

Press Releases

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Press release: Santa earns a small raise this year, according to Insure.com's annual Santa Index

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Dec. 17, 2012 (Foster City, CA) – From tracking who's naughty and who's nice to running the world's largest toy workshop and delivery service, Santa wears many stocking caps.

Insure.com's annual [Santa Index](#) analysis of wage data from the Bureau of Labor Statistics shows that Santa should be earning \$134,944 this year. That's a 1.5 percent increase from last year's Santa salary of \$132,950.

Insure.com identified the occupations that most closely match Santa's duties and estimated the hours per year he'd spend performing each task. This year's earnings include:

- Industrial engineer. Santa supervises the design, development and testing of every doll and rocket the elves produce, among the hundreds of other toys. Annual earnings for eight hours a day every day: \$111,792.
- Labor relations specialist. Elves are a merry bunch, but that doesn't mean disputes don't erupt. If he spends a half-hour each day dealing with labor issues, annual earnings would be \$5,167.
- Correspondence clerk. The letters from children keep coming. An hour a day as a correspondence clerk for 100 days a year would yield \$1,656.
- Professional shopper. Think of the tears on Christmas morning if Santa didn't carefully select each toy. Eight hours a day, 15 days a year spent selecting presents would earn him \$2,303.
- Rancher. Reindeer don't just take care of themselves. Annual earnings for one hour a day every day: \$4,234.
- Private investigator. Seeing you sleeping, knowing when you're awake, identifying the naughty and nice: An hour a day for sleuthing in the month leading up to Christmas would be \$701.
- Pilot. Santa and his reindeer perform millions of rooftop takeoffs and landings. Average earnings for an

airline pilot for 10 hours: \$568.

And finally, his concise final words every year, "Merry Christmas to all, and to all a good night," would yield a regular announcer a mere 19 cents.

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