



HOME IMPROVEMENT
RESEARCH INSTITUTE

PUBLICATION & USAGE GUIDELINES

Home Improvement Research Institute (HIRI) Members may publish and utilize research conducted and issued by HIRI outside of the member organization as outlined in the Bylaws and pursuant to the following guidelines.

Members may publish and use HIRI research data at the demographic, product, channel, or category level as a result of analysis conducted by that member company. In these cases, HIRI must be one of multiple data sources within the members internal analysis and/or reporting. HIRI must be cited as a contributing data source to the internal analysis and/or reporting.

The below Publication & Usage Guidelines apply to HIRI produced research reports, data, and analysis in their original state and/or when they are the single source of information being reported outside of the member organization.

1. Potential publication and usage of HIRI research outside of the member organization may include but is not limited to presentations, articles, social posts, summary documentation.
2. Data release is limited to summary statistics based on the total survey base. Presentation of data by demographic or operational characteristics is not permitted without HIRI approval. Approved demographic or operational characteristics must not cover a range of demographic or operational characteristics within a single document.
3. Information on product categories may be published and used outside of the member organization provided data are limited to total study statistics. However, specific product information is not permitted.
4. Oral presentations and handouts are subject to the same restrictions as publication and use of data outside of the member organization.
5. No more than two pages or 1,000 words of published editorial may be devoted to a single HIRI study. Page sizes are based on a standard magazine vs. tabloid format.
6. HIRI data used on websites, blog articles, social media posts, etc. is limited by the same guidelines as stated in this document and should provide a link back to HIRI's home page (www.hiri.org) or news article.
7. Nonmembers may reproduce only information provided in publicly distributed news releases.
8. Brand and store name information is not subject to distribution at any time outside the membership.

9. Proper credit to HIRI and the appropriate report must be given with abidance by all copyright restrictions.
10. Violation of HIRI Publication & Usage Guidelines is subject to membership termination and forfeiture of membership fees.

If members have any questions as to whether planned publication and use of data meets the above guidelines, they may provide copy for review by to the Executive Director of HIRI. However, prior approval of information which abides by the stated guidelines is not required. Data outside the guidelines stated above requires approval by HIRI Board of Directors.

The HIRI Board of Directors reserves the right to review findings published by members and nonmembers to ensure that publication is in the continued best interests of the organization. Members who do not abide by the stated guidelines will be notified of any violations. Members who repeatedly fail to comply with the stated guidelines will be subject to a hearing by the Board which may result in the revocation of the ability to publish research within the first 12 months.