

# November 2014 Media Highlights

Southwest® 



11,862 tv mentions



13,473 online  
mentions



449 twitter influencer  
mentions

Word Trends

on-time

strike

safe

shares

friendly

**Stocks**

Destinations

public-trading

holdings



Total Audience:  
**769 Million**



Mention Sentiment



15% POS



10% NEG



volume down by 4%  
from previous month