

## 2006 AORBS Santa Survey

For media release November 2, 2006

The following "Santa Statistics" were collected in a survey sent out to the over 1000 members of the Amalgamated Order of Real Bearded Santas (AORBS), as part of their First International Convention, July 6-9, 2006.

To date 325 "Real Bearded" Santas have respond to the survey. Initial results were announced at the AORBS convention and released to the media in attendance. A detailed recap of the survey will be re-released on November 2, 2006, as the first group of Santas begins their annual arrivals at malls and shopping Centers across America.

Information from this survey tells us that families visiting Santa will find that the average "real-bearded" Santa is:

Age:	59.34 years
Height:	69.70 inches
Weight:	256.89 pounds
Eyes:	55% Blue, 21% Brown, 18% Hazel, 6% Green
Married:	24.16 years
Children:	2.73
Grand Kids	3.53
Great Grand Kids:	.27
Why or How did you become a Santa:	Co-Workers asked me: 20.6%
	Family asked me: 22.4%
	I saw, I liked, I became 56.6%
Higher Education:	78% college AA= 47 BA= 70 Masters= 40 PHD=7 DR. = 2
Military Service:	56%
Where do you work:	45.5 % Malls; 35.4% Parties; 8% New; 10.1% Charity Work
Years as a Santa:	11.9 years
Days each year in the Red Suit:	27.46 days
Average # of children seen per day:	193.65 children
Average # seen by one Santa in a year:	5317.629 children (ranges from 50 to over 30,000)
Have you appeared in a Parade:	44%
What is Santa's Favorite Cookie:	Chocolate Chip 53.5%
	Oatmeal Raisin 23.4%
	Peanut Butter 10.1%
	Sugar Cookie 7.6%
Santa's Favorite Holiday Beverage:	Milk 42.1%
	Hot Cocoa 33.2%
	Coca Cola 8.9%
	Hot Cider 8.6%
What is Santa's Favorite Holiday Song:	Santa Claus is coming to town 24.6 %
	White Christmas 20.0%
	Silent Night 16.9
What is Santa's Favorite Holiday Movie	Miracle on 34 <sup>th</sup> Street 56.9%
	It's a Wonderful Life 18.1%
	Santa Clause 22.7%
Santa's Favorite Reindeer:	Rudolph 63.4%
Santa's Favorite Book:	The Night Before Christmas 81.8%
	Polar Express 16.0%
What does Santa Drive:	28.4% Pick-up, 27.8% sedan, 21% SUV, 17% Van, 3% Sport, 1% Hybrid, 0.6% 18-Wheeler
Does Santa ride a Motorcycle too?:	13.7% ride motorcycles

Based upon the survey results and projected to include the total number of Malls and Shopping Centers in the U.S., or the total number real bearded Santas in our data base (1043), the following figures were computed.

Estimated # of children seen by AORBS Santas: 5,546,287 children each Holiday Season

Estimated # of children to visit a Santa in 2006\*: 15,492,000 children

\*Estimate based on average daily number of children to a Santa, times 40 days, times the # of malls and centers having a Santa. Approximate # of Malls and Centers, 1500, supplied by ICSC, Int'l Council of Shopping Centers.

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