



National Shopping Survey Reveals Presidential Recount Most Memorable Event in 2000

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SANTA MONICA, Calif., Dec. 7 /PRNewswire/ -- While clothes and accessories top Santa's list this holiday season, it's Jay Leno who ranks number one with shoppers when asked which celebrity would make the jolliest Santa this year, according to Santa Monica, CA-based Macerich Company's (NYSE: MAC) "Holiday-ology" survey.

Over 4,500 shoppers were surveyed at Macerich properties nationwide during the Thanksgiving weekend about their holiday shopping trends and habits. Macerich's "Holiday-ology" survey is conducted annually to track holiday shopping trends and patterns.

When it came to selecting who would make a jolly Santa, shoppers also identified Regis Philbin of Who Wants to Be a Millionaire fame and President Bill Clinton. Not surprisingly, Politically Incorrect's Bill Mahr was voted least likely to be a jolly Santa.

With the first year of the millennium coming to a close, over 50% of shoppers surveyed deem 2000 to have been among one of their better years.

"The 'Holiday-ology' survey continues to help us to better serve our customers by catering to their interests during the holiday season," said Susan Valentine, senior vice president and director of marketing for Macerich. "Each year we learn something new about what's important to our holiday shoppers."

This year's Presidential Election recount will be the most remembered event of the year for over 37% of surveyed shoppers. The Millennium celebrations that took place all over the country earlier this year comes in second with 28.3% while the Olympics in Sydney came in third place (16.8%).

Similar to shoppers surveyed last year, clothes and accessories remain the most wanted gifts for holiday shoppers (44.6%), while jewelry and perfume are second (14.8%) and home furnishings and appliances third (11.1%).

This year's "Holiday-ology" survey revealed 78% of shoppers will do their shopping at department stores and national retail stores this holiday season.

Over 40% of shoppers surveyed plan to shop one to two weeks before Christmas, while a smaller percentage (14.7%) of shoppers will wait until Christmas Eve.

Holiday shopping will continue after Christmas for many shoppers. Almost 60% of shoppers surveyed plan to shop after the holidays. Of this group, 61.4% will shop to take advantage of post holiday sales, 12.8 % will return to the mall to exchange gifts and 11.9% will return to buy discounted holiday decorations.

Random samples of shoppers completed the "Holiday-ology" survey by answering questions using the Max Trak system of hand held units, an electronic data gathering and analysis tool.

The Macerich Company, which owns and manages 46 regional malls and five community centers nationwide, is one of the nation's largest owner/operators of regional malls. Founded in 1965, Macerich is publicly traded on the New York Stock Exchange under the symbol "MAC." For more information, visit the Macerich website www.macerich.com. SOURCE Macerich Company

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