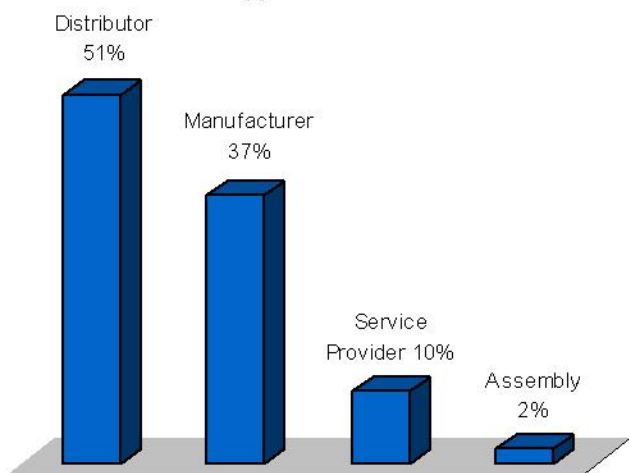


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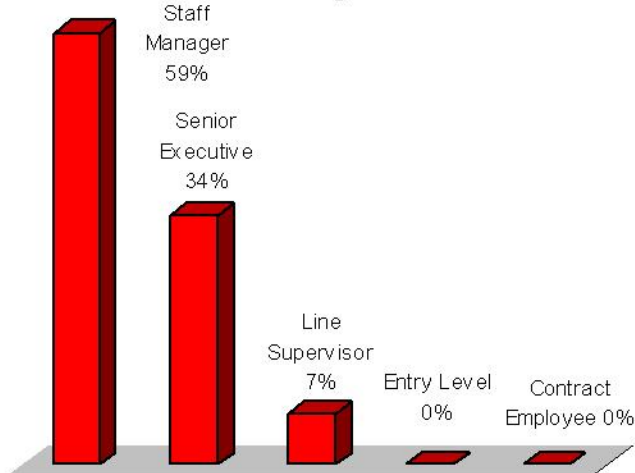
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Characteristics of Material Handling BIZ Readers

Type of Business



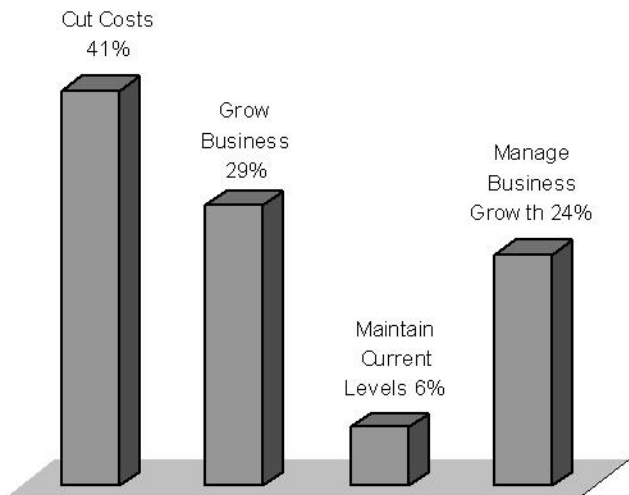
Management Level



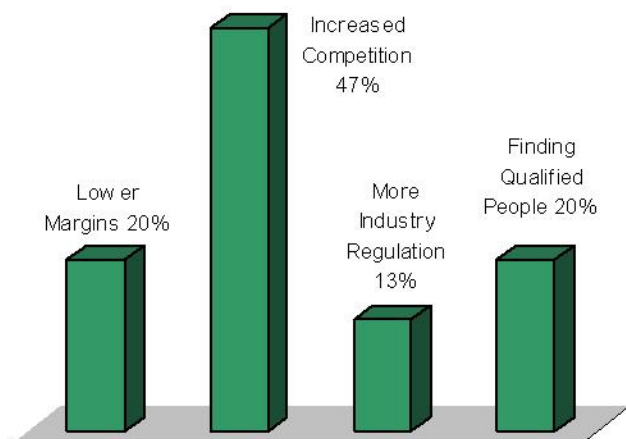
Characteristics of Reader Survey Responders

Responses were gathered for one-week following the distribution of the email survey. Respondents were given the option to remain anonymous or provide their email address for inclusion in a contest.

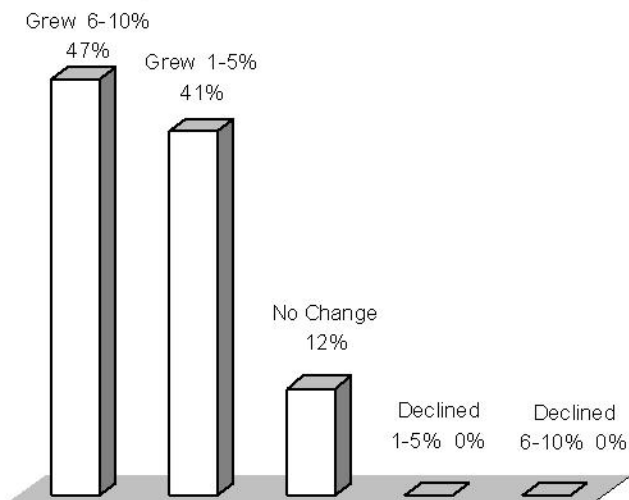
Single Greatest Business Challenge Next Year



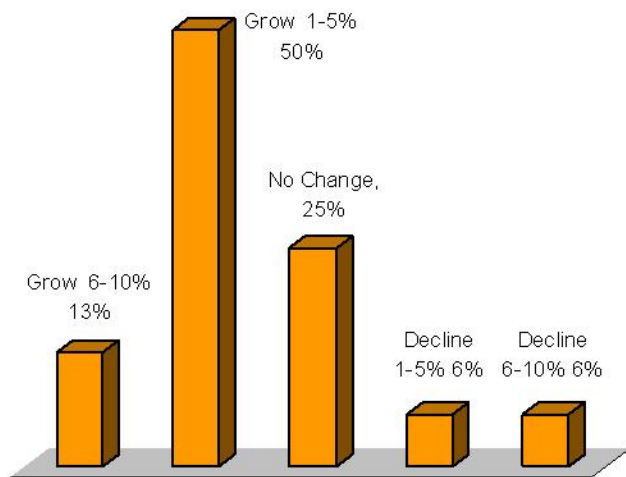
What is the Single Biggest Change in Your Business



Compared to Last Year—Your Business



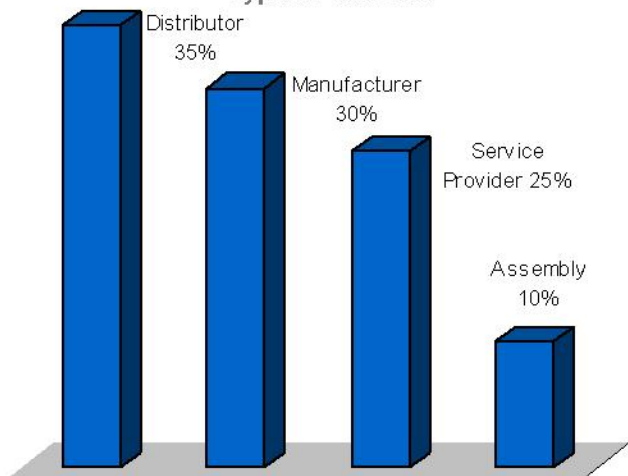
What Change Do You Expect in Your Business Next Year



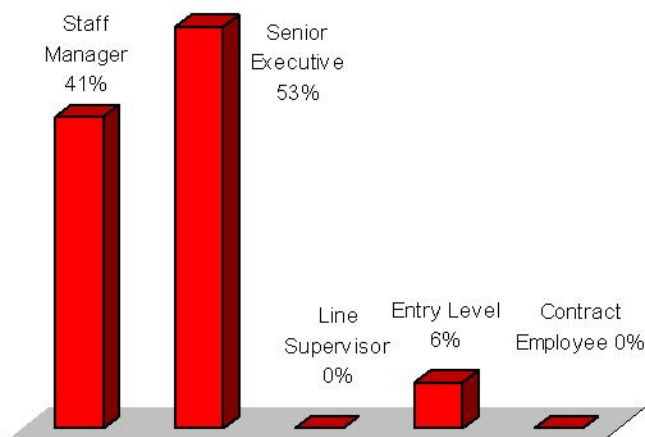
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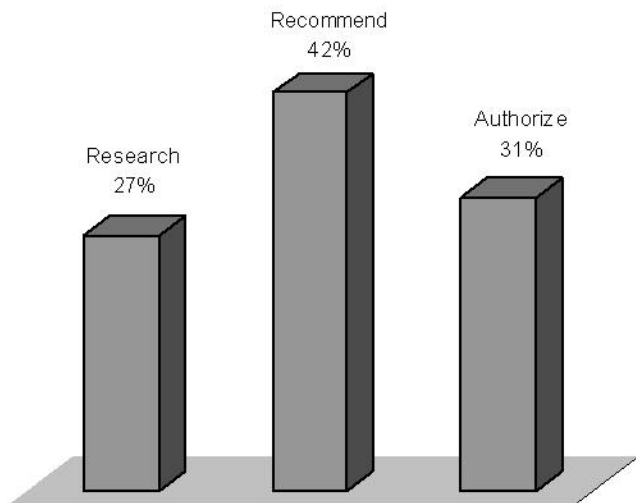
Type of Business



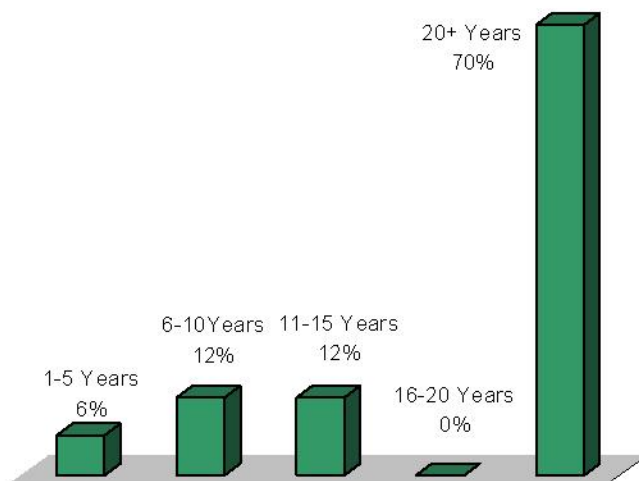
Management Level



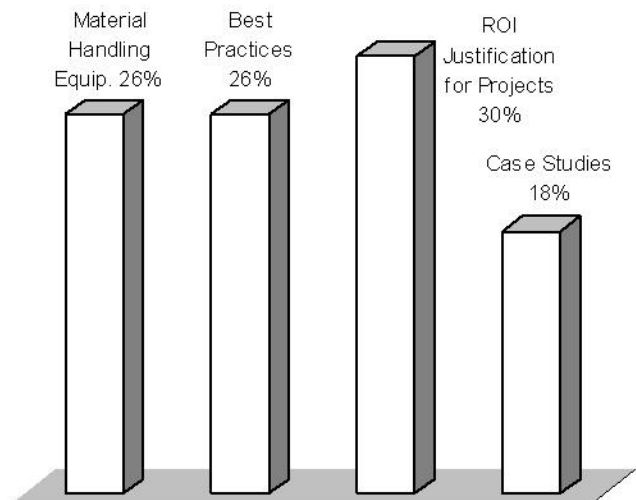
Purchase Authority



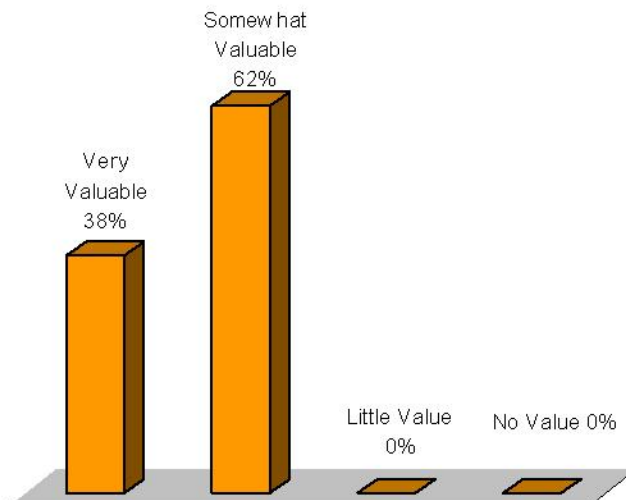
Length of Industry Experience



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Material Handling BIZ is read and accepted by decision-makers. The acceptance rate of this online newsletter is 99.97%; measured by the opt-out requests compared to the number of newsletters distributed.