



Halloween Shoppers Get off to a Howling Start; The Macerich Company National "Shopping in America" Survey Gauges Season's Top Treats and Trends; Which Mask Will Win Out... Bush or Kerry?

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SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 5, 2004--This Halloween is more than pumpkins and witches as shoppers ready for one of America's favorite seasonal holidays. The new Shopping in America report conducted for The Macerich Company (NYSE:MAC) by August Partners, reveals that consumers plan to spend an average of \$49.27 on Halloween-related activities. The national survey of more than 6,000 shoppers also gauged the season's trends, from Spider Man and pet costumes to political masks, home decorations and more.

PLAYING THE PART: Costumes

According to the survey, the majority of Americans (59 percent) plan to participate in some type of Halloween activity this year. A majority (56 percent) of Halloween participants plan to dress up in a costume. The survey also revealed:

-- Shoppers predicted that George W. Bush will be the biggest selling Halloween mask, selected by 44 percent of participants. Of the three choices, 16 percent selected the John Kerry mask and 39 percent chose the "undecided" mask.

-- Spider Man was named the year's most popular costume character (selected by 49 percent), above Shrek (10 percent) and Harry Potter (9 percent) as well as Lord of the Rings characters, Cat Woman, Princess/Princess Diaries, Yu-Gi-Oh, The Hulk and Garfield (all under 9 percent).

-- Among shoppers who had decided on a costume, TV or movie character was a top response (selected by about 28 percent of respondents), followed by witches (15 percent), angels (12 percent), pirates (9 percent), prince/princesses (8 percent), and other choices.

-- Twenty-one (21) percent will wear a costume to school and 19 percent plan to dress in a costume for work.

-- Of those with animals, over a fifth (21 percent) of Halloween participants plan to dress their pets in costume.

"Whether dressing-up a pet, decorating their home or attending an event or activity, this season's survey shows that most Americans plan to shop for Halloween," says Garry Butcher, Macerich vice president of marketing and consumer research. "Shoppers predict that Spider Man will be spinning his web in neighborhoods throughout the country, as the most popular character costume."

The survey also found that the largest percentage (38 percent) of shoppers will purchase costumes at a store, while 25 percent will make their own costumes. One fifth (20 percent) of shoppers will use a combination of store-bought and do-it-yourself elements to assemble their costume. Only 5 percent will rent Halloween apparel.

A GOULISHLY GOOD TIME: Activities & Spending

Trick-or-treaters will be in for a sight this season, as 65 percent of Halloween participants plan to decorate the homes. Forty-one (41 percent) plan to personally go trick-or-treating.

Additionally:

-- Kids aren't the only ones taking part in the popular fright night pastime. Thirty-eight (38 percent) of young-at-heart aged 75+ plan to trick-or-treat, as well as 39 percent of the 35-to-44 year age group.

-- Most (62 percent) 12-to-17-year-olds plan to trick-or treat.

-- Trick-or-treaters will stay close to home with most (70 percent) planning to do so in their own neighborhood. Other venues include: the mall (7 percent), church/place of worship (4 percent), school (3 percent); fall festival (2 percent) and other (13 percent).

As far as Halloween spending, adds Butcher, "While female shoppers are more likely than male shoppers (62 percent vs. 55 percent, respectively) to take part in Halloween, men will outspend women by more than \$11.00 on related activities." (Women will spend an average of \$45.12 and men will spend an average of \$56.35.) The Shopping in America survey also shows that shoppers in the western region of the country will spend the most on Halloween:

All Shoppers	West	Midwest	Northeast	South
\$49.27	\$55.62	\$46.91	\$46.59	\$46.55

IT'S IN THE BAG: Favorite Halloween Treats

When asked to select their favorite Halloween treat, shoppers chose Snickers candy as the clear winner (selected by 30 percent), followed closely by M&Ms (22 percent). The remainder of the top five: Hershey Bars (14 percent), Tootsie Rolls (7 percent) and of course, candy corn (6 percent).

HEAD START ON THE HOLIDAYS

Many American shoppers are looking ahead, as over one-quarter (26 percent) plan to start Christmas/holiday '04 shopping prior to Halloween. Eighteen (18) percent will start after Halloween but prior to Thanksgiving and more than one-third (34 percent) say they will not start until after

Thanksgiving. Twenty-three (23) percent are not sure when they will start.

Shopping in America is a national survey that studies consumer shopping trends. Survey malls are geographically spread proportionately among the four major U.S. Census regions, approximating the weight of the population residing in those regions. There are 20 participating malls located in 19 states; 14 of the shopping malls are Macerich owned. More information and graphics for the Shopping in America surveys can be found at www.shoppinginamerica.biz.

The Macerich Company is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. The Company is the sole general partner and owns an 81% ownership interest in The Macerich Partnership, L.P. Macerich now owns interests in properties totaling approximately 61 million square feet consisting primarily of interests in 62 regional malls. Additional information about The Macerich Company can be obtained from the Company's website at www.macerich.com.

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