



## ANALYST QUICK NOTES

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### Weekly Stock List: Millennial Stocks

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#### Weekly Stock List: Five Millennial Stocks

- A new generation of consumers – the Millennials – has recently become the largest demographic cohort in the country, and this group is demanding a new menu of sustainable products and services for an evolving economy. The intersection of trends that are important to these consumers – sustainability, healthier living, an entrepreneurial spirit and an evolving economy – has resulted in the emergence and growth of numerous companies well suited to the new generation.
  - Many of these companies are expected to be future industry leaders and are included in a Millennial model portfolio that we have developed.
  - Here are five BUY-rated companies that are in the model:
    - Amazon.com (AMZN: BUY). This fast-growing Consumer Discretionary company is included in the model as an example of Entrepreneurial Spirit.
    - Visa (V: BUY). This innovative Financial Services company is developing new products and services for the Evolving Economy.
    - Johnson & Johnson (JNJ: BUY). This diversified blue-chip mega-cap manufactures and markets products that promote Healthier Living.
    - GrubHub (GRUB: BUY). This small-cap Consumer Discretionary company is an example of a firm that delivers services to meet the needs of a Modern Lifestyle.
    - Itron (ITRI: BUY). This mid-cap Industrial company manufactures products that promote a more Sustainable Environment.
  - For more information on these companies, please see our Analyst Reports on the website. For more information on our Millennial Model Portfolio, please see our Special Situations report.
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