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America's Top Christmas Songs 2024

P1 Media Group's annual Christmas Music Research has arrived. P1 Media Group, a global leader in media research and strategy, surveyed radio listeners nationwide who were likely to listen to an all-Christmas music radio station during the holiday season. We tested the appeal of the 100 most-played Christmas songs from the 2023 Holiday Season, according to Mediabase.

Key Findings

"Jingle Bell Rock" by Bobby Helms remains America's #1 best-testing Christmas song for seven of the past 8 years. "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.

- The Holiday standards dominate the Top 100 with five versions of "Santa Claus is Coming to Town," "Sleigh Ride," and "Winter Wonderland" making the list.
- Three Artists, Amy Grant, Frank Sinatra, and Andy Williams, have four songs in the Top 100.
- Women score Christmas music on average four points higher than Men. Mariah Carey's "All I Want for Christmas is You" is the #1 tester for women, while Jose Feliciano's "Feliz Navidad" is #1 for men.

- The top testing Christmas songs by age are:
 - 18-24 “All I Want for Christmas is You” Mariah Carey
 - 25-34 “Have a Holly Jolly Christmas” Michael Buble with Burle Ives version a close second.
 - 35-44 “Ring Christmas Bells” Ray Conniff
 - 45-54 “It’s the Most Wonderful Time of the Year” Any Williams.
- Kelly Clarkson’s “Underneath the Tree” from 2010 and Ariana Grande’s “Santa Tell Me” 2014 are the two highest-testing original Christmas songs from the 2000s, ranking #51 and #54, respectively.
- The favorability of Christmas music remains strong. Seventy of the Top 100 songs tested with an appeal score of 75 or higher on a 100-point scale, and 95 songs tested 70 or higher.
- More say Christmas Music should begin in early November this year than last.
 - 31% Early November (up from 23% last year)
 - 17% Mid November
 - 28% Thanksgiving (27% in 2023)
 - 22% early December
 - 2% mid-December
- Most Christmas music lovers, 52% (60% in 2023 and 48% in 2022), want Christmas music programming to stop on New Year’s Eve.
 - 14% Christmas Day
 - 22% December 26th
 - 7% December 27th
 - 52% on New Year’s Eve
 - 3% some other time

America's Top 100 Testing Christmas Songs 2024

Rank	Title	Artist	Year	18-54 Score
1	Jingle Bell Rock	Bobby Helms	1957	82.70
2	Holly Jolly Christmas	Burl Ives	1963	82.36
3	It's the Most Wonderful Time of the Year	Andy Williams	1963	82.34
4	Rockin' Around the Christmas Tree	Brenda Lee	1964	82.22
5	Santa Claus is Coming to Town	Jackson 5	1970	81.74
6	Feliz Navidad	Jose Feliciano	1979	81.70
7	Holly Jolly Christmas	Michael Buble	2011	81.35
8	The Christmas Song	Nat King Cole	1960	80.80
9	Rockin' Around the Christmas Tree	Leann Rimes	2004	80.77
10	It's Beginning to Look a lot like Christmas	Bing Crosby	1945	80.75
11	Carol of the Bells	Mannheim Steamroller	1984	80.62
12	All I Want for Christmas is You	Mariah Carey	1994	80.35
13	Santa Claus is Coming to Town	Frank Sinatra & Cyndi Lauper	1992	80.27
14	Sleigh Ride	Ronettes	1963	80.20
15	Ring Christmas Bells	Ray Conniff	1962	80.03
16	Sleigh Ride	Amy Grant	1983	79.95
17	You're a Mean One Mr. Grinch	Thurl Ravenscroft	1966	79.89
18	We Wish You a Merry Xmas	Bing Crosby	1992	79.86
19	Winter Wonderland	Amy Grant	1963	79.79
20	Jingle Bells	Frank Sinatra	1957	79.49

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21	Linus and Lucy	Vince Guaraldi Trio	1964	79.29
22	Carol of the Bells	David Foster	1997	79.25
23	Last Christmas	Wham	1986	79.21
24	Let it Snow, Let it Snow, Let it Snow	Andy Williams	1965	79.10
25	Rudolph the Red-Nosed Reindeer	Dean Martin	1959	79.06
26	Christmas Eve/Sarajevo 12/24	Trans-Siberian Orchestra	1996	78.94
27	Jingle Bell Rock	Brenda Lee	1964	78.83
28	Sleigh Ride	Leroy Anderson	1952	78.77
29	Sleigh Ride	Air Supply	1987	78.72
30	Have Yourself a Merry Little Christmas	Frank Sinatra	1963	78.55
31	Let it Snow, Let it Snow, Let it Snow	Frank Sinatra	1967	78.54
32	Let it Snow, Let it Snow, Let it Snow	Harry Connick Jr.	1963	78.52
33	Christmas (Baby, Please Come Home)	Darlene Love	1963	78.47
34	Rudolph the Red-Nosed Reindeer	Burl Ives	1950	78.46
35	It's Beginning to Look a lot like Christmas	Perry Como	1951	78.32
36	Jingle Bell Rock	Hall & Oates	1984	78.21
37	Rudolph the Red-Nosed Reindeer	Gene Autrey	1949	78.16
38	Winter Wonderland	Andy Williams	1965	78.15
39	Sleigh Ride	Johnny Mathis	1958	77.95
40	Christmas (Baby, Please Come Home)	Mariah Carey	1994	77.80

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41	Deck the Halls	Percy Faith	1954	77.68
42	O Tannenbaum	Vince Guaraldi Trio	1965	77.63
43	Run Rudolph Run	Chuck Berry	1958	77.57
44	Frosty the Snowman	Ray Conniff	1959	77.45
45	It's Beginning to Look a lot Like Christmas	Johnny Mathis	1986	77.41
46	Have Yourself a Merry Little Christmas	The Carpenters	1978	77.39
47	Jingle Bells	Ray Conniff	1959	77.29
48	It's the Most Wonderful Time of the Year	Amy Grant	1992	77.28
49	Rockin' Around the Christmas Tree	Amy Grant	1992	77.15
50	Rudolph the Red-Nosed Reindeer	Harry Connick Jr	1993	76.92
51	Underneath the Tree	Kelly Clarkson	2023	76.61
52	Frosty the Snowman	Willie Nelson	1979	76.44
53	Deck the Halls	Nat King Cole	1960	76.41
54	Home for the Holidays	Perry Como	1954	76.24
55	Santa Tell Me	Ariana Grande	2014	76.16
56	Santa Claus is Coming to Town	Mariah Carey	1994	76.15
57	This Christmas	Train	2015	75.99
58	I Saw Mommy Kissing Santa	Jackson 5	1970	75.97
59	Christmas (Baby, Please Come Home)	Michael Buble	2011	75.85
60	Here Comes Santa	Gene Autry	1948	75.78
61	White Christmas	Bing Crosby	1942	75.68

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62	Last Christmas	Taylor Swift	2007	75.60
63	Let it Snow, Let it Snow, Let it Snow	Dean Martin	1964	75.47
64	The Little Drummer Boy	Harry Simeone Chorale	1958	75.45
65	Santa Claus is Coming to Town	Crystals	1963	75.25
66	Winter Wonderland	Air Supply	1987	75.25
67	Wonderful Christmastime	Paul McCartney	1979	75.23
68	Do You Hear What I Hear?	Carrie Underwood	2007	75.11
69	Santa Claus is Coming to Town	Bruce Springsteen	1981	75.09
70	Frosty the Snowman	Jimmy Durante	1952	75.04
71	Happy Xmas (War is Over)	John Lennon	1971	74.96
72	Up on the Housetop	Gene Autry	1957	74.94
73	O Holy Night	Kelly Clarkson	2003	74.93
74	Winter Wonderland	Johnny Mathis	1958	74.91
75	Do You Hear What I Hear?	Martina McBride	1999	74.72
76	Rockin' Around the Christmas Tree	Jessica Simpson	2000	74.66
77	Happy Holidays/The Holiday Season	Andy Williams	1963	74.36
78	It's Beginning to Look a lot Like Christmas	Michael Buble	2011	74.09
79	Home for the Holidays	Carpenters	1970	73.57
80	Here Comes Santa Claus	Elvis Presley	1957	73.24
81	This Christmas	Donny Hathaway	1968	72.96
82	Santa Baby	Taylor Swift	2007	72.88

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83	Holly Jolly Christmas	Lady A	2012	72.86
84	Blue Christmas	Elvis Presley	1957	72.28
85	Santa Baby	Madonna	1987	71.98
86	Last Christmas	Backstreet Boys	2022	71.81
87	White Christmas	Drifters	1954	71.77
88	Where Are You Christmas	Faith Hill	2000	71.40
89	Chipmunk Song	Chipmunks	1958	71.32
90	Little St. Nick	Beach Boys	1964	71.22
91	Merry Christmas, Happy Holidays	'N Sync	1998	71.17
92	Do They Know It's Christmas	Band Aid	1984	70.92
93	Christmas Canon	Trans-Siberian Orchestra	2001	70.87
94	Winter Wonderland	Eurythmics	1987	70.54
95	Please Come Home for Christmas	The Eagles	1978	70.28
96	Wrap Me Up	Jimmy Fallon & Meghan Trainor	2023	67.05
97	All I Want for Christmas	Vince Vance	1990	66.73
98	Someday at Christmas	Stevie Wonder	1967	66.55
99	Step into Christmas	Elton John	1973	63.49
100	DJ Play a Christmas Song	Cher	2023	60.78
Top 100 Averages			1978	76.21

About the Survey

P1 Media Group conducted the online survey from November 1-3, 2024. 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 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 do you listen to music on your smartphone, computer, or other listening device from a streaming service such as Pandora, Spotify, or Apple Music.” 60% of the sample responded they stream “every day,” and 28% answered a “few days” a week.

The test list was compiled from the most-played Christmas Songs on American radio in 2023. The full results are available at <http://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.