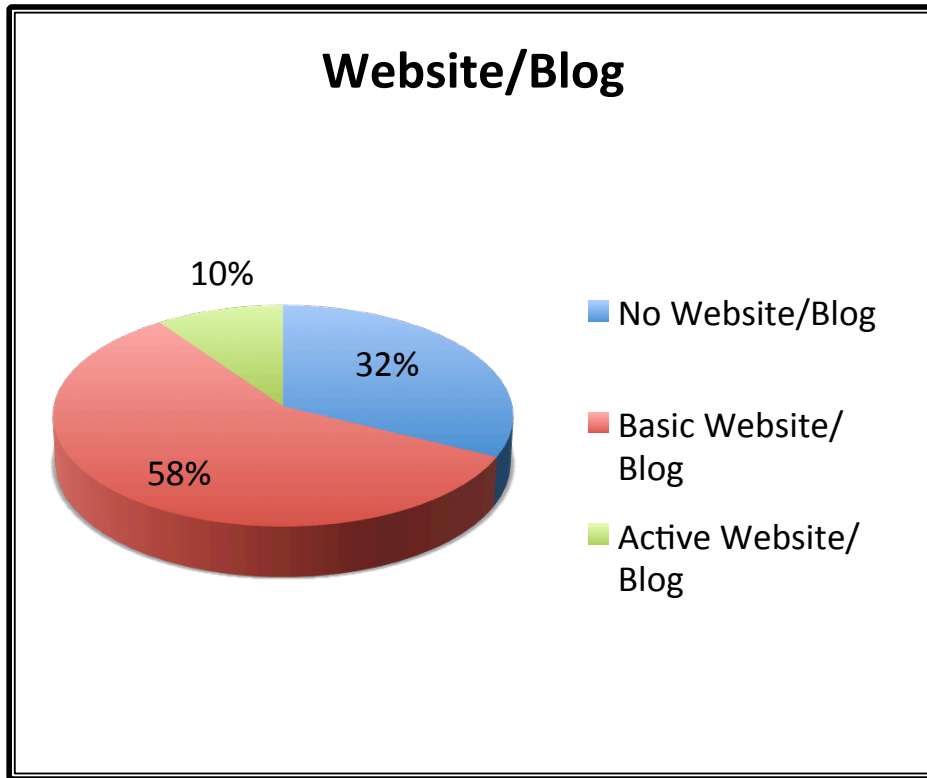
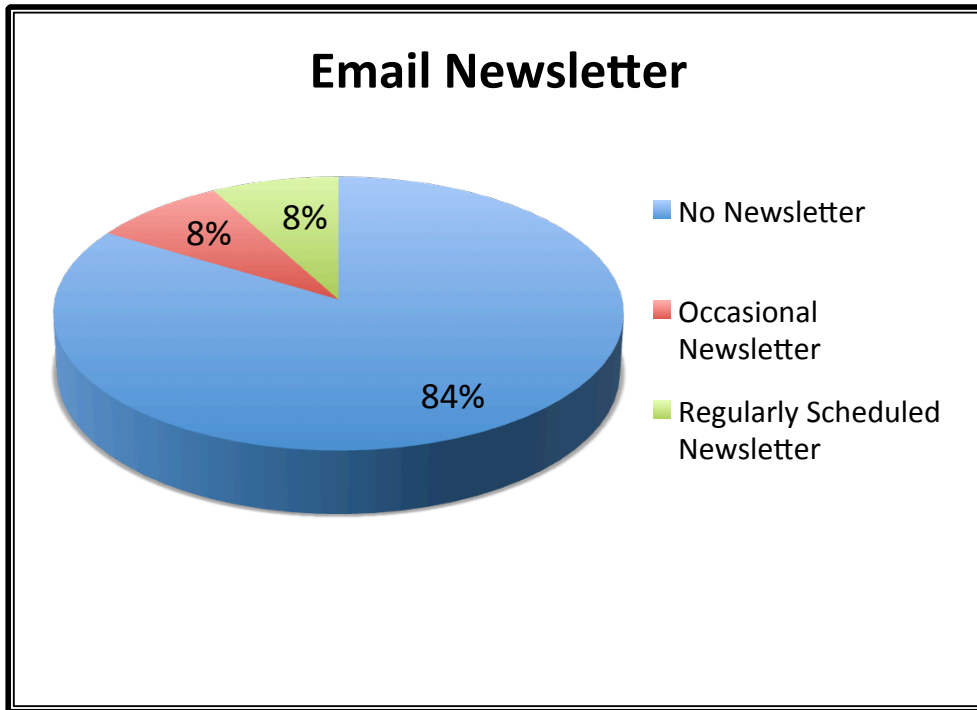


NYC Neighborhood: Website/Blog



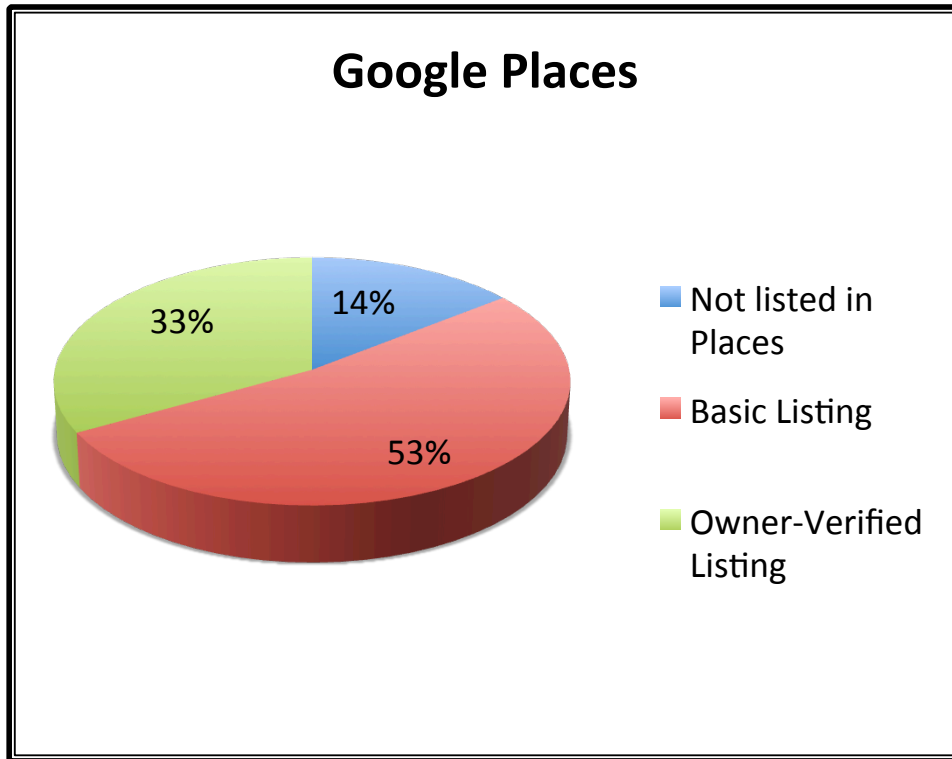
Website/Blog	# of Companies
No Website/Blog	162
Basic Website/Blog	290
Active Website/Blog (updated in last month)	49

NYC Neighborhood: Email Newsletter



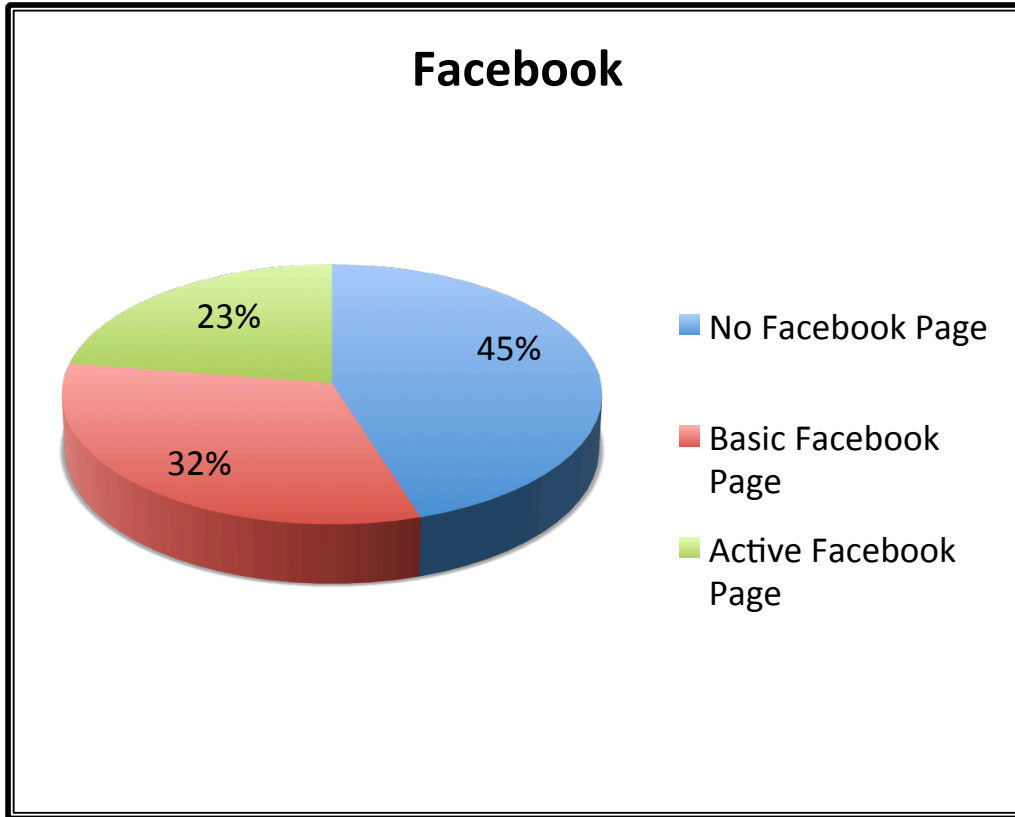
Email Newsletter	# of Companies
No Newsletter	419
Occasional Newsletter	42
Regularly Scheduled Newsletter	40

NYC Neighborhood: Google Places



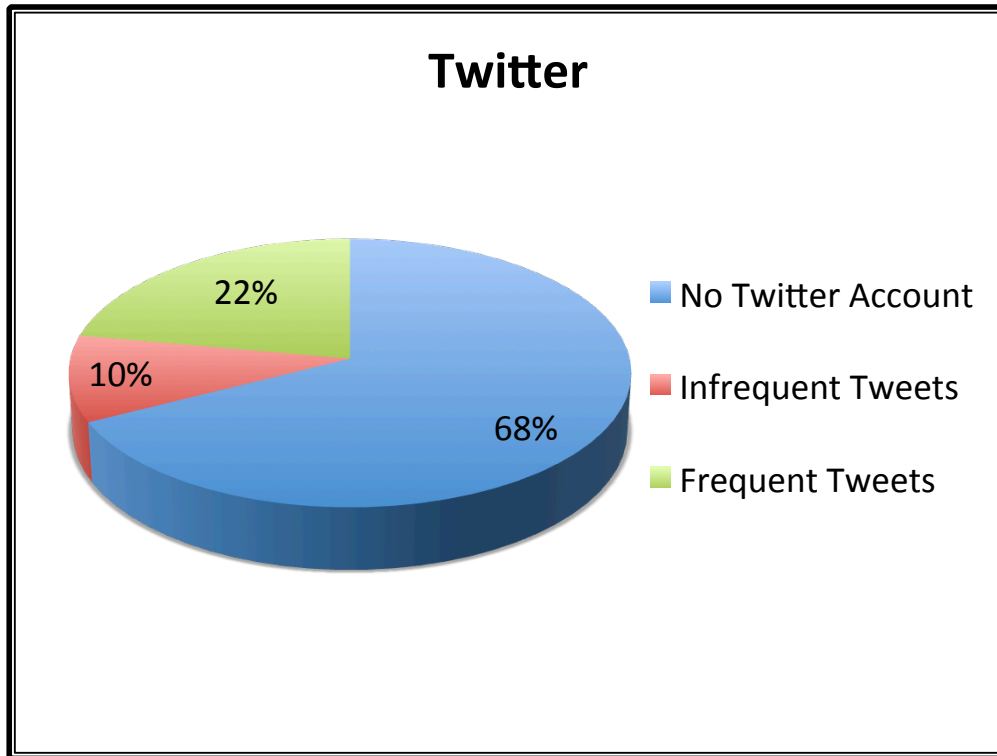
Google Places Listing	# of Companies
Not listed in Places	72
Basic Listing	263
Owner-Verified Listing	166

NYC Neighborhood: Facebook



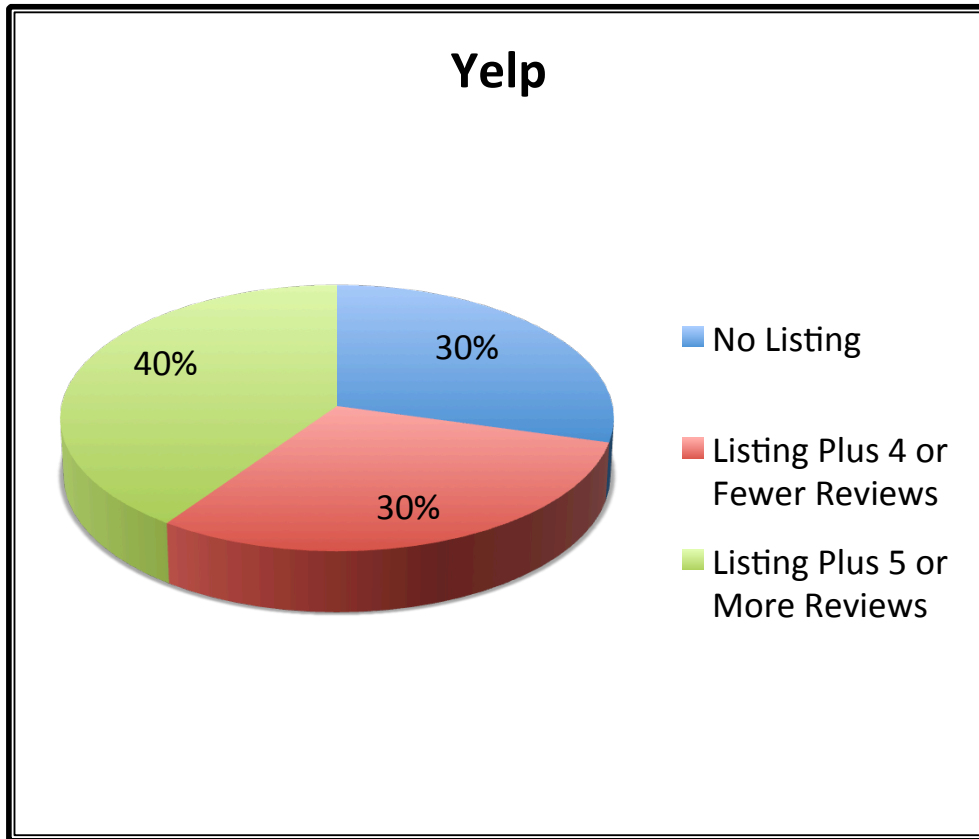
Facebook Page	# of Companies
No Facebook Page	226
Basic Facebook Page	162
Active Facebook Page (updated in last two weeks)	113

NYC Neighborhood: Twitter



Twitter Account	# of Companies
No Twitter Account	338
Infrequent Tweets	52
Frequent Tweets (latest tweet < one week)	111

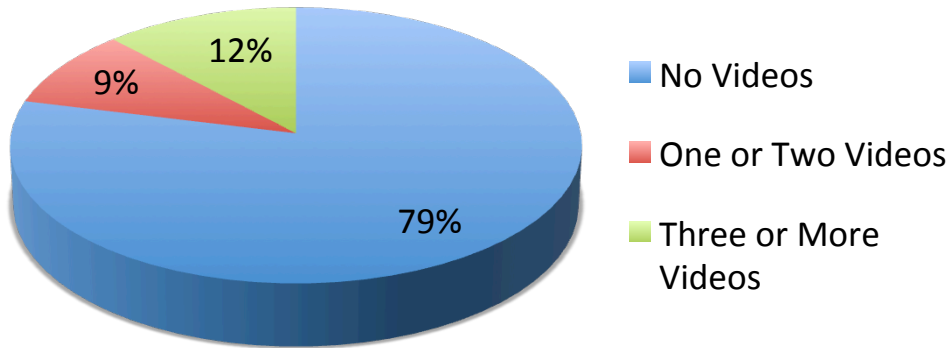
NYC Neighborhood: Yelp



Yelp Listing	# of Companies
No Listing	147
Listing + 4 or fewer reviews	152
Listing + 5 or more reviews	202

NYC Neighborhood: YouTube

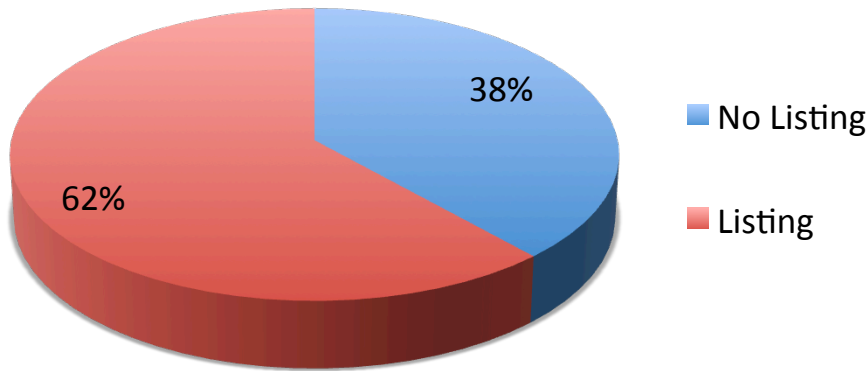
YouTube



YouTube Videos	# of Companies
No Videos	395
One or Two Videos	46
Three or More Videos	60

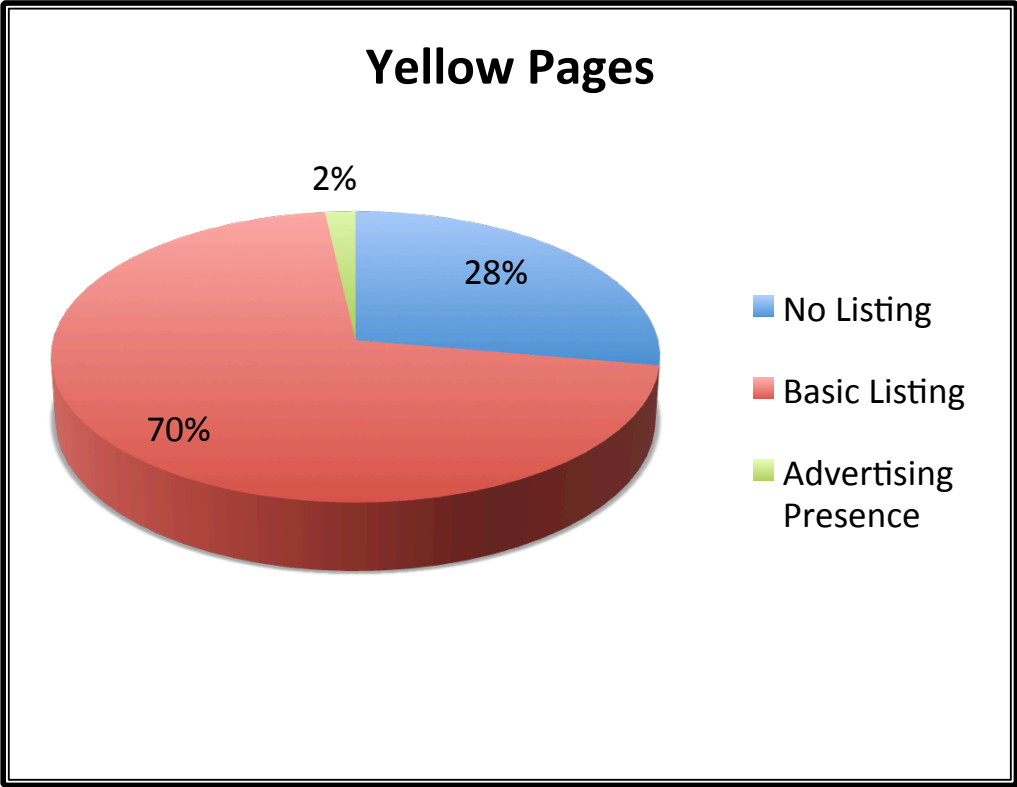
NYC Neighborhood: Foursquare

Foursquare



Foursquare Listing	# of Companies
No Listing	192
Listing	309

NYC Neighborhood: Yellow Pages



Yellow Pages	# of Businesses
Basic Listing	353
Advertising Presence	9
No Listing	139