

Press Releases

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Press Release: Santa's 'salary' increases by a whisker to \$146,309

By [Insure.com](http://insure.com) Posted on December 5, 2016

Dec. 5, 2016 (Foster City, Calif.) – Each year, Insure.com calculates the “value of Santa” based on analysis of wage data from the Bureau of Labor Statistics. This year it shows Santa should be earning \$146,309, only a 2 percent increase from last year.

Out of the 15 jobs which make up Santa's wage, 12 experienced some wage growth, with six jobs seeing growth of 3 percent or higher.

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|----------------------------------------------|-----|
| • Sales and related worker | +6% |
| • Packers and packagers | +3% |
| • Labor negotiator | +3% |
| • Farmworkers and rancher | +4% |
| • Airline pilot | +3% |
| • Public address system and other announcers | +5% |

Santa wage didn't grow as much as the average U.S. worker, who received a 3.1 percent increase, however Santa's salary is well above the national annual of \$48,099.

Insure.com surveyed 1000 people to discover what salary Santa should earn:

- 18% think Santa should earn more than \$300,001
- 17% think he should make between \$50,001 and \$75,000

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- 14% chose \$75,001-\$100,000
 - 13% feel Santa should be paid \$100,001-\$150,000
 - 12% selected \$25,001-\$50,000
 - 8% believe Santa should not receive any salary
 - 7% selected Santa's current range of \$150,001-\$200,000
 - 7% reported Santa should earn less than \$25,000
 - 4% chose a range of \$200,001-\$300,000

"The high percentage of respondents that chose the highest salary range really seem to value the idea of Santa's work – not just the transaction of a doing a job for pay," says Penny Gusner, consumer analyst for Insure.com. "The 8 percent who said that Santa should not get a salary said so because his work comes from a place of charity and love, and therefore should be considered volunteering."

The Santa Index is an annual Insure.com tradition to bring attention to an important topic each holiday season: life insurance. Seeing the value placed on Santa should remind you of the value of your role taking care of your family. Should the worst happen, would your family's finances be capable of maintaining important bills such as mortgage and childcare?

To see the full chart of Santa jobs and wages, as well as the rest of the Insure.com survey, [visit the full features on Insure.com](#).

Methodology

The Santa Index is based on a pre-set list of tasks and hours; tasks are then matched to occupations from the Bureau of Labor Statistics to find the average wages.

Consumer opinions are based on an online-panel survey commissioned by Insure.com of 1000 adults who said that Santa visits their houses. The survey was fielded in September 2016.

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