



Statistics - 2021 Red Suit Survey

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The 2021 Red Suit Survey is of men who have received the "Calling," and now wear the "Red Suit." From their responses, we can confirm a few things we already knew, and learn many new facts!

Contributing and evaluating this year's Survey were Dr. Christina Hymer, PhD, University of Tennessee; Dr. Bethany Cockburn, PhD, Northern Illinois University, and Dr. Bori Csillag, PhD, Oregon State University.

Below is a selection of survey questions and the responses from 376 Santas*

1 How old are you? In real years. 376 Response(s) Average age of a Santa 66.21 Youngest working Santa, 20. Oldest Santa, 88 years old

2 How much do you weigh? Average weight 274.72 pounds (112.36 kilos) Happiest Santa 150 pounds, Jolliest, 420 pounds

3 Is the "Bowl of Jelly" real or padding?

Answer	Number of Responses	Response Ratio
Real	304	79.5%
Padding	72	18.8%
No Responses	6	1.5%

4 Where do you Live? 42.2% East US 27.1% Central US 28.2% West US 2.5% Canada

7 How did you get the "Calling?" Why or what made you decide to be a Santa? (Since it is one of the hardest jobs you do!) Please select the answer that is closest to your reason.

Answer	Number of Responses	Response Ratio
My Church asked me	26	6.8%
My Family (Wife, Daughter, Son) asked me to do it	56	14.6%
The Local School asked me	15	3.9%
My employer asked me	25	6.5%
My Service Club asked me	15	3.9%
My Friends / Neighbors asked me	43	11.2%
I have always wanted to be Santa	28	7.3%
I have the look or size and /or image of Santa	82	21.4%
I was interested in the business opportunities	9	2.3%

Other (View all)		74	19.3%
No Responses		9	2.3%
	Totals	372	100%

Comments (140)

8 Did your wife ask/encourage/push you into becoming Santa?

Answer		Number of Responses	Response Ratio
YES, my wife was the one who first asked me to wear the red suit.		64	16.7%
Someone else first asked me to be Santa, but my wife has always supported and encouraged me.		168	43.9%
No		121	31.6%
Other (View all)		18	4.7%
No Responses		9	2.3%
	Totals	372	100%

Comments (84)

9 When you first received the "Calling," to become Santa, did you readily accept the Red Suit? Or were you a reluctant Santa?

Answer		Number of Responses	Response Ratio
I readily became Santa, even before meeting the children		222	58.1%
I was reluctant, but once I put on the suit, and saw the children's faces, I knew I could do this forever.		138	36.1%
Other (View all)		13	3.4%
No Responses		9	2.3%
	Totals	372	100%

12 Looking at your day-to-day life, do you sometimes feel others try to set the bar higher for you because you are a Santa? Comments (357)

13 Do you believe that your actions can influence how others act?

Answer		Number of Responses	Response Ratio
Yes, I believe my actions can influence children		80	21.3%
Yes, I believe my actions can influence both children and adults		256	68.4%
I try to set an example in my daily activities, knowing that others are looking at me.		170	45.4%
I have had parents tell me that my personal actions have influenced their children		90	24.0%
My actions have helped spur others to follow my lead.		46	12.2%
Other (View all)		6	1.6%
	Totals	372	100%

16 Do you have a Mrs. Claus? The saying that, “Behind every great man is a woman!” In the case of most Santas this is true. Tell us about your spouse or Mrs. Claus.

Answer	Number of Responses	Response Ratio
YES! My wife supports me in all my Santa work and is always by my side as Mrs. Claus	60	16.3%
YES! My wife supports me in my work as Santa and sometimes joins me as Mrs. Claus	115	31.2%
I have my wife supporting my work, but I have a good friend that works with me as Mrs. Claus.	18	4.8%
My wife is not Mrs. Claus but runs all our Santa bookings and business.	25	6.7%
My wife loves me but is not involved in any of my Santa Work.	93	25.2%
I do not have a spouse and sometimes work with a friend who performs as Mrs. Claus	13	3.5%
I am single, work alone and do not have a Mrs. Claus.	37	10.0%
Other (View all)	31	8.4%
Totals	368	100%

17 How did you cope with the Pandemic?

Answer	Number of Responses	Response Ratio
I made it through OK, but did not get to work	69	18.1%
I made it through OK, and even got to work as Santa.	283	71.2%
I caught the virus and was out of commission for the year.	8	2.1%
A family member caught the virus and it kept me from working	0	0.0%
Other (View all)	24	6.2%
No Responses	13	3.4%
Totals	372	100%

Comments (156)

18 Did you get the COVID 19 Vaccination?

Answer	Number of Responses	Response Ratio
YES	309	82.1%
NO, not yet.	28	6.8%
NO, I have decided not to get vaccinated.	30	7.8%
Other (View all)	8	2.0%
No Responses	7	1.8%
Totals	372	100%

19 Do you get any other shots or tests prior to the holiday Season? Pneumonia, TB, etc.

Answer		Number of Responses	Response Ratio
I get a pneumonia shot		166	49.7%
I get an annual TB Test		39	11.6%
Other (View all)		171	51.1%
	Totals	334	100%

20 Where do you, or have you, appeared or worked as Santa? You may check one or more answers. If the exact answer you want is not listed, please select something as close to what you do.

Answer		Number of Responses	Response Ratio
I appear at Private and Corporate Parties		315	84.2%
I work for a Photo Company/Mall		154	41.1%
I appear at Charity and Non-Profit events		290	77.5%
I am retired from being Santa		4	1.0%
I appear in a Parade		146	39.0%
I appear at a Tree Lighting		168	44.9%
I have appeared as Santa in print advertising		105	28.0%
I have appeared as Santa in a local commercial - Cable		69	18.4%
I have appeared as Santa in a regional Commercial		42	11.2%
I have appeared as Santa in a national commercial		23	6.1%
I have appeared on a national network talk or reality show (not the news)		22	5.8%
I have appeared as Santa in a major motion picture		13	3.4%
I have been interviewed or featured as Santa in a documentary about Santas		50	13.3%
I visit family of deployed Military personnel		86	22.9%
I visit Wounded Warriors		29	7.7%
I volunteer as Santa for Toys for Tots		71	18.9%
I am Santa for Make a Wish		22	5.8%
I am a Hospice trained Santa		43	11.4%
I visit Senior Centers and Convalescent Homes		192	51.3%
I visit Hospitals		121	32.3%
	Totals	372	100%

21 Did you work for the 2020 Christmas Season? Select all that apply.

Answer		Number of Responses	Response Ratio
No, due to the virus and my personal condition (health, age, etc.), I took the year off.		47	12.3%
No, due to the virus and the social distancing restrictions placed by the government (local, regional, state), there was no Santa work in my area.		17	4.4%

No, due to my customers worries of social distancing, etc., there was no work for me		12	3.1%
Yes, I worked last year at a mall/Photo set using a plexiglass wall/box or wide-open set to practice social distancing.		86	23.1%
Yes, I did video chats via a national video conferencing company		78	21.8%
Yes, I worked, doing visits to companies/homes etc., but practicing social distancing and wearing a mask when necessary		156	41%
Yes, I worked with my own photo set up with a plexiglass partition or snow globe, etc.		15	3.9%
Yes, I hosted my own video chats and conferencing via Skype or ZOOM or FaceTime.		118	31%
Yes, I worked as in past years, with no restrictions, (no masks, plexiglass, etc.)		60	15.7%
Yes, I did some volunteer work as Santa		114	30%
Other (View all)		41	11%
	Totals	372	100%

22 Will you be working the 2021 Season? Select all that apply.

Answer		Number of Responses	Response Ratio
Volunteer Santa		201	53.8%
In Business for my self - private parties, home visits		284	76.1%
Working for an independent video chat company		31	8.3%
Work for Talk to Santa		10	2.6%
Work for Jingle Ring		23	6.1%
Work for Cherry Hill		30	8.0%
Work for Amusematte		7	1.8%
Work for a local independent Photo Company		105	28.1%
Work at Bass Pro / Cabellas		29	7.7%
Work Directly for a Mall, or Department Store. no photo company		29	7.7%
Work for a Theme Park or Attraction or Stage Show		18	4.8%
Own my own Photo Company		7	1.8%
I will be doing home based Video Calls on my own via Skype, Zoom, or Facetime		126	33.7%
No, I do not have any plans for this year		10	2.6%
Other (View all)		32	8.5%
	Totals	373	100%

23 Including years past, what is the longest distance you have traveled for a regular Santa Visit? (Not a commercial or movie, etc.)

Answer		Number of Responses	Response Ratio
I keep it under fifty miles		144	37.6%
I keep it under one hundred miles		99	25.9%

I have traveled up to 150 miles		44	11.5%
I have traveled up to two hundred miles		22	5.7%
I have traveled over 250 miles to make a visit		51	13.3%
Other (View all)		15	3.9%
No Responses		7	1.8%
		372	100%

Comments (53)

24 When you work as Santa, please tell us what steps you take to help reduce the spread of colds and flu.

Answer		Number of Responses	Response Ratio
I have gotten or will be getting a flu shot		310	83.7%
I try to wash my hands often with soap		266	71.8%
I like to have a hand sanitizer dispenser near where I work		204	55.1%
I carry a personal bottle of hand sanitizer		237	64.0%
I have my Santa set and chair wiped down and sanitized daily		120	32.4%
I encourage children to help fight germs.		114	30.8%
I sanitize my gloves and change them when needed.		305	82.4%
Other (View all)		19	5.1%
	Totals	370	100%

25 Are you a "Traditional Bearded" Santa or a "Real Bearded" Santa?

Answer		Number of Responses	Response Ratio
Traditional Bearded (Wearing a Theatrical or temporary beard and wig set)		24	6.2%
Real Bearded (your own real beard)		350	91.6%
No Responses		8	2.0%
	Totals	372	100%

26 What was your Beard Evolution?

Answer		Number of Responses	Response Ratio
I have always worn a beard and wig set.		16	4.1%
I started with a beard and wig set and now have a real beard		91	23.8%
I have had a real beard, but now just wear a beard and wig set		5	1.3%
I have always been real bearded		263	68.8%
No Responses		7	1.8%
	Totals	372	100%

27 Tell us about your beard and hair. Do you have a full head of hair or are you bald? (Of course, we wear a hat, so most children do not know) Are you naturally white or do you have a beauty salon take care of you. Or do you have an account at Sally's! Select one answer

Answer	Number of Responses	Response Ratio
I wear a commercial beard and wig set.	16	4.1%
I am naturally bearded, have a full set of hair and am naturally white	114	29.8%
I am naturally bearded, am bald on top and am naturally white	73	19.1%
I am naturally bearded, am bald and am naturally white	3	<1%
I am naturally bearded, have a full set of hair and bleach or lighten my hair	97	25.3%
I am naturally bearded, am bald on top and bleach or lighten my hair	48	12.5%
I am naturally bearded, bald and bleach or lighten my beard	9	2.3%
Other (View all)	15	3.9%
No Responses	7	1.8%
Totals	372	100%

28 Have you ever had someone pull on your beard to see if it were real?

Answer	Number of Responses	Response Ratio
Yes, mostly by questioning children	227	59.4%
Yes, mostly by inquisitive adults	94	24.6%
No, I have never experienced a puller	31	8.1%
Other (View all)	19	4.9%
No Responses	11	2.8%
Totals	372	100%

29 How many Santa Suits or outfits do you own? Please the total number of outfits for Santa, Kris Kringle, or St. Nicolas.

Answer	Number of Responses	Response Ratio
1	35	9.1%
2	59	15.4%
3	80	20.9%
4	68	17.8%
5	56	14.6%
6	30	7.8%
7	16	4.1%
8	12	3.1%
9	8	2.0%
10	6	1.5%
None	3	<1%

Other (View all)		3	<1%
No Responses		6	1.5%
	Totals	372	100%

30 What Size Boot do you wear?

Answer		Number of Responses	Response Ratio
8		13	3.4%
8.5		10	2.6%
9		29	7.5%
9.5		32	8.3%
10		44	11.5%
10.5		42	10.9%
11		53	13.8%
11.5		29	7.5%
12		45	11.7%
12.5		14	3.6%
13		40	10.4%
13.5		2	<1%
14		23	6.0%
No Responses		6	1.5%
	Totals	372	100%

31 What is Santa (What are you) Driving this year? Personal Vehicles only. If your vehicle is one of the newer alternative fuel vehicles, do not list the type (truck, van, etc.) Just list whether it is electric, hybrid or biofuel.

Answer		Number of Responses	Response Ratio
Compact Car		30	7.8%
Mid-Sized Car		46	12.0%
All-electric Car		1	<1%
Bio-fuel Vehicle		2	<1%
Hybrid (Electric/Gas) vehicle		12	3.1%
Pick Up Truck		89	23.2%
SUV		131	34.2%
Van		28	7.3%
Other (View all)		35	9.1%
No Responses		8	2.0%
	Totals	372	100%

- 32 Does Santa (Do you) ride a motorcycle? If you do, please check off the manufacturer. Do not use other to tell us you are riding an exclusive model of a Harley or Honda. Check Harley or Honda and use comments if you want to tell us "Fat Boy" or size of engine or with side car, etc. I forgot to add the category, "Mrs. Claus won't let me!"**

Answer	Number of Responses	Response Ratio
I own and ride a Harley Davidson	25	6.5%
I own and ride a Gold Wing	3	<1%
I ride a Can-Am Spyder	5	1.3%
I like to ride but do not own a motorcycle	56	14.6%
I do not ride a bike	251	65.7%
Other (View all)	31	8.1%
No Responses	11	2.8%
Totals	372	100%

- 33 What is Santa's (your) favorite cookie? Or snack that the children leave out for you?**

Answer	Number of Responses	Response Ratio
Chocolate Chip	162	42.4%
Rice Krispy Treat	1	<1%
Gingerbread	9	2.3%
Oatmeal Raisin	74	19.3%
Oreo	10	2.6%
Peanut Butter	18	4.7%
Sugar Cookie	29	7.5%
Other (View all)	67	17.5%
No Responses	12	3.1%
Totals	372	100%

Comments (73)

- 34 What is Santa's (your) favorite Christmas Song?**

Answer	Number of Responses	Response Ratio
Santa Claus is Coming to Town	94	24.6%
Jingle Bells	51	13.3%
White Christmas	33	8.6%
Christmas Song	14	3.6%
Rudolph the Red Nosed Reindeer	51	13.3%
Silent Night	54	14.1%
Little Drummer Boy	20	5.2%
Twelve Days of Christmas	1	<1%
Grandma Got Run over by a Reindeer	3	<1%
Other (View all)	54	14.1%

No Responses		7	1.8%
	Totals	372	100%

35 What is Santa's (your) favorite greeting?

Answer		Number of Responses	Response Ratio
Merry Christmas		353	92.4%
Happy Holidays		4	1.0%
Season's Greetings		1	<1%
Joyous Noel		0	0.0%
Feliz Navidad		1	<1%
Happy Hanukkah		0	0.0%
Mele Kalikimaka		0	0.0%
Other (View all)		17	4.4%
No Responses		6	1.5%
	Totals	372	100%

36 Besides the basic tasks or work as Santa, what else do you do when visiting children and families or making public appearances? You may check more than one.

Answer		Number of Responses	Response Ratio
I am a basic Santa, talk to children, pose for photos and hand out presents.		333	88.8%
I read a book or tell stories		302	80.5%
I can sing songs		171	45.6%
I can perform a little magic		75	20.0%
I play a musical instrument (explain below)		19	5.0%
I work with puppets (explain below)		14	3.7%
Other (View all)		11	2.9%
	Totals	372	100%

Comments (51)

37 How many times a day do children sneeze or cough on you?

Answer		Number of Responses	Response Ratio
1-3		242	63.3%
4-6		75	19.6%
7-9		18	4.7%
10-12		20	5.2%
13-15		3	<1%
More than fifteen times a day		12	3.1%
No Responses		12	3.1%

	Totals	372	100%
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Comments (79)

38 What Percentage of Babies visiting you, Cry?

Answer		Number of Responses	Response Ratio
Less than 10%		245	64.1%
25%		86	22.5%
50%		31	8.1%
More than 50%		13	3.4%
No Responses		7	1.8%
	Totals	372	100%

Comments (48)

39 What month do you begin planning for Christmas?

Answer		Number of Responses	Response Ratio
January		102	26.7%
February		14	3.6%
March		18	4.7%
April		21	5.4%
May		26	6.8%
June		48	12.5%
July		37	9.6%
August		30	7.8%
September		40	10.4%
October		28	7.3%
November		12	3.1%
December		0	0.0%
No Responses		6	1.5%
	Totals	372	100%

40 What tasks or projects do you complete before you Start your Season? (Before Thanksgiving)

Answer		Number of Responses	Response Ratio
I finish mailing/e-mailing my Christmas Cards and/or letters		99	27.5%
I finish all my Christmas Shopping		131	36.3%
I finish decorating inside my home		168	46.6%
I finish decorating and lighting the outside of my home		172	47.7%
Other (View all)		80	22.2%
	Totals	360	100%

Comments (59)

41 When are you starting work this year?

Answer	Number of Responses	Response Ratio
Prior to November 5	108	28.2%
November 6 or 7	53	13.8%
November 13 or 14	54	14.1%
November 20 or 21	42	10.9%
The day after Thanksgiving, November 27	44	11.5%
November 28 or later	26	6.8%
Other (View all)	44	11.5%
No Responses	11	2.8%
	Totals	372
		100%

Comments (70)

42 If working at a mall, what is your average hourly rate

Answer	Number of Responses	Response Ratio
\$10 or less an hour	1	<1%
\$11 to \$15 an hour	2	<1%
\$16 to \$20 an hour	2	<1%
\$21 to \$25 an hour	12	3.1%
\$26 to \$30 an hour	12	3.1%
\$31 to \$35 an hour	14	3.6%
\$36 to \$40 an hour	7	1.8%
\$41 to \$45 an hour	8	2.0%
\$46 to \$50 an hour	16	4.1%
Over \$51 an hour	42	10.9%
No Responses	266	69.6%
	Totals	372
		100%

43 If you are working or volunteering independently, when will you start your Holiday visits?

Answer	Number of Responses	Response Ratio
During the week before Thanksgiving	122	31.9%
After Thanksgiving	137	35.8%
The week before Christmas	4	1.0%
Other (View all)	69	18.0%
No Responses	50	13.0%
	Totals	372
		100%

44 As an independent Santa, how many total hours will you work during the entire holiday season? (Give only the hours you will work or appear.)

Answer	Number of Responses	Response Ratio
10 hours or less	10	2.6%
10 to 20 hours	21	5.4%
21 to 30 hours	30	7.8%
31 to 40 hours	24	6.2%
41 to 50 hours	23	6.0%
51 to 60 hours	26	6.8%
61 to 70 hours	19	4.9%
71 to 80 hours	28	7.3%
81 to 90 hours	19	4.9%
91 to 100 hours	26	6.8%
Over 100 hours	107	28.0%
Other (View all)	21	5.4%
No Responses	23	6.0%
Totals	372	100%

Comments (48)

45 As an independent Santa, what do you charge per hour? Do not include time for driving, dressing or preparation.

Answer	Number of Responses	Response Ratio
\$100	51	13.3%
\$125	54	14.1%
\$150	76	19.8%
\$175	28	7.3%
\$200	40	10.4%
Other (View all)	75	19.6%
No Responses	51	13.3%
Totals	372	100%

Comments (90)

46 As Santa, how many children do you visit with, daily? (If it is easier, take how many you think you see in an average week, and divide by 7)

Answer	Number of Responses	Response Ratio
Less than 24	93	24.3%
25 to 50	91	23.8%
50 to 100	92	24.0%
100 to 150	46	12.0%
200	14	3.6%

250		15	3.9%
300		4	1.0%
350		4	1.0%
400		2	<1%
450		1	<1%
500		7	1.8%
550		1	<1%
600		0	0.0%
650		1	<1%
700		2	<1%
750		1	<1%
800		0	0.0%
850		0	0.0%
900		0	0.0%
More than 1000 children every day.		0	0.0%
No Responses		8	2.0%
	Totals	372	100%

47 What is the average length of a child's visit with you?

Answer		Number of Responses	Response Ratio
30 seconds		13	3.4%
one minute		29	7.5%
90 seconds		50	13.0%
two minutes		60	15.7%
more than two minutes		166	43.4%
No Responses		64	16.7%
	Totals	372	100%

48 Do you schedule visits on Christmas Eve or Christmas Day?

Answer		Number of Responses	Response Ratio
YES, On Christmas Eve only		123	32.1%
YES, On both Christmas Eve and Christmas Day.		99	25.9%
NO. I follow the belief that "Christmas is for Family" and I spend the time with them.		79	20.6%
Other (View all)		16	4.1%
No Responses		65	17.0%
	Totals	372	100%

Comments (46)

- 49 Do you have special rates for Christmas Eve or Christmas Day? This question is optional, depending on how you answered the previous question.**

Answer	Number of Responses	Response Ratio
No. I ask for the same rate as my normal visits	73	19.1%
Yes. I set my rate up 10%	8	2.0%
Yes. I set my rate up 20%-25%	49	12.8%
Yes. I set my rate up 50%	74	19.3%
Other (View all)	63	16.4%
No Responses	113	29.5%
Totals	372	100%

Comments (30)

- 50 Has a child asked you any tough questions? Santa often hears difficult requests and wishes from Children. Often these children are worried because the parents are having difficulties and the children are trying to help find a fix. Using the scale below, please tell us if you heard any of these tough questions last year, and how it differed from previous years, The scale is 1 to 5 with 1 being You are hearing it much less than previous years and 5 being you are hearing these requests much more than in previous years.**

1 = Much Less, 2 = Slightly Less, 3 = About the Same, 4 = Slightly More, 5 = Much More

Answer	Number of Responses	Rating Score*
Children wishing for help to reverse a Divorce or Separation	257	2.4
Children worried about the economy	254	2.3
Children wishing for a Parent to find a job	253	2.7
Children wishing to have a home	254	2.4
Children worried that Santa will not find them	264	3.0
Children worried because a loved-one died	260	2.8
Children worried because someone is extremely ill	257	2.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Comments (50)

- 51 Have you ever had a child tell you that someone is hurting them? Children trust Santa and most of us have never, ever had a child report abuse. But we know that this is the most awkward thing a child may tell Santa. Have you ever been in this situation?**

Answer	Number of Responses	Response Ratio
No, I have never had a child tell me of abuse	279	73.0%
Yes, I have had a child tell me of being hurt and/or abused	39	10.2%
No Responses	64	16.7%

	Totals	372	100%
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Comments (37)

52 Have you had Hospice Training?

Answer		Number of Responses	Response Ratio
Yes, I have had hospice training.		60	15.7%
No, I have not had hospice training		251	65.7%
No Responses		68	17.8%
	Totals	372	100%

Comments (33)

53 If you volunteer as a Santa for a special cause, which ones do you volunteer for? You may check more than one. You may also check other and list a charity.

Answer		Number of Responses	Response Ratio
Marines Toys for Tots		76	31.4%
Make a Wish		32	13.2%
Wounded Warriors		26	10.7%
Military Units		57	23.5%
Operation Snowball or Operation Snowflake		0	0.0%
Starlight Foundation		3	1.2%
Autism Society		34	14.0%
Ronald McDonald House		19	7.8%
Children's Hospital		72	29.7%
Other (View all)		109	45.0%
	Totals	242	100%

Comments (49)

54 Do you ever see yourself retiring or stepping away from being Santa? Please indicate yes or no below and explain why in the comments.

Answer		Number of Responses	Response Ratio
No		166	43.4%
Yes		137	35.8%
No Responses		79	20.6%
	Totals	372	100%

Comments (159)

55 Marital Status

Answer	Number of Responses	Response Ratio
Single	29	7.5%
Married	274	71.7%
Separated	1	<1%
Divorced	14	3.6%
No Responses	64	16.7%
Totals	372	100%

56 If Married, How Many Years?

274 Santas said they were married, 71.7 %. The average length of marriage was 23.98 years. Two Santa couples were newlyweds and one couple reported they have just celebrated their 59th anniversary.

57 Did you Serve in the Military? If so, which branch?

Answer	Number of Responses	Response Ratio
No Military Service	194	50.7%
Air Force	29	7.5%
Army	36	9.4%
Coast Guard	1	<1%
Marines	8	2.0%
Navy	40	10.4%
Other (View all)	10	2.6%
No Responses	64	16.7%
Totals	372	100%

Comment18.5s (31)

58 Education. Please select the highest level of School you completed. These are degrees from accredited Schools or Universities (Unfortunately not Santa School)

Answer	Number of Responses	Response Ratio
High School	38	9.9%
AA Degree	58	15.1%
BA or BS Degree	71	18.5%
MA or MS Degree	45	11.7%
Some College	78	20.4%
PhD or Doctoral Degree (Accredited College or University, Not Santa School)	14	3.6%
GED	3	<1%
Other (View all)	10	2.6%
No Responses	65	17.0%

	Totals	372	100%
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Comments (27)

59 In your previous life (Before Santa) what was your main occupation? Select any that apply or list in "Other."

Answer	Number of Responses	Response Ratio
Arts - Painter / Sculptor / Writer, etc.	8	2.5%
Public Service / Law Enforcement / Fire	34	10.7%
Government Employee - Federal, State or Local	51	16.0%
Elected Official	4	1.2%
General Construction / Building Trades - Carpenter / Electrician / Plumber, etc.	37	11.6%
Heavy Construction / Roads / Sewers / Iron Worker	12	3.7%
Doctor- Medical / Dental etc.	2	<1%
Finance/ Banking / Loans/ Investments (St. Nicholas is your Patron Saint)	13	4.1%
Sales / Marketing / Advertising	51	16.0%
Education - Administrator or Teacher	48	15.1%
Entertainer / Entertainment Industry	24	7.5%
Culinary/ Restaurant Owner / Cook/ etc.	13	4.1%
Lawyer (St. Nicholas is your Patron Saint, too!)	2	<1%
Health Professional / Nurse / Lab Technician	15	4.7%
Public Administration - Federal / State or Local	6	1.8%
Public Works - Federal / State or Local	8	2.5%
Aviation	7	2.2%
Career Military (Retired)	22	6.9%
Broadcasting - Radio/TV	6	1.8%
Journalism	2	<1%
Other (View all)	126	39.7%
	Totals	317
		100%

Comments (45)

60 Have you, as Santa, become more "tech savvy" in recent years? Please tell us how you use the internet to connect, network and/or promote. Check all that apply.

Answer	Number of Responses	Response Ratio
I am not tech oriented. In fact, this survey was too much for me!	32	10.1%
I am lucky if I can just use email.	62	19.6%
I have a Facebook page as Santa	151	47.7%
I use twitter	27	8.5%
I have a dedicated "Santa" web site for business	100	31.6%
I have a dedicated "Santa" web site just for children	6	1.8%
I have a dedicated "Santa" web site that is both for children and for	23	7.2%

getting business.			
Other (View all)		59	18.6%
	Totals	316	100%

Comments (48)

61 Have you attended a Santa School? Select all that apply.

Answer		Number of Responses	Response Ratio
Charles W. Howard		53	16.6%
School4Santas - International University of Santa Claus		197	61.9%
Victor Nevada School		2	<1%
Professional Santa Claus School		47	14.7%
St. Nicholas Institute		14	4.4%
Noerr Programs Santa Training		16	5.0%
IUSC Correspondence DVD Course		17	5.3%
No, I have never attended a Santa School		59	18.5%
Other (View all)		96	30.1%
	Totals	318	100%

62 For the last few years, there has been a strong look at "Diversity," Even in the Santa World. What race/ethnicity do you consider yourself? This question is optional.

Answer		Number of Responses	Response Ratio
Caucasian or White		288	75.3%
African American or Black		2	<1%
Hispanic or Latino		4	1.0%
Asian		0	0.0%
Native American, American Indian, or Alaska Native		4	1.0%
Native Hawaiian or Pacific Islander		0	0.0%
Multiracial		2	<1%
Other (View all)		10	2.6%
No Responses		72	18.8%
	Totals	372	100%

Notes (18)

63 What does Santa (That's you) want for Christmas? Santas are always being asked this question. (We have given you a few categories to choose from, but you are welcome to tell us 'Other' or to give us a written answer.)

Answer		Number of Responses	Response Ratio
New Phone		7	1.8%
Electronics; Computers, etc.		15	3.9%

Sporting Goods / Recreation / Outdoors etc.		8	2.0%
Entertainment/ Big Screen TV / Audio Components etc.		4	1.0%
Power Tools etc.		11	2.8%
New Santa Suit / Accessories		66	17.2%
Travel / Vacation		101	26.4%
Other (View all)		103	26.9%
No Responses		67	17.5%
	Totals	372	100%

Comments (51)

64 As most of us are Senior Citizens or "Boomers," part of our responsibility protecting Santa's health. What do you do to keep healthy and stay in shape? Select any or all answers that apply to you.

Answer		Number of Responses	Response Ratio
I get regular check-up with my doctor		284	89.3%
I practice preventive care by getting my shots (flu, pneumonia, etc.)		258	81.1%
I like to see a chiropractor or get a massage to keep well adjusted		64	20.1%
I play golf, tennis, or outdoor sports to keep fit		43	13.5%
I enjoy swimming and water exercises		55	17.2%
I am diabetic so I watch my diet, exercise, and take meds if necessary		131	41.1%
I have experienced heart problems, but all is great now		65	20.4%
My age and health have declined a bit, so my work as Santa is now less.		23	7.2%
I practice Yoga		4	1.2%
I practice Pilates		0	0.0%
I practice Zumba		0	0.0%
I am a member of Silver Sneakers		37	11.6%
I practice Aerobics		7	2.2%
I exercise privately with videos / DVDs by Richard Simmons, Jane Fonda, Jack LaLanne, etc.		10	3.1%
Other (View all)		85	26.7%
	Totals	318	100%

Comments (42)

65 If you could change, fix, or upgrade something about Santa, what would it be, and why?

171 written responses to this question. Answers range from "Being more fit," to "Learning a new language or American Sign Language," to "Putting more emphasis on believing in Santa and Christmas and less emphasis on removing the Reason of the Season."	
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66 What are Santa's Plans (Your plans) after this Holiday Season?  Select as many options

as you wish.

Answer		Number of Responses	Response Ratio
I plan to take a well-deserved vacation		141	44.4%
I plan to attend a Santa Convention Next Year		153	48.2%
Go Shopping at After Christmas Sales		43	13.5%
Catch up on Household Chores		96	30.2%
Visit relatives and friends		120	37.8%
I must return to a regular job		71	22.3%
Other (View all)		40	12.6%
	Totals	317	100%

*This survey had 376 respondents. However, some respondents did not answer all questions so you may see questions with only 325 or 330 as a total, etc. Additionally, many of the questions allowed for written comments or the survey question may have been an essay question, with written answers. As such, there are over 3,600 of these written responses, too many to include here. Our three professors are studying many of these for a future report. Should you wish more information on the omitted responses or questions, please send an email to Santa@NationalSanta.com.