

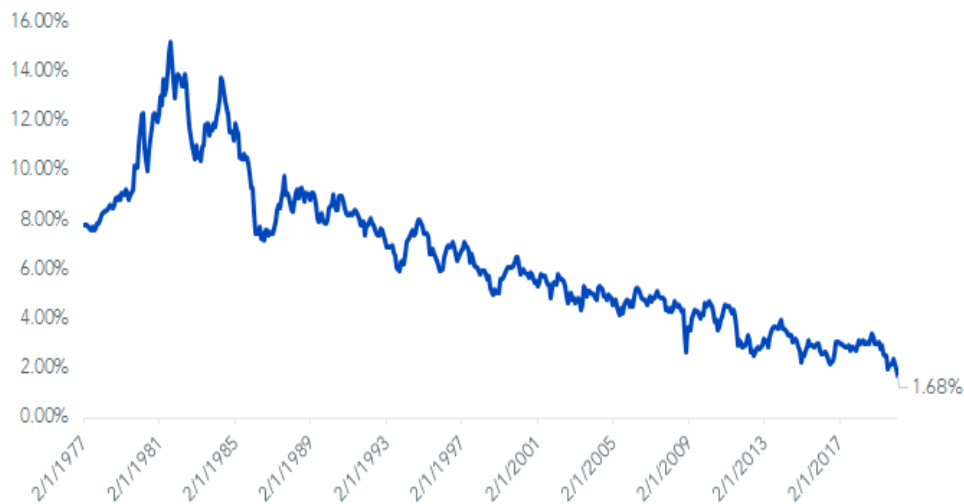
DIVIDEND YIELDS VS. BOND YIELDS: AN EASY PICK

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[Interest rates](#) are hitting fresh, all-time lows due to coronavirus fears hitting an economy that had previously been quite strong.

The [30-Year U.S. Treasury bond yield](#) briefly crashed below 1% and now stands at 1.30% as of March 11th, while the [10-Year U.S. Treasury note yield](#) went below .6% before pushing back above .8%.

30-Year U.S. Treasury Bond Yield



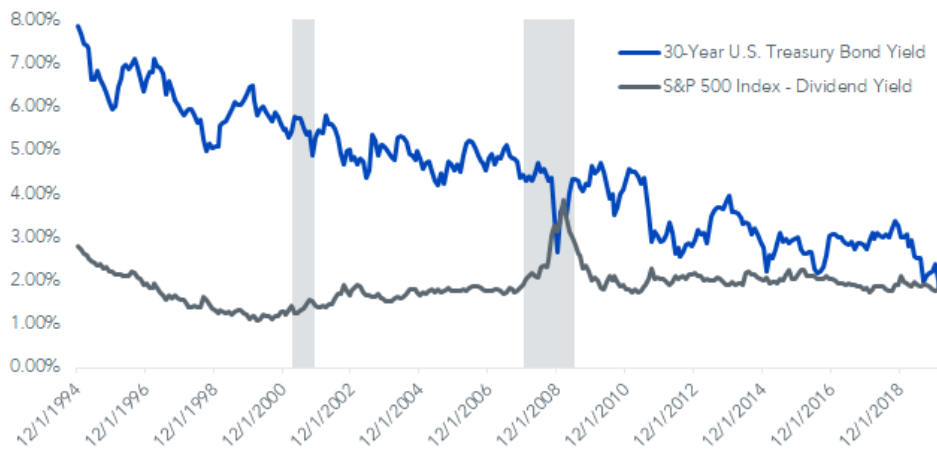
Sources: WisdomTree, Bloomberg. Data from 2/28/1977-3/9/2020. Past performance is not indicative of future results.

During the 2008 global financial crisis, the [S&P 500's dividend yield](#) briefly went above the 30-Year U.S. Treasury bond yield, but it did not stay there long.

Investors forecasted severe [dividend](#) cuts, which pushed dividend yields up just as Treasury rates were plummeting.

Both yields normalized as realized dividend cuts brought down dividend yields and improving economic conditions pushed Treasury rates up.

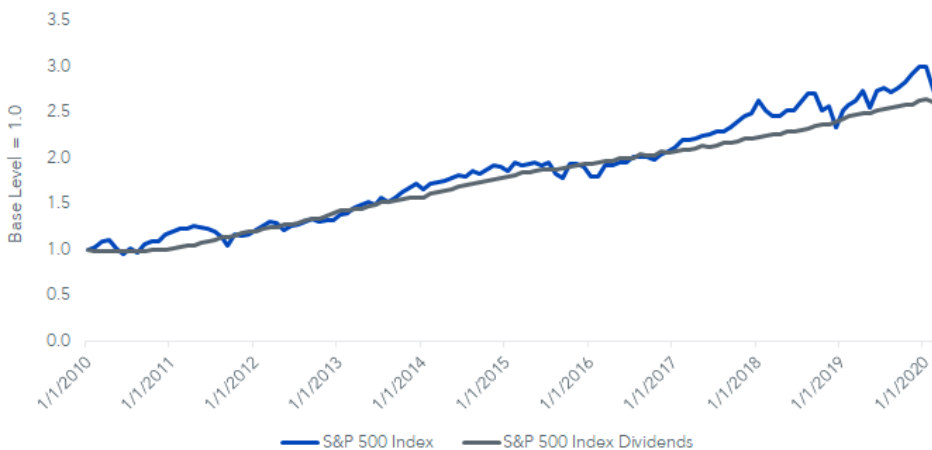
Treasury Yields vs. Dividend Yield



Sources: WisdomTree, Bloomberg, FactSet. Data from 12/31/1994–3/9/2020. Grey bars represent recessions. Past performance is not indicative of future results.

One interesting fact about the market’s gains over the last decade is that equity appreciation coincided one-for-one with dividend growth on the market. So, the market has not actually become more expensive on a [price-to-dividend](#) or a dividend-yield basis.

S&P 500 - Price Return and Dividend Growth



Sources: WisdomTree, Bloomberg, FactSet. Data from 12/31/1994–3/9/2020. Past performance is not indicative of future results. You cannot invest directly in an index. Index performance does not represent actual fund or portfolio performance. A fund or portfolio may differ significantly from the securities included in the index. Index performance assumes reinvestment of dividends but does not reflect any management fees, transaction costs or other expenses that would be incurred by a portfolio or fund, or brokerage commissions on transactions in fund shares. Such fees, expenses and commissions could reduce returns.

After recent interest rate declines, the S&P 500’s dividend yield is now almost four times the 10-Year U.S. note yield, and almost 100 [basis points \(bps\)](#) higher than the 30-Year Treasury bond yield.

[Dividend Weighting](#) Goes Further

WisdomTree is increasingly convinced interest rates are going to stay low for much longer than we previously anticipated. This will create challenges for traditional investors.

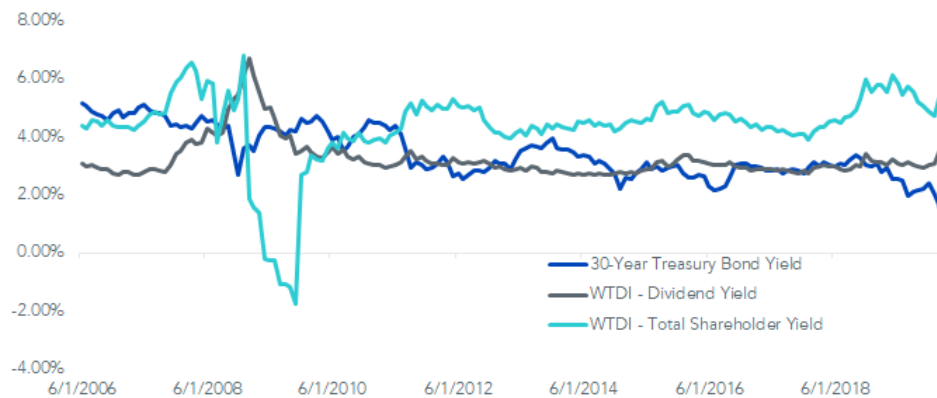
Dividend-weighted strategies like those wisdomTree launched in 2006 can help increase the dividend advantage over Treasury bonds even further. The dividend yield on our broadest index of dividend payers began March at 3.45%—more than double the interest income on the 30-Year bond.

The total shareholder yield (dividend yield plus net buyback yield) for the broad dividend index is 5.36%, a 437 basis point (bps) advantage over the 0.99% low for the

30-Year U.S. Treasury bond.

This spread has only been greater over the 14-year history of the index once, during the previous all-time low for the 30-Year U.S. Treasury bond in August 2019.

Bond Yield vs. WisdomTree U.S. Dividend Index (WTDI) Yield



Sources: WisdomTree, Bloomberg, FactSet. Data from 6/30/06–3/9/20. Past performance is not indicative of future results. You cannot invest directly in an index. Index performance does not represent actual fund or portfolio performance. A fund or portfolio may differ significantly from the securities included in the index. Index performance assumes reinvestment of dividends but does not reflect any management fees, transaction costs or other expenses that would be incurred by a portfolio or fund, or brokerage commissions on transactions in fund shares. Such fees, expenses and commissions could reduce returns

Markets Moving More Than [Fundamentals](#)

Professor Jeremy Siegel reckons that over 90% of the value of a stock comes from its profits more than 12 months out. So, if we wiped out all profits over the next 12 months, the impact should be less than 10%. If earnings are down 30%–40% this year and then return to normal in 2021, we would not get market declines like we have witnessed thus far.

The maximum dividend decline in S&P 500 stocks over the last 60 years came in 2009, during the financial crisis, when dividends from the financial sector evaporated and caused overall dividends to fall 25%. It took four years for dividends to pass their highs after falling during the crisis.

For fundamentally driven investors, the dividend yields on broad U.S. markets look attractive compared to the alternatives in the bond market.

There are two potential solutions from the WisdomTree family:

[WisdomTree U.S. Total Dividend Fund \(DTD\)](#): This ETF seeks to track the price and yield performance, before fees and expenses, of the [WisdomTree U.S. Dividend Index](#), which is one of the most inclusive indexes of all dividend payers in the U.S. The dividend-weighting mechanism emphasizes total size of dividend distributions. Our asset allocation model portfolios that we launched in collaboration with Professor Siegel include DTD, which is the ETF that we utilize for exposure to the broad market of dividends in the U.S.

[WisdomTree U.S. LargeCap Dividend Fund \(DLN\)](#): This ETF seeks to track the price and yield performance, before fees and expenses, of the [WisdomTree U.S. LargeCap Dividend Index](#). This Index includes the 300 largest stocks by [market capitalization](#) from the WisdomTree U.S. Dividend Index. This ETF represents the [large-cap](#) segment of DTD if an investors does not want total market exposure.

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profile.

For standardized performance and the most recent month-end performance click [here](#) NOTE, this material is intended for electronic use only. Individuals who intend to print and physically deliver to an investor must print the monthly performance report to accompany this blog.

For more investing insights, check out our [Economic & Market Outlook](#)

view the online version of this article [here](#).

IMPORTANT INFORMATION

U.S. investors only: Click [here](#) to obtain a WisdomTree ETF prospectus which contains investment objectives, risks, charges, expenses, and other information; read and consider carefully before investing.

There are risks involved with investing, including possible loss of principal. Foreign investing involves currency, political and economic risk. Funds focusing on a single country, sector and/or funds that emphasize investments in smaller companies may experience greater price volatility. Investments in emerging markets, currency, fixed income and alternative investments include additional risks. Please see prospectus for discussion of risks.

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DEFINITIONS

Interest rates: The rate at which interest is paid by a borrower for the use of money.

U.S. 30-year bond: A debt obligation issued by the United States government that matures in 30 years.

S&P 500 Index: Market capitalization-weighted benchmark of 500 stocks selected by the Standard and Poor's Index Committee designed to represent the performance of the leading industries in the United States economy.

Dividend yield: A financial ratio that shows how much a company pays out in dividends each year relative to its share price.

Dividend: A portion of corporate profits paid out to shareholders.

Price-to-dividend ratio: Refers to the index price divided by the trailing 12-month dividends.

Basis point: 1/100th of 1 percent.

Dividend weighted: Constituent securities represented within the Index in proportion to their contribution to the dividend stream of the Index.

Fundamentals: Attributes related to a company's actual operations and production as opposed to changes in share price.

Market Capitalization: Market cap = share prices x number of shares outstanding. Firms with the highest values receive the highest weights in approaches designed to weight firms by market cap.

Large-Capitalization (Large-Cap): A term used by the investment community to refer to companies with a market capitalization value of more than \$10 billion. Large cap is an abbreviation of the term "large market capitalization". Market capitalization is calculated by multiplying the number of a company's shares outstanding by its stock price per share.