



# SPOTLIGHT

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# What is Spotlight?

## Spotlight your location. Build your business.

SPOTLIGHT is a self-serve platform that enables you to conveniently buy the reports you need and quickly run analysis on your area of interest by using industry-leading data from Environics Analytics.

Get access to reliable market reports, including demographic characteristics, consumer segmentation and demand for household and food expenditure categories.

# Browser-based. Backed by the power of ENVISION, with simplified reporting

The screenshot displays the SPOTLIGHT web interface. At the top, there are social media icons for Twitter, YouTube, and LinkedIn. The main navigation bar includes the SPOTLIGHT logo, 'My Areas', 'Reporting', 'Mapping', 'Results' (with a red notification badge showing '142'), and 'Contact Us'. On the right side of the navigation bar, there are dropdown menus for '2021' and 'My Account'.

The main content area features a three-step workflow: 'Select Reports', 'Select Areas', and 'View Results'. The 'Select Reports' step is highlighted with a red circle containing a bar chart icon. Below this workflow, there are two buttons for '2021 Reports' and '2022 Reports'. To the right, there are buttons for 'Filters:', '★ Favourites', and a red 'Save Report Order' button. A red chevron icon is positioned to the right of the 'View Results' step.

# Find a point, create an area

Draw **Distance** Drivetime Geography Import

1. Point(s) > 2. Area(s) > **3. Save**

Select an area from the list below to edit properties.

Name: -2 km

Description: Optional

Tags:  Distance  2 km

-2 km

**Save Area(s)**

Province of Ontario, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, NRCan, Parks Canada

# Or pick from standard geographies

The screenshot displays a web application interface for selecting geographies. The top navigation bar includes icons for Draw, Distance, Drivetime, Geography (selected), and Import. Below the navigation bar, a step indicator shows '1. Geography > 2. Area(s) > 3. Save'. A text box instructs the user to 'Click to select one or more areas, use the Boundary Select tool to select multiple areas within a boundary.' Below this, there are buttons for 'Boundary Select', 'Click Select', and 'Clear Selection'. A list of selected areas is shown: '35150079, ON' and '35150078, ON', each with a red 'x' icon. At the bottom left, there are 'Back' and 'Next' buttons. The main area is a map of a residential neighborhood with various streets and postal codes. A specific block, bounded by Chamberlain St, Albert St, and Lansdowne St W, is highlighted in green. The map includes a scale bar (0.6 km, 0.4 mi) and a copyright notice at the bottom: 'Province of Ontario, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, NRCan, Parks Canada'. The text 'Powered by Esri' is visible in the bottom right corner of the map area.

# Run Reports

## Trade Area Essentials

- Demographics Overview
- Demographics - DaytimePop
- Demographics Executive Summary
- Demographics Trends
- Demographics Highlights - CensusPlus

## Demographic Category Details

- Demographics - Population by Age & Sex
- Demographics - Households & Family
- Demographics - Dwelling Characteristics
- Demographics - Income, Education & Employment
- Demographics - Diversity
- Demographics Highlights - DemoStats

## PRIZM – Top 5 and Distribution

