

(W)right On Communications Launches WOC Intelligence

Written by Australian Business

SAN DIEGO, CA, August 23, 2014 **/24-7PressRelease/** -- To gauge stakeholders' opinions - from hyperlocal through national markets - and leverage those detailed insights for data-driven decision making, San Diego public relations firm (W)right On Communications has created WOC Intelligence.

(W)right On's new research capability is one of the first of its kind among San Diego-based PR agencies. WOC Intelligence is a market and public opinion research service that strategically helps reveal the heart of key issues through expert survey development and skilled analysis.

"It's part of our core values to work with client partners to develop intentional and strategic campaigns that produce exceptional results," said Grant Wright, CEO and managing partner of (W)right On Communications. "Since intelligence gathering has long been a critical part of how we develop strategic communications plans, WOC Intelligence continues (W)right On's investment in the right tools to ensure our strategies are informed by the best information available."

Based from (W)right On's Vancouver, BC, office, Director of Research and Analytics Hamish Marshall is at the helm of WOC Intelligence. A former advisor to the Prime Minister of Canada, provincial premiers, city mayors and dozens of elected officials, Marshall has strong experience throughout the USA, Canada and UK in all data collection methods to provide critical insights for strategic planning, marketing and other organizational activities.

WOC Intelligence conducted a recent survey of San Diego County residents on a variety of topics coinciding with the agency's key practice areas in hospitality and tourism, energy and water usage, and health care. Among the results, WOC Intelligence found that the majority of San Diegans think SeaWorld should continue its fireworks. 74 percent of San Diego County residents are in favor of keeping the SeaWorld fireworks. 15 percent are either moderately or strongly opposed and 11 percent said they weren't sure. The results did not vary between City of San Diego and South or North County residents, nor 18 to 34 year olds versus other age groups.

An online survey questioned 375 San Diego County residents between July 21 and July 24, 2014. Results weighted by age, gender, income and County region, with the margin of survey error being +/- 5.1%, 19 times out of 20.

About (W)right On Communications

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Founded in 1998 in Vancouver, British Columbia, (W)right On Communications is a full-spectrum communications and public relations firm headquartered in San Diego, California. Specializing in hospitality, healthcare, energy, technology and development, (W)right On has produced results-driven media relations, social media and promotional campaigns and programs for clients including hotels, hospitals, utilities, startups, developers and universities. To learn more about (W)right On, visit <http://www.wrightoncomm.com>.