



## America's Top Christmas Songs 2022

Are America's all-Christmas radio stations playing the right songs? P1 Media Group's annual Christmas Music Research is here. P1 Media Group, a global leader in media research and strategy, surveyed radio listeners nationwide likely to listen to an all-Christmas music radio station during the holiday season. We tested the appeal of the 40 most-played and 40 most-streamed Christmas songs from the 2021 Holiday Season, a total of 60 unique songs, according to Luminate's holiday charts.

### Key Findings

"Rockin' Around the Christmas Tree" by Brenda Lee is America's #1 Christmas song, edging "Jingle Bell Rock" by Bobby Helms for the first time in five years by a fraction of a percentage point. "Christmas music's appeal remains as strong as ever amongst American radio listeners who listen to All Christmas stations 'frequently' or 'sometimes' and personally enjoy Christmas music on a local radio station during the holiday season," says Ken Benson, Partner, and co-founder, of P1 Media Group. "As we often see, there is a lot to learn when we compare radio airplay to on-demand streaming data, even with holiday music. Understanding streaming data can help broaden the appeal of your station."

- The Holiday Classics rule the Top 20, including "Rockin' Around the Christmas Tree," "Jingle Bell Rock," and two versions of "Holly Jolly Christmas," "Rudolph, the Red-Nosed Reindeer," "It's Beginning to Look a lot like Christmas," and "Sleigh Ride."
- 2021's #1 Stream and Airplay song "Mariah Carey's "All I Want for Christmas is You" from 1994 is the newest song in the Top 20 and is the 6<sup>th</sup> highest testing Christmas song this year.
- This list includes the 19 Christmas songs from the Top 40 most-streamed that didn't make the Top 40 most-played airplay chart. The research suggests that these 19 songs should be considered for airplay.

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Top Christmas Songs of 2022

Streaming Rank 2021	Airplay Rank 2021	Title	Artist	18-54 Appeal Score
7	103	Santa Tell Me	Ariana Grande	75.53
10	41	Underneath the Tree	Kelly Clarkson	76.4
11	42	Christmas (Baby Please Come Home)	Darlene Love	80.53
13	238	Snowman	Sia	68.37
15	47	It's Beginning to Look A Lot Like Christmas	Perry Como	79.37
16	61	Run Rudolph Run	Chuck Berry	77.9
19	86	Home For the Holidays	Perry Como	79.77
22	133	Mistletoe	Justin Bieber	65.8
23	84	Santa Baby	Eartha Kitt	78.47
24	134	Have Yourself a Merry Little Christmas	Michael Bublé	82.7
29	64	Christmas Time Is Here	Vince Guaraldi Trio	68.06
31	565	Deck The Halls	Nat King Cole	79.53
32	222	What Christmas Means to Me	John Legend	70.21
33	164	Winter Wonderland	Darlene Love	78.26
34	125	Like It's Christmas	Jonas Brothers	68.3
35	204	Baby, It's Cold Outside	Dean Martin	75.29
37	308	Do You Want to Build a Snowman?	Kristen Bell	72.67
39	196	You Make It Feel Like Christmas	Gwen Stefani	65.68
40	67	Merry Christmas, Happy Holidays	'N Sync	68.5

- There are ten new entries for 2022:
  - #32 Frank Sinatra – Let it Snow, Let it Snow, Let it Snow
  - #34 Darlene Love – Winter Wonderland
  - #35 Bruce Springsteen – Santa Claus is Coming to Town
  - #40 Michael Bublé – It’s Beginning to Look a lot like Christmas
  - #42 Taylor Swift – Last Christmas
  - #53 John Legend– What Christmas Means to Me
  - #55 N Sync – Merry Christmas, Happy Holiday
  - #56 Sia – Snowman
  - #57 Jonas Brothers – Like it’s Christmas
  - #60 Gwen Stefani – You Make it Feel Like Christmas
- Kelly Clarkson’s “Underneath the Tree” from 2010, and Ariana Grande’s “Santa Tell Me,” 2014, and are the two highest-testing original Christmas songs from the Millennium, ranking #41 and #44, respectively.

- 53 of the 60 Christmas songs tested very favorably with an appeal score of 70 or higher on a 100-point scale. The remaining 7 songs also have positive results testing 65 or higher.
- 27% say Christmas Music should begin in early November.
  - 24% Beginning of December
  - 21% Thanksgiving
  - 21% mid-November
  - 9% mid-December
- 70% of Women want Christmas music to begin sometime in November versus on 57% of Men
- The most surprising finding in the study is that 48% say Christmas music programming should stop on New Year's Eve.
  - 24% on December 26<sup>th</sup>
  - 16% Christmas Day
  - 7% December 27<sup>th</sup>
  - 6% some other time

### America's Top 60 Testing Christmas Songs 2022

Rank	Title	Artist	Year	18-54
1	Rockin' Around the Christmas Tree	Brenda Lee	1964	87.22
2	Jingle Bell Rock	Bobby Helms	1957	87.20
3	Rudolph the Red-Nosed Reindeer	Burl Ives	1964	85.43
4	Holly Jolly Christmas	Burl Ives	1965	85.35
5	It's the Most Wonderful Time of the Year	Andy Williams	1963	85.13
6	All I Want for Christmas is You	Mariah Carey	1994	84.95
7	Feliz Navidad	Jose Feliciano	1970	83.75
8	It's Beginning to Look a lot like Christmas	Bing Crosby	1951	83.53
9	Rudolph the Red-Nosed Reindeer	Gene Autry	1957	83.15
10	Last Christmas	Wham!	1986	83.02
11	Jingle Bells	Frank Sinatra	1957	82.85
12	Have Yourself a Merry Little Christmas	Michael Bublé	2011	82.7
13	Sleigh Ride	Ronettes	1963	82.34
14	The Christmas Song	Nat King Cole	1960	82.26

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15	Santa Claus is Coming to Town	Frank Sinatra	1992	81.87
16	Sleigh Ride	Leroy Anderson	1948	81.56
17	Holly Jolly Christmas	Michael Bublé	2011	81.43
18	You're a Mean One Mr. Grinch	Thurl Ravenscroft	1966	81.38
19	It's Beginning to Look a lot like Christmas	Johnny Mathis	1986	80.76
20	Christmas (Baby, Please Come Home)	Darlene Love	1963	80.53
21	Santa Claus is Coming to Town	Jackson 5	1970	80.39
22	Let it Snow! Let it Snow! Let it Snow!	Dean Martin	1959	80.00
23	Home for the Holidays	Perry Como	1954	79.77
24	Here Comes Santa Claus	Gene Autry	1947	79.68
25	Ring Christmas Bells	Ray Conniff Bells	1962	79.63
26	Deck the Halls	Nat King Cole	1960	79.53
27	It's Beginning to Look a lot like Christmas	Perry Como	1951	79.37
28	White Christmas	Bing Crosby	1943	79.02
29	Linus and Lucy	Vince Guaraldi Trio	1964	78.66
30	Carol of the Bells	David Foster	1993	78.65
31	Happy Holidays	Andy Williams	1963	78.58
32	Let it Snow! Let it Snow! Let it Snow!	Frank Sinatra	1950	78.55
33	Santa Baby	Eartha Kitt	1953	78.47
34	Winter Wonderland	Darlene Love	1963	78.26
35	Santa Claus is Coming to Town	Bruce Springsteen	1982	78.14
36	Run Rudolph Run	Chuck Berry	1959	77.9
37	It's the Most Wonderful Time of the Year	Amy Grant	1992	77.55
38	Christmas Eve/Sarajevo 12/24	Trans-Siberian Orchestra	1996	77.31
39	Blue Christmas	Elvis Presley	1957	77.12
40	It's Beginning to Look a lot like Christmas	Michael Bublé	2011	76.41
41	Underneath the Tree	Kelly Clarkson	2010	76.40
42	Last Christmas	Taylor Swift	2007	76.12
43	Wonderful Christmas Time	Paul McCartney	1979	76.04
44	Santa Tell Me	Ariana Grande	2014	75.53
45	Baby, It's Cold Outside	Dean Martin	1953	75.29
46	Home for the Holidays	Carpenters	1978	75.14
47	Little Saint Nick	Beach Boys	1964	73.76

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48	Do They Know it's Christmas	BAND AID	1985	73.69
49	Happy Xmas (War is Over)	John Lennon	1971	72.69
50	Do You Want to Build a Snowman	Kristen Bell	2013	72.67
51	Frosty the Snowman	Jimmy Durante	1969	71.76
52	Please Come Home for Christmas	Eagles	1978	71.27
53	What Christmas Means to Me	John Legend	2018	70.21
54	Christmas Canon	Trans-Siberian Orchestra	1998	69.37
55	Merry Christmas, Happy Holiday	N Sync	1998	68.50
56	Snowman	SIA	2021	68.37
57	Like it's Christmas	Jonas Brothers	2019	68.30
58	Christmas Time is Here	Vince Guaraldi Trio	1965	68.06
59	Mistletoe	Justin Bieber	2011	65.8
60	You Make it Feel Like Christmas	Gwen Stefani	2017	65.68

### About the Survey

P1 Media Group conducted the online survey the weekend of October 28-30, 2022. We sampled 400 18-54-year-old radio listeners from the Top 50 American Radio Markets. Participants were required to listen either “Frequently” or “Sometimes” to an all-Christmas Music local radio station during the holiday season and rate their personal enjoyment of Christmas music on a local radio station during the holiday season a ‘7’ or higher on a 1 to 10 scale. We identified “Heavy Streamers” by asking each respondent “How frequently you listen to music on your smartphone, computer or other listening device from a streaming service such as Pandora, Spotify or Apple Music.” 50% of the sample responded they stream “everyday” and 25% answered a “few days” a week. 75% of the total sample were designated as “Heavy Streamers.”

The test list was compiled from the most-played Christmas Songs on American radio in 2021 and the most-streamed Christmas songs in America in 2021, according to Luminate. The full results are available <http://p1mediagroup.com> For more info, email Ken Benson [ken@p1mediagroup.com](mailto:ken@p1mediagroup.com)

### About P1 Media Group

With experience and passion, we’re shaping the future of radio. We offer the power of a large consultancy, and the understanding, empathy, and honesty of a small one, with a customized approach to help stations grow and engage with their fans.