



**The 2017
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.



The PNC Christmas Price Index®



A PARTRIDGE IN A PEAR TREE

\$219.95
(+4.7%)

This gift's spike in price can be fully attributed to the Pear Tree's increase (+5.2% from \$189.99 to \$199.95), while the Partridge remained flat. The Pear Tree spiked due to increased cost of living for workers and limited supply of larger, more mature trees.

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TWO TURTLE DOVES

\$375.00

These birds had no love lost as prices remained steady, after a hefty increase of 29.3% in 2016.

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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 or pecking order, 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 need to call for a discount to stimulate sales.

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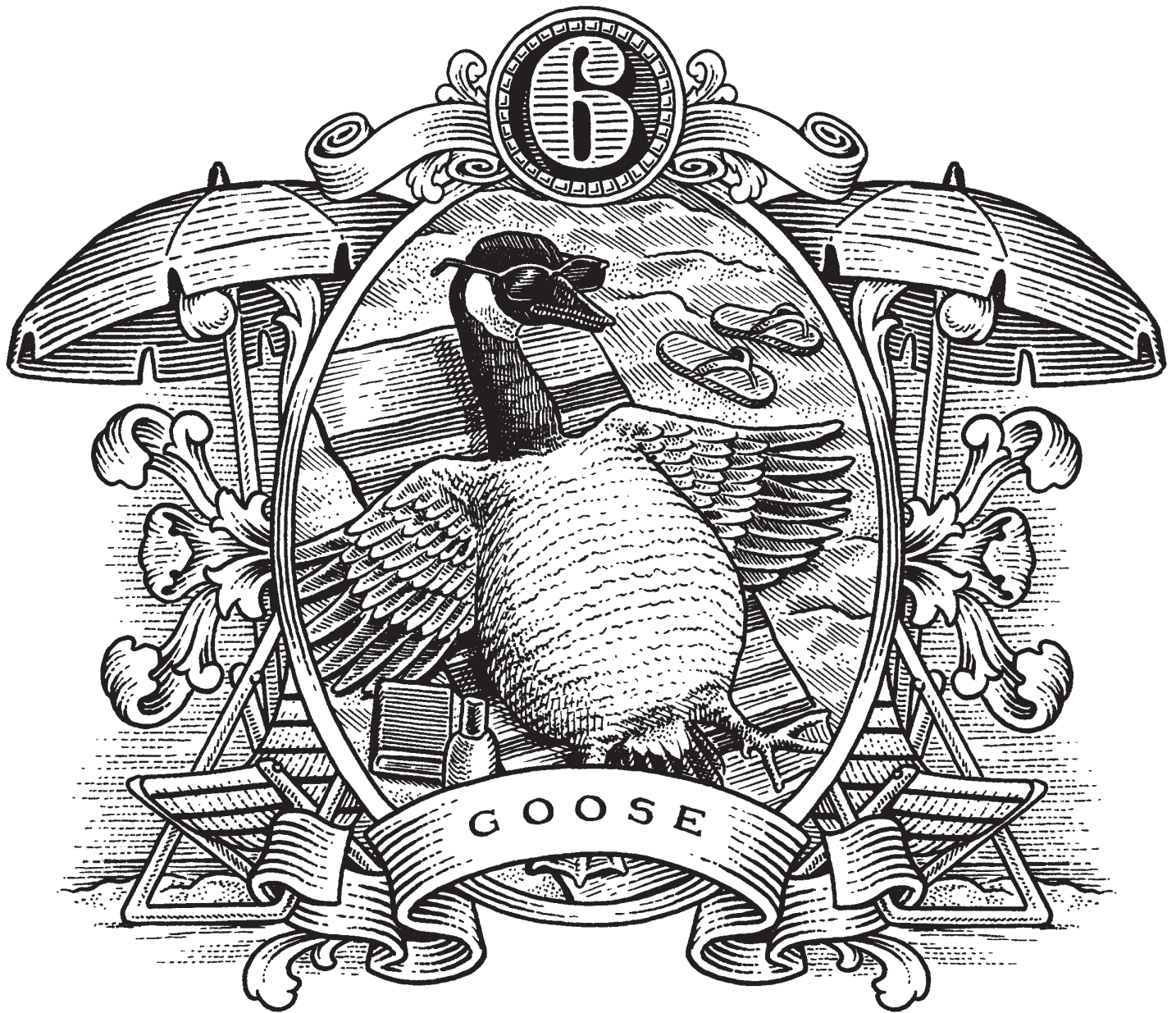


FIVE GOLD RINGS

\$825.00
(+10%)

After five years with unchanged pricing, Gold Rings are shining bright, jumping up 10% since last year, due to increased demand and popularity. Ooo la la!

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SIX GEESE-A-LAYING

\$360.00

Despite a slight increase in food prices, geese just *laid* back this year as the goose market remained stable and their pricing, unaffected. In years past, 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 swam in a straight line in 2017, staying the same price as last year.

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EIGHT MAIDS-A-MILKING

\$58.00

The 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 growing economy and rising demand for dancers, dance companies did not raise wages (and thus, prices) for the fifth year in a row.

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TEN LORDS-A-LEAPING

\$5,618.90
(+2%)

The price to hire high-flying men to entertain your true love rose after two years of stagnant growth.

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ELEVEN PIPERS PIPING

\$2,708.40

No price increase in the pipeline for these musicians. After their wage increase last year for the first time since 2013, the cost to hire Pipers in 2017 remained the same.

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TWELVE DRUMMERS DRUMMING

\$2,934.10

The Drummers kept the beat steady with unchanged pricing after a much anticipated wage and price increase last year.