



Everywhere we go in the lead up to Christmas, we hear these Festive jingles – in shops, in elevators, in pubs and of course on the radio. Some get played more than others, occasionally we'll hear one and say 'Oh, I've not heard that one for a few years', but generally speaking, there's a playlist of Christmas pop songs and more traditional tunes that are synonymous with the start of the festive season

We all have our particular favourites, but also some that we'd be happy not to hear again for a very long time! For a bit of fun, the 56 Degree Insight team decided to undertake a survey of Scottish adults to try to sort out the wheat from the chaff to see what Scots rated as their favourite Christmas tune. But we didn't stop there – we also asked them to name the song they were most fed up with – the one they liked least.

Scotland has spoken - it's a nationally representative survey of 500 Scottish adults – all polled on Wednesday 8th December 2021.

And we can reveal that **Fairytale of New York**, by Kirsty McCall and the Pogues is Scotland's favourite Christmas song. Most Scots look back to the 70s and 80s for their favourite festive tunes - 4 of the country's top 10 are from the 1980s, two are from the 1970s, one is from the 1990s and only one is from this Millennium – this year's **Merry Christmas** by Elton John and Ed Sheeran. Mariah Carey's big hit from 1994, **All I want for Christmas is You**, comes in third, just behind Wham and **Last Christmas**.



Favourite Christmas Songs	Artist	
Fairytale of New York (1987)	The Pogues & Kirsty McCall	15%
Last Christmas (1984)	Wham	8%
All I Want for Christmas is You (1994)	Mariah Carey	8%
White Christmas (1952)	Frank Sinatra/Bing Crosby	7%
Merry Christmas Everybody (1973)	Slade	5%
I wish it could be Christmas everyday (1973)	Wizard	4%
Merry Christmas Everyone (1985)	Shakin' Stevens	3%
Merry Christmas (2021)	Elton John & Ed Sheeran	3%
Jingle Bells (1857)	Traditional	2%
Do they know it's Christmas? (1984)	Band Aid	2%

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TOP

We definitely look back to the 1980s for our favourite Christmas tunes – almost half of Scots had a favourite that was released in that decade (48%). 13% hark back to the 1970s, whilst for 24%, their favourite seasonal ditty was from before then. With the notable exception of Mariah, there is a real dearth of competition for 'favourite' from the 1990s onwards – only 14% chose a favourite that was released after 1990! And the 1980s is the most popular decade for Christmas tunes for all age groups – even for 45% of the under 25s – though especially for those old enough to remember – 66% of the over 45s chose this as their favourite decade for Christmas releases!

And unsurprisingly, our choices of favourites varies by gender – women rank **Fairytale of New York**, **All I want for Christmas is You** and **Last Christmas** close together at the top of the charts – whereas amongst Scots men, **Fairytale of New York** is a clear winner with **White Christmas** a distant second.

But we all have Christmas jingles that irritate us – the ones we hear and wish Christmas was over for another year! We asked Scots to name the one Christmas tune that annoyed them most – the one they least liked to hear! And not surprisingly, a few which appeared in our Top 10 Likes – also appear in our Top 10 Dislikes – the real marmite tracks of the Festive period.

Least Favourite Christmas Songs	Artist	
Mistletoe and Wine (1988)	Cliff Richard	9%
All I Want for Christmas is You (1994)	Mariah Carey	7%
Merry Christmas Everybody (1973)	Slade	6%
Last Christmas (1984)	Wham	4%
Jingle Bells (1857)	Traditional	3%
Do they know it's Christmas? (1984)	Band Aid	3%
Fairytale of New York (1987)	The Pogues & Kirsty McCall	3%
Little Drummer Boy (1958)	Various releases	2%
Wonderful Christmastime (1979)	Paul McCartney	2%
All of them!!!!	Everyone responsible!	2%

All I want for Christmas is You, **Merry Christmas Everybody** and **Last Christmas** are real marmite tracks – it seems you either like them or hate them! However, I'm afraid **Cliff Richard** 'wins' the award of having released the least liked Christmas hit of all time – in the eyes of Scots – **Mistletoe and Wine** was mentioned by 9% as their most disliked Christmas song. Indeed, poor old Cliff – all told, with his other Christmas hits, he amassed 15% of the votes for the least liked Christmas songs – more than any other artist although Mariah Carey (12%) and Slade (10%) ran him fairly close!

And whilst the 80s gave us the largest proportion of our favourites, they also produced the largest proportion of the ones we liked least! A prodigious decade that generated such a large number of Christmas hits, this is inevitable!

Whatever are your favourites, have a great Festive Period – stay safe and well and enjoy some festive tracks – I'm sure some of the above will feature!

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