

# Income matters, not yield

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*There's a difference between dividend yield and dividend income.  
Yield is just a formula. And it doesn't tell you much.*

Senior portfolio managers Scott Davis, Pete Santoro and Mike Barclay explain why it's important for equity income investors to focus on total return — not yield. Yield is just a formula, and it doesn't reveal much about the health of a company or the income a shareholder actually receives.



Watch the video at:  
<https://www.columbiathreadneedleus.com/blog/income-matters-not-yield>

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