travel patterns of people living near the Turnpike corridor.

"Through previous customer surveys we've conducted, we have some general demographic information, but the goal of this particular survey is to better understanding why people are choosing to take the Turnpike and in some cases not taking the Turnpike when it might be a viable option," explained Lauren Hakos, Marketing and Communications Manager for the Turnpike.

Individuals will be able to access the survey at www.survey-u.com or www.survey-u.org from now through December 11, 2013. The Ohio Turnpike values our customers' opinions and feels this travel survey will ensure that the Ohio Turnpike is meeting our customers' expectations now and in the future.

The QR Code will also directly link individuals to the survey:

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