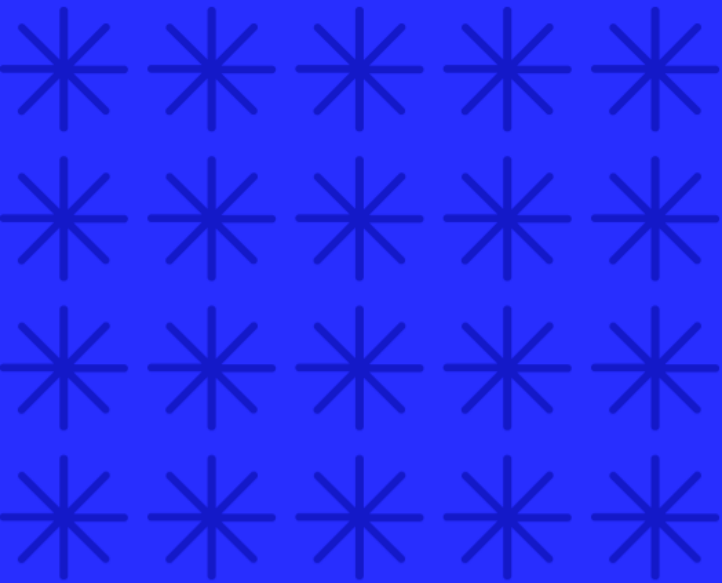




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Jewelry Insights

September 2026

Key highlights from study

- Jewelry remains one of the strongest holiday gifting categories, with 90% of consumers likely to purchase jewelry as a holiday gift this year and 70% expecting to purchase jewelry within the next 12 months.J
- Jewelry is a high-consideration purchase, not an impulse buy. Ninety-three percent of consumers want reassurance they're making the right choice, while 89% say jewelry feels like a bigger decision than most gifts, creating a need for trusted guidance throughout the purchase journey.Trust and expertise are critical purchase drivers.
- Nearly 9 in 10 consumers value guidance from trusted experts when selecting jewelry, suggesting shoppers actively seek recommendations and validation before making a purchase.
- Local independent jewelers hold a unique competitive advantage. Consumers overwhelmingly associate local jewelers with personalized service (97%), confidence in their purchase (92%), family-like treatment (92%), and greater trust and expertise (91%), making "local" a meaningful differentiator.
- Audio recommendations drive consideration and store traffic. Among holiday jewelry shoppers, 81% say they are more likely to visit, call, or research a jeweler recommended by a trusted radio or podcast personality, and 73% are more likely to check out a jeweler after hearing about them on the radio..

Consumers show strong intent to purchase jewelry, especially as a holiday gift.

7 in 10

Are likely to purchase jewelry within the next 12 months

9 in 10

Are likely to purchase jewelry as a holiday gift this year

Consumers see jewelry as a bigger purchase, creating an opportunity for trusted voices to provide reassurance.

93%

Agree they want reassurance that they are making the right choice when purchasing jewelry

9 in 10

Agree they value guidance from trusted experts when selecting jewelry

89%

Agree purchasing jewelry feels like a bigger decision than purchasing most other gifts

7 in 10

Say cost prevents them from purchasing jewelry more often, making it the biggest barrier.

Consumers value local independent jewelers for their personal service, expertise, and trust.

Local independent jewelers are the most preferred retailers for significant jewelry purchases.



97%

Agree that local independent jewelers offer more personalized service



92%

Agree that local independent jewelers help them feel more confident in their purchase



92%

Agree that local independent jewelers treat customers like family



91%

Agree that local independent jewelers are more trustworthy and provide better expertise

Consumers likely to purchase jewelry as a holiday gift are more likely to take action based on radio recommendations.

81%

of holiday jewelry shoppers agree they are more likely to visit, call, or research a jewelry store if it is recommended by a trusted radio or podcast personality

73%

of holiday jewelry shoppers agree they are more likely to check out a jeweler if they hear about it on the radio

70%

of holiday jewelry shoppers agree they are more likely to click on a social media post about a jewelry store if they have heard about it on the radio first

69%

of holiday jewelry shoppers agree they are more likely to trust a jewelry retailer recommended by a radio personality they trust

Radio reaches jewelry shoppers, with Urban Contemporary, Urban AC, and Rhythmic AC top radio formats and Arts, TV & Film, and Education top podcast genres

Radio Reaches Over

87%

of jewelry shoppers



Top Radio Formats

Urban Contemporary (133i)
Urban AC (130i)
Rhythmic AC (121i)
Pop Contemporary Hit
Radio (115i)
Adult Hits (112i)



Top Podcast Topics

Arts (157i)
TV & Film (157i)
Education (150i)
Health & Fitness (137i)
Music (136i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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METHODOLOGY

DATES OF FIELDING: September 2026

N = 794 radio listeners ages 18+.