



Shopping in America Survey: Halloween No Spook to Consumer Spending; Costumes to Be Inspired by Harry Potter, Star Wars, Paris Hilton, Michael Jackson

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SANTA MONICA, Calif.--(BUSINESS WIRE)--Sept. 27, 2005--Neighborhoods will soon be filled with Harry Potter and Star Wars-clad trick-or-treaters, shows the Shopping in America Halloween 2005 survey conducted for The Macerich Company (NYSE:MAC) by August Partners. The national survey of more than 4,300 shoppers reveals that consumers plan to spend an average of \$51.00 -- up 3.6 percent from 2004 -- on Halloween-related purchases this year.

Halloween Activities and Spending

The majority (58 percent) of American shoppers plan to take part in Halloween activities, according to the survey. Parties with friends and relatives ranked as the most popular pastime (selected by 50 percent of participants), followed by trick-or-treating and handing out treats (both 38 percent).

Separately, 44 percent of Halloween revelers will trick-or-treat this year, up slightly from 41 percent in 2004. The majority (60 percent) will wear a costume, also slightly higher compared to last year (56 percent). Twenty-one (21) percent of pet owners plan to dress up their pets.

"Consumers continue to show an interest in all things Halloween -- whether parties, costumes or the traditional trick-or-treating," said Garry Butcher, vice president of marketing and consumer research for The Macerich Company. "Shoppers in the southern region of the country plan to spend the most for their Fright Night fun at \$55.77 -- above the national average of \$51.03. Northeasterners will spend the least at \$47.19."

Halloween Spending - 2005

Total	West	Midwest	South	Northeast
\$51.03	\$50.22	\$48.09	\$55.77	\$47.19

Higher household income shoppers will spend more on Halloween than lower household income shoppers. Those in the \$200,000+ category will spend the most at \$80.15, while the \$30,000-\$40,000 segment will spend the least at \$40.69.

Top Costume Categories

For those dressing-up this Halloween, Harry Potter, Star Wars, Batman, and the Fantastic Four will inspire the most popular television/movie character costumes, according to the survey. Shoppers ranked headline grabbers Paris Hilton, Michael Jackson, Jessica Simpson, and the Tom Cruise/Katie Holmes duo as the most popular celebrity costume inspirations for 2005.

Top Character Costumes

Harry Potter	21%
Star Wars	18%
Batman	14%
Fantastic Four	12%
Dora the Explorer	9%
Napoleon Dynamite	6%
Dukes of Hazzard	6%
Sponge Bob Square Pants	5%
Charlie and the Chocolate Factory	5%
Family Guy	3%

Top Celebrity Costumes

Paris Hilton	17%
Michael Jackson	16%
Jessica Simpson	13%
Tom Cruise/Katie Holmes	11%
Britney Spears/Kevin Federline	8%
Martha Stewart	8%
Donald Trump	6%
Dave Chapelle	6%
Lance Armstrong	2%
Not Sure/Don't Know	13%

Shoppers named scary looks, TV/movie characters, and fantasy looks as the top overall costume categories.

Top Costume Categories

Scary/Evil	25%
TV/Movie Character	20%
Fantasy	19%
Occupation	11%
Period Costume	9%
Humorous	8%
Animal	5%
Celebrity	3%

Costume Shopping and Inspiration

According to the survey, creative expression (26 percent), entertainment (23 percent), tradition (12 percent), and trendiness (10 percent) will be the greatest influences on costumes this season. Friends/family (8 percent), news headlines (3 percent) and politics (2 percent) will have less of an influence. About 16 percent of respondents were not sure what would inspire their costumes.

"Two-fifths (40 percent) of shoppers will buy their costume at a store, while 24 percent will make their own costumes," said Butcher. "Only one percent of shoppers will purchase their costumes online."

Costume Sources

Buy from Store	40%
Make It	24%
Rent from Store	3%
Borrow	3%
Buy Online	1%
Combination	16%
Not Sure/None of Above	13%

Head Start on Holiday Shopping

"Holiday shopping lists are already underway for many Americans," added Butcher. Fifteen (15 percent) of shoppers surveyed have already started buying for Christmas or other winter holidays, an additional 8 percent will start prior to Halloween, and 18 percent will start after Halloween but before Thanksgiving. Thirty-six (36) percent will start after Thanksgiving and 23 percent do not know when they will begin.

Shopping in America is a national shopper intercept survey that studies consumer-shopping trends. The Halloween 2005 survey was conducted among 4,345 shoppers in 13 regional shopping centers geographically spread throughout the United States. Respondents ranged in age from 12 to 75+ years. Not all results are stated in this news release and some are rounded to the nearest whole number. Data totals are subject to a +/- 1.5 percent margin of error. To view the complete Shopping in America results, visit www.shoppinginamerica.biz. Please look for additional Halloween survey results in October.

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 77 million square feet of gross leaseable area consisting primarily of interests in 76 regional malls. Additional information about The Macerich Company can be obtained from the Company's Web site at www.macerich.com.

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