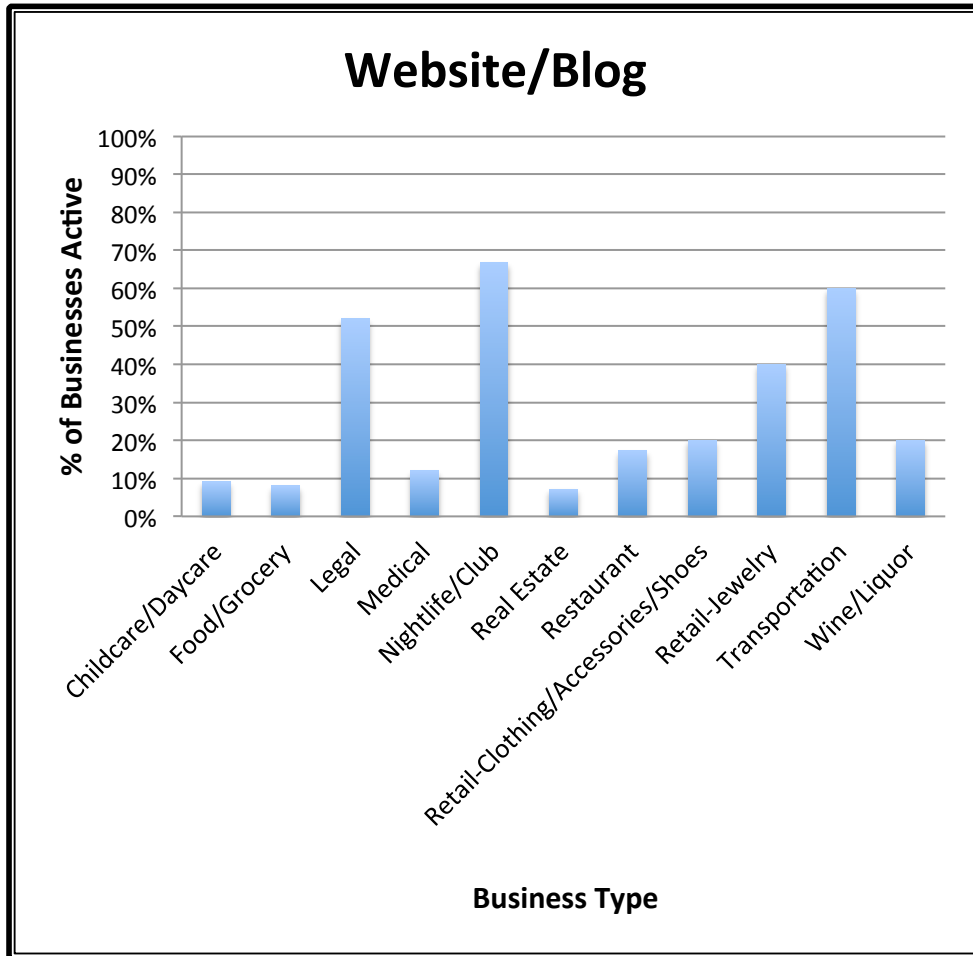


NJ Suburb: Active Website/Blog

Active = Updated in the last month



Category	Total Active	Total Overall	Active as a %
Childcare/Daycare	1	11	9%
Food/Grocery	2	25	8%
Legal	13	25	52%
Medical	3	25	12%
Nightlife/Club	2	3	67%
Real Estate	1	14	7%
Restaurant	14	81	17%
Retail-Clothing/Accessories/Shoes	5	25	20%
Retail-Jewelry	2	5	40%
Transportation	3	5	60%
Wine/Liquor	1	5	20%
All Businesses	47	497	9%

NJ Suburb: Active Email Newsletter

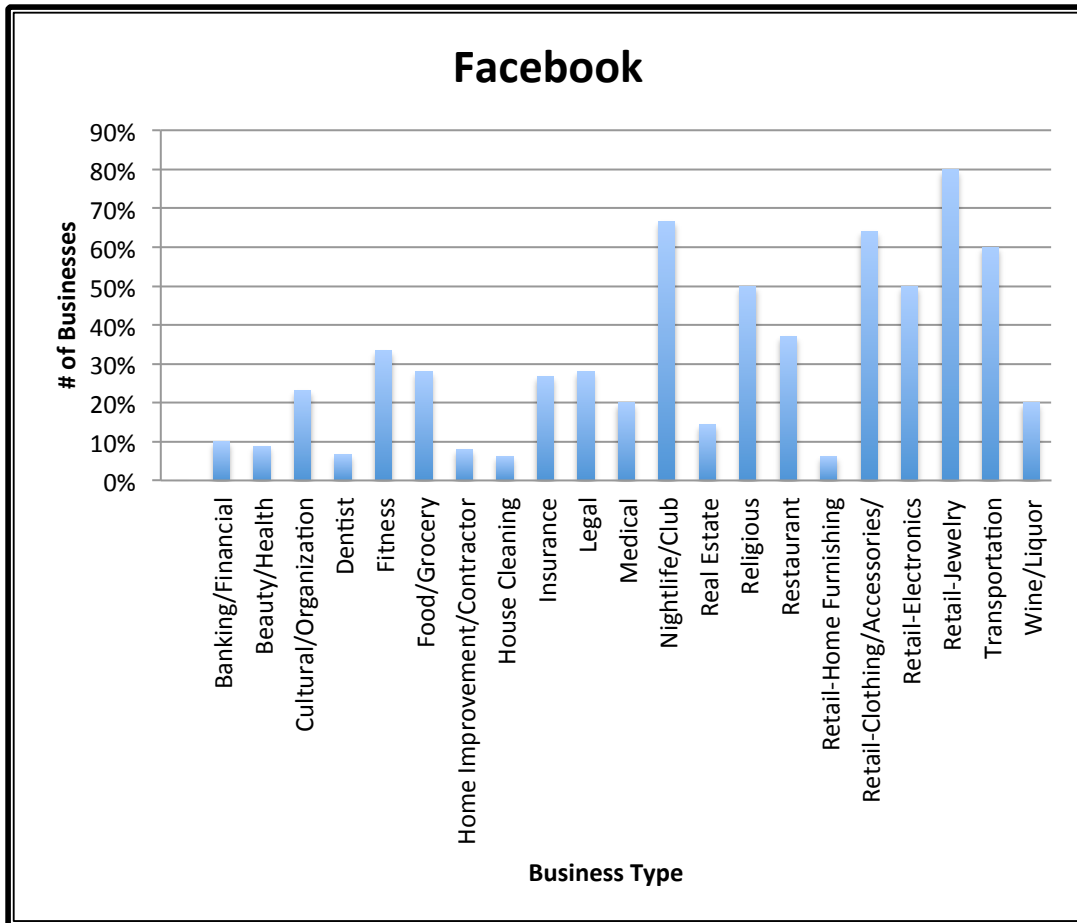
Active = Scheduled Newsletter



Category	Total Active	Total Overall	Active as a %
Accountant	1	15	7%
Fitness	4	15	27%
Food/Grocery	3	25	12%
Medical	3	25	12%
Nightlife/Club	1	3	33%
Restaurant	10	81	12%
Retail-Clothing/Accessories/Shoes	8	25	32%
Transportation	1	5	20%
Wine/Liquor	1	5	20%
All Businesses	32	497	6%

NJ Suburb: Active on Facebook

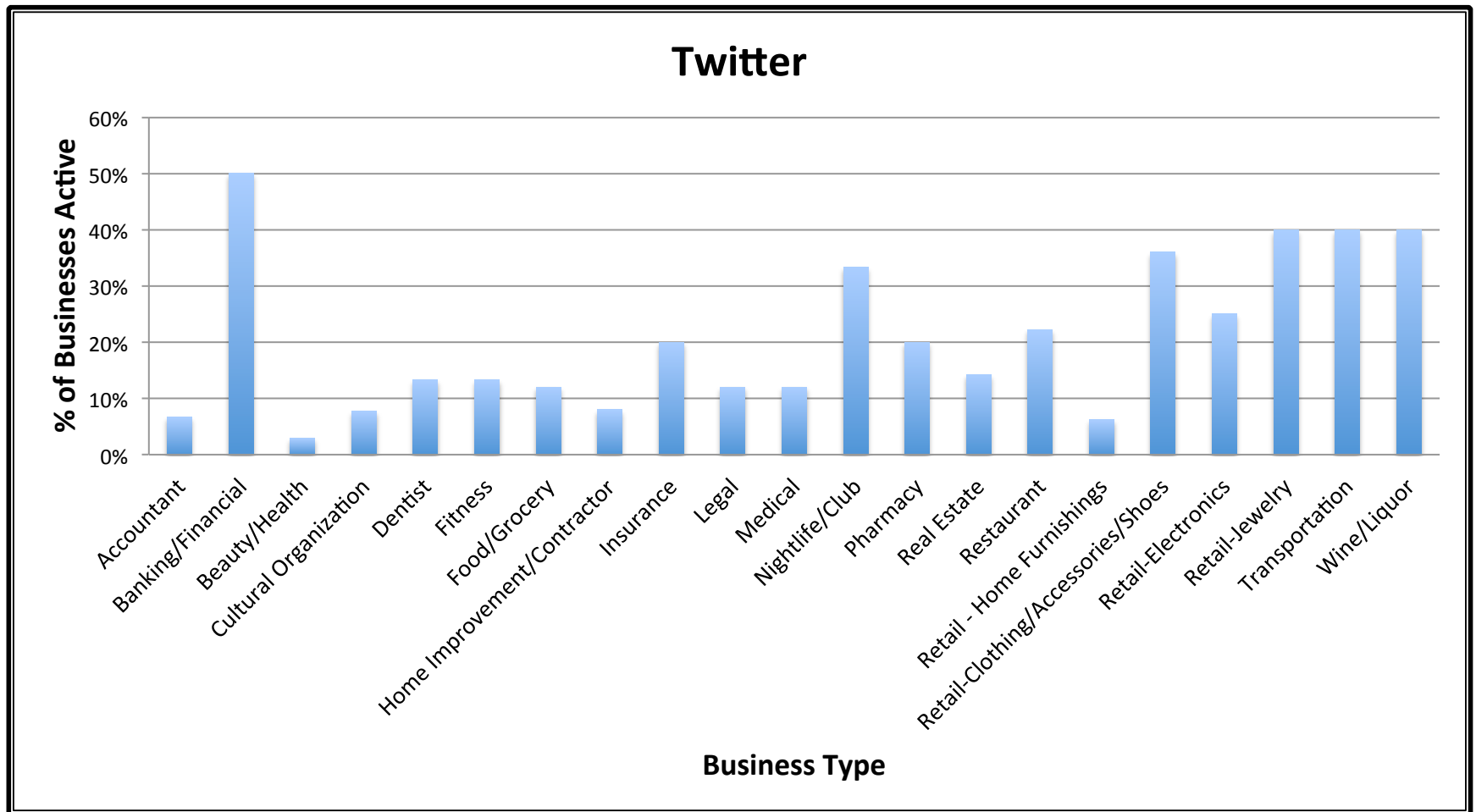
Active = Updated in last two weeks



Category	Total Active	Total Overall	Active as a %
Banking/Financial	1	10	10%
Beauty/Health	3	34	9%
Cultural/Organization	3	13	23%
Dentist	1	15	7%
Fitness	5	15	33%
Food/Grocery	7	25	28%
Home Improvement/Contractor	2	25	8%
House Cleaning	1	16	6%
Insurance	4	15	27%
Legal	7	25	28%
Medical	5	25	20%
Nightlife/Club	2	3	67%
Real Estate	2	14	14%
Religious	2	4	50%
Restaurant	30	81	37%
Retail-Home Furnishing	1	16	6%
Retail-Clothing/Accessories/Shoes	16	25	64%
Retail-Electronics	2	4	50%
Retail-Jewelry	4	5	80%
Transportation	3	5	60%
Wine/Liquor	1	5	20%
All Businesses	102	497	21%

NJ Suburb: Active on Twitter (a)

Active = Frequent tweets; Latest tweet < one week

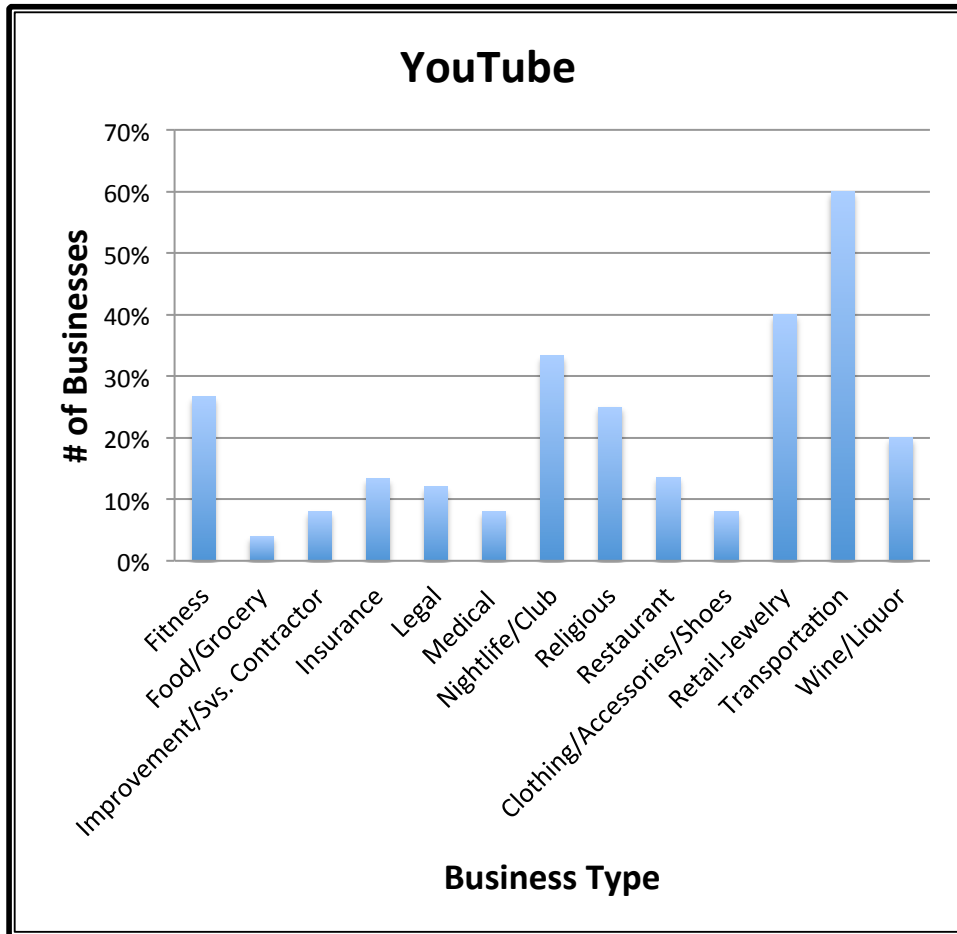


NJ Suburb: Active on Twitter (b)

Category	Total Active	Total Overall	Active as a %
Accountant	1	15	7%
Banking/Financial	5	10	50%
Beauty/Health	1	34	3%
Cultural Organization	1	13	8%
Dentist	2	15	13%
Fitness	2	15	13%
Food/Grocery	3	25	12%
Home Improvement/Contractor	2	25	8%
Insurance	3	15	20%
Legal	3	25	12%
Medical	3	25	12%
Nightlife/Club	1	3	33%
Pharmacy	1	5	20%
Real Estate	2	14	14%
Restaurant	18	81	22%
Retail - Home Furnishings	1	16	6%
Retail-Clothing/Accessories/ Shoes	9	25	36%
Retail-Electronics	1	4	25%
Retail-Jewelry	2	5	40%
Transportation	2	5	40%
Wine/Liquor	2	5	40%
All Businesses	65	497	13%

NJ Suburb: Active on YouTube

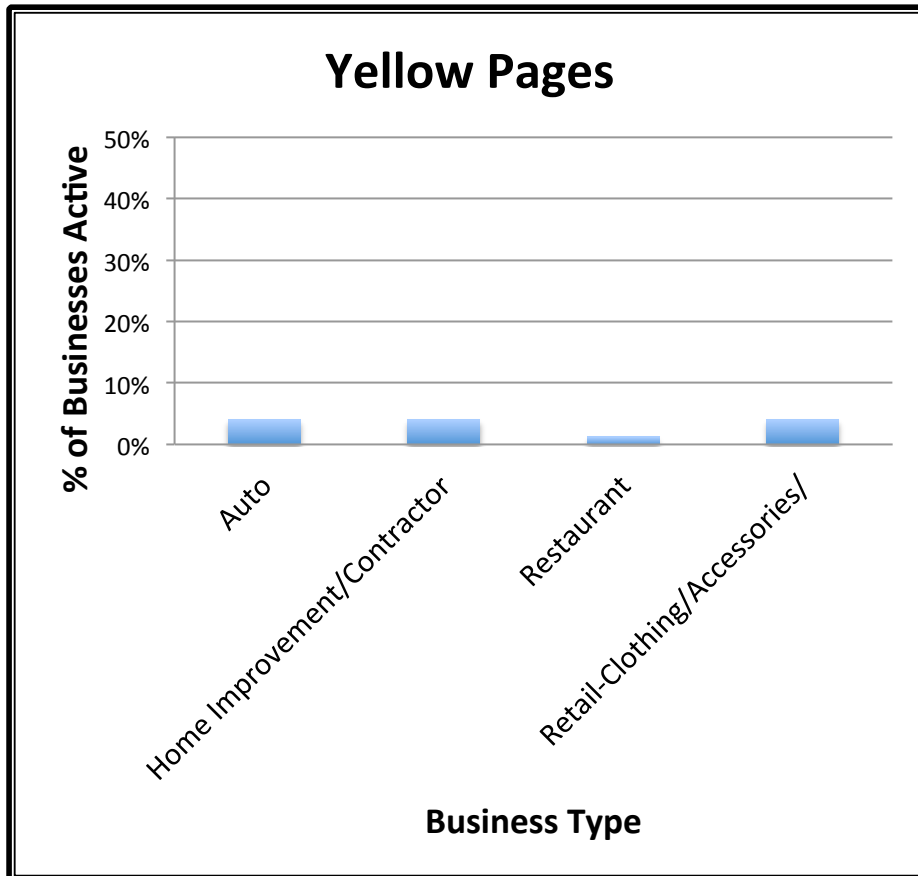
Active = Three or more videos



Category	Total Active	Total Overall	Active as a %
Fitness	4	15	27%
Food/Grocery	1	25	4%
Improvement/Svs. Contractor	2	25	8%
Insurance	2	15	13%
Legal	3	25	12%
Medical	2	25	8%
Nightlife/Club	1	3	33%
Religious	1	4	25%
Restaurant	11	81	14%
Clothing/Accessories/Shoes	2	25	8%
Retail-Jewelry	2	5	40%
Transportation	3	5	60%
Wine/Liquor	1	5	20%
All Businesses	35	497	7%

NJ Suburb: Active on Yellow Pages

Active = Advertising presence (text, sponsored listing, display, etc.)



Category	Total Active	Total Overall	Active as a %
Auto	1	25	4%
Home Improvement/Contractor	1	25	4%
Restaurant	1	81	1%
Retail-Clothing/Accessories/Shoes	1	25	4%
All Businesses	4	497	1%