

## Categories Most Over/Under Developed in Rural & Metro Areas

Category Data	Purchasing Index		Ratio: Rural / Metro
	Metro	Rural	
<b>Over-indexing Rural Categories</b>			
Canning Freezing Supplies	75	208	2.77
Auto	89	146	1.64
Fresh Meat	93	130	1.40
Flour	94	128	1.37
Tobacco & Accessories	94	128	1.36
Sugar, Sweeteners	95	122	1.29
Insecticide, Pstcd,Rdntcd	95	121	1.27
Carbonated Beverages	96	116	1.20
Pet Food	97	115	1.19
Charcoal/Log/Accessories	97	114	1.18
<b>Under-indexing Rural Categories</b>			
Juices Drink - Can, Bottle	104	84	0.80
Ice	104	83	0.80
Dressings/Salad/Prep Foods-Deli	104	83	0.79
Skin Care Prep	105	79	0.76
Yogurt	105	79	0.75
Baby Needs	105	78	0.74
Ethnic Haba	105	77	0.74
Liquor	105	77	0.73
Pudding, Desserts-Dairy	107	72	0.67
Wine	110	56	0.50

Source: Nielsen Homescan