Table 1  Maternity care and retail sectors in rural areas: Shared characteristics

<table>
<thead>
<tr>
<th>Supermarket / obstetric unit</th>
<th>Local shop / rural maternity unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers everything / one-stop shop</td>
<td>Basic service / limited range</td>
</tr>
<tr>
<td>Little local identity</td>
<td>Local identity</td>
</tr>
<tr>
<td>Less personal / impersonal</td>
<td>Familiar / known faces / personalised</td>
</tr>
<tr>
<td>Larger / economies of scale</td>
<td>Smaller</td>
</tr>
<tr>
<td>More technology-focused</td>
<td>More people-focused</td>
</tr>
<tr>
<td>Institution-focused</td>
<td>Community-focused</td>
</tr>
<tr>
<td>Dominant ideology</td>
<td>Fringe ideology</td>
</tr>
</tbody>
</table>