

Table 5

By type of food outlet, evidence for validity on five data sources for enumerating retail food outletsin 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)																			
	Convenience Stores (n=277)				General Merchandise Stores ¹ (n=52)				Grocery Stores (n=37)				Specialty Markets & Shops ² (n=94)				Restaurants ³ (n=428)			
	Sensitivity	Positive Predictive Value	Concordance	Kappa	Sensitivity	Positive Predictive Value	Concordance	Kappa	Sensitivity	Positive Predictive Value	Concordance	Kappa	Sensitivity	Positive Predictive Value	Concordance	Kappa	Sensitivity	Positive Predictive Value	Concordance	Kappa
Local Health County	0.35	0.26	0.21	0.20	0.98	0.86	0.83	-0.04	0.91	0.81	0.78	0.60	0.47	0.23	0.16	0.47	0.91	0.70	0.64	0.56
	(0.28, 0.43)	(0.20, 0.32)	(0.16, 0.26)	(0.12, 0.29)	(0.88, 0.99)	(0.73, 0.94)	(0.70, 0.92)	(-0.10, 0.03)	(0.75, 0.98)	(0.64, 0.92)	(0.62, 0.90)	(0.24, 0.96)	(0.29, 0.65)	(0.14, 0.35)	(0.09, 0.25)	(0.28, 0.66)	(0.87, 0.94)	(0.66, 0.75)	(0.60, 0.69)	(0.48, 0.65)
State Agriculture Department	0.26	0.19	0.15	0.14	0.19	0.16	0.15	-0.01	0.88	0.78	0.76	-0.14	0.34	0.17	0.12	0.18	0.03	0.02	0.02	0.00
	(0.19, 0.33)	(0.14, 0.25)	(0.11, 0.20)	(0.06, 0.22)	(0.08, 0.33)	(0.07, 0.29)	(0.07, 0.28)	(-0.14, 0.11)	(0.71, 0.97)	(0.61, 0.90)	(0.59, 0.88)	(-0.23, -0.04)	(0.19, 0.53)	(0.09, 0.28)	(0.06, 0.20)	(-0.03, 0.39)	(0.12, 0.05)	(0.01, 0.04)	(0.01, 0.04)	(-0.02, 0.02)
ReferenceUSA	0.86	0.64	0.51	0.56	0.95	0.82	0.79	0.35	0.94	0.89	0.87	-0.07	0.66	0.32	0.22	0.46	0.91	0.71	0.64	0.64
	(0.80, 0.91)	(0.57, 0.70)	(0.45, 0.57)	(0.46, 0.66)	(0.84, 0.99)	(0.69, 0.91)	(0.65, 0.89)	(-0.01, 0.70)	(0.08, 0.99)	(0.74, 0.97)	(0.71, 0.96)	(-0.14, -0.00)	(0.47, 0.81)	(0.21, 0.45)	(0.14, 0.32)	(0.27, 0.65)	(0.88,0.94)	(0.66, 0.75)	(0.60, 0.69)	(0.56, 0.72)
Dun & Bradstreet	0.32	0.24	0.20	0.17	0.86	0.74	0.71	0.54	0.81	0.72	0.70	0.31	0.19	0.09	0.06	0.15	0.38	0.29	0.27	0.19
	(0.25, 0.40)	(0.18, 0.30)	(0.15, 0.24)	(0.08, 0.26)	(0.72, 0.95)	(0.60, 0.85)	(0.57, 0.83)	(0.26, 0.82)	(0.64, 0.93)	(0.55, 0.86)	(0.53, 0.84)	(-0.06, 0.68)	(0.07, 0.36)	(0.04, 0.19)	(0.02, 0.13)	(-0.03, 0.32)	(0.32, 0.44)	(0.25, 0.34)	(0.22, 0.31)	(0.13, 0.25)
Online Yellow Pages	0.48	0.36	0.29	0.21	0.21	0.18	0.17	0.00	0.69	0.61	0.60	-0.22	0.59	0.29	0.20	0.33	0.61	0.47	0.43	0.23
	(0.40, 0.56)	(0.29, 0.42)	(0.23, 0.34)	(0.10, 0.31)	(0.10, 0.36)	(0.09, 0.31)	(0.08, 0.30)	(-0.13, 0.12)	(0.50, 0.84)	(0.44, 0.77)	(0.42, 0.75)	(-0.37, 0.07)	(0.41, 0.76)	(0.19, 0.42)	(0.13, 0.30)	(0.13, 0.53)	(0.56, 0.67)	(0.42, 0.52)	(0.38, 0.48)	(0.14, 0.32)

¹Includes dollar stores and discount department stores that do not have a full grocery section, such as Kmart, Target, and Walmart

²Includes meat markets, produce stands, bakeries, donuts, and ice cream

³Includes fast food, full-service, and coffee shops