



# STIFEL *Bits*

March 25, 2026

## The Appetizer

*“I am honored to be the last human host of the Academy Awards. Next year, it’s going to be a WayMo in a tux.”*

– **Conan O’Brien**, in his opening monologue at the 2026 Oscars.

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

- **-9%:** The year-over-year drop in Oscars viewership from 2025, with this year’s audience falling to 17.9 million.
- **16:** The total **nominations** earned by Sinners at this year’s Oscars, the most ever for a single film. It ultimately won four awards.
- **40 million:** The approximate number of one-person households in the U.S., based on data from the U.S. Census Bureau’s 2025 **Current Population Survey**.
- **1 hour:** The **delivery time** that Amazon is planning for hundreds of locations. The cost? \$9.99 for Prime members and \$19.99 for non-Prime members.
- **64:** The number of years the **Journeyman Plumbers Local** Union has been dyeing the Chicago River green for St. Patrick’s Day.

# Dig In

## Beyond the Field

With spring just around the corner, youth sports season is officially kicking into high gear. Across the country, fields are being lined, schedules are filling up, and parents are dusting off folding chairs for long weekends on the sidelines.

Youth sports have morphed into a massive industry, with families spending tens of **billions** annually on travel teams, elite training, and enough uniforms to clothe a small army. Of course, the odds of making it to the “big leagues” are incredibly slim. Only a tiny **fraction of youth** athletes ever play professionally. But that’s not really the point, is it?

The most important thing is where that payoff shows up later. Employers tend to **love former athletes** – not because they were headed for the pros, but because sports build habits that translate well to work. Showing up prepared, taking feedback, handling pressure, and working toward a shared goal are lessons learned long before the first job interview.

So, while most kids won’t play under stadium lights forever, many will carry these skills into classrooms, offices, and careers – which, for parents currently packing snacks, hauling equipment, and wondering why there are so many water bottles ... that’s a pretty solid return on investment.

## Weekly Specials

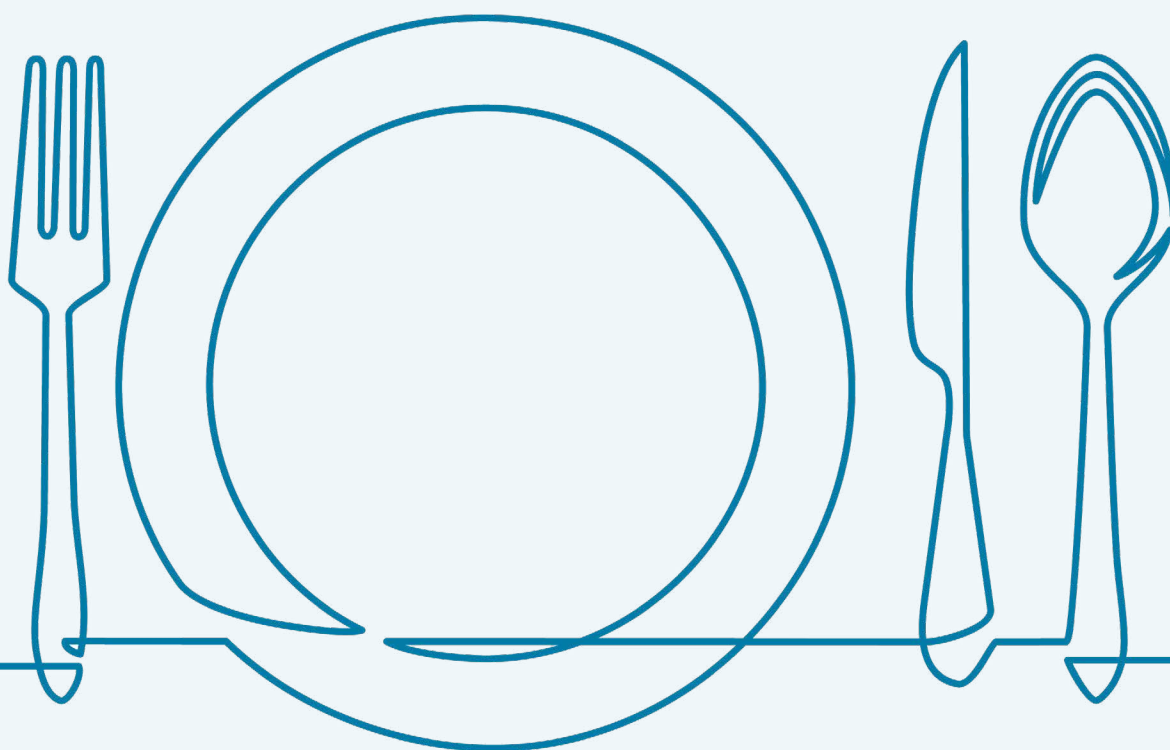
Sweeney’s Saloon in St. Paul, Minnesota, is offering **free meals to lawmakers**, but only if they bring someone from the opposite party. The goal? Cool things down and remind people that you don’t have to agree on everything to sit at the same table ... honestly, we could all take a page out of that playbook.

A **goldfish just earned a Guinness World Record** ... for driving. Yes, actually driving. Blub the goldfish “drove” a custom-built, motion-sensing car by swimming around its tank, covering over 40 feet in one minute. Tech translates his movement into steering, so when Blub swims, the car moves. Fish-driving cars instead of self-driving cars? I’m in ... what could possibly go wrong?

La Mer’s **\$400 face cream secret**? Not just kelp ... DJ’d kelp. Scientists say its “Miracle Broth” comes from biofermentation and ocean sounds played like a spa playlist. Apparently, sound waves may influence molecules and fermentation (debatable).

# Corporate Lunch

- **Apple** CEO Tim Cook **shut down retirement speculation**, saying he “can’t imagine life without Apple.”
- **Peloton** is launching **bikes and treadmills for gyms**, accelerating its commercial push. Huge upgrade, but it’s about time. “Luxury gym” and “screenless bike” should never be in the same sentence when Alex Toussaint and Ally Love are an option.
- **Mastercard** is **expanding into stablecoins**, meaning those large “retail therapy” impulse purchases could hit your account instantly ... along with the guilt. No “pending” phase to emotionally prepare.
- **Eddie Bauer’s nearly 200 stores** in the U.S. and Canada are expected to close after a failed sale effort. Looks like after going bankrupt and getting acquired in 2020, it’s somehow happening again ... turns out even their outerwear couldn’t weather this one.
- **Amazon** is **slashing Postal Service** volume by two-thirds as it shifts more deliveries to its own network. Tough break for USPS, and an even tougher breakup for the mailman who just became your dog’s best friend.



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