

Table 3

Percent and number of matches ^{*} for opened [^] food outlets between ground-truthed data and five secondary food retail data sources in six State Designated Tribal Statistical Areas (SDTSA) and two United States Census-Designated Places in North Carolina, 2009-2010 (n=870)

	Ground-truthed (n=678)	All Secondary Retail Food Data Sources ¹ (n=756)	Local Health County (n=438)	State Agriculture Department (n=125)	ReferenceUSA (n=597)	Dun & Bradstreet (n=272)	Online Yellow Pages (n=398)
Percent of matches (number of matches/total number of food outlets)							
Overall	83 (564/678)	75 (564/756)	85 (372/438)	78 (97/125)	84 (505/597)	86 (235/272)	77 (308/398)
By Type of Food Outlet							
Convenience Stores	76 (164/ 215)	74 (164/222)	81 (58/72)	79 (42/53)	80 (141/176)	78 (53/68)	73 (79/108)
General Merchandise ²	96 (43/45)	86 (43/50)	0 (0/1)	80 (8/10)	87 (41/47)	95 (37/39)	82 (9/11)
Grocery Stores	97 (32/33)	89 (32/36)	97 (29/30)	100 (28/28)	94 (32/34)	93 (26/28)	100 (22/22)
Specialty Markets & Shops ³	52 (31/60)	48 (31/64)	83 (15/18)	50 (11/22)	64 (21/33)	60 (6/10)	53 (18/34)
Restaurants ⁴	91 (294/323)	77 (294/383)	85 (270/317)	67 (8/12)	88 (270/306)	89 (113/127)	81 (180/223)
Food Bank	0 (0/2)	0 (0/1)	0 (0/0)	0 (0/0)	0 (0/1)	0 (0/0)	0 (0/0)
By Level of Urbanization							
Urban	89 (8/9)	73 (8/11)	75 (3/4)	67 (2/3)	100 (6/6)	100 (2/2)	50 (1/2)
Sub-Urban	80 (70/87)	81 (70/86)	92 (46/50)	90 (9/10)	91 (64/70)	100 (22/22)	80 (36/45)
Large Town	85 (268/314)	76 (268/354)	84 (179/213)	84 (47/56)	84 (241/287)	83 (114/138)	76 (122/160)
Small Town & Rural	81 (218/268)	71 (218/305)	84 (144/171)	70 (39/56)	83 (194/234)	88 (97/110)	78 (149/191)

^{*}Matches were determined as follows: For ground-truthed and all secondary retail food data sources, a match occurred if a ground-truthed outlet matched any secondary food retail data source. For each of the five individual secondary food retail data sources, a match occurred if a ground-truthed outlet matched that particular secondary data source.

[^]Outlets determined to be closed were excluded from the matching analyses

¹All secondary retail food data sources combined, ranging from one source identifying outlet to all five sources, within the SDTSA

²Includes dollar stores and discount department stores that do not have a full grocery section, such as Kmart, Target, and Walmart

³Includes meat markets, produce stands, bakeries, donuts, and ice cream

⁴Includes fast food, full-service, and coffee shops