



# The 2018 PNC Christmas Price Index<sup>®</sup> Activity Book

Find all 16 gifts hidden in the flurry of festivities happening in the page that follows.





Hidden Objects



# On the First Day of Christmas, My True Love Gave to Me...

## A PARTRIDGE IN A PEAR TREE | \$220.13 (+0.1%)



This gift saw a slight uptick in price with a well-rooted Pear Tree that remained flat (\$199.95) and a Partridge that barely stretched its wings (+.9% from \$20.00 to \$20.18).

## TWO TURTLE DOVES | \$375.00



These love birds continued to go steady with no fluctuation in their price for 2018.

## THREE FRENCH HENS | \$181.50



The three French Hens didn't get out of the coop much this year. There was no change in their price or pecking order, due to steady supply and demand in the past year.

## FOUR CALLING BIRDS | \$599.96



These four feathered friends did not have much to gab about this year. Their price was unchanged, selling right at market value.

## FIVE GOLD RINGS | \$750.00 (-9.1%)



As quick as they were in, they were out! Only one year after jumping 10%, these rings lost their bling.

## SIX GEESE-A-LAYING | \$390.00 (+8.3%)



These *laid* back geese are giving us goosebumps with one of the largest jumps in price this year at 8.3%.

## SEVEN SWANS-A-SWIMMING | \$13,125.00



These seven swans swam in calm water again this year, remaining the same price for the third year in a row.

## EIGHT MAIDS-A-MILKING | \$58.00



Does it feel like deja-moo? 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.

## 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 sixth year in a row.

## TEN LORDS-A-LEAPING | \$10,000.00 (+3%)



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

## ELEVEN PIPERS PIPING | 2,804.40 (+3.5%)



These talented pipers piped up this year and saw a nice raise in return.

## TWELVE DRUMMERS DRUMMING | \$3,038.10 (+3.5%)



These drummers rocked and rolled up 3.5% from last year, they just couldn't be beat.



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For more than 30 years, PNC has calculated the prices of the twelve gifts from the classic carol, “The Twelve Days of Christmas.” The result is the PNC Christmas Price Index<sup>®</sup>, a unique holiday tradition that makes learning about the economy fun.

