

**Table 4**

Evidence for validity on five data sources for enumerating retail food outlets in comparison to ground-truthed data for open and closed outlets in six State Designated Tribal Statistical Areas and two US Census-Designated Places in North Carolina, 2009-2010

| Secondary Data Source        | Type of Food Outlet (n=total number of food outlets by outlet type) |                           |                      |                      |
|------------------------------|---------------------------------------------------------------------|---------------------------|----------------------|----------------------|
|                              | All Food Outlets<br>(n=891)                                         |                           |                      |                      |
|                              | Agreement Statistics (95% Confidence Interval)                      |                           |                      |                      |
|                              | Sensitivity                                                         | Positive Predictive Value | Concordance          | Kappa                |
|                              |                                                                     |                           |                      |                      |
| Local Health County          | 0.66<br>(0.62, 0.70)                                                | 0.49<br>(0.46, 0.53)      | 0.42<br>(0.39, 0.46) | 0.41<br>(0.36, 0.47) |
| State Agriculture Department | 0.17<br>(0.14, 0.20)                                                | 0.13<br>(0.10, 0.15)      | 0.11<br>(0.09, 0.13) | 0.06<br>(0.03, 0.10) |
| ReferenceUSA                 | 0.89<br>(0.86, 0.92)                                                | 0.67<br>(0.63, 0.70)      | 0.57<br>(0.54, 0.61) | 0.62<br>(0.56, 0.67) |
| Dun & Bradstreet             | 0.41<br>(0.37, 0.45)                                                | 0.31<br>(0.28, 0.34)      | 0.27<br>(0.24, 0.30) | 0.24<br>(0.20, 0.29) |
| Online Yellow Pages          | 0.55<br>(0.51, 0.59)                                                | 0.41<br>(0.38, 0.45)      | 0.35<br>(0.32, 0.39) | 0.24<br>(0.18, 0.30) |