

# JOIN 100+ LEADING COMPANIES WITH **ON-DEMAND & UNLIMITED ACCESS** TO \$1M IN HOME IMPROVEMENT INDUSTRY RESEARCH

*When You Become a Member of the Home Improvement Research Institute*

**GAIN ACCESS TO CORE INSIGHTS ACROSS  
THREE RESEARCH PILLARS COVERING  
CONSUMER & PRO CUSTOMERS.**



## **HAVE ON-DEMAND ANSWERS REGARDING:**

- 01** What key variables are, and will, drive the home improvement market?
- 02** What are the primary shopping and purchasing behaviors of Pros and DIYers?
- 03** What is the current - and future - size of the home improvement market generally and specifically by customer type, by trade, by product category, by project type?
- 04** What home improvement projects are started, when, why, and after what research process?
- 05** How, where, and how much are DIYers and Pros spending on Home Improvement products?
- 06** What factors are driving change in DIYer and Pro channel preferences and influencing channel selection?



UNDERSTAND YOUR CUSTOMERS & INCREASE CERTAINTY

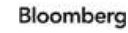


EXTEND YOUR RESEARCH BUDGET



INCREASE EFFECTIVENESS OF YOUR CUSTOMER INSIGHTS TEAMS

[View the Full Scope of HIRI Research](#)



## EXECUTIVES ACROSS BUSINESS UNITS ARE ABLE TO:

- Understand Key Purchase Drivers in the Evolving Marketplace
- Understand Pro and Consumer Attitudes and Behaviors
- Increase Organization ROI
- Identify Emerging Opportunities & New Revenue Streams

## DIRECTORS & MANAGERS USE HIRI RESEARCH TO:

- Extend Departmental Budgets and Increase ROI
- Be Better Informed to Execute on Departmental Initiatives
- Drive Decisions with Authoritative Customer- and Market-Centric Research

## CUSTOMER INSIGHTS ANALYSTS & RESEARCHERS ARE ABLE TO:

- Spend Less Time on Data Collection
- Provide Well-Rounded Analysis to Executives
- Decrease Turnaround Times
- Leverage Historical Data to Inform Leadership's Understanding of Emerging Questions of the Day

### HIRI MEMBERSHIP IS A FRACTION OF THE COST OF JUST ONE FTE ANALYST

These minimal membership dues are pooled to fund the \$1M in market research provided to members throughout the year. HIRI is a non-profit organization, so you can be sure your membership dues are going towards the market research you need to make wise decisions. Simply reach out for specifics on member dues.

## PERKS OF A HIRI MEMBERSHIP

**\$1M** in up-to-date, primary market research conducted by industry recognized researchers at **The Farnsworth Group**

**No limits** on the number of users with full access to HIRI resources within each organization

**On-demand access** to raw data files alongside a Research Report on every study

Support from HIRI's **research specialists**

Member exclusive participation rights in the annual **HIRI Summit**. The HIRI Summit facilitates presentations by **leading home improvement industry experts** so that HIRI members maintain a comprehensive understanding of how to **stay ahead of the changes** impacting the home improvement market.



**JOIN THE RANKS OF 100+ LEADING COMPANIES**  
*DRIVING THE HOME IMPROVEMENT INDUSTRY*

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