



African American Markets

GAZELLE INDEX™

**Confidence Index of African American
Business Leaders**

Third Quarter 2003 Survey



***Conducted by:
Boston Research Group, Inc.***

GAZELLE INDEX™

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Foreword

During the 3rd quarter of 2003, the **ING GAZELLE INDEX™** increased from 52.8 to 55.1. This was the highest value of the index since the second quarter 2002 when it stood at 67.7 (an index value of 50 or more means that CEO's are more positive than negative in their current and future outlook).

The **ING GAZELLE INDEX™** is a quarterly survey that measures the business confidence and expectations of 350 CEOs of the nation's fastest growing African American-owned companies with 10 to 100 employees. It is a nationally representative survey with a margin of error of + or – 5%.

During the third quarter the Commerce Department announced that the economy grew by a strong 7.2%, the fastest quarterly growth in nearly 20 years and more than doubles the 3.3% growth for the 2nd quarter 2003. During the second quarter of 2003, The **ING GAZELLE INDEX™** predicted this rapid third quarter GDP growth by registering a 39% increase over the first quarter value (increasing from 37.9 in the first quarter to 52.8 in the second quarter 2003).

The Conference Board's Index of Business Confidence measures the outlook of the nation's 100 chief executives. This index also increased during the third quarter to 67, from its second quarter value of 60. Since the 4th quarter of 2002, the overall index values of the ING Gazelle Index and the Conference Board Index have moved in the same direction. The identical components of both indexes are the index of CEOs perceptions of current economic conditions today versus six months ago and CEOs optimism 6 months into the future as opposed to today. During the 3rd quarter, the Gazelle Index measure of current economic conditions today versus

six months ago increased from 34.9 (in the 2nd quarter) to 47.4 in the 3rd Quarter. The Conference Board's index of this same measure increased from 55.0 to 64.0. Similarly, while the Gazelle Index measure of future optimism increased from 65.6 in the 2nd quarter to 69.0 during the 3rd quarter, the Conference Board's CEO index of future optimism increased from 66.0 to 73.0.

Gazelle CEOs are guardedly optimistic about business activity during the coming holiday season. When asked about expectations of business activity for the coming holiday season versus last holiday season, 6.9% of Gazelle CEOs expect significantly better business while 24.9% expect business to be slightly better. By contrast, 46.6% expect no change from last holiday season while 19.4% expect business activity to be worse.

The percent of Gazelle CEOs that anticipate increasing hiring three months down the road increased to 50.6% in the 3rd Quarter from 48.3% in the 2nd Quarter. The strong future hiring plans of Gazelle CEO's first appeared in the 1st quarter 2003 survey and has continued each quarter since. The third quarter survey also asked Gazelle CEOs about their future spending plans; 40% plan to increase capital spending three months into the future while only 15.1% plan to decrease spending.

Also included in the 3rd quarter's survey are responses to questions regarding the President's management of the economy and CEOs opinions about the Administration's request for \$87 billion to support to war in Iraq and domestic security? Seventy-one percent (71%) of Gazelle CEOs stated they feel that President Bush does not have the economy on

the right track while 66% are opposed to the \$87 billion funding request.

The survey found that Gazelle CEOs spend on average 55 hours each week in managing their business and that 64% of their employees are African American. The survey also found that the factor that had the greatest influence on the CEOs' decision to start their businesses was the desire to exercise more control over their own destiny; 80.3% indicated this motivation played a significant role in their decision.

African American businesses included in the survey have between 10 and 100 employees and have experienced the fastest rate of employment growth over the last five years. The **GAZELLE INDEX™** surveys the confidence, expectations and plans of the CEOs of these fast growing businesses. The survey is part of ING's ongoing effort to assist consumers, businesses, policymakers and the media to better understand the dynamics of one of the nation's fastest growing business sectors. Quarterly results of the ING Gazelle Index are available electronically at www.gazelleindex.com.

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Introduction

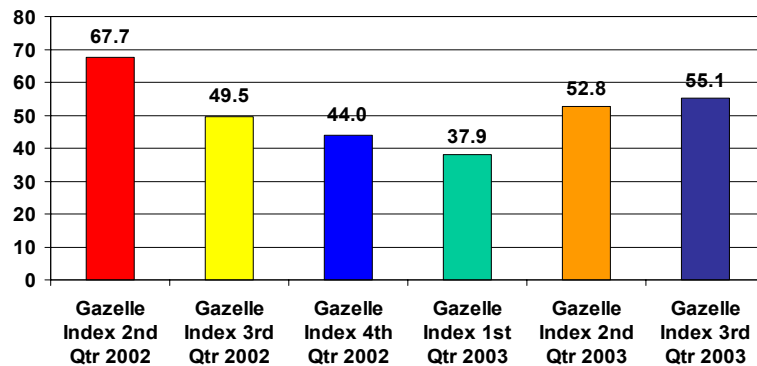
The **GAZELLE INDEX™** continued to register increasing CEO optimism and recorded its second straight quarterly increase. Gazelle CEOs plan to increase hiring and investment spending three months in the future. In general, the survey reveals that Gazelle CEOs are more optimistic than pessimistic about the future. This third quarter survey was conducted during the last three weeks of October 2003.

During the third quarter of 2003, the economy grew by 7.2%. This rapid growth reduced the overall unemployment rate to 5.7% by the end of September. However, the relatively poor job picture continued to put a break on consumer optimism, but the strong GDP growth indicates that significant improvements in the employment picture may be ahead. Also during the quarter, President Bush was successful in getting an \$87 billion package through Congress to support the war effort in Iraq and homeland security.

Executive Summary

The **ING GAZELLE INDEX™** continued to increase during the third quarter of 2003. The new index value of 55.1 is an increase over the second quarter value of 52.8 and is the highest value reached by the index since the second quarter 2002 when it stood at 67.7. The index value is derived from averaging four measures the business activity and confidence of CEOs of the fastest growing African American-owned companies. A reading of 50 or more indicates more positive than negative responses.

Gazelle Index



Gazelle Index vs. Conference Board Index

The Conference Board's Index of Business Confidence among the nation's 100 chief executives also increased during the third quarter to 67, from its second quarter value of 60. Since the 4th quarter of 2002, the overall index values of the Gazelle Index and the Conference Board index have moved in the same direction.

During the 3rd quarter, the Gazelle Index measure of current economic conditions today versus six months ago increased from 34.9 (in the 2nd quarter) to 47.4 in the 3rd Quarter. The Conference Board's index of this same measure increased from 55.0 to 64.0. Similarly, while the Gazelle Index measure of future optimism increased from 65.6 in the 2nd quarter to 69.0 during the 3rd quarter, the Conference Board's CEO index of future optimism increased from 66.0 to 73.0.

Three of the four component measures of the **Gazelle Index** increased during the third quarter. The three components that increased include CEO assessment of the economy today versus six months ago, CEO optimism six months ahead, and business activity within their company today versus six months ago. The component that decreased was the index measuring employment within their company today versus six months ago.

Future Hiring and Capital Spending

Although CEOs indicated that employment today versus six months ago is down, they continue to expect future hiring to increase. For example, when CEOs were asked whether they intend to increase hiring three months into the future, fifty and six-tenths percent (50.6%) responded that they intend to increase hiring as compared to forty-eight and three-tenths percent (48.3%) during the second quarter. The percent indicating that they intend to decrease hiring was only 8.0%, while thirty-seven and four-tenths percent (37.4%) stated that future hiring would remain about the same.

Forty percent (40.0%) of Gazelle CEOs plan to increase capital spending three months into the future while fifteen and one-tenths percent (15.1%) plan to decrease spending. By contrast, forty-two and six-tenths percent expect capital spending to remain the same.

Holiday Outlook

Gazelle CEOs are guardedly optimistic about business activity during the coming holiday season. When asked about expectations of business activity for the coming holiday season versus last holiday season, 6.9% of Gazelle CEOs expect significantly better business activity while 24.9% expect activity to be slightly better. By contrast, 46.6% expect no change from last holiday season while 19.4% expect business activity to be worse.

President's Policies

During the 3rd quarter, Gazelle CEOs were asked about the President's management of the economy. Seventy-one percent (71%) of Gazelle CEOs stated that they feel that the President does not have the economy on the right track while only 15.7% stated that they believe he does.

Regarding the Administration's request for \$87 billion to support to war in Iraq and domestic security, sixty-six percent (66.0%) of Gazelle CEO opposed the measure while twenty-four and three-tenths percent (24.3%) support it.

Employment and Work Characteristics

The survey found that Gazelle CEOs spend on average 55 hours each week managing their business and that 64% of their employees are African American.

Gazelle Index Components

In assessing whether general economic conditions are better today than they were six months before, Gazelle CEOs measured 47.4 on the Index. While this component of the Index is still slightly more negative than positive, it is up significantly from 34.9 in the second quarter 2003. During the

third quarter, 29.7% of Gazelle CEOs indicated that conditions were better as compared to 21.4% during the second quarter. Similarly, the percent indicating that conditions were not as good decreased from 40.0% in the second quarter to 32.9% in the third quarter.

Gazelle CEOs rated the economy six months in the future at 69.0, up from 65.6 during the second quarter. The percent feeling positive about the economy six months into the future was almost unchanged at 58.6% as compared to 58.3% during the second quarter. Optimism six months ahead was the most favorable of the four Index components.

In assessing business activity within their companies today versus business activity six months earlier, Gazelle CEOs measured 61.7, up from 58.9 on the Index in the second quarter. For the third quarter of 2003, 34.0% of Gazelle owners responded that their companies were doing better today than six months before as compared to 35.1% during the second quarter.

The final component of the Gazelle Index measures employment in Gazelle companies today versus six months ago. The third quarter Gazelle Index for employment was 42.2, down significantly from the previous quarter when it stood at 51.8. The decrease is explained by a drop in the percent of Gazelle CEOs who indicated that current employment is up over six months ago, 21.7% today as compared to 25.1% during the second quarter. Similarly, 29.7% indicated that employment is down as compared to only 23.4% reporting a decrease in employment during the second quarter.

Demographics

Gazelles responding to the second quarter 2003 survey were primarily located in the South (51.1%); others were located in

the Midwest (21.4%), the West (12.0%) and the Northeast (15.4%). Most African American-owned businesses are located in the South (52.8%), and others are located in the Northeast (18.9%), the Midwest (16.0%) and the West (12.3%).

For the third quarter 2003, Gazelles responding to the survey were most heavily concentrated in five industries: (1) Engineering and Management Services, (2) Business Services, (3) Manufacturing, (4) Computer and Data Processing (5) Special Trades Contracting.

Of all Gazelle owners responding to the survey, 78.9 % were men and Gazelles have, on average, 24 employees.

Factors Influencing Business Start-up

The survey found that the factor having the greatest influence on the decision by Gazelle CEOs to start their business was the desire to exercise more control over their own destiny; 80.3% indicated that this motivation played a significant role in their decision. The other important factors were: the desire to use their management experience and education (75.4%), desire to build personal wealth (71.4%), desire to serve their community (71.4%), and desire to overcome racial barriers (60.0%). Surprisingly, only 15.1% indicated they started their business in response to a job loss. However, 31.4% stated they started their business because they were dissatisfied with their job.

Methodology

BRG identified 1,497 African American-owned businesses throughout the U.S. whose employment increased by a minimum of 5% over the last five years and whose current employment is between 10 and 100 workers. Each quarter, BRG randomly surveys three hundred fifty (350) of these businesses. The survey was constructed to have a margin of error of + or – 5%.

The survey samples a representative number of the nation's fastest growing African American-owned businesses with 10 to 100 employees. BRG conducted the third quarter survey during the last three weeks of October 2003.

Averaging the Index value of four questions regarding economic outlook and business activity derives the Gazelle Index value. Dividing the positive response by the sum of the positive and negative responses derives the Index value for each question.

Questions regarding the methodology and content should be directed to Dr. Thomas D. Boston, email: boston-research@mindspring.com or by telephone to 1-888-661-6978.

Demographics of Gazelles

In the report that follows, all references are to African American-owned businesses unless otherwise indicated.

Figure 1 below shows the geographic distribution of Gazelles in the most recent survey. The majority of Gazelles in the random survey (51.1%) are located in the South. The Midwest region has the second largest percentage of Gazelles (21.4%). The West is third with 12.0%, and 15.4% of all Gazelles are located in the Northeast.

Figure 1
Distribution of Gazelles by Geographic Region

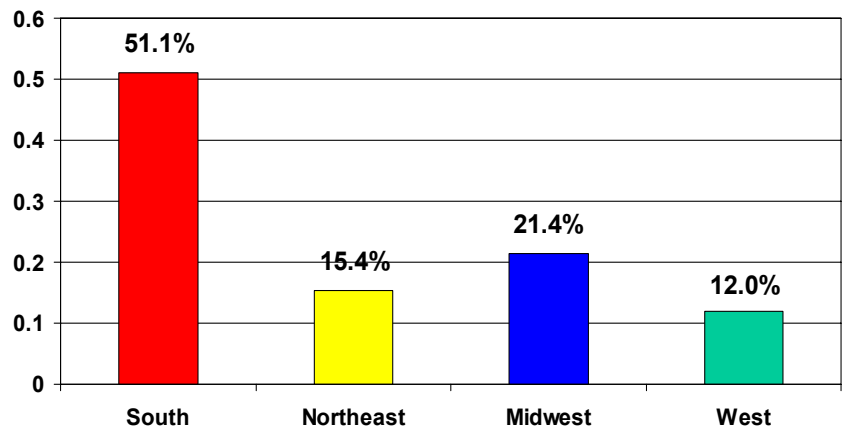


Figure 2 indicates that 42% of Gazelle CEOs who responded to the third quarter 2003 survey also participated in the second quarter survey.

Figure 2
Percentage of Respondents in 3rd Quarter Survey
who Participated in 2nd Quarter 2003 Survey

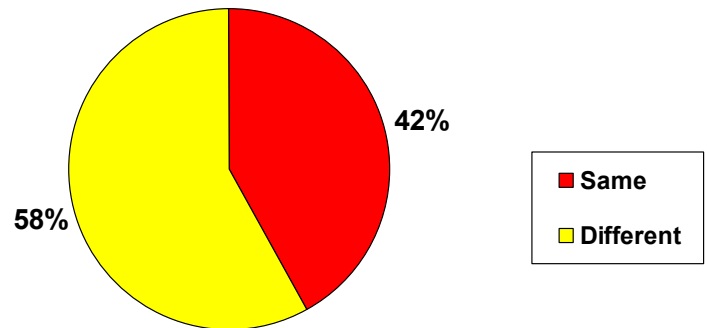


Figure 3 reveals that 21.1% of all Gazelle business owners are women, and 78.9% of such owners are men.

Figure 3
Gender of Gazelle Owner

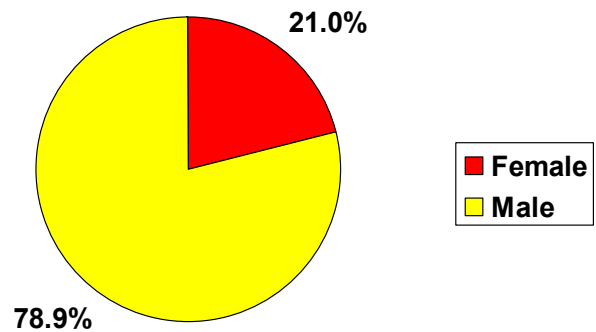


Figure 4 lists the top ten industries for Gazelle respondents. Engineering and Management Services leads the list with 19.5% of all Gazelles. Business Services is next (17.5%) and is followed by Manufacturing (9.0%) and Computer and Data Processing Services (9.0%). Specialty Trades Contracting (8.5%) and Wholesale Trades (6.7%) are next. The top ten industries account for 84.8% of all Gazelles.

**Figure 4.
Top Ten Detail Industries for Gazelles**

Detailed Industry	Percent
Engineering and Management Services	19.5%
Business Services	17.5%
Manufacturing	9.0%
Computer and Data Processing Services	9.0%
Specialty Trades Contracting	8.5%
Wholesale Trades	6.7%
Retail Trades	5.0%
Trucking and Warehousing	3.2%
Real Estate	3.2%
Personal Services	3.2%

The survey universe includes businesses with 10 to 100 employees. Figure 5 indicates that, on average, businesses included in the survey have 24 employees. There are, on average, 21 employees per business in the Finance, Insurance and Real Estate Industry and 25 in the Construction Industry. There are, on average, 25 employees per business in the Wholesale Industry and 27 per business in the Retail Industry. Businesses in the Services Industry have, on average, 26 employees. The Transportation, Communications and Utilities Industry has, on average, 23 employees and Manufacturing has an average of 18 per business.

**Figure 5.
Mean Gazelle Employment Size by Industry**

Industry	Mean Employment
Construction	25
Manufacturing	18
Transportation, Commo., Utilities	23
Wholesale	25
Retail	27
Finance, Insurance, Real Estate	21
Services	26
Group Total	24

Figure 6 compares the industry distribution of Gazelles to all African American-owned businesses that are classified in non-agricultural industries. The majority of Gazelles (55.4%) are in Service Industries. The comparable percentage for all African American-owned businesses is 61.7%. The Construction Industry has the second largest concentration of Gazelles (11.7%), while only 8.0% of all African American-owned businesses are in this industry. Manufacturing has the third highest percentage of Gazelles (8.9%), but only 1.5% of all African American-owned businesses are in the Manufacturing Industry. Of all Gazelle CEOs, 6.6% own businesses in the Wholesale Industry, but only 1.1% of all African American-owned businesses are in the Wholesale Industry. Gazelles are less likely to operate in the Retail Industry (4.9%), yet 12.3% of all African American-owned businesses are in the Retail Industry.

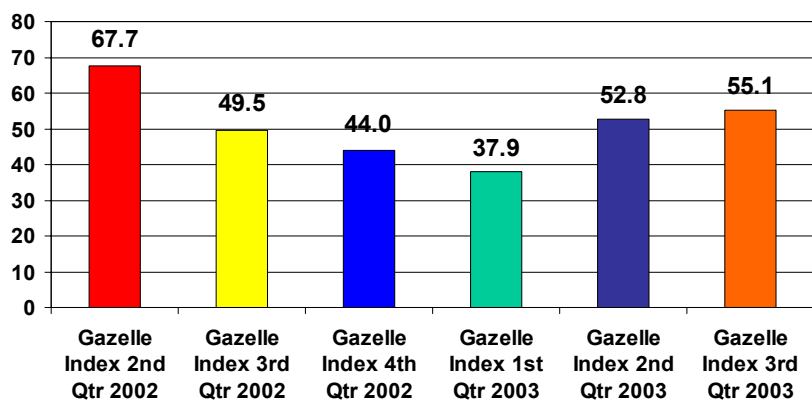
**Figure 6.
Industry Distribution of Gazelles and All Businesses**

General SIC Category	% of Gazelles	% of all Businesses
Construction	11.7%	8.0%
Manufacturing	8.9%	1.5%
Transport, Commo., Utils.	7.4%	10.1%
Wholesale	6.6%	1.1%
Retail	4.9%	12.3%
Finance, Insurance, Real Estate (FIRE)	5.1%	5.3%
Services	55.4%	61.7%
Total	100.0%	100.0%

The Gazelle Index

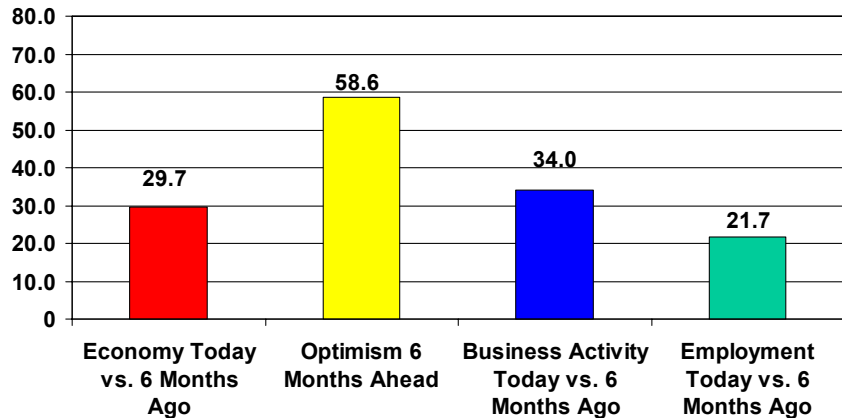
The Gazelle Index measurement for the third quarter of 2003 is demonstrated in Figure 7. The Index is the average of responses to four questions relating to business expectations and activity: (1) In your opinion are economic conditions better today than six months ago? (2) In looking six months into the future, are you more optimistic or more pessimistic about the economy? (3) Is business activity in your company better today than six months ago? (4) As compared to six months ago, has employment in your company increased, decreased or remained the same? The third quarter 2003 Index stood at 55.1, a measurement which is slightly higher than the second quarter 2003 measurement of 52.8. In fact, the latest measure is the second quarterly increase and the highest value of the index since the second quarter 2002.

Figure 7.
Gazelle Index



Gazelle Index Components

Figure 8
Gazelle Index Components



In assessing whether general economic conditions are better today than they were six months before, Gazelle CEOs measured 47.4 on the Index. While this component of the Index is still slightly more negative than positive, it is up significantly from 34.9 in the second quarter 2003. During the third quarter, 29.7% of Gazelle CEOs indicated that conditions were better as compared to 21.4% during the second quarter. Similarly, the percent indicating that conditions were not as good decreased from 40.0% in the second quarter to 32.9% in the third quarter.

Gazelle CEOs rated the economy six months in the future at 69.0, up from 65.6 during the second quarter. The percent feeling positive about the economy six months into the future was almost unchanged at 58.6% as compared to 58.3% during

the third quarter. Optimism six months ahead was the most favorable of the four Index components.

In assessing business activity within their companies today versus business activity six months before, Gazelle CEOs measured 61.7 in the third quarter, up from 58.9 on the Index in the second quarter. For the third quarter of 2003, 34.0% of Gazelle owners responded that their companies were doing better today than six months before as compared to 35.1% during the second quarter.

The final component of the index measures employment in Gazelle companies today versus six months ago. The third quarter index for employment was 42.2, down significantly from the previous quarter when it stood at 51.8. The decrease is because only 21.7% of CEOs indicated that current employment is up over six months ago as compared to 25.1% who stated so during the second quarter. Also, 29.7% indicated that employment is down as compared to only 23.4% reporting a decrease during the second quarter.

Industry Outlook and Activity

Conditions Today vs. Six Months Ago

The percent of Gazelle CEOs stating that economic conditions today are better than six months ago increased significantly from 21.4% during the second quarter to 29.7% during the third quarter. The percent feeling economic conditions are better increased in every industry except Transportation, Communications and Public Utilities. The most significant increases occurred in Finance, Insurance and Real Estate (from 5.9% to 33.3%), Retail (from 17.6% to 41.2%) and Wholesale (from 27.3% to 43.5%). See Figure 9.

Figure 9.
Percent Feeling Economic Conditions are Better Today vs. Six Months Ago

Industry	Year 2003			Year 2002
	Better			Better
	3rd Qtr	2nd Qtr	1st Qtr	4th Qtr
Construction	22.0%	15.6%	9.1%	13.1%
Manufacturing	29.0%	23.1%	17.2%	16.1%
Transportation, Comm., Utilities	23.1%	31.3%	0.0%	16.7%
Wholesale	43.5%	27.3%	10.8%	35.0%
Retail	41.2%	17.6%	13.6%	25.0%
FIRE	33.3%	5.9%	5.9%	25.9%
Services	29.4%	22.4%	12.5%	21.5%
GROUP TOTAL	29.7%	21.4%	11.2%	20.3%

Optimism Six Months Ahead

The overall optimism six months ahead among Gazelle owners in all industries remained about the same, 58.6% in the third quarter as compared to 58.3% during the second quarter. While construction recorded the largest increase in optimism (from 57.8% to 68.3%), Finance, Insurance and Real Estate recorded the largest decrease in optimism six months ahead (from 82.4% to 50.0%). This decrease may reflect the expectation that interest rates will increase in the future. See Figure 10.

Figure 10.
Percent Expressing Optimism Six Months Ahead vs. Today

Industry	Year 2003			Year 2002
	Better			Better
	3rd Qtr	2nd Qtr	1st Qtr	4th Qtr
Construction	68.3%	57.8%	32.7%	44.3%
Manufacturing	58.1%	46.2%	34.5%	48.4%
Transportation, Comm., Utilities	50.0%	43.8%	36.4%	37.5%
Wholesale	65.2%	63.6%	45.0%	75.0%
Retail	70.6%	70.6%	45.5%	41.7%
FIRE	50.0%	82.4%	76.5%	18.8%
Services	56.7%	57.9%	44.0%	51.1%
GROUP TOTAL	58.6%	58.3%	42.7%	48.3%

Business Activity Today vs. Six Months Ago

During the third quarter, the overall percentage of Gazelle CEOs indicating that business activity was better today than six months ago remained about the same (35.1% in the second quarter and 34.0% today). The most significant increases occurred in Wholesale Trades (from 36.4% to 43.5%) and in Finance, Insurance and Real Estate (from 35.3% to 44.4%). The largest decrease occurred in Transportation, Communications and Public Utilities (from 50.0% to 19.2%). See Figure 11.

Figure 11.
Percent Rating Company Business Activity
Better Today vs. Six Months Ago

Industry	Year 2003			Year 2002
	Activity Better			Activity Better
	3rd Qtr	2nd Qtr	1st Qtr	4th Qtr
Construction	39.0%	33.3%	21.8%	23.0%
Manufacturing	25.8%	28.2%	31.0%	19.4%
Transportation, Comm., Utilities	19.2%	50.0%	13.6%	29.2%
Wholesale	43.5%	36.4%	40.0%	45.0%
Retail	29.4%	29.4%	27.3%	33.3%
FIRE	44.4%	35.3%	41.2%	43.8%
Services	34.5%	36.1%	27.2%	36.0%
GROUP TOTAL	34.0%	35.1%	27.2%	32.6%

Employment Today vs. Six Months Ago

The overall percentage of Gazelle CEOs indicating that they have increased employment over the levels six months ago was down in the third quarter when compared to the second quarter. During the third quarter, 21.7% of Gazelle CEOs indicated that they increased employment during the past six months, compared to 25.1% who increased employment during the second quarter. The results are mixed for different industries. However, industries recording the largest percentage decreases were Transportation, Communications and Utilities (from 31.3% to 7.7%) and Retail (from 35.3% to 11.8%). The largest percentage increases occurred in Wholesale Trades and Manufacturing. See Figure 12.

Figure 12.
Percent indicating Company Employment Has
Increased Today vs. Six Months Ago

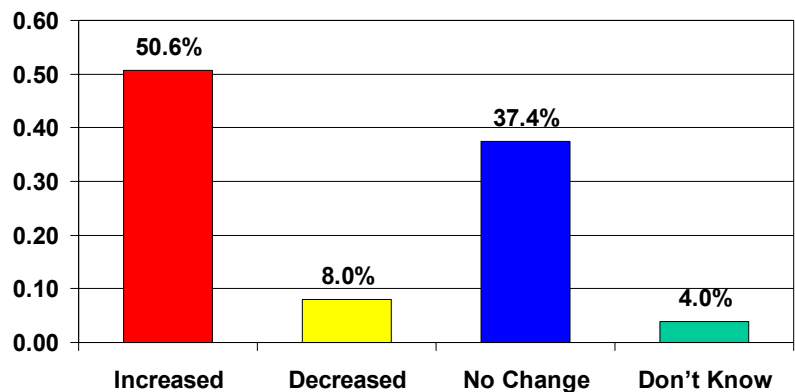
Industry	Year 2003			Year 2002
	3rd Qtr	2nd Qtr	1st Qtr	4th Qtr
Construction	14.6%	20.0%	21.8%	16.4%
Manufacturing	16.1%	12.8%	13.8%	25.8%
Transportation, Comm., Utilities	7.7%	31.3%	4.5%	8.3%
Wholesale	30.4%	24.2%	15.0%	40.0%
Retail	11.8%	35.3%	22.7%	25.0%
FIRE	33.3%	29.4%	41.2%	37.5%
Services	24.7%	27.3%	22.3%	24.2%
GROUP TOTAL	21.7%	25.1%	20.9%	23.4%

Other Factors

Hiring

The hiring outlook of Gazelle CEOs continued to be encouraging. For example, when CEOs were asked whether they intend to increase hiring three months into the future, 50.6% responded positively. This compares to 48.3% who responded positively in the second quarter. The percent indicating that they intend to decrease hiring was almost identical in the second and third quarters, only 9.1% and 8.0% respectively. In the second quarter, 38.9% stated that hiring will remain about the same while the comparable figure for the third quarter was 37.4%. See Figure 13.

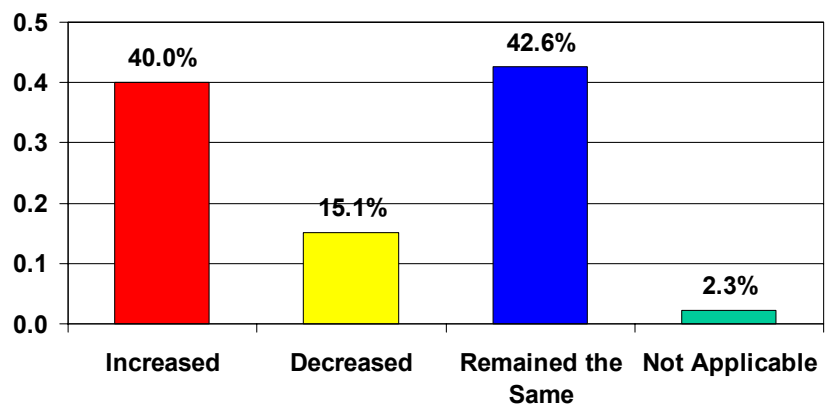
Figure 13.
Does your company plan to increase or decrease hiring over the next three months?



Capital Spending

The third quarter survey also asked Gazelle CEOs about their future capital spending plans; 40% plan to increase capital spending three months into the future while only 15.1% plan to decrease spending; 42.6% expect spending to remain the same. See Figure 14.

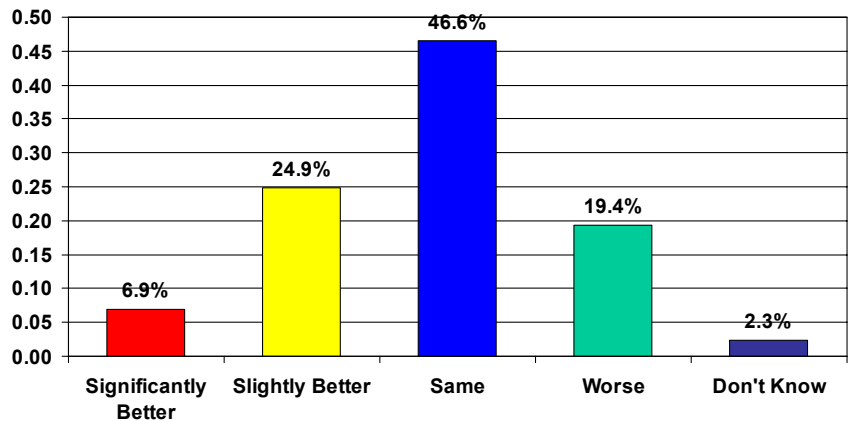
Figure 14.
Does Your Company Plan to Increase or Decrease Capital Spending Three Months in the Future



Holiday Business Expectation

Gazelle CEOs are guardedly optimistic about business activity during the coming holiday season. When asked about expectations of business activity for the coming holiday season versus last holiday season, 6.9% of Gazelle CEOs expect significantly better business while 24.9% expect business to be slightly better. By contrast, 46.6% expect no change from last holiday season while 19.4% expect business activity to be worse. See Figure 15.

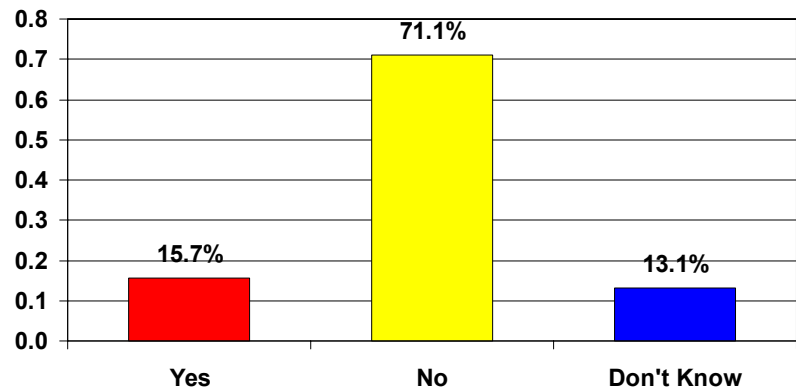
Figure 15.
How Do You Expect Business Activity This Holiday Season to Compare with Activity Last Holiday Season?



The President's Management of the Economy

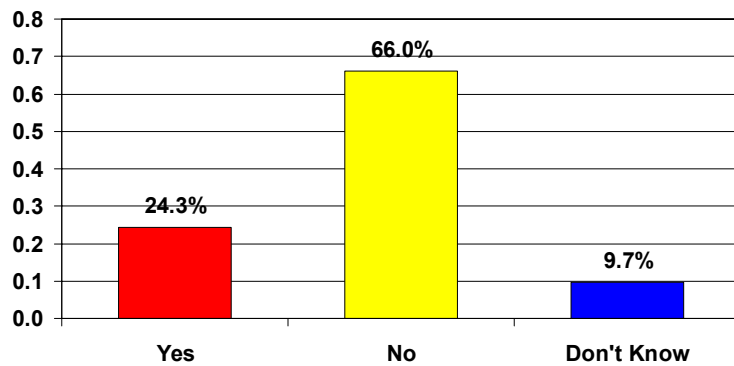
During the 3rd quarter, Gazelle CEOs were asked about the President's management of the economy. Seventy-one percent (71%) of Gazelle CEOs stated that they feel that the President does not have the economy on the right track while only 15.7% stated that they believe he does. See Figure 16.

Figure 16.
Do You Feel that President Bush Has the Economy of the Right Track?



Gazelle CEOs were asked their views about the Administration's request for \$87 billion to support to war in Iraq and domestic security; 66% are opposed to the \$87 billion funding request. See Figure 17

Figure 17.
Do You Support the Administration's Request for \$87 billion in Additional Funds for the War Effort in Iraq and Homeland Security?



Workforce Characteristics

The survey found that Gazelle CEOs spend on average 55 hours each week in managing their business and that 64% of their employees are African American. The highest percent of African American employees is in businesses operating in Finance, Insurance and Real Estate (87.0%), followed by Transportation, Communications and Utilities (76.0%), and Wholesale Trades (72.0%). The smallest percentage is in businesses in the Retail Trade industry (49.0%). See Figure 18.

Figure 18.

Percent of Employees Who are African American?

Industry	% of African American Employees
Construction	70.0%
Manufacturing	55.0%
Transportation, Comm., Utilities	76.0%
Wholesale	72.0%
Retail	49.0%
FIRE	87.0%
Services	60.0%
GROUP TOTAL	64.0%

Business Start-up Decision

The third quarter survey asked Gazelle CEOs to identify the factors that had the greatest influence on their decision by Gazelle CEOs to start their business. Results indicate that the most important influence was the desire to exercise more control over their own destiny; 80.3% indicated that this motivation played a significant role in their decision. The other important factors were: the desire to use their management experience and education (75.4%), desire to build personal wealth (71.4%), desire to serve their community (71.4%), and desire to overcome racial barriers (60.0%). Surprisingly, only 15.1% indicated they started their business in response to a job loss. However, 31.4% stated they started their business because they were dissatisfied with their job. See Figure 19.

Figure 19. Factors Having the Greatest Influence on the Decision to Start Your Business

Response Category	Q3:2003
Family Member Owned Business	
Significant Influence	33.1%
Minor Influence	9.4%
No Influence	19.1%
Not Applicable	38.3%
Inspired by Someone Outside of the Family	
Significant Influence	40.3%
Minor Influence	17.4%
No Influence	19.4%
Not Applicable	22.9%
Loss of Previous Job	
Significant Influence	15.1%
Minor Influence	5.7%
No Influence	24.0%
Not Applicable	55.1%
Dissatisfied with Previous Job	
Significant Influence	31.4%
Minor Influence	15.4%
No Influence	18.3%
Not Applicable	34.9%
A Business Opportunity Presented Itself	
Significant Influence	57.4%
Minor Influence	12.3%
No Influence	13.1%
Not Applicable	17.1%
Wanted More Control Over My Own Destiny	
Significant Influence	80.3%
Minor Influence	8.3%
No Influence	6.3%
Not Applicable	5.1%
Wanted Power and Social Status	
Significant Influence	18.6%
Minor Influence	29.1%
No Influence	28.6%
Not Applicable	23.7%
Desire to Build Personal/Family Wealth	
Significant Influence	71.4%
Minor Influence	18.0%
No Influence	5.4%
Not Applicable	5.1%
Desire to Serve My Community	
Significant Influence	71.4%
Minor Influence	19.4%
No Influence	5.7%
Not Applicable	3.4%
Desire to Overcome Racial Barriers	
Significant Influence	60.0%
Minor Influence	18.0%
No Influence	11.1%
Not Applicable	10.9%
Desire to Use Management Experience and Education	
Significant Influence	75.4%
Minor Influence	15.4%
No Influence	4.3%
Not Applicable	4.9%

About the Author

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