

GfK MRI

National Study Survey Dates

Study	Wave	Field Dates	Release
2018 Fall Study (Waves 78 & 79)	79	March 2018 - November 2018	Dec 2018 Demos/Media Feb 2019 Products/TV/Psychographics
2018 Spring Study (Waves 77 & 78)	78	September 2017 - May 2018	June 2018 Demos/Media Aug 2018 Products/TV/Psychographics
2017 Fall Study (Waves 76 & 77)	77	March 2017 - November 2017	Dec 2017 Demos/Media Feb 2018 Products/TV/Psychographics
2017 Spring Study (Waves 75 & 76)	76	September 2016 - May 2017	June 2017 Demos/Media Aug 2017 Products/TV/Psychographics
2016 Fall Study (Waves 74 & 75)	75	March 2016 - November 2016	Dec 2016 Demos/Media Feb 2017 Products/TV/Psychographics
2016 Spring Study (Waves 73 & 74)	74	September 2015 - May 2016	June 2016 Demos/Media Aug 2016 Products/TV/Psychographics
2015 Fall Study (Waves 72 & 73)	73	March 2015 - November 2015	Dec 2015 Demos/Media Feb 2016 Products/TV/Psychographics
2015 Spring Study (Waves 71 & 72)	72	September 2014 - May 2015	June 2015 Demos/Media Aug 2015 Products/TV/Psychographics
2014 Fall Study (Waves 70 & 71)	71	March 2014 - November 2014	Dec 2014 Demos/Media Feb 2015 Products/TV/Psychographics
2014 Spring Study (Waves 69 & 70)	70	September 2013 - May 2014	June 2014 Demos/Media Aug 2014 Products/TV/Psychographics
2013 Fall Study (Waves 68 & 69)	69	March 2013 - November 2013	Nov 2013 Demos/Media Feb 2014 Products/TV/Psychographics
2013 Spring Study (Waves 67 & 68)	68	September 2012 - May 2013	May 2013 Demos/Media Aug 2013 Products/TV/Psychographics

Doublebase Survey Dates

Study	Wave	Release
2018 Doublebase	75, 76, 77, 78	July Demos/Media
2017 Doublebase	73, 74, 75, 76	Sep Products/TV/Psychographics
2016 Doublebase	71, 72, 73, 74	
2015 Doublebase	69, 70, 71, 72	
2014 Doublebase	67, 68, 69, 70	

QUESTIONS?

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