



## Happy Holidays Ali

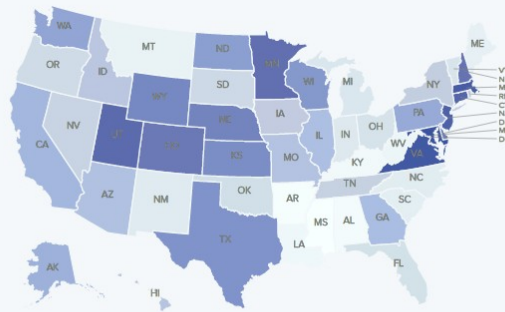
Santa Claus is coming to town, but here are some other things to look out for in **NY 10001** this holiday season.

We used consumer and behavioral data to score the 50 U.S. states plus Washington DC as High, Medium or Low across six festive categories.

Clicking an icon shows a heat map of nationwide state rankings in this category.



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**Big Spenders**

Low High

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Use the drop down below to view results for a different state.

New York



### Mistletoe Mischief - High

With an abundance of extraverted singles celebrating this Christmas, we predict plenty of mistletoe mischief and office party regrets in New York.

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### Super Parents - Low

It's beginning to look a lot like Christmas, but New York parents aren't feeling the pressure. Compared with other states, our data shows they know how to take it easy in the festive run-up.

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### Jetsetters - High

New York residents are highly likely to trade boots for beaches this holiday season. It's not too late to join the exodus...

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### Big Spenders - High

With New York's premium purchasing power, expect plenty of gifts this Christmas.

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### Christmas Miracles - Low

Adults in New York are most likely to live in a child-free home. So raise a glass to the freedom to do whatever takes your festive fancy.

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### White Christmas - High

Bing Crosby wouldn't be dreaming in New York - it's in the top 20 states for snowfall at Christmas.

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