TOPLINE & METHODOLOGY

Thrivent Holiday Survey 2026

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: September 29 to October 8, 2026
Number of interviews: 2,158 Total Interviews

Margin of error: +/- 2.2 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire

A1. When thinking specifically about holiday shopping, which of the following outside influences/factors have an impact on your purchasing decisions?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Family	58%	60%
Friends	34%	34%
TV/Print/Digital Ads (e.g., commercials, magazine ads, website ads, etc.)	25%	28%
Social Media (i.e. paid influencer ads/targeted ads on Facebook, TikTok, Instagram, etc.)	24%	23%
Co-workers	9%	9%
Other	5%	5%
None of the above	25%	25%
Skipped	1%	*

A2. **(Asked of those whose holiday shopping purchasing decisions are impacted by social media)** How, if at all, do you feel social media (including both influencers and advertisements) has impacted your overall holiday spending plans this year compared to last year?

	2026 Total (N=488)	2025 Total (N=501)
Increase in my holiday spending plans	28%	27%
No change in my holiday spending plans	64%	67%
Decrease in my holiday spending plans	7%	6%
Skipped	1%	*

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B1. Compared to last year, how do you feel about your financial situation going into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Much more optimistic	5%	7%
Somewhat more optimistic	14%	14%
No difference	44%	45%
Somewhat more pessimistic	24%	22%
Much more pessimistic	13%	12%
Skipped	1%	*
Optimistic (net)	18%	21%
Pessimistic (net)	37%	34%

C0. To what extent do you expect the current economic environment to impact your approach to holiday spending this year?

	2026 Total (N=2,158)
A great deal	21%
A fair amount	31%
Only a little	26%
Not at all	21%
Skipped	1%
A great deal/A fair amount (net)	52%
Only a little/Not at all (net)	47%

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C1. When thinking about budgeting/planning your spending for the holiday season, which of the below best describes you?

	2026 Total (N=2,158)	2025 Total (N=2,279)
I create a budget or plan primarily based on my spending for the year	10%	10%
I create a budget or plan primarily based on my current/projected expenses	26%	26%
I create a budget or plan primarily based on my financial goals	15%	13%
I do not typically plan my holiday budget because of time constraints	9%	8%
I do not typically plan my holiday budget as it feels too overwhelming/complicated	11%	13%
I do not typically plan my holiday budget as I don't have financial goals/strategies that inform my spending	27%	29%
Skipped	2%	1%
Budgets (net)	51%	49%
Does not budget (net)	47%	49%

C2. **(Asked of those who budget or plan for holiday season)** Do you typically overspend or stay within your budget for holiday spending?

	2026 Total (N=1,097)	2025 Total (N=1,102)
I typically overspend by less than $100	21%	18%
I typically overspend by $100-$249	24%	22%
I typically overspend by $250-$499	11%	12%
I typically overspend by $500-$1,000	5%	6%
I typically overspend by more than $1,000	1%	2%
I typically come in ON budget	31%	32%
I typically come in UNDER budget	7%	7%
Skipped	*	*

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C3. Are you more or less concerned about managing your upcoming holiday finances, compared to past years?

	2026 Total (N=2,158)
Significantly more concerned	15%
Somewhat more concerned	23%
About the same	50%
Somewhat less concerned	6%
Significantly less concerned	5%
Skipped	1%
Significantly/Somewhat more concerned (net)	38%
Somewhat/Significantly less concerned (net)	11%

C4. **(Asked of those more concerned about holiday finances)** What makes you concerned about managing your upcoming holiday finances? Select all that apply.

	2026 Total (N=790)
I am worried about the general cost of everything given rising prices	75%
I am living paycheck to paycheck and don't have much/any disposable income	32%
I am paying off other credit card debt	26%
I have too many people that I need/would like to purchase gifts for, making it expensive	23%
I am dealing with reduced income or job loss	19%
I am paying off home/mortgage debt	18%
I am paying off personal loan debt	15%
I am worried about maintaining my income because of poor job security/employment prospects	15%
I am paying off credit card debt from last year's holiday season	10%
I am paying off student loan debt	9%
Other	6%
Skipped	*

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C4a. In the past 6-12 months, has uncertainty about the economy caused you to do any of the following? Select all that apply.

	2026 Total (N=2,158)
Cut back on essential spending	35%
Saved more than usual / built up extra cash reserves out of caution	19%
Delayed a major financial decision (home purchase, retirement timing, etc.)	16%
Reduced or paused contributions to investing or retirement accounts	11%
Spent more than usual on non-essentials to feel better, despite the uncertainty	8%
None of these – my financial behavior hasn't changed	39%
Skipped	2%

C4b. **(Among those who have done at least one listed behavior in past 6-12 months due to economic uncertainty)** Which of the following are contributing to the change(s) in your financial behavior? Select all that apply.

	2026 Total (N=1,237)
Personal experience (e.g., job loss, price increases, medical bills)	64%
News headlines about the economy	40%
Conversations with friends or family	27%
Ups and downs in the stock market	21%
Social media posts/conversations about the economy	17%
Something else	12%
Skipped	*

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C5. **(Among those who typically overspend holiday budget)** Earlier you mentioned you typically overspend on holiday purchases. What would help you reduce/eliminate your overspending, if anything? Select all that apply.

	2026 Total (N=680)	2025 Total (N=657)
Start saving and planning for my holiday spending earlier in the year	33%	38%
Establishing a budget that sets parameters around my spending	32%	29%
Becoming better at tracking my expenses	30%	28%
Understanding my cash flow so I know how much disposable income I have	16%	15%
Following a financial plan that informs how I spend money	15%	15%
Other	10%	11%
Not sure	14%	12%
Skipped	*	*

C6. Which of the following strategies, if any, are you planning to use to manage holiday expenses this year? Select all that apply.

	2026 Total (N=2,158)	2025 Total (N=2,279)
Using coupons or discounts	33%	33%
Avoiding big-ticket purchases	32%	29%
Cutting/eliminating some holiday expenses	31%	28%
Buying items throughout the year or buying early for holiday	31%	29%
Making gifts by hand	11%	N/A
Buying gifts secondhand	10%	N/A
Organized group gift exchanges (e.g., Secret Santa, White Elephant)	8%	N/A
Other	4%	5%
I do not plan on using strategies to manage holiday expenses	26%	25%
Skipped	1%	1%

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C6a. How do you plan to purchase or finance your holiday spending? Select all that apply.

	2026 Total (N=2,158)
Pay in cash or with a debit card	52%
Pay by credit card	40%
Use a buy now, pay later or installment payment app/service	7%
Use a layaway plan	3%
Take out a no-interest microloan or small dollar loan (up to $2,500) from a bank	1%
Not applicable – I don't plan to spend money this holiday season	15%
Skipped	2%

C6b. **(Among those planning to pay by credit card for holiday spending)** You mentioned you plan to cover your holiday spending by credit card. How long do you estimate it will take to pay off your holiday spending?

	2026 Total (N=914)
Less than three months	74%
3-6 months	11%
6-12 months	6%
One year or longer	4%
Don't know	5%
Skipped	*

C7_sum2. What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season? Summary – Negative impact

	2026 Total (N=2,158)	2025 Total (N=2,279)
Inflation	72%	71%
Gas prices	71%	N/A
Global economic conditions	60%	55%
Energy costs (heating, gas, electricity)	60%	54%
Tariffs	58%	60%
Healthcare costs	46%	44%
Interest rates/borrowing costs	41%	37%
Housing costs (rent/mortgage payments)	40%	39%
Employment/job market conditions	33%	30%
Stock market performance	27%	19%

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C7_1. Inflation - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	4%	4%
Somewhat positive impact	3%	4%
No impact	18%	19%
Somewhat negative impact	36%	38%
Very negative impact	36%	33%
Skipped	2%	2%
Positive impact (net)	7%	8%
Negative impact (net)	72%	71%

C7_2. Global economic conditions - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	3%	3%
Somewhat positive impact	4%	5%
No impact	30%	36%
Somewhat negative impact	37%	38%
Very negative impact	23%	17%
Skipped	3%	2%
Positive impact (net)	7%	8%
Negative impact (net)	60%	55%

C7_3. Interest rates/borrowing costs - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	3%	3%
Somewhat positive impact	3%	4%
No impact	50%	54%
Somewhat negative impact	24%	23%
Very negative impact	17%	14%
Skipped	2%	2%
Positive impact (net)	6%	7%
Negative impact (net)	41%	37%

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C7_4. Employment/job market conditions - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	3%	4%
Somewhat positive impact	5%	6%
No impact	56%	57%
Somewhat negative impact	20%	20%
Very negative impact	13%	10%
Skipped	2%	2%
Positive impact (net)	9%	11%
Negative impact (net)	33%	30%

C7_5. Housing costs (rent/mortgage payments) - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	4%	3%
Somewhat positive impact	3%	3%
No impact	51%	52%
Somewhat negative impact	22%	24%
Very negative impact	17%	15%
Skipped	2%	2%
Positive impact (net)	7%	7%
Negative impact (net)	40%	39%

C7_6. Energy costs (heating, gas, electricity) - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	4%	4%
Somewhat positive impact	4%	4%
No impact	29%	36%
Somewhat negative impact	35%	37%
Very negative impact	26%	17%
Skipped	3%	2%
Positive impact (net)	8%	8%
Negative impact (net)	60%	54%

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C7_7. Healthcare costs - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	4%	3%
Somewhat positive impact	3%	4%
No impact	45%	47%
Somewhat negative impact	27%	29%
Very negative impact	19%	15%
Skipped	3%	2%
Positive impact (net)	7%	7%
Negative impact (net)	46%	44%

C7_8. Stock market performance - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	4%	5%
Somewhat positive impact	10%	13%
No impact	57%	61%
Somewhat negative impact	18%	15%
Very negative impact	9%	5%
Skipped	3%	2%
Positive impact (net)	14%	18%
Negative impact (net)	27%	19%

C7_9. Tariffs - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very positive impact	4%	4%
Somewhat positive impact	4%	4%
No impact	32%	31%
Somewhat negative impact	31%	32%
Very negative impact	28%	28%
Skipped	2%	2%
Positive impact (net)	7%	8%
Negative impact (net)	58%	60%

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C7_10. Gas prices - What kind of impact, if any, do you feel each of the following are having on you or your household's financial situation heading into this holiday season?

	2026 Total (N=2,158)
Very positive impact	4%
Somewhat positive impact	2%
No impact	20%
Somewhat negative impact	31%
Very negative impact	39%
Skipped	2%
Positive impact (net)	7%
Negative impact (net)	71%

C7a. Thinking about events that could occur, which of the following would be most likely to impact your holiday spending plans?

	2026 Total (N=2,158)
Worsening inflation indicators	25%
Market correction or recession	11%
Supply-chain disruptions	11%
Increasing global tariffs	10%
Ongoing geopolitical uncertainty	5%
Negative jobs report	2%
Something else	2%
None of these would change my approach to holiday spending	32%
Skipped	2%

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C8. In which of the following areas, if any, do you plan to spend less / cut back this holiday season compared to last year due to current economic conditions? Select all that apply.

	2026 Total (N=2,158)	2025 Total (N=2,279)
Dining out/restaurants	44%	44%
Gifts for family and friends	32%	32%
Travel	31%	28%
Holiday decorations	28%	28%
Holiday entertaining/hosting	26%	26%
Charitable giving	18%	18%
Other	3%	5%
I don't plan to cut back due to current economic conditions	30%	30%
Skipped	2%	1%
Plans to cut back (net)	68%	69%

C9. **(Among those who plan to cut back on gifts)** Earlier you mentioned that you plan to cut back on gifts this holiday season. How have current economic conditions impacted your plans/expectations for holiday spending on gifts this year compared to last year? Select all that apply.

	2026 Total (N=668)	2025 Total (N=698)
I plan to purchase fewer gifts overall	66%	56%
I plan to purchase less expensive gifts	51%	50%
I plan to purchase gifts for fewer people	46%	37%
I plan to spend less on gifts and focus on non-monetary experiences with those I love	42%	42%
I plan to make gifts by hand	14%	N/A
I plan to buy gifts secondhand	12%	N/A
Some other way	5%	6%
Skipped	*	1%

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C10. **(Among those who plan to cut back on travel)** Earlier you mentioned that you plan to cut back on travel this holiday season. How have current economic conditions impacted your plans/expectations for spending on travel this holiday season compared to last year? Select all that apply.

	2026 Total (N=653)	2025 Total (N=619)
I plan to travel for fewer days than last year	18%	20%
I plan to travel closer to home than last year	16%	18%
I plan to stay in more budget-friendly accommodations than last year	12%	13%
I plan to travel to a more budget-friendly location(s) than last year	11%	12%
I flew last year, but this year I plan to drive instead	4%	5%
I drove last year, but I plan to fly instead	2%	N/A
Some other way (please specify)	1%	1%
I plan to not travel at all	60%	56%
Skipped	*	1%

C12. How much of an impact, if any, do you expect tariffs to have on the overall cost of the holiday season (gifts, food, travel, etc.)?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Make the holidays much more expensive	30%	30%
Make the holidays somewhat more expensive	37%	38%
No impact	25%	25%
Make the holidays somewhat less expensive	3%	3%
Make the holidays much less expensive	3%	2%
Skipped	2%	1%
More expensive (net)	67%	68%
Less expensive (net)	6%	5%

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C14. Which of the following, if any, do you expect to be more expensive this holiday season because of tariffs? Please select all that apply.

	2026 Total (N=2,158)
Electronics and gadgets	66%
Clothing and apparel	56%
Toys and games	53%
Home goods and small appliances	53%
Food and beverages	52%
Travel	44%
Beauty and personal-care products	40%
Sporting goods and equipment	38%
None of these	15%
Skipped	2%

D1. Which of the following emotions, if any, do you associate with holiday shopping? Select all that apply.

	2026 Total (N=2,158)	2025 Total (N=2,279)
Stressed	38%	38%
Joyful	35%	35%
Excited	32%	34%
Grateful	29%	30%
Generous	27%	29%
Anxious	26%	26%
Obligated	24%	25%
Nostalgic	24%	26%
Frustrated	18%	18%
Annoyed	14%	14%
Resentful	4%	4%
Other	2%	3%
None of these	11%	11%
Skipped	1%	1%

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D2. To what extent, if at all, do you feel pressured during the holidays to spend more money than you can afford?

	2026 Total (N=2,158)	2025 Total (N=2,279)
Very pressured	9%	8%
Somewhat pressured	27%	29%
Not too pressured	29%	29%
Not pressured at all	34%	33%
Skipped	2%	1%
Pressured (net)	35%	37%
Not pressured (net)	63%	62%

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About the Study

This poll was conducted by Ipsos on behalf of Thrivent Financial from September 29 – October 8, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,158 general population Americans. In addition, an oversample was included in the Minneapolis Metropolitan Statistical Area (MSA) to achieve n=500 total completes. The sample for this MSA oversample came from a combination of KnowledgePanel and supplemental non-probability (opt-in panel) sample. The findings presented in this topline reflect the U.S. general population sample only.

The main survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed address-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in both English and Spanish. The U.S. gen pop data (KnowledgePanel 18+) were weighted to align with the following geodemographic distributions of the aged 18+ U.S. population using an iterative proportional fitting (raking) procedure. The demographic benchmarks came from 2024 American Community Survey (ACS) from the US Census Bureau. The weighting categories for the national, general population sample were as follows:

a. Gender (Male, Female) by Age (18-34, 35-49, 50-64, 65+)
b. Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
c. Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
d. Education (Less than High School, High School, Some College, Bachelor or higher)
e. Household Income (under $25K, $25-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)
f. Language Dominance (English Dominant Hispanic, Bilingual Hispanic, Spanish Dominant Hispanic, Non-Hispanic)

The target Minneapolis MSA oversample was weighted using a multi-step process to reflect the population characteristics of each area. First, design weights for KnowledgePanel (KP) MSA assignees were computed to reflect their selection probabilities. These design weights were then adjusted to align with geodemographic distributions of the aged 18+ Minneapolis population using an iterative proportional fitting (raking) procedure, with benchmarks obtained from the 2024 American Community Survey (ACS). Next, opt-in MSA respondents were adjusted to align with both ACS geodemographic benchmarks and four calibration variables, with calibration benchmarks based on the weighted KnowledgePanel MSA respondents. Lastly, KP and opt-in respondents were combined based on their respective effective sample sizes and adjusted to final benchmarks. The weighting categories for the final combined MSA sample were as follows:

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a. Gender (Male, Female) by Age (18-34, 35-49, 50-64, 65+)
b. Race-Ethnicity (White/Non-Hispanic, Black or Hispanic, Other or 2+ Races/Non-Hispanic)
c. Education (Less than High School/High School, Some College, Bachelor or higher)
d. Household Income (under $25K, $25-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)
e. Daily Television Viewing (Less than 3 hours/day, 3+ hours/day)
f. Daily Personal Internet Usage (Less than 3 hours/week, 3+ hours/week)
g. Express Political/Community Opinions Online (Not at all, less than a month or more often)
h. Interest in Trying New Products (Not at all/Somewhat, A lot/Completely)

The margin of sampling error for the U.S. gen pop sample is plus or minus 2.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.06. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

This topline is trended with data from a previous Thrivent/Ipsos survey:

- The 2025 survey was fielded September 29 – October 6, 2025 using the probability-based KnowledgePanel®. This survey is based on a nationally representative probability sample of 2,279 general population Americans. In addition, oversamples were included in the Minneapolis Metropolitan Statistical Area (MSA) to achieve n=500 total completes. The sample for this oversample came from a combination of KnowledgePanel and supplemental non-probability (opt-in panel) sample and are not part of the nationally representative U.S. gen pop sample. The margin of sampling error for the U.S. gen pop sample is plus or minus 2.1 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.08.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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