

# GfK MRI

## National Study Survey Dates

Study	Wave	Field Dates	Release
<b>2021 Fall Study</b> (Waves 84 & 85)	85	March 2021 - November 2021	<b>Dec 2021</b> Demos/Media <b>Mar 2022</b> Products/TV/Psychographics
<b>2021 Spring Study</b> (Waves 83 & 84)	84	September 2020 - May 2021	<b>June 2021</b> Demos/Media <b>Aug 2021</b> Products/TV/Psychographics
<b>2020 Fall Study</b> (Waves 82 & 83)	83	March 2020 - November 2020	<b>Dec 2020</b> Demos/Media <b>Mar 2021</b> Products/TV/Psychographics
<b>2020 Spring Study</b> (Waves 81 & 82)	82	September 2019 - May 2020	<b>June 2020</b> Demos/Media <b>Aug 2020</b> Products/TV/Psychographics
<b>2019 Fall Study</b> (Waves 80 & 81)	81	March 2019 - November 2019	<b>Dec 2019</b> Demos/Media <b>Mar 2020</b> Products/TV/Psychographics
<b>2019 Spring Study</b> (Waves 79 & 80)	80	September 2018 - May 2019	<b>June 2019</b> Demos/Media <b>Aug 2019</b> Products/TV/Psychographics
<b>2018 Fall Study</b> (Waves 78 & 79)	79	March 2018 - November 2018	<b>Dec 2018</b> Demos/Media <b>Mar 2019</b> Products/TV/Psychographics
<b>2018 Spring Study</b> (Waves 77 & 78)	78	September 2017 - May 2018	<b>June 2018</b> Demos/Media <b>Aug 2018</b> Products/TV/Psychographics
<b>2017 Fall Study</b> (Waves 76 & 77)	77	March 2017 - November 2017	<b>Dec 2017</b> Demos/Media <b>Mar 2018</b> Products/TV/Psychographics
<b>2017 Spring Study</b> (Waves 75 & 76)	76	September 2016 - May 2017	<b>June 2017</b> Demos/Media <b>Aug 2017</b> Products/TV/Psychographics
<b>2016 Fall Study</b> (Waves 74 & 75)	75	March 2016 - November 2016	<b>Dec 2016</b> Demos/Media <b>Mar 2017</b> Products/TV/Psychographics
<b>2016 Spring Study</b> (Waves 73 & 74)	74	September 2015 - May 2016	<b>June 2016</b> Demos/Media <b>Aug 2016</b> Products/TV/Psychographics

## Doublebase Survey Dates

Study	Wave	Release
2021 Doublebase	81, 82, 83, 84	<b>July</b> Demos/Media
2020 Doublebase	79, 80, 81, 82	<b>Sep</b> Products/TV/Psychographics
2019 Doublebase	77, 78, 79, 80	
2018 Doublebase	75, 76, 77, 78	
2017 Doublebase	73, 74, 75, 76	

### QUESTIONS?

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