

MRI National Study Survey Dates

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

Doublebase Survey Dates

Study	Wave	Release	Release
2021 Doublebase	81, 82, 83, 84	July	Demos/Media
2020 Doublebase	79, 80, 81, 82	Oct	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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