



## **“Santa We Got Your Back” – Complete Survey Results**

The “Santa We Got Your Back” survey, administered online by Brand IQ, polled more than 330 of the 1,000+ members with the Amalgamated Order of Real Bearded Santas (AORBS), an international association of real bearded gentlemen dedicated to the joy of being Santa, to prove he truly is the hardest working man in retail during the holiday season.

Here’s the proof in the (plum) pudding:

- 1. How many times a day do children step on your nice black boots?**  
More than 50% of Santas have children step on their boots 1 to 10 times a day.
- 2. How often do you get headaches during the holiday season?**  
Over 35% of Santas get 1-4 headaches during the holiday season.
- 3. How many hours do you work during a typical holiday season?**  
During the holiday, 41% of Santas work a frazzling 180 hours with 18% working up to 250 hours.
- 4. How many times a day do children pull on your beard to see if it is real?**  
Almost 90% of mall Santas have their beard pulled each day to see if it’s real.
- 5. What is your shoe size?**  
Nearly half of mall Santas’ black boots are between a size 10 to 11½.
- 6. How many times a day do children try to take your glasses off?**  
About 50% of Santas nearly lose their glasses every day with up to 10 children trying to take them off of Santa’s face.
- 7. How many children sit on your lap on an average day?**  
Practically 30% of mall Santas have more than 100 children sit on their lap every day.
- 8. How many times a day do you get sneezed and coughed on during a typical day?**  
More than 60% are sneezed or coughed on up to 10 times a day.
- 9. How many red Santa suits do you have?**  
According to 23% of mall Santas, it takes four to six red suits to stay looking sharp for the season.

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- 10. Santa suits are quite warm. How do you keep cool?**  
By drinking lots of water - 73% of Santas say staying well hydrated is key. Having a fan doesn't hurt either; 46% of Santas keep cool with a fan.
- 11. How many children cry on your lap during a day?**  
74% have up to 10 children cry while on their lap each day.
- 12. Have you ever had a child 'wet' on your lap while being a Santa?**  
Yes. 34% of Santas have been subjected to the effects that a long line has on a child.
- 13. How many meals do you eat in an average day?**  
Roughly 53% of mall Santas stay strong by eating 3 meals a day.
- 14. How many snacks do you eat in a day?**  
Besides the three meals Santa eats, 41% eat two snacks a day.
- 15. How many mints do you go through a day?**  
Fresh breath is of top priority for 20 % of Santas who eat four to six mints daily.
- 16. How many times a day do you groom your beard?**  
60% of real bearded Santas groom their beard up to four times a day.
- 17. How many times a day do you drink water?**  
Mall Santas are very well-hydrated men, with 45 % drinking 5 to 10 glasses of water a day.
- 18. What proportion of children say that they are GOOD versus bad?**  
When children come to visit Santa at the mall, 75% believe they have been good all year.
- 19. What proportion of these children are lying? ...**  
Only half of Santas believe those who claim to be good are telling the truth.
- 20. How many times do you see camera "flash" spots in a day?**  
45% of Santas see camera "flash" spots more than 25 times per day.
- 21. What do you look forward to doing after the holidays are over?**  
While most people look forward to family vacations or watching football games after Christmas, 52 % of Santas look forward to taking a nice, long nap.
- 22. What type of cologne do you wear?**  
The top 10 scents worn by Santa are (ordered by preference): Old Spice®, Calvin Klein's Obsession® for Men, baby powder, Polo, Brut®, Jovan® Musk), peppermint, Aspen®, Axe, and Canoe.

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**23. What is the strangest gift request you received?**

The top 10 include:

- #1 – Exotic pets take the lead, with requests including: giraffes, pigs, elephants, llamas, tree frogs, unicorns, dinosaurs, penguins, and, of course, reindeer.
- #2 – A new sibling because child doesn't care for the one he/she has, or for sibling to lose voice permanently.
- #3 – Cookbooks for Mom because 'she can't cook very well'
- #4 – To live on the moon
- #5 – A "real chainsaw"
- #6 – Alien from Mars
- #7 – Ride in Santa's sleigh
- #8 – Floor buffer from a five year old boy
- #9 – Boots for a horse and diapers for a monkey
- #10 – For Santa to marry "mommy" (so the girl could be Santa's daughter)

**24. What is the most often requested gift?**

The top most requested gifts are: dolls/action figures, video/computer games, electronics, cars/trucks, bikes, and pets.

**25. Who are more shy girls or boys?**

52% of Santas believe girls are shyer than boys.

**26. What do you want to "Pimp your Sleigh"?**

If Santa could "pimp his sleigh," 44 % would add a GPS for Mrs. Claus.

**27. What type of snacks do your reindeer like?**

Carrots win in first place at 70%, followed by apples at 48%, and then by oats at 32%.

**28. What does Mrs. Claus want for Christmas?**

After spending her year freezing at the North Pole, Mrs. Claus wishes for time alone with her jolly, old husband in a warm climate.