

## Dividend Performance in the Stock Market

### Comparing the S&P 500 Composite and the S&P 500 Total Return 1950-2017

While there is honest debate as to whether dividend-paying stocks offer superior returns to non-dividend paying stocks, what is not in debate is the comparative value of the S&P 500's historical growth, with and without dividends.

Since 1950, the S&P 500's preferred starting point, the S&P 500 Composite delivered an annual return of 9.09%, while the S&P 500 Total Return produced an annual return of 12.75%. Therefore, the dividend represented 29% of the annual return average.

However, on a compounding basis, the cumulative value of a \$1,000 investment in the S&P 500 Composite grew to a December 31, 2017 value of \$161,188, while the S&P 500 Total Return grew to a staggering value of \$1,501,670!

As you can see in the chart below, dividends fell substantially in the 1990s and 2000s, rebounding somewhat in the 2010s; however, as a value to the overall return, it has a prominent place.

Decade	Dividend	Dividend as a Percent of Total
1950s	5.75%	35%
1960s	3.39%	96%
1970s	4.24%	38%
1980s	4.98%	39%
1990s	2.86%	45%
2000s	1.82%	16%
2010s	2.33%	35%

The complete report follows:

Year	Composite Return	Total Return	Dividend Value
1950	23.01%	31.72%	8.71%
1951	16.46%	24.02%	7.56%
1952	11.78%	18.35%	6.57%
1953	-6.62%	-0.98%	5.64%
1954	45.02%	52.62%	7.60%
1955	26.40%	31.57%	5.17%
1956	2.62%	6.56%	3.94%
1957	-14.31%	-10.78%	3.53%
1958	38.06%	43.36%	5.30%
1959	8.48%	11.96%	3.48%
1960	-2.97%	0.47%	3.44%
1961	23.13%	26.82%	3.69%
1962	-11.81%	-8.75%	3.06%
1963	18.89%	22.65%	3.76%
1964	12.97%	16.39%	3.42%
1965	9.06%	12.35%	3.29%
1966	-13.09%	-10.06%	3.03%
1967	20.09%	23.95%	3.86%
1968	7.66%	11.08%	3.42%
1969	-11.36%	-8.47%	2.89%
1970	0.10%	3.99%	3.89%
1971	10.79%	14.32%	3.53%
1972	15.63%	18.94%	3.31%
1973	-17.37%	-14.80%	2.57%
1974	-29.72%	-26.49%	3.23%
1975	31.55%	37.27%	5.72%
1976	19.15%	23.61%	4.46%
1977	-11.50%	-7.40%	4.10%
1978	1.06%	6.52%	5.46%
1979	12.31%	18.48%	6.17%
1980	25.77%	32.48%	6.71%
1981	-9.73%	-4.95%	4.78%
1982	14.76%	21.55%	6.79%
1983	17.27%	22.56%	5.29%
1984	1.41%	6.27%	4.86%
1985	26.33%	31.73%	5.40%

This report has been compiled by Jeff McTague, from data provided by Thomson Financial Wiesenberger's InvestmentView. While it was painstakingly researched, ActiveFundStrategies.com offers no warranty of its accuracy. The report's conclusion represents a good faith judgment of the issue and the findings of the research. It is intended for the educational purposes of licensed investment professionals. If you are viewing this report as an investor, ActiveFundStrategies.com cautions you to seek the advice of an investment professional for proper interpretation of the report, and asks you to note that, with all investments, past performance is no guarantee of future performance and that investment risk is real, to include a possible loss of original capital

Year	Composite Return	Total Return	Dividend Value
1986	14.62%	18.67%	4.05%
1987	2.03%	5.25%	3.22%
1988	12.40%	16.61%	4.21%
1989	27.25%	31.69%	4.44%
1990	-6.56%	-3.11%	3.45%
1991	26.31%	30.47%	4.16%
1992	4.47%	7.62%	3.15%
1993	7.06%	10.08%	3.02%
1994	-1.54%	1.33%	2.87%
1995	34.11%	37.58%	3.47%
1996	20.26%	22.96%	2.70%
1997	31.01%	33.36%	2.35%
1998	26.67%	28.58%	1.91%
1999	19.53%	21.05%	1.52%
2000	-10.14%	-9.11%	1.03%
2001	-13.04%	-11.88%	1.16%
2002	-23.37%	-22.10%	1.27%
2003	26.38%	28.69%	2.31%
2004	8.99%	10.87%	1.88%
2005	3.00%	4.89%	1.89%
2006	13.62%	15.80%	2.18%
2007	3.53%	5.49%	1.96%
2008	-38.49%	-37.00%	1.49%
2009	23.45%	26.46%	3.01%
2010	12.78%	15.07%	2.29%
2011	0.14%	2.11%	1.97%
2012	13.41%	16.00%	2.59%
2013	29.60%	32.39%	2.79%
2014	11.39%	13.69%	2.30%
2015	0.00%	2.04%	2.04%
2016	9.37%	11.73%	2.36%
2017	18.59%	20.91%	2.32%
<b>Average</b>	<b>9.09%</b>	<b>12.75%</b>	<b>3.66%</b>
<b>Dividends as a Percent of Growth</b>			<b>29%</b>

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