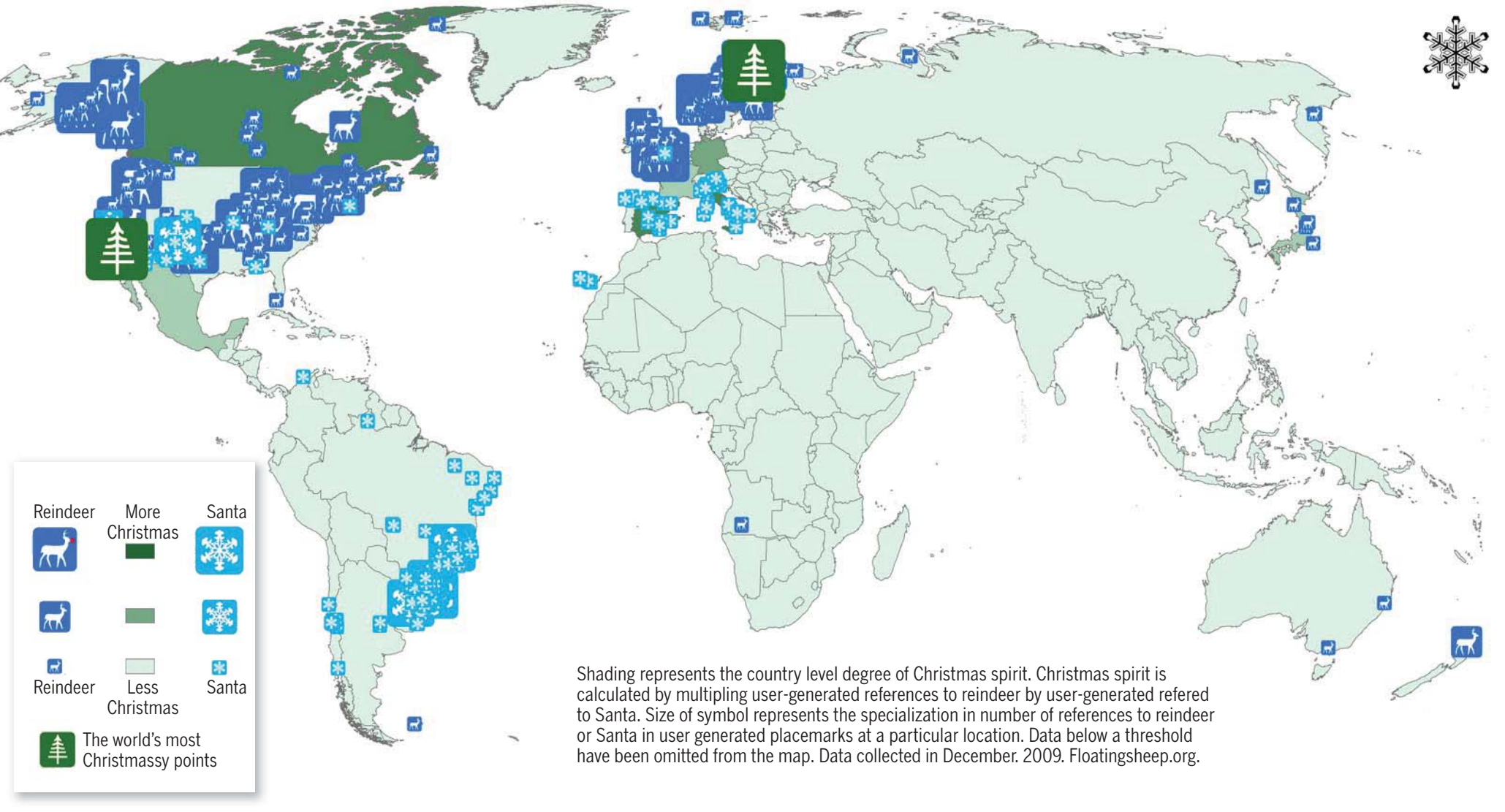

Shading represents the country level degree of Christmas spirit. Christmas spirit is calculated by multipling user-generated references to reindeer by user-generated refered to Santa. Size of symbol represents the specialization in number of references to reindeer or Santa in user generated placemarks at a particular location. Data below a threshold have been omitted from the map. Data collected in December. 2009. Floatingsheep.org.