

12 Days of Christmas 2019

With Christmas only a week away, the classic holiday carol “The 12 Days of Christmas” is undoubtedly playing throughout stores and homes across Nevada. The 12 gifts in the song may not top modern wish lists, but if your true love insists, they can all be had for a price.

How much? Financial services company PNC has the answer with its annual Christmas Price Index, which for 36 years has calculated the prices of the 12 gifts from the Christmas carol.

Bringing home all of the gifts in 2019 would cost \$38,993.59, up a modest 0.2 percent from a year ago, according to the PNC Christmas Price Index. The cost of five gold rings increased the most (+10.0 percent), followed by six geese-a-laying appreciating by 7.7 percent. Those increases were partially offset by a 20.0 percent drop in the price of two turtle doves and a 4.5 percent decline in the cost of a partridge in a pear tree. The most expensive gift this year are the 10 lords-a-leaping at \$10,000, while eight maids-a-milking are the most affordable gift at a mere \$58.00.

Full details of the PNC Christmas Price Index are below, with the 2019 cost of each gift along with the year-over-year change in parentheses.

Day 1: Partridge in a Pear Tree - \$210.17 (-4.5 percent)

The partridge stayed stable in 2019, but the pear tree price was pruned from \$199.95 to \$189.99 creating an overall change for the set.

Day 2: Two Turtle Doves - \$300.00 (-20.0 percent)

The most volatile gift in this year’s index, the price for this pair plummeted in 2019. It’s their first drop since 2004.

Day 3: Three French Hens - \$181.50 (+0.0 percent)

Looking for a bargain buy? The hens remain the most affordable birds in the index.

Day 4: Four Calling Birds - \$599.96 (+0.0 percent)

Thanks to unlimited minutes, these four calling birds saw no change in price in 2019.

Day 5: Five Gold Rings - \$825.00 (+10.0 percent)

The rings have rebounded. After a tough year in 2018, the price of the gold rings surged and surpassed the ground they lost last year.

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Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a real

impact to your business.
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Day 6: Six Geese-a-Laying - \$420.00 (+7.7 percent)

The geese continue their upward migration. After jumping 8.3 percent in price in 2018, the geese climbed another 7.7 percent this year.

Day 7: Seven Swans-a-Swimming - \$13,125.00 (+0.0 percent)

These brilliant birds keep paddling at an expensive, yet consistent pace. Their price is unchanged for the fourth straight year.

Day 8: Eight Maids-a-Milking - \$58.00 (+0.0 percent)

Tied to the federal minimum wage, the price for eight Maids-A-Milking hasn't changed in a decade.

Day 9: Nine Ladies Dancing - \$7,552.84 (+0.0 percent)

Reflective of the cost of a dance company, the Nine Ladies Dancing two-stepped in place again this year. The seventh straight year with no price increase.

Day 10: 10 Lords-a-Leaping - \$10,000 (+0.0 percent)

These lords leapt to a price increase in 2018, but remained firmly in place this year, as ballet companies kept prices flat.

Day 11: 11 Pipers Piping - \$2,748.87 (+0.8 percent)

The price increase was modest for these musicians in 2019, but enough to end the year on a higher note than in 2018.

Day 12: 12 Drummers Drumming - \$2,972.25 (+0.8 percent)

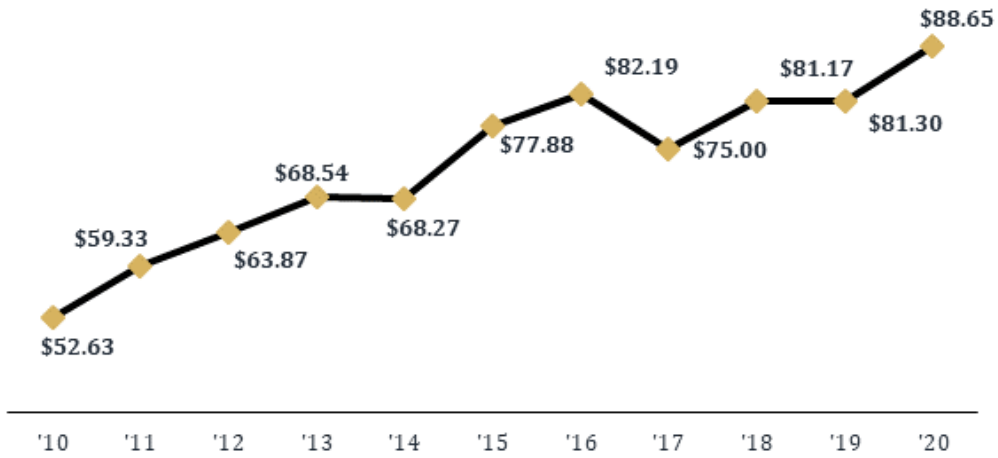
Drumroll please... It's another small increase for the drummers in 2019, based on a bump in the price of hiring musicians.

Total Cost: \$38,993.59 (+0.2 percent)

For more information about the PNC Christmas Price Index, visit www.pnc.com/ChristmasPriceIndex

History of the Christmas Price Index (PNC CPI): Since 1984, The PNC Financial Services Group, Inc. (PNC) uses pricing data from a variety of sources including retailers, hatcheries, the Philadelphia-based PHILADANCO and the Pennsylvania Ballet Company in an effort to put a cost on the gifts described in the 12 Days of Christmas originally composed in 1780.

Average Spending on "The Big Game"



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