

<b>A. Manually Labeled Tweets Used to Train Source Classification (N=1,000)</b>			
Personal: 330 (33%)	Media: 330 (33%)	Retail: 340 (34%)	Total: 1,000 (100%)
<b>B. Manually Labeled Tweets Used to Train Sentiment Classification (N=3,000)</b>			
<b><i>Personal communication tweets only:</i></b>			
Positive: 1,139 (45%)	Negative: 794 (31%)	Neutral/Unknown: 606 (24%)	Total: 2,539 (100%)
<b><i>Media related tweets only:</i></b>			
Positive: 139(32%)	Negative: 127 (29%)	Neutral/Unknown: 174 (39%)	Total: 440 (100%)
<b><i>Retail related tweets only:</i></b>			
Positive: 14 (67%)	Negative: 0	Neutral/Unknown: 7 (33%)	Total: 21 (100%)
<b><i>All tweets:</i></b>			
Positive: 1,292 (43%)	Negative: 921 (31%)	Neutral/Unknown: 787 (26%)	Total: 3,000 (100%)