



Target Audience Profiles

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- Primary: Adults 35+ who are registered voters within those CA counties where CNIGA members operate casinos plus other identified counties.
- State legislators residing in Sacramento County during the 2017 legislative session.
- Adults 35+ who are registered voters within the five major CA DMAs that contain the majority of voting population in the state.
- Registered voters age 25-34.

Defined Geography Targets

Four target geographies for digital impressions:

- CA Counties where CNIGA members operate casinos.
- Five largest CA DMAs to reach voters statewide:
 - Los Angeles DMA
 - San Francisco DMA
 - Sacramento DMA
 - San Diego DMA
 - Riverside DMA
- Sacramento County to reach state legislators.
- Message heavy-up in key counties.