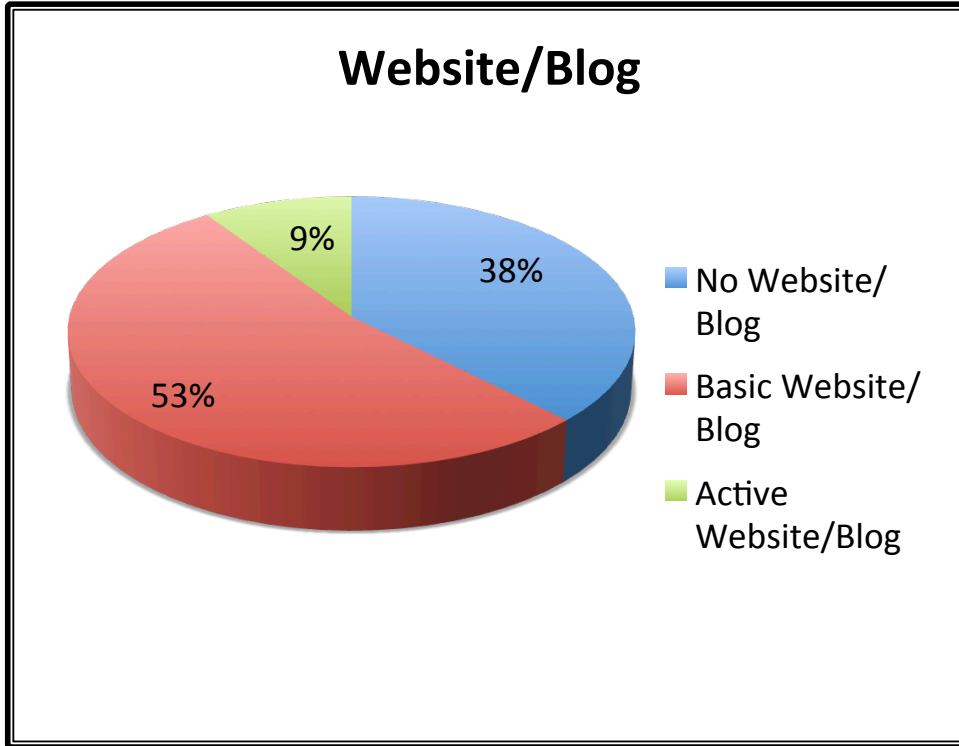
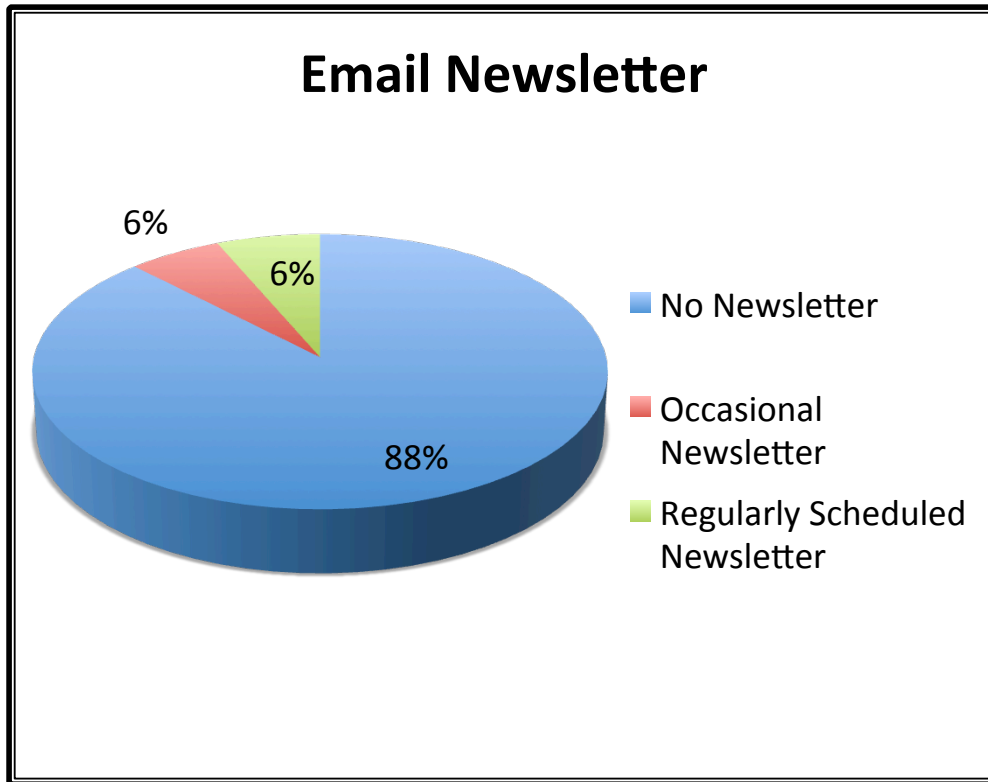


NJ Suburb: Website/Blog



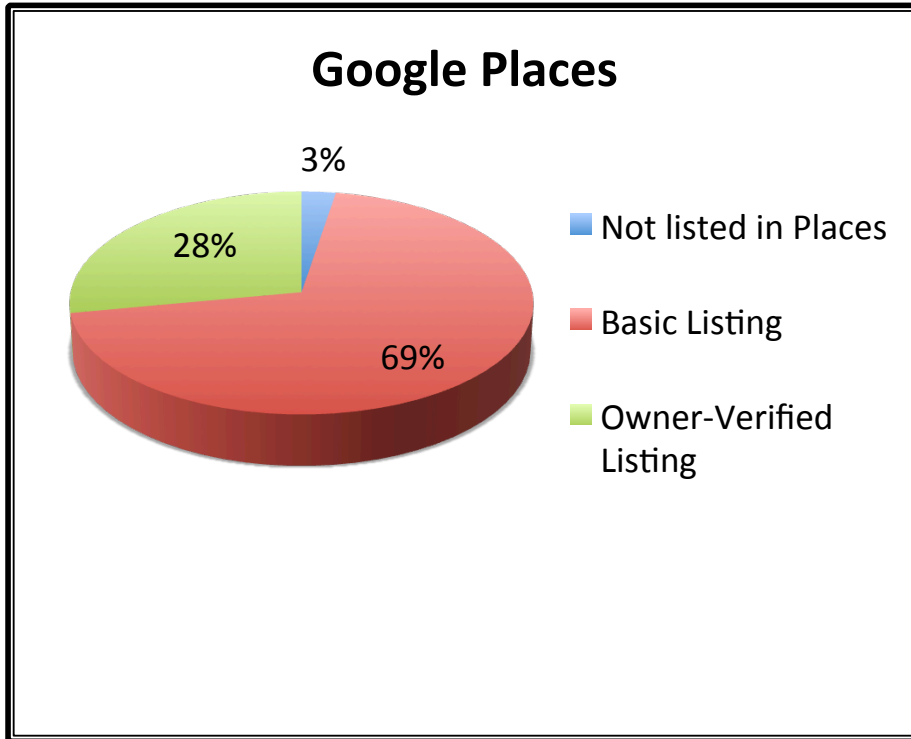
Website/Blog	# of Companies
No Website/Blog	187
Basic Website/Blog	263
Active Website/Blog (updated in last month)	47

NJ Suburb: Email Newsletter



Email Newsletter	# of Businesses
No Newsletter	436
Occasional Newsletter	29
Regularly Scheduled Newsletter	32

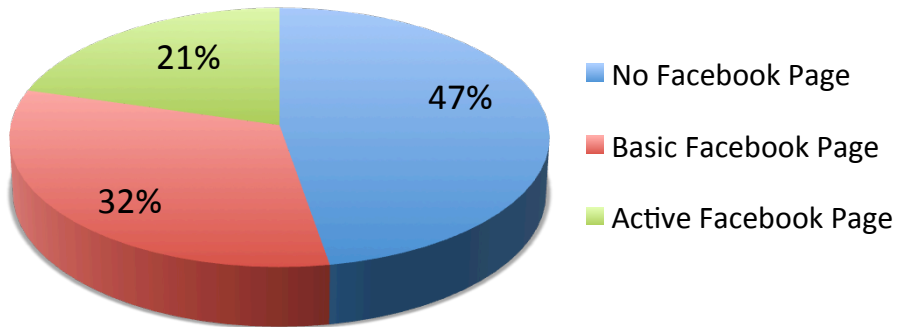
NJ Suburb: Google Places



Google Places Listing	# of Businesses
Not listed in Places	13
Basic Listing	345
Owner-Verified Listing	139

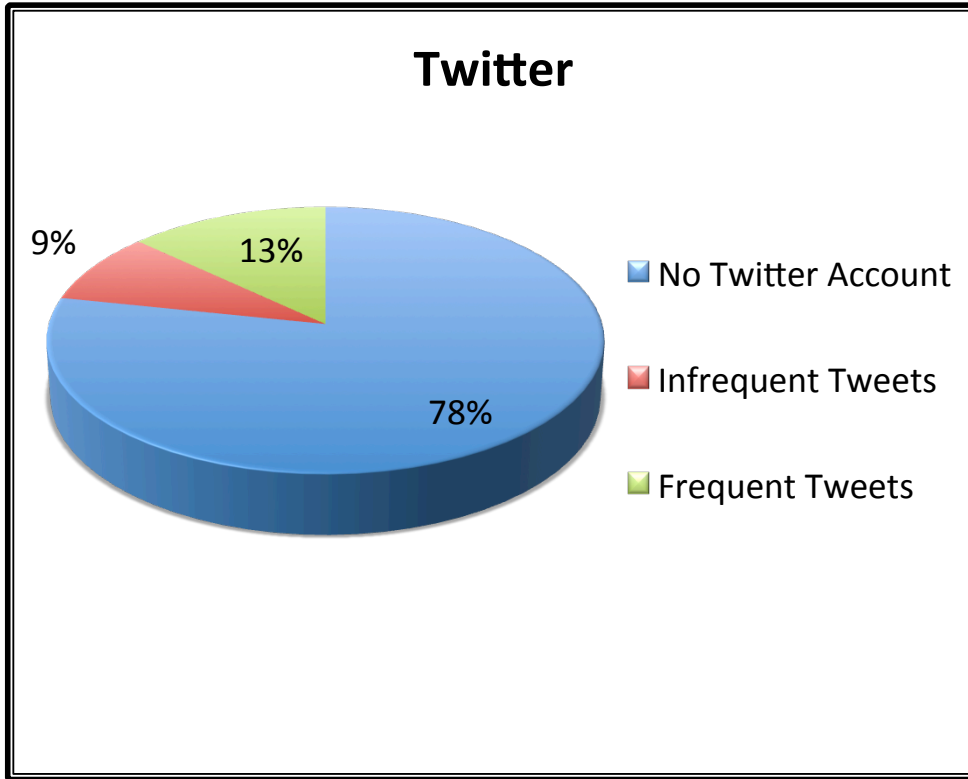
NJ Suburb: Facebook

Facebook



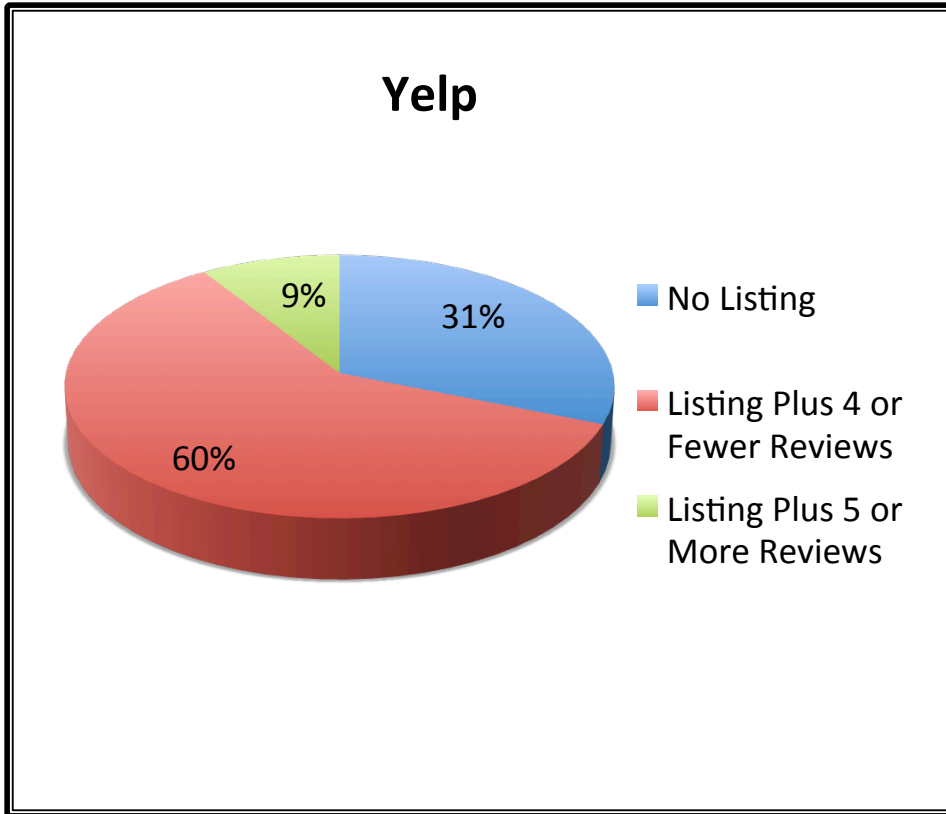
Facebook Page	# of Businesses
No Facebook Page	235
Basic Facebook Page	160
Active Facebook Page (updated in last two weeks)	102

NJ Suburb: Twitter



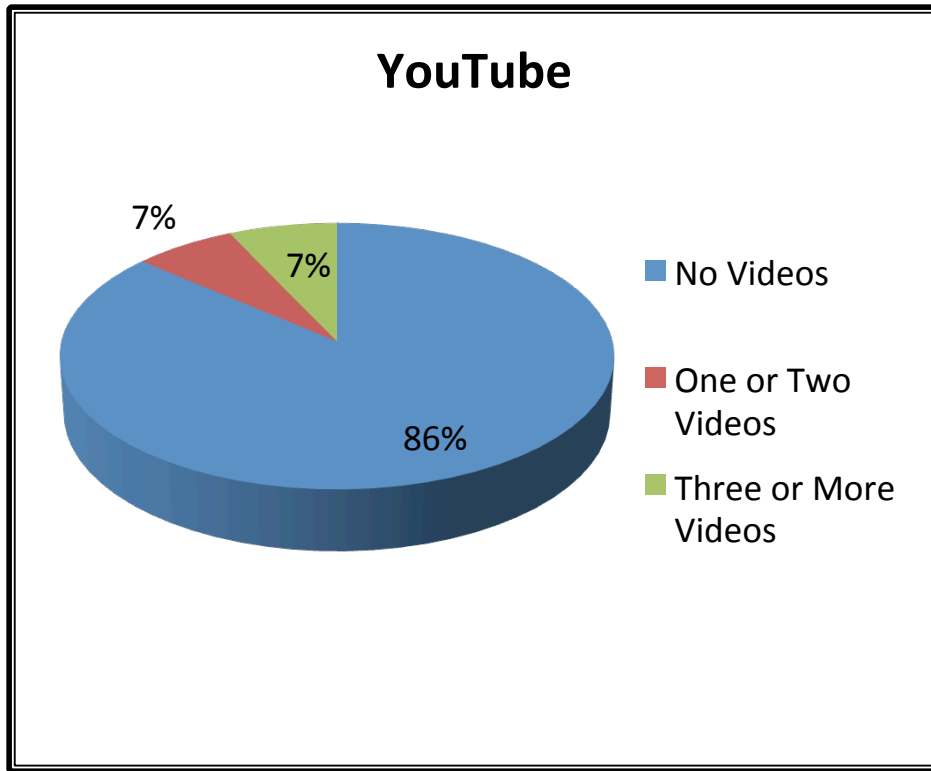
Twitter Account	# of Businesses
No Twitter Account	389
Infrequent Tweets	43
Frequent Tweets (latest tweet < one week)	65

NJ Suburb: Yelp



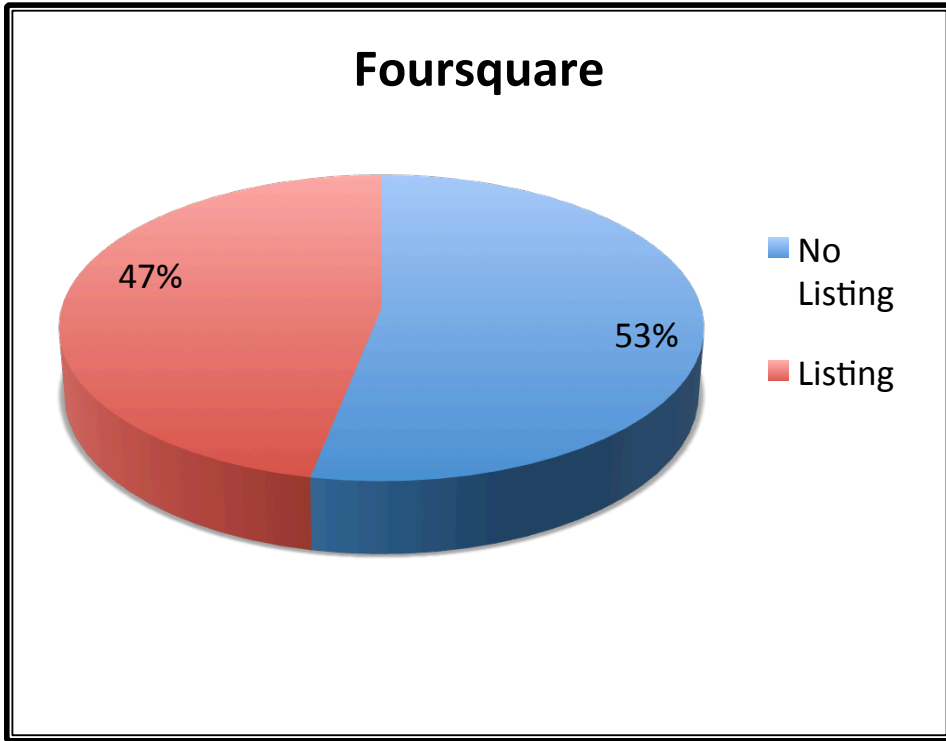
Yelp Listing	# of Businesses
No Listing	155
Listing + 4 or fewer Reviews	297
Listing + 5 or more Reviews	45

NJ Suburb: YouTube



YouTube Videos	# of Companies
No Videos	429
One or Two Videos	33
Three or More Videos	35

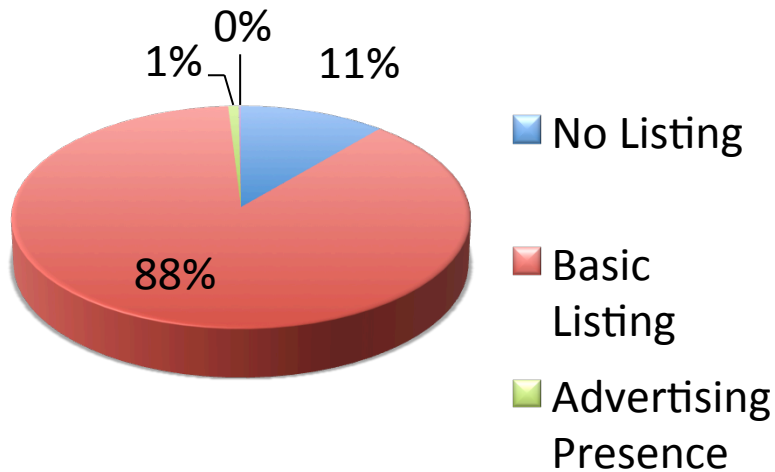
NJ Suburb: Foursquare



Foursquare Listing	# of Businesses
No Listing	264
Listing	233

NJ Suburb: Yellow Pages

Yellow Pages



Yellow Pages	# of Businesses
No Listing	56
Basic Listing	437
Advertising Presence	4