

The Stock Market Game™



Week In Review

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If you braved the crowds and partook in the official start of the holiday spending season, perhaps you noticed it was a bit more crowded this year. According to the [National Retailer Federation \(NRF\)](#), 195 million people turned out to shop over the weekend, up more than 13% from 2008. Toy retailers, electronic stores, and some teen-focused apparel companies were the big winners on Friday with Best Buy (NYSE: [BBY](#)), Walmart (NYSE: [WMT](#)), Aeropostale (NYSE: [ARO](#)), and American Eagle Outfitters (NYSE: [AEO](#)) offering blockbuster deals and price discounts attracting much of the traffic and sales, analysts said. Despite the crowds, shoppers on average actually spent about \$30 less per person than they did last year due to the deep discounts to lure them in the door, said the NRF.

As for Cyber Monday, which is the e-tailers version of Black Friday and the day that on-line retailers entice consumers to spend their holiday shopping dollars online, the big winner was Amazon.com (Nasdaq: [AMZN](#)) with its wireless *Kindle* e-reader and *Zhu Zhu* pet hamsters the top-selling products. It looks as though consumers are more willing to part with their hard earned cash this year as Cyber Monday sales also rose this year - 14% over 2008 and consumers bought nearly 30% more items per order versus last year, according to research firm [Coremetrics](#).

As the Fall Stock Market Game sessions wind down and as the holidays quickly approach, you may be interested in exposing your students to [PNC's Christmas Price Index](#). For the past 26 years, PNC Wealth Management has calculated the total cost of the items included in the popular Christmas tune "The Twelve Days of Christmas" if purchased at current prices. This year, the total prices of the items has hit their peak of \$21,465.56 - \$385.46 more than last year. It looks like the current state of the economy is affecting everything, even the five golden rings as the increased cost is due in part to the rising cost of gold. For more information about the Christmas Price Index, check out PNC's interactive web site, www.pncchristmaspriceindex.com.

If you'd like to learn more about the [PNC Christmas Price Index](#), you can join a live chat with Jim Dunigan, managing executive of investments, PNC Wealth Management, Stu Hoffman, chief economist, PNC, and Joelle Keats, economics teacher from North Allegheny High School, will be available to answer questions. It's a great resource for teaching economics, math, social studies and business and will take place Thursday, Dec. 17, 2009 at 10:30 a.m. ET. Participants can pre-register by clicking [here](#), or by visiting the PNC Christmas Price Index [Web site](#). Pre-registration is required, and will remain open until the start of the event.

To help students get the most from the Christmas Price Index, a project has been developed to support your teaching about saving and investing through The Stock Market Game. The PNC Christmas Price Index project is available in the Projects section of the [Teacher Support Center](#). Currently, there is only a high school version available. To access it, click "Projects" in the *In the Classroom* section. Select "Overarching Projects" as the unit and then "high school" as the grade.