



For Immediate Release:

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Statistical Data online at: <https://www.nationalsanta.com/epk-national-santa//>

2023 Red Suit Survey

66.2 247 and Chocolate Chip Cookies

20+ years of Surveys prove the hardest working person of the year!

And the award goes to Santa Claus!

By National Santa, Tim Connaghan

New York, NY (October 24, 2023) – In two weeks, an estimated 70% of the Malls and Shopping Centers in America will start celebrating the arrival of a very special, “Red Suited” gentleman . . . Santa Claus!

And continuing with an over 20-year tradition, “National Santa” Tim Connaghan’s, “Red **Suit Survey**,” is presenting a culmination of statistics and highlights from his surveys of Santas across the land.

Reporting from recent and past Surveys the average Santa is 66.2 years-old, weighs 247 pounds, and this may be because his favorite cookie is chocolate chip! Please also note: the remaining 30% of the Malls will see Santa arriving by Black Friday.

Annually this very special group of white bearded men visit and appear at just about every mall and most shopping centers in America. And would you believe, he is the hardest working man of the year!

- 44.3 percent are sneezed or coughed on up to 15 times each day!
- 30.9 percent of Santas have been “wet” on by a child!
- 88.4 percent of Santas have their beard pulled to see if it is real.
- Every Santa must work with crying Babies.
- And, he has all those presents to deliver!

The annual release of the “Red Suit Survey,” gives us a wonderful insight into some areas of Santa’s life, his work, and the problems he faces during the Christmas Season.

All details of this year’s culmination of surveys can be found on the web at: NationalSanta.com. Just click on the tab for ‘**RED SUIT SURVEY**.’

Having graduated over 5,000 Santas and Mrs. Claus from his **International University of Santa Claus**, (School4Santas), plus serving as the National Santa for the **Marine Corps Toys for Tots**, and presiding over

the **Hollywood Christmas Parade**, there is not much that has escaped his view. And, according to Connaghan, one of the hardest jobs of all is that of the Santa.

The tradition of Santa Claus welcoming the children, dates to 1890 when Col. James Edgar, owner of the Boston Stores, put on the "Red Suit" at his Brockton, MA store and became the first Department Store Santa.

Today, there are thousands of malls and stores showcasing "The man in the Red Suit." They invite the families and their children to visit. Beyond how many kids have been "naughty or nice," the annual surveys give us hundreds of surprising statistics!

- Average age of a Santa: 66 Years young. Youngest working Santa, 20. Oldest, 88 years old.
- Average weight 248 pounds (112 kilos).
- 79 tell us the "bowl of Jelly" is real.
- 92 are proud of their 'real beards' The remaining 8% are also proud to bring joy to all!
- 59% of the real bearded Santas are naturally white! 41% have an account at Sally's.
- Thirty percent of mall Santas have more than one hundred children sit on their lap every day. 7% see over 500 children a day.
- 31 percent of Santas have been "wet" on by a child!
- 88 percent of the Santas have had their beard pulled, to see if it is real. Surprisingly, 24% percent of the "pullees" were adults, mostly ladies. The rest were skeptical children.
- 97% of the Santas report children sneeze or cough on them daily, 13% report being coughed or sneezed on, up to fifteen times each day!
- Every Santa must manage crying Babies. But 64% of the Santas report it' actually less than 10% of the babies.

The following are additional mall Santa facts:

- Sixty percent of real bearded Santas groom their beard up to four times each day.
- Santa is a very well-hydrated man with 45 percent drinking 5 to 10 glasses of water each day.
- Fresh breath is of top priority for 20 percent of Santas who eat four to six mints each day.
- Fifty-two percent of Santas believe girls are shyer than boys.
- 46.4 per cent use a fan to keep cool while working. 53 percent wish they had a fan!
- Over 45 percent have up to ten children try to take their glasses off each day.
- 55 percent will pose for pictures with pets, which range from puppies and kittens to boa constrictors!
- When children come to visit Santa at the mall, over 75 percent believe they have been good all year long. However, only half the Santas believe they are telling the truth.

On the personal side Santa has told us via this and some earlier surveys:

- His favorite cookie is Chocolate Chip (42%), with Oatmeal Raisin (19%) second.
- Santa's favorite Christmas Eve Beverage is Hot Cocoa (31%) or Milk (25%).
- Favorite Christmas Song - "Santa Claus is Coming to town," (24%); Second is "Silent Night," (14%)
- Only 17 percent of the Santas speak a second language. These include, Spanish, French, German, Japanese, Russian and Italian. 11% speak Spanish and 2% use American Sign Language.
- 92% reported their number one Greeting is "Merry Christmas,"
- While most people look forward to family vacations or watching football games after Christmas, after spending most of the year freezing at the North Pole, 84 percent of Clauses want to spend time with their families. 10 percent look forward to taking a nice, long nap.
- Would you believe that 27% immediately start their Christmas planning for next year!

- Following the inaugural 2006 Discover Santa Convention, one Mrs. Claus reported in Time Magazine, that “Santa is a Chick Magnet.” Throughout the following years, when the survey again asked the Santas that question: 39% said NO, 32% said sometimes. And 26 and a half percent said, “It’s a difficult job, but someone has to do it!”

2020 and 2021 forced many changes in our lives and changes in Santa’s life too! Hundreds of Santas met the challenge and adjusted how they run. Fortunately, everything is now returning to tradition.

- When asked how they coped with the Pandemic, 72% of the Santas said they made it through OK and even got to work as Santa. 1.3% reported catching the COVID virus.
- Over 90% of the Santas reported they had their vaccinations and returned to work. The remaining Santas decided to take 2020 and 2021 off.
- The author of the survey, Santa Tim says, he and many other Santas used rapid Covid test kits such as BinaxNOW, in addition to being vaccinated. Abbott Laboratories, makers of BinaxNOW sent out thousands of test kits to hundreds of Santas all across the U.S. It allowed them to remain cautious during the season.

Celebrating almost fifty-five years of wearing the red suit, Connaghan has made it his job to know about everything related to working as a Santa. From his first day as Santa in 1969 for his fellow troops in Viet Nam, to working in Malls and Stores, to appearing at major national events and shows, he understands the job, and the “dos and don’ts” of wearing the “Red Suit.”

Whether it is sitting in a big mall, presiding over a tree lighting ceremony, or making a private home visit to a family, Santa Tim knows the rewards of bringing cheer and happiness to children across the world, even with all the little problems that come with the job.

No one truly knows how many Santas there are in the United States, let alone around the world. It is estimated that there are between 8,000 and 10,000 in the United States (Only the real Santa Claus knows!) Santa Tim surveyed 380 Santas this year and the results from his fellow Clauses prove that Santa truly is, “The Hardest working Person of the Year.”



National Santa Tim Connaghan is the author of “**Santa’s Tips to Surviving the Holidays**”, a consumer and family guide to planning and surviving the holidays; and a speaker, comedian, and actor currently celebrating his 54th year of wearing the Red Suit. In his alter-ego as Santa Claus, he has been seen on the Tonight show, Today Show, Dr. Phil, plus almost 100 television shows, movies, hundreds of news articles, radio and TV news programs and commercials, plus concert appearances with Mariah Carey and at the Grand Ole Opry. Over the past 20 years he has traveled all over the U.S. and overseas with **his International University of Santa Claus**, where he has graduated over 5,000 Santas and Mrs. Claus who have attended his “**School4Santas**,” based on two of the most widely published Santa training manuals, “**Behind the Red Suit, The Business of Santa**,” and “**Making the Moment**.” He is the former president of the nation’s largest Santa Association and produced the world’s largest Santa Convention, “Discover Santa.”

He has the title of “**National Santa**” for the **Marine Corps Toys for Tots Foundation**, in addition to his twenty years as the **Official Santa for the Hollywood Christmas Parade**. For other information, questions about survey research, statistics and details, interviews or appearances, email Santa Tim at Santa@NationalSanta.com, or call: (631) 871-4901.

