



Notice of Intent to Award

Request for Proposal (RFP) #50225 Consumer Segmentation Services

NOTICE IS HEREBY GIVEN, the California State Lottery intends to award the Contract for Consumer Segmentation Services, to the Proposer that provided the best value, as stated in section III. D. as follows:

YouGov America Inc.
999 Main Street, Suite 101
Redwood City CA 94063

This notice constitutes the public announcement of the notice of proposed an Intent to Award.

Questions should be directed to:

Laura Lee Rogers, Procurement Specialist
California State Lottery
700 North 10th Street
Sacramento, CA 95811
Email: lrogers@calottery.com

Date of Notice of Proposed Award: March 10, 2022