



STIFEL *Bits*

March 11, 2026

The Appetizer

“I’m pretty certain I’d look like Chubbs from Happy Gilmore if the alligator had gotten close to my hand. Yeah, that was cool, man.”

– Florida Gators football head coach Jon Sumrall, while taking marketing **pictures with a live alligator** that snapped and hissed at him.

Now, on to the numbers. Drum roll, please ...

- **\$12 trillion:** The projected annual global **retail spending** power of Gen Z by 2030.
- **\$532,903:** The per capita income of **Teton County**, Wyoming, making it the **richest county** in the U.S. per capita.
- **\$14,000:** The approximate monthly sales a crossing guard is now making after creating a mail-club from the illustrations and observations from **her crosswalk intersection**.
- **44%:** The percentage of **UK households** that say they argue over leaving the lights on in an empty room, making it the most contentious energy habit issue, though we think this applies to U.S. households as well.
- **52.7%:** The year-to-date jump in Brent crude oil prices per barrel at market open on March 11, 2026.

Dig In

Bracketology 101

As if March hasn't already delivered its fair share of "madness" this year, another event is just getting started. Both the men's and women's college basketball tournaments tip-off on March 17, and with the opening rounds landing on St. Patrick's Day, maybe a little extra luck will be floating around. The next few weeks promise the same things we wait for every year: buzzer beaters, busted brackets, surprise Cinderella runs, and plenty of "how did that just happen?" moments.

Time to get the crystal ball out and start building your bracket. The toughest part, as always, is picking the upsets – **teams** winning despite being seeded at least five spots lower than their opponent. History says there are usually plenty to choose from, with at least 10 upsets in nine of the past 14 tournaments. Feeling risky? Eleven upsets have happened five times in the last 40 years.

Who are you bringing to the quarterfinals? Number one seeds typically **dominate** with 66 appearances, followed by two (32) and three (17) seeds.

To wrap things up, remember: The chance of a perfect bracket is roughly one in 9.2 quintillion. Good luck!

Weekly Specials

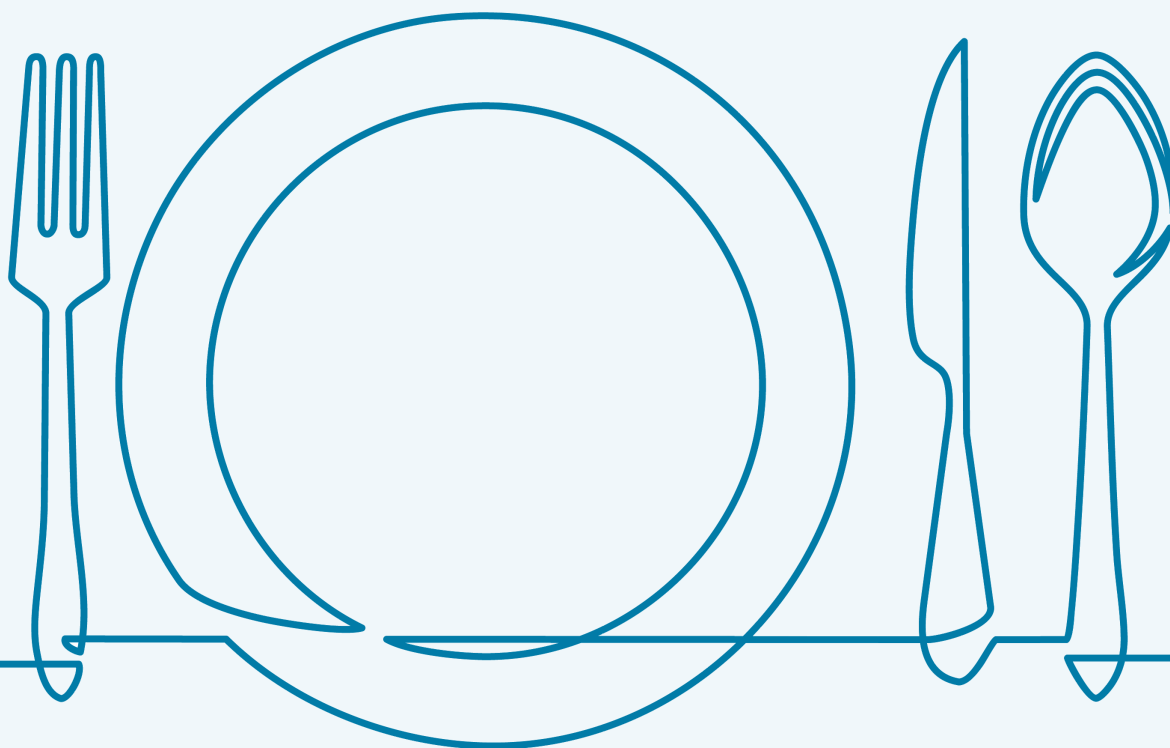
I get "circle back," "EOD," or even a good ole "let's unpack that." But **corporate jargon** may have gone too far. Case in point: the dreaded "hard stop." One person said a colleague announced it in every meeting, as if their calendar mattered more than everyone else's. Maybe we all just need a vacation.

Once upon a time, GRWM (Get Ready with Me) ruled the internet, followed by DITL (Day in the Life). Now Argentina has a new viral trend: **#therian – people identifying as animals**. One participant said, "I wake up like a normal person ... I simply have moments when I like being a dog." At least these kids are getting outside.

Jackson, Wyoming, has long been a playground for the wealthy, but lately it's basically a billionaire summer camp. Rising markets and the 2017 tax cuts helped mint hundreds of new billionaires. The result? A tiny mountain town that's starting to look like **America's next Gilded Age**.

Corporate Lunch

- **Qualcomm's** CEO thinks **robotics is a "larger opportunity"** within two years. On one hand, a robot doing my laundry would be great. On the other hand, what if they take over like in that one Will Smith movie, or worse, still expect 25% tips for making my morning coffee?
- **Meta** is testing **an artificial intelligence shopping assistant** within its Meta AI chatbot, which is just another way to get me to feel "informed" when buying my next impulse purchase. Now buying a foot spa machine won't be so stressful.
- **Apple** introduced the "budget-friendly" **iPhone 17e**, the company's way of letting you feel like a savvy saver, only to cross-sell you an Apple plastic case and an AppleCare insurance policy.
- **Fitch Ratings** downgraded **Paramount Skydance's credit rating to junk** after the **Warner Bros.** acquisition. Looks like Paramount won the auction, but Fitch was quick to remind them they have to actually pay.
- **IKEA's orangutan plushie is selling out** because a baby macaque named "Punch" found comfort in it after being rejected by his mother, proving sometimes all we need is a **hug**, even if it is just with a stuffed animal.



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