



Survey Confirms Malls Remain the Destination of Choice for Today's Shoppers

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Malls are shoppers' top preference for any occasion, but especially for the occasions that matter most

NEW YORK, June 13, 2016 /PRNewswire/ -- Shoppers overwhelmingly prefer to shop in the mall versus online for any occasion, particularly for the occasions that matter most to them, according to a recent survey of 1200 shoppers. The survey, conducted by Dreyfus Advisors, LLC, an independent research firm, explored shopping channel preferences and the underlying drivers of consumer behavior.



"Malls are the destination of choice for the vast majority of today's shoppers," said Mikael Thygesen, Chief Marketing Officer for Simon. "Mall shopping is a fun, social, and rewarding experience that can't be replicated online and we're investing in our assets to ensure we remain the preferred choice of shoppers for years to come."

Detail on findings

- Shoppers show a strong preference for shopping at their favorite mall versus online for a number of occasions, including:

Occasion Differential	Prefer Malls*	Prefer Online*	Mall
To shop for a special occasion	79%	13%	6X+
To update my wardrobe	77%	14%	5x+
To shop for a special life event (i.e. having a baby, new job, new home)	75%	15%	5X

NOTE: The remaining percentages prefer non-mall brick-and-mortar locations

- Even when there is no specific occasion in mind, shoppers overwhelmingly prefer to shop the mall over online

Shoppers' strong preferences are driven by a number of factors, both practical and emotional:

Top Reasons Cited By Consumers For Shopping The Mall

- Find stores I cannot find elsewhere
- Find great bargains
- Find new discoveries I wouldn't find online
- Provides an easy shopping experience
- Makes shopping fun
- Gives me a place to escape

The study was conducted surveying shoppers in eight markets: Atlanta, Los Angeles Metro, Chicago, Boston, Dallas / Ft. Worth, Miami / South Florida and New York / New Jersey.

About Simon

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit simon.com.

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