

SANTA THEN & NOW

Santa's workload has grown massively in the last 100 years. Kris Kringle now has more children needing presents, more homes to visit, and more elves needed to do the work. He has also seen a massive shift in the places in the world he has to visit.

A report from the Pew Research Center's Forum on Religion and Public Life says there were about 600 million Christians in 1910, but that figure more than tripled to over two billion in 2010.

Extrapolating from the Pew research, we note that given the change in the size of the family the number of homes visited has grown enormously. In the early 1900s the average family in the world consisted of 6.9 people — making about 87-million Christian homes. In the early 2000s, the average family in the world consisted of 4.7 people — making about 425-million Christian homes. Santa has five times more homes to visit.

Homes visited by Santa globally make up about 32% of the homes in the world, down from 35% a century ago. However, according to the Pew research, this apparent stability in the Christian population masks a momentous shift. Although Europe and the Americas still contain the majority of Santa-visited homes (63%), that share is much lower than it was in 1910 (95%).

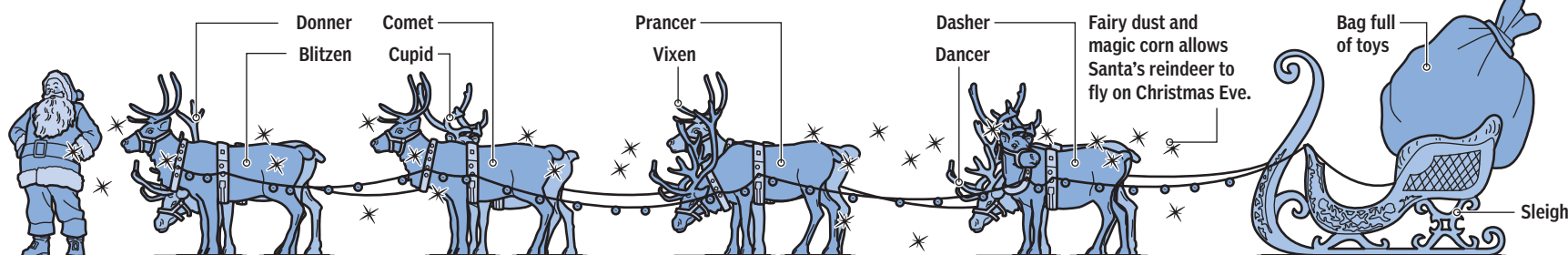
Santa's distance travelled has also grown. He is now visiting around 200 million homes in sub-Saharan Africa and the Asia Pacific region, where there were five or six million rooftop stops at the turn of the century.

Although the Middle East and North Africa are seen as Santa's original "hood", that region today has the lowest concentration of Santa-visited homes (about 4% of the homes in the area). Meanwhile, Indonesia, a Muslim-majority country is home to more Santa-visited homes than all of the countries in the Middle East and North Africa combined because of the large concentration of Christians there.

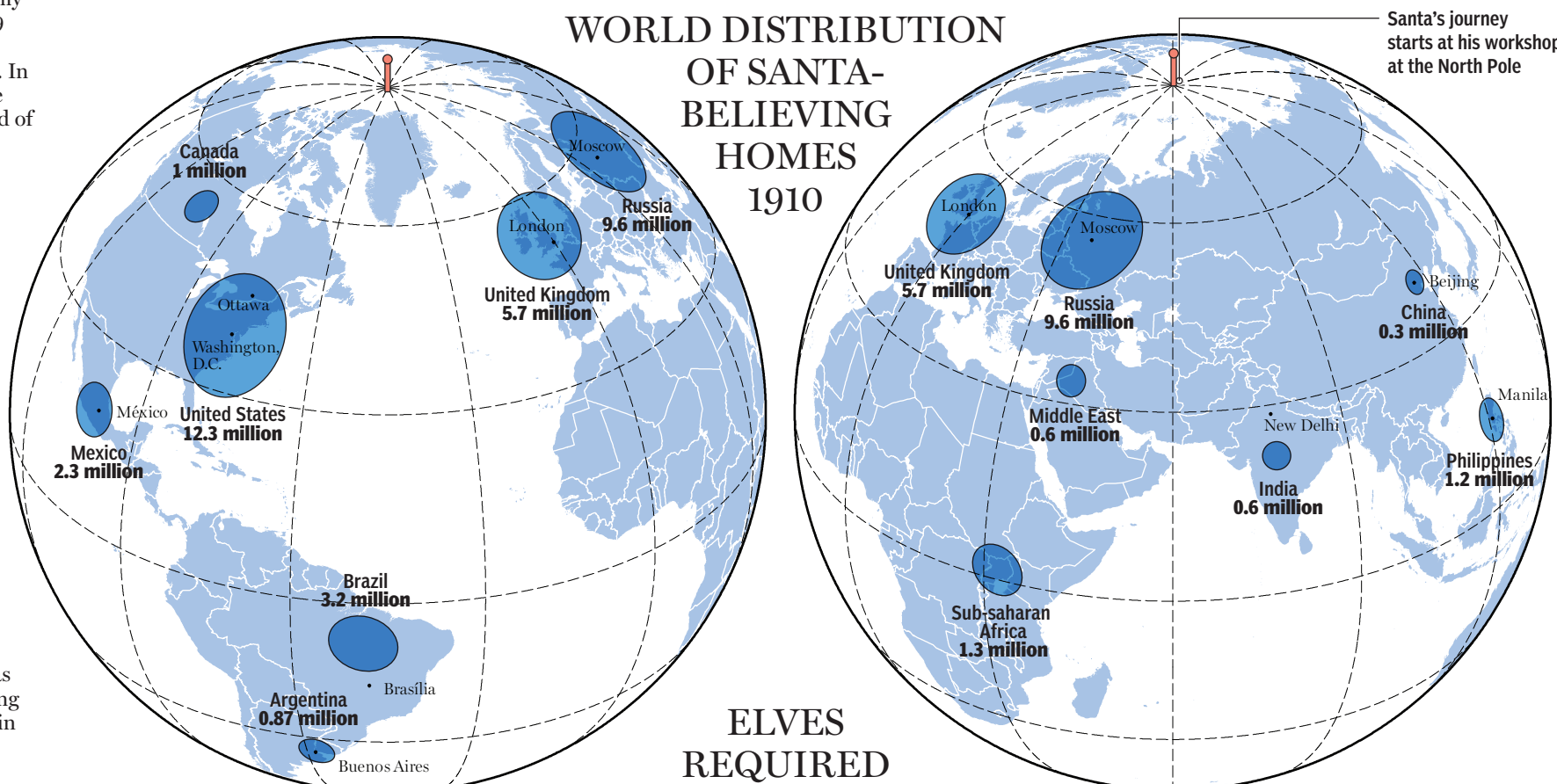
Based on the world Christian population, that there were 1,252,260,000 children anxiously awaiting Santa's arrival last year. All of those extra children have put a greater strain on the sleigh.

Back in 1900, two of the most popular gifts were the Lionel electric trolley for boys (weight 5.45 kg) and bisque dolls for girls (weight 0.45 kg). Multiplied by the number of children, Santa's sleigh would take off with 1,282,158,500 kg of gifts. Last year, two of the most popular gifts were a Nerf gun for boys (3.4 kg) and a karaoke machine for girls (5.1 kg). Those gifts, multiplied by the number of children, would combine to tip the scales at 5,322,105,000 kg.

SANTA'S SLEIGH 1910

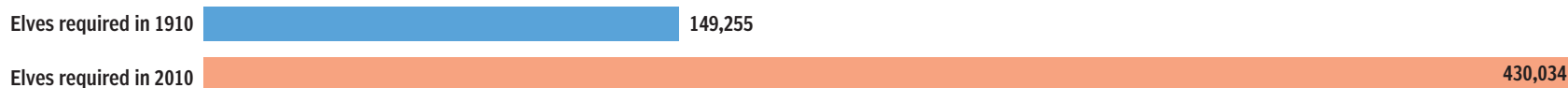


WORLD DISTRIBUTION
OF SANTA-BELIEVING
HOMES
1910

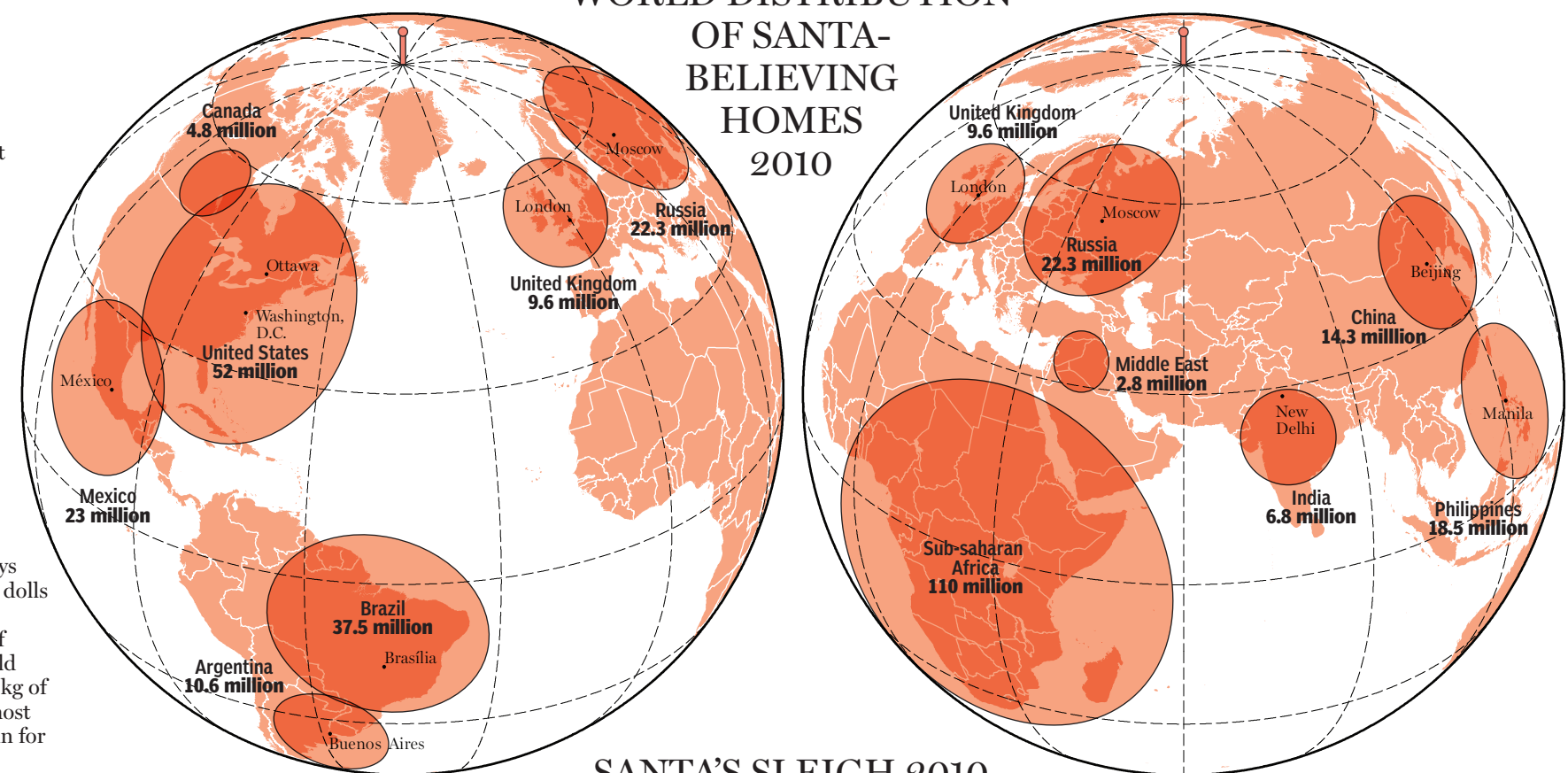


ELVES REQUIRED

If we assume each elf makes 1 toy an hour, 8 hours a day, 364 days a year (nobody works Christmas Day!), each elf makes 2,912 toys a year. In 1910, elves were making gifts for about 434,630,000 children and in 2010 for 1,252,260,000 children.



WORLD DISTRIBUTION OF SANTA-BELIEVING HOMES 2010



SANTA'S SLEIGH 2010

In 2010 Santa had 463,800,000 stops to make. If he did this in the course of 10 hours, Santa would only have 0.000078 seconds at each house. Experts assume that Santa has pimped his ride.

