

2011 PNC Christmas Price Index®

	Traditional			Internet		
	<u>2010</u>	<u>2011</u>	<u>% Change</u> <u>2011/10</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u> <u>2011/10</u>
One Partridge in a Pear Tree	\$ 161.99	\$ 184.99	14.2%	\$ 194.94	\$ 242.44	24.4%
Partridge	\$ 12.00	\$ 15.00	25.0%	\$ 70.00	\$ 80.00	14.3%
Pear Tree	\$ 149.99	\$ 169.99	13.3%	\$ 124.94	\$ 162.44	30.0%
Two Turtle Doves	\$ 100.00	\$ 125.00	25.0%	\$ 200.00	\$ 445.00	122.5%
Three French Hen	\$ 150.00	\$ 150.00	0.0%	\$ 260.00	\$ 300.00	15.4%
Four Calling Birds	\$ 599.96	\$ 519.96	-13.3%	\$ 450.00	\$ 520.00	15.6%
Five Gold Rings	\$ 649.95	\$ 645.00	-0.8%	\$ 374.75	\$ 699.70	86.7%
Six Geese-a-Laying	\$ 150.00	\$ 162.00	8.0%	\$ 525.00	\$ 1,386.60	164.1%
Seven Swans-a-Swimming	\$ 5,600.00	\$ 6,300.00	12.5%	\$ 6,482.00	\$ 10,412.50	60.6%
Eight Maids-a-Milking	\$ 58.00	\$ 58.00	0.0%	\$ 333.44	\$ 337.92	1.3%
Nine Ladies Dancing	\$ 6,294.03	\$ 6,294.03	0.0%	\$ 8,322.55	\$ 8,322.55	0.0%
10 Lords-a-Leaping	\$ 4,766.70	\$ 4,766.70	0.0%	\$ 13,373.35	\$ 13,373.35	0.0%
11 Pipers Piping	\$ 2,356.20	\$ 2,427.60	3.0%	\$ 2,200.00	\$ 2,200.00	0.0%
12 Drummers Drumming	\$ 2,552.55	\$ 2,629.90	3.0%	\$ 1,620.00	\$ 1,620.00	0.0%
Total Christmas Price Index	\$ 23,439.38	\$ 24,263.18	3.5%	\$ 34,336.03	\$ 39,860.06	16.1%
True cost of Christmas in song	\$ 96,824.29	\$ 101,119.84	4.4%	\$ 137,851.73	\$ 174,382.93	26.5%
"Core" index, excluding swans	\$ 17,839.38	\$ 17,963.18	0.7%	\$ 27,854.03	\$ 29,447.56	5.7%