



**The 2016
PNC Christmas Price Index[®]
Coloring Book**

Gather your colored pencils and produce your own beautiful interpretation of “The 12 Days of Christmas” in the pages that follow.





A PARTRIDGE IN A PEAR TREE

\$209.99
(-2.3%)

This gift's price decline from last year is fully due to the Partridge which fell 20% from \$25 to \$20, due to oversupply of game birds. The Pear Tree will set you back \$189.99 - the same as last year.

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TWO TURTLE DOVES

\$375.00
(+29.3%)

Supply couldn't seem to keep up with the demand this year for these popular lovebirds! This gift experienced the biggest spike in price from last year, compared to the rest of the gifts.

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THREE FRENCH HENS

\$181.50

It's been a quiet year for the French Hens. There was no change in their price, due to steady supply and demand in the past year.

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FOUR CALLING BIRDS

\$599.96

It was business as usual this year for these feathered friends. Their price was unchanged, selling right at market value. No discount needed to stimulate sales.

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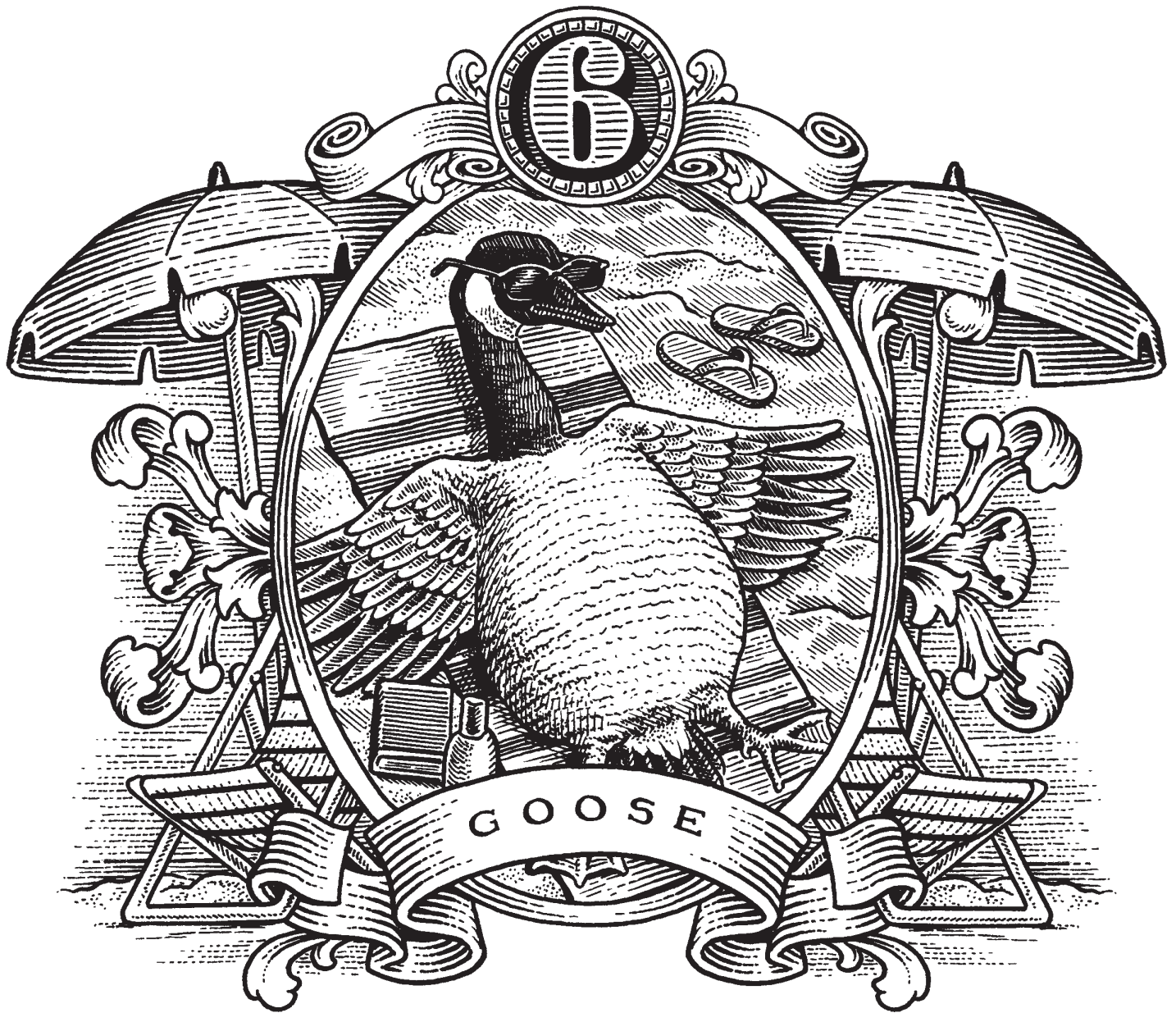


FIVE GOLD RINGS

\$750.00

It's been a good year to buy gold rings, as retailers kept prices steady, despite the price fluctuations in gold commodity prices this past year.

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SIX GEESE-A-LAYING

\$360.00

Geese-a-Laying just laid back this year as the goose market became stable, leading to their price staying the same, as well. In recent years, the goose market had fluctuated due to the avian flu.

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SEVEN SWANS-A-SWIMMING

\$13,125.00

Although historically the most unpredictable gift of the bunch, the swans stayed the same price as last year. Most bird gifts were flat this year, as demand stayed the same.

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EIGHT MAIDS-A-MILKING

\$58.00

The eight Maids-A-Milking are chugging along at the same price as last year, reflecting the stagnant federal minimum wage, which hasn't changed since 2009.

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NINE LADIES DANCING

\$7,552.84

Despite a rising demand for dancers, dance companies plan to wait until they are more confident in the strength of the economy before they raise wages and thus, prices.

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TEN LORDS-A-LEAPING

\$5,508.70

Salaries for Lords-a-Leaping rose in 2015, but not this year. Therefore, the price to hire them for your true love has also stayed the same.

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ELEVEN PIPERS PIPING

\$2,708.40
(+2.8%)

This is the first year that the Pipers' wages have increased since 2013, so the price to hire them was driven up, as well. You'll have to spend a tad more this year to hire them for your true love.

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TWELVE DRUMMERS DRUMMING

\$2,934.10
(+2.8%)

The Drummers drummed up some demand in the past year! This led to an increase in their price for hire, which is good news for the drummers, since their wages hadn't increased in three years.