

Table 4

Respondents' Assessment of Most Important
Criterion Affecting Decision to Invest in Canada

<u>Criteria</u>	<u>% of Respondents*</u>
Expected Profitability of Investment	17
Market Growth	15
Foreign Investment Controls	12
Diversification Into New Markets	11
Potential Market Share	10
Natural Resource Environment	6
Government Regulations	6
Industry Profitability in Canada	4
Technological Expertise	4
Political Stability	3
<u>Tariff and Non-tariff Barriers</u>	3
Capital Costs	2
Government Incentives	2
Transportation Networks	1
Managerial Expertise	1
Product Image	1
Influence of Unions	1
Taxation Factors	1
Energy Availability	1
Labour Costs	1
Quality of Labour Force	1

* Total number: 276

Source: Id. p. 28