

## 2014 PNC Christmas Price Index®

	Traditional			Internet		
	2013	2014	% Change	2013	2014	% Change
			2014/2013			2014/2013
One Partridge in a Pear Tree	\$ 199.99	\$ 207.68	3.8%	\$ 242.44	\$ 242.44	0.0%
Partridge	\$ 15.00	\$ 20.00	33.3%	\$ 80.00	\$ 80.00	0.0%
Pear Tree	\$ 184.00	\$ 187.68	2.0%	\$ 162.44	\$ 162.44	0.0%
Two Turtle Doves	\$ 125.00	\$ 125.00	0.0%	\$ 365.00	\$ 330.00	-9.6%
Three French Hen	\$ 165.00	\$ 181.50	10.0%	\$ 315.00	\$ 331.50	5.2%
Four Calling Birds	\$ 599.96	\$ 599.96	0.0%	\$ 470.00	\$ 470.00	0.0%
Five Gold Rings	\$ 750.00	\$ 750.00	0.0%	\$ 874.75	\$ 874.75	0.0%
Six Geese-a-Laying	\$ 210.00	\$ 360.00	71.4%	\$ 1,140.00	\$ 1,140.00	0.0%
Seven Swans-a-Swimming	\$ 7,000.00	\$ 7,000.00	0.0%	\$ 10,500.00	\$ 13,706.00	30.5%
Eight Maids-a-Milking	\$ 58.00	\$ 58.00	0.0%	\$ 339.52	\$ 348.48	2.6%
Nine Ladies Dancing	\$ 7,552.84	\$ 7,552.84	0.0%	\$ 8,322.55	\$ 8,322.55	0.0%
10 Lords-a-Leaping	\$ 5,243.37	\$ 5,348.24	2.0%	\$ 13,373.35	\$ 13,373.35	0.0%
11 Pipers Piping	\$ 2,635.20	\$ 2,635.20	0.0%	\$ 2,200.00	\$ 2,200.00	0.0%
12 Drummers Drumming	\$ 2,854.80	\$ 2,854.80	0.0%	\$ 1,620.00	\$ 1,620.00	0.0%
<b>Total Christmas Price Index</b>	<b>\$ 27,393.17</b>	<b>\$ 27,673.21</b>	<b>1.0%</b>	<b>\$ 39,762.61</b>	<b>\$ 42,959.07</b>	<b>8.0%</b>
<b>True cost of Christmas in song</b>	<b>\$ 114,651.18</b>	<b>\$ 116,273.06</b>	<b>1.4%</b>	<b>\$ 173,410.13</b>	<b>\$ 192,470.93</b>	<b>11.0%</b>
<b>"Core" index, excluding swans</b>	<b>\$ 20,393.17</b>	<b>\$ 20,673.21</b>	<b>1.4%</b>	<b>\$ 29,262.61</b>	<b>\$ 29,253.07</b>	<b>0.0%</b>

Source: The PNC Financial Services Group