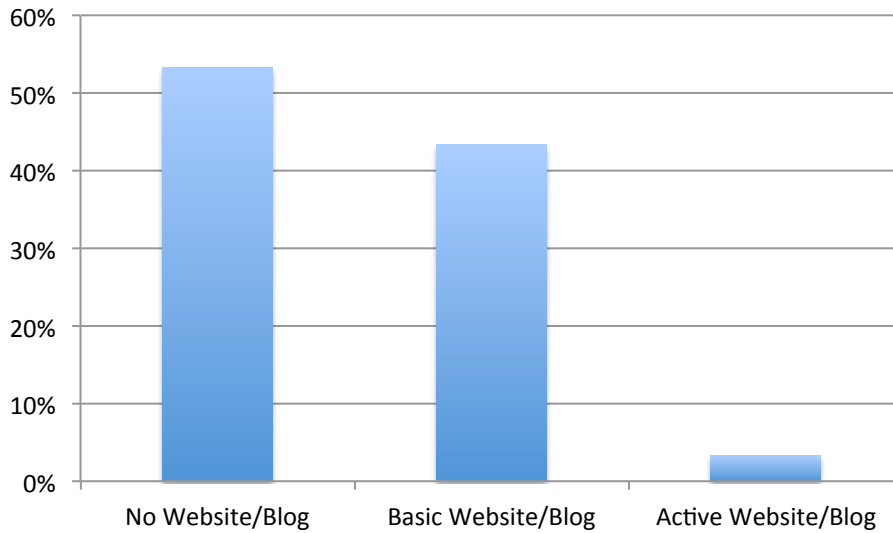


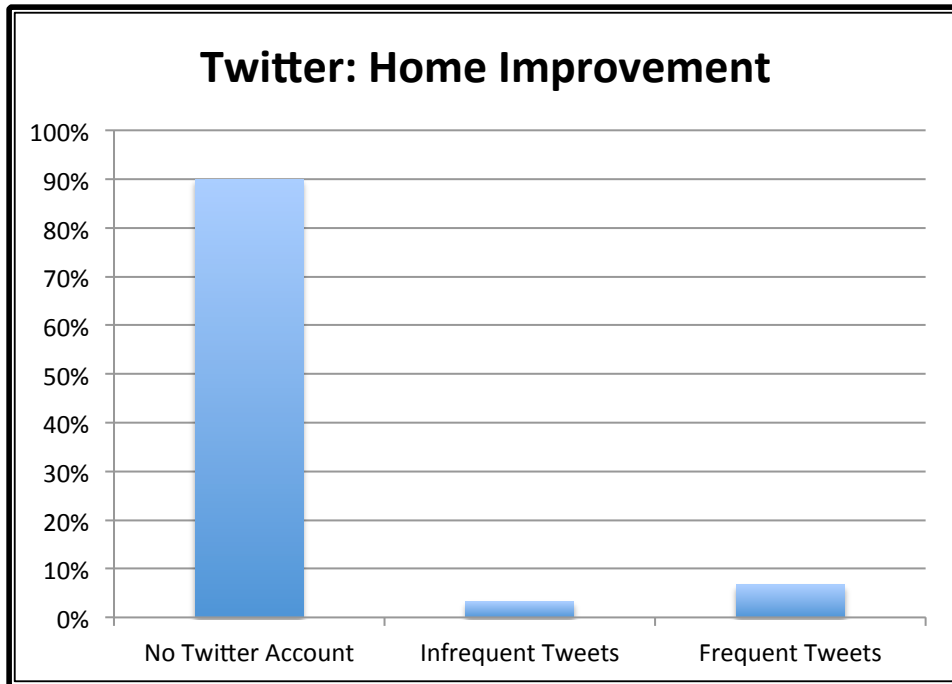
NYC Neighborhood: Website/Blog

Website/blog: Home Improvement



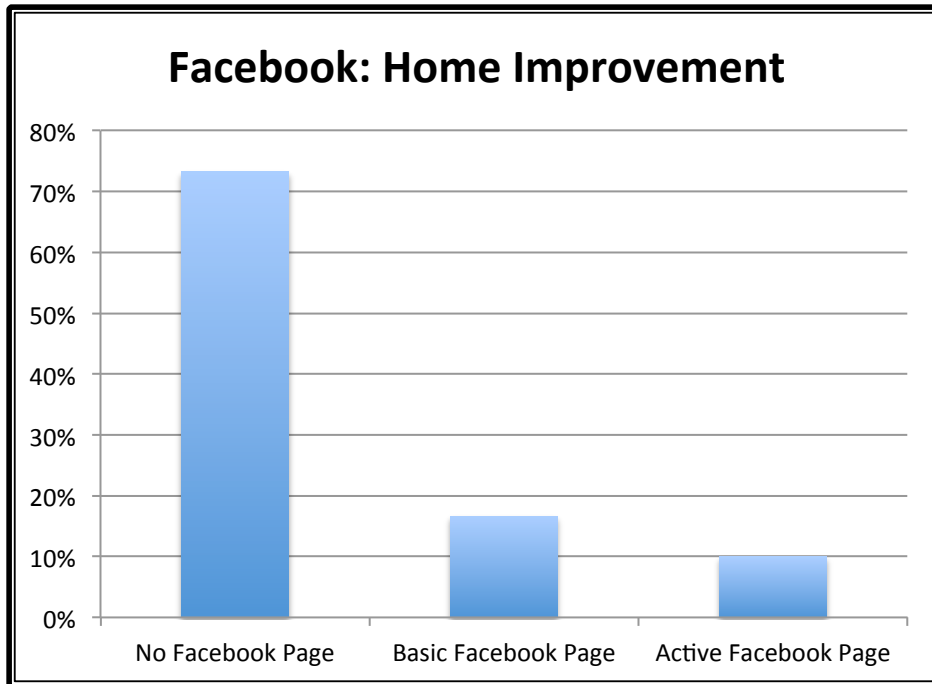
Website/Blog	# of Businesses
No Website/Blog	16
Basic Website/Blog	13
Active Website/Blog	1
Total	30

NYC Neighborhood: Twitter



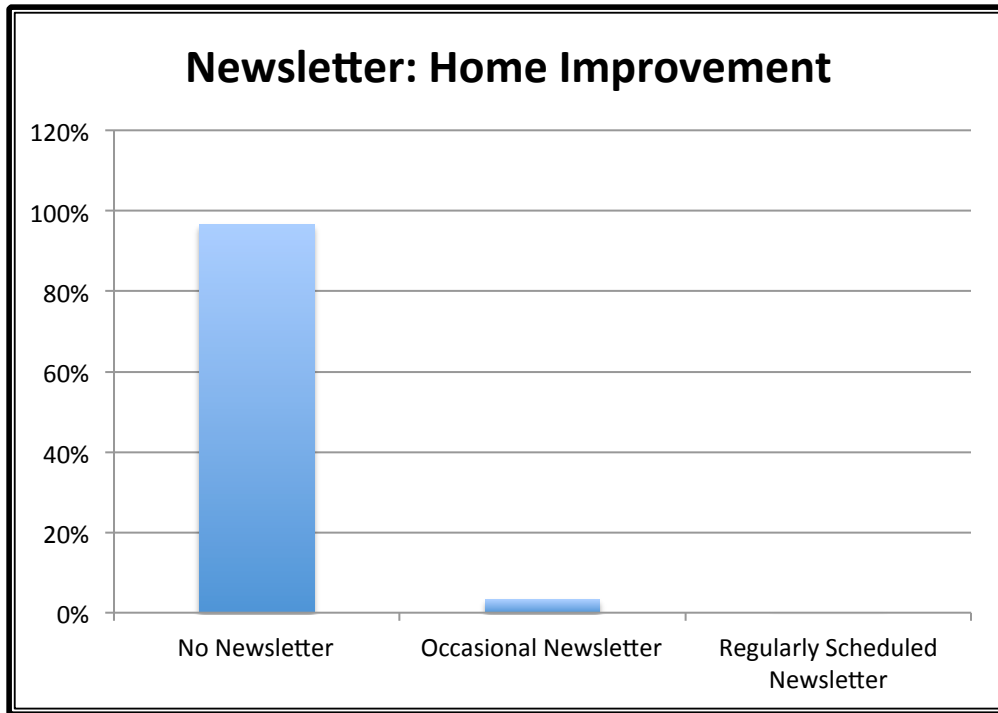
Twitter	# of Businesses
No Twitter Account	27
Infrequent Tweets	1
Frequent Tweets	2
Total	30

NYC Neighborhood: Email Newsletter



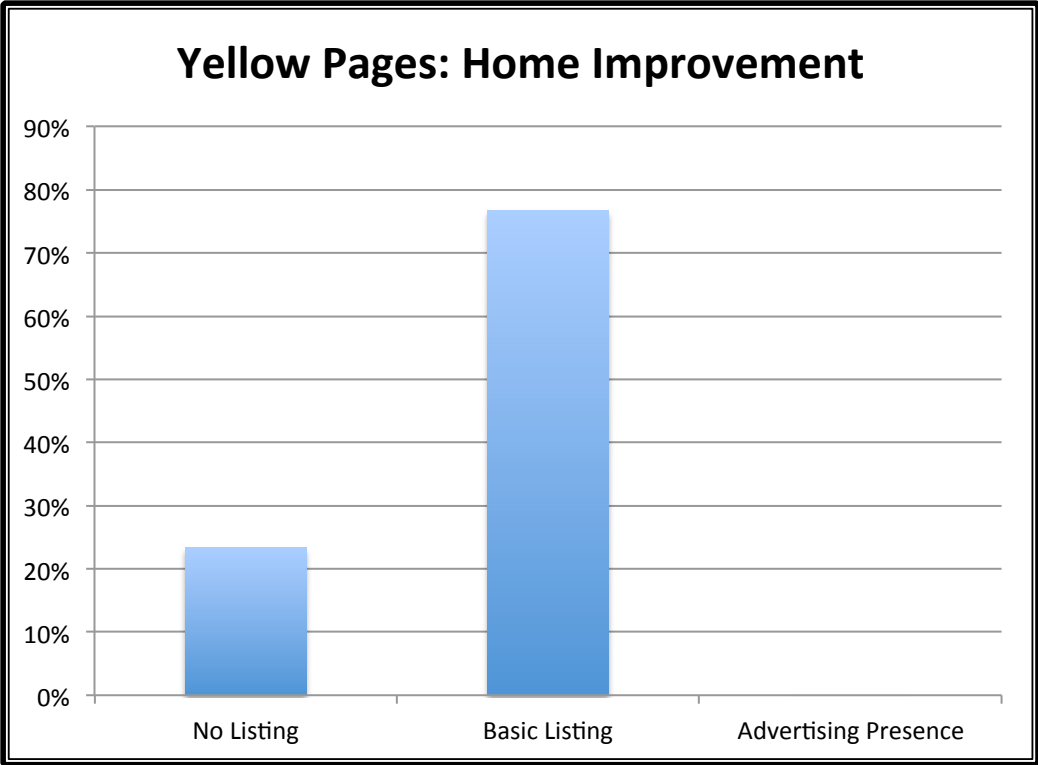
Email Newsletter	# of Companies
No Newsletter	29
Occasional Newsletter	1
Regularly Scheduled Newsletter	0
Total	30

NYC Neighborhood: Facebook



Facebook	# of Companies
No Facebook Page	22
Basic Facebook Page	5
Active Facebook Page	3
Total	30

NYC Neighborhood: Yellow Pages



Yellow Pages	# of Businesses
Basic Listing	7
Advertising Presence	23
No Listing	0
Total	30