

Table 2

Relative Attraction of Investment Criteria  
 in Decision to Invest in Canada\*

<u>Positive</u>	<u>Neutral</u>	<u>Negative</u>
Market Growth	Taxation Factors	Government Regulation
Potential Market Share	Capital Costs	Foreign Investment Controls
Expected Profitability	Energy Availability	
Industry Profitability	Influence of Unions	
Diversification into New Markets	Natural Resource Environment	
Technological Expertise	Government Incentives	
Managerial Expertise	Labour Costs	
Product Image	Transportation Networks	
Political Stability	<u>Tariff/Non-tariff Barriers</u>	
	Quality of Labour Force	

\* Criteria listed in order of importance.  
 Source: Id., p. 30

Besides the conclusion that market factors seem to provide the greatest incentive to invest in Canada, it is significant to note that tariff and non-tariff barriers were rated on the aggregate as having a neutral impact on investment. Fifty-four percent of the respondents believed trade barriers had exerted a neutral impact, twenty-four percent saw them as a positive influence and twenty-two percent as a negative influence.

In addition, tariff and non-tariff barriers ranked quite low (11 of 21) as the most important and next most important criteria (14 of 21) for investment decision, as shown in the following tables.