

2016 PNC Christmas Price Index®

based on the song "The Twelve Days of Christmas"

| | <u>Traditional</u> | | | <u>Internet</u> | | |
|--------------------------------|--------------------|---------------|----------------|-----------------|---------------|----------------|
| | | | % Change | | | % Change |
| | <u>2015</u> | <u>2016</u> | <u>2016/15</u> | <u>2015</u> | <u>2016</u> | <u>2016/15</u> |
| One Partridge in a Pear Tree | \$ 214.99 | \$ 209.99 | -2.3% | \$ 234.94 | \$ 244.94 | 4.3% |
| Partridge | \$ 25.00 | \$ 20.00 | -20.0% | \$ 85.00 | \$ 95.00 | 11.8% |
| Pear Tree | \$ 189.99 | \$ 189.99 | 0.0% | \$ 149.94 | \$ 149.94 | 0.0% |
| Two Turtle Doves | \$ 290.00 | \$ 375.00 | 29.3% | \$ 365.00 | \$ 450.00 | 23.3% |
| Three French Hen | \$ 181.50 | \$ 181.50 | 0.0% | \$ 281.50 | \$ 281.50 | 0.0% |
| Four Calling Birds | \$ 599.96 | \$ 599.96 | 0.0% | \$ 495.00 | \$ 370.00 | -25.3% |
| Five Gold Rings | \$ 750.00 | \$ 750.00 | 0.0% | \$ 874.75 | \$ 899.75 | 2.9% |
| Six Geese-a-Laying | \$ 360.00 | \$ 360.00 | 0.0% | \$ 1,140.00 | \$ 1,350.00 | 18.4% |
| Seven Swans-a-Swimming | \$ 13,125.00 | \$ 13,125.00 | 0.0% | \$ 14,367.00 | \$ 15,125.00 | 5.3% |
| Eight Maids-a-Milking | \$ 58.00 | \$ 58.00 | 0.0% | \$ 352.64 | \$ 365.44 | 3.6% |
| Nine Ladies Dancing | \$ 7,552.84 | \$ 7,552.84 | 0.0% | \$ 8,322.55 | \$ 8,322.55 | 0.0% |
| 10 Lords-a-Leaping | \$ 5,508.70 | \$ 5,508.70 | 0.0% | \$ 13,373.35 | \$ 13,373.35 | 0.0% |
| 11 Pipers Piping | \$ 2,635.20 | \$ 2,708.40 | 2.8% | \$ 2,200.00 | \$ 2,200.00 | 0.0% |
| 12 Drummers Drumming | \$ 2,854.80 | \$ 2,934.10 | 2.8% | \$ 1,620.00 | \$ 1,620.00 | 0.0% |
| | | | | | | |
| Total Christmas Price Index | \$ 34,130.99 | \$ 34,363.49 | 0.7% | \$ 43,626.73 | \$ 44,602.53 | 2.2% |
| | | | | | | |
| True cost of Christmas in song | \$ 155,407.18 | \$ 156,507.88 | 0.7% | \$ 196,477.73 | \$ 202,689.73 | 3.2% |
| | | | | | | |
| "Core" index, excluding swans | \$ 21,005.99 | \$ 21,238.49 | 1.1% | \$ 29,259.73 | \$ 29,477.53 | 0.7% |