

Master Planner Report

Effective date: 2020-05-21
 From Date: 2020-09-14
 To Date: 2020-12-20
 Selling Option Type: SellingOption Regular
 Selling Option Nature: Regular

Channel	Selling Option	Estimate Period	Rationale	Time Info	Market Name	A18+	A18-34	A18-49	A25-54	M18+	M18-34	M18-49	M25-54	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
			Actuals & Winter-Spring 2020		EDMONTON EM	0.7	0.4	0.4	0.4	0.4	0.5	0.3	0.4	0.1	0.6	0.0	0.8	0.4	0.4	0.4	0.5
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	8.1	1.5	2.5	3.0	3.8	1.0	1.3	1.5	0.2	8.7	0.4	4.5	0.6	1.1	1.6	1.6
			Actuals & Winter-Spring 2020		EDMONTON EM	0.4	0.2	0.2	0.3	0.4	0.4	0.2	0.3	0.0	0.4	0.1	0.5	0.1	0.2	0.3	0.3
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	9.1	1.4	1.8	2.6	2.8	0.1	0.5	0.6	0.2	9.7	0.4	6.3	1.3	1.3	2.0	2.0
			Actuals & Winter-Spring 2020		EDMONTON EM	0.5	0.3	0.2	0.3	0.3	0.0	0.1	0.1	0.2	0.5	0.2	0.8	0.5	0.3	0.5	0.5
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.4	0.6	1.2	1.6	1.5	0.3	0.5	0.7	0.2	4.3	0.7	1.9	0.3	0.6	0.9	0.9
			Actuals & Winter-Spring 2020		EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.4	0.6	1.2	1.6	1.5	0.3	0.5	0.7	0.2	4.3	0.7	1.9	0.3	0.6	0.9	0.9
			Actuals & Winter-Spring 2020		EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.4	0.6	1.2	1.6	1.5	0.3	0.5	0.7	0.2	4.3	0.7	1.9	0.3	0.6	0.9	0.9
			Actuals & Winter-Spring 2020		EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.4	0.6	1.2	1.6	1.5	0.3	0.5	0.7	0.2	4.3	0.7	1.9	0.3	0.6	0.9	0.9
			Actuals & Winter-Spring 2020		EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.4	0.6	1.2	1.6	1.5	0.3	0.5	0.7	0.2	4.3	0.7	1.9	0.3	0.6	0.9	0.9
			Actuals & Winter-Spring 2020		EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.4	0.6	1.2	1.6	1.5	0.3	0.5	0.7	0.2	4.3	0.7	1.9	0.3	0.6	0.9	0.9
			Actuals Adjusted		EDMONTON EM	1.5	1.7	1.5	1.2	0.9	1.4	1.0	0.8	2.0	1.5	1.2	2.3	1.9	2.1	1.6	1.6
					LLOYDMINSTER EM	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
					Audience TC	3.8	0.4	0.8	1.3	1.4	0.3	0.5	0.4	0.1	3.9	0.0	2.4	0.1	0.3	0.8	0.8
			Actuals & Winter-Spring 2020		EDMONTON EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	3.8	0.4	0.8	1.3	1.4	0.3	0.5	0.4	0.1	3.9	0.0	2.4	0.1	0.3	0.8	0.8
			Actuals & Winter-Spring 2020		EDMONTON EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	23.5	1.4	3.7	6.8	11.9	1.2	3.2	5.1	1.1	24.0	0.5	11.5	0.3	0.5	1.7	1.7
			Actuals & Winter-Spring 2020		EDMONTON EM	1.3	0.3	0.4	0.7	1.4	0.4	0.6	1.1	0.0	1.1	0.1	1.2	0.1	0.1	0.4	0.4
					LLOYDMINSTER EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0
					Audience TC	13.5	2.7	8.8	9.7	7.4	1.8	4.9	5.3	0.9	16.8	2.3	6.1	0.9	3.9	4.4	4.4
			Actuals & Winter-Spring 2020		EDMONTON EM	0.8	0.5	0.9	1.1	0.9	0.7	1.0	1.1	0.7	0.8	0.9	0.8	0.4	0.8	1.0	1.0
					LLOYDMINSTER EM	0.0	0.0	0.2	0.2	0.0	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.2
					Audience TC	9.2	0.7	1.1	1.7	2.5	0.3	0.4	0.6	0.2	9.9	0.5	6.7	0.4	0.7	1.2	1.2
			Actuals & Winter-Spring 2020		EDMONTON EM	0.4	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.3	0.1	0.6	0.1	0.1	0.2	0.2
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0