

Press Releases

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Press Release: Santa Could Earn More Than Top Executives, Insure.com Determines

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Foster City, CA – December 11, 2019 –In the spirit of the season, insure.com considers what Santa might earn for his work and finds that, for the fourth consecutive year, it's likely St. Nick could get a raise.

Using salary information from the Bureau of Labor Statistics, Insure.com's research shows that not only could Santa could earn upward of \$155,000, but elves and reindeer might be in line for a nice bonus, too. To estimate Santa's earning power, analysts factored in the number of hours per day he likely spends on various tasks, such as:

- Running the workshop
- Reading letters
- Investigating (naughty or nice)
- Snow plowing and much more

"It's difficult to put an economic value on the sum of Santa's work," explains Penny Gusner, senior consumer analyst for Insure.com. "But it's nice to see 'The Man with the Bag' earning more than certain managers and top executives."

The point of this study, while whimsical, is that everyone should have a life insurance policy in place to protect family and loved ones in the event of an untimely death. This analysis explains that life insurance is often overlooked for the lower-earning partner in a relationship but cautions that childcare and home maintenance tasks may be costly to outsource.

“As families prepare for the New Year, it’s a good time to review their finances and make sure they take steps to create as much security as possible,” adds Gusner.

The complete report is accessible here: - </life-insurance/santa-index.html>

Insure.com’s senior consumer analyst, Penny Gusner, is available to discuss how consumers can determine their best life insurance options.

About Insure.com

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