



SEN Member Survey Results

5.0 percent of respondents have and post on a blog

The majority of respondents have a LinkedIn account and connect with colleagues one time a month

While 65 percent of SEN members who participated are active on social media, 35.0 percent of these respondents are posting on the accounts themselves. 40% have a current employee that posts regularly

62.5 percent currently have a Houzz profile

Of those that responded, 40.0 percent use an iPad or tablet regularly in their business

The go-to trade publication to read is *Kitchen & Bath Design News*, followed by *Kitchen & Bath Business*

The biggest areas where SEN Member respondents are interested in improving their businesses this year are profitability, productivity and gross profit

72.5 percent of respondents plan to expand their staff in 2014, a byproduct of the 85 percent that feel confident about the economy