

**Market Risk Premium used in 82 countries in 2012:
a survey with 7,192 answers**

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ABSTRACT

This paper contains the statistics of the Equity Premium or Market Risk Premium (MRP) used in 2012 for **82 countries**. We got answers for 93 countries, but we only report the results for 82 countries with more than 5 answers.

Most previous surveys have been interested in the Expected MRP, but this survey asks about the Required MRP. The paper also contains the references used to justify the MRP, comments from persons that do not use MRP, and comments from persons that do use MRP.

JEL Classification: G12, G31, M21

Keywords: equity premium; required equity premium; expected equity premium; historical equity premium

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1. Market Risk Premium (MRP) used in 2011 in 56 countries

We sent a short email (see exhibit 1) on May and June 2012 to about 21,500 email addresses of finance and economic professors, analysts and managers of companies obtained from previous correspondence, papers and webs of companies and universities. We asked about the Market Risk Premium (MRP) used *"to calculate the required return to equity in different countries"*. We also asked about *"Books or articles that I use to support this number"*.

By June 12, 2012, we had received 6,308 specific MRP used in 2012.¹ Other 884 persons answered that they do not use MRP for different reasons (see table 1). We would like to sincerely thank everyone who took the time to answer us.

Table 1. MRP used in 2012: 6,014 answers

| | Professors | Analyst | Companies | Financial companies | Total |
|--------------------------------------|------------|---------|-----------|---------------------|-------|
| Answers reported (MRP figures) | 1,611 | 1,609 | 1,901 | 1,107 | 6,228 |
| Outliers | 18 | 2 | 53 | 7 | 80 |
| Answers that do not provide a figure | 202 | 101 | 246 | 335 | 884 |
| Total | 1,831 | 1,712 | 2,200 | 1,449 | 7,192 |

Answers that do not provide a figure:

| | | | | | |
|---|-----|-----|-----|-----|-----|
| <i>Use a minimum IRR</i> | 12 | | 10 | 107 | 129 |
| <i>Use multiples</i> | 26 | 27 | | 67 | 120 |
| <i>"MRP is a concept that we do not use"</i> | | | 97 | 22 | 119 |
| <i>Use a Required Return to Equity</i> | 7 | 16 | 9 | 33 | 65 |
| <i>"Confidential. We don't disclose the assumptions"</i> | | 16 | 2 | 30 | 48 |
| <i>"The CAPM is not very useful"</i> | 7 | | 22 | 18 | 47 |
| <i>"I think about premia for particular stocks"</i> | 16 | 5 | 9 | 15 | 45 |
| <i>"I teach derivatives: I did not have to use a MRP"</i> | 43 | | | | 43 |
| <i>"I use whatever MRP is specified in the textbook"</i> | 16 | | | | 16 |
| <i>"The MRP changes every day", or "monthly"</i> | 2 | 9 | | | 11 |
| <i>"In my teaching I only use hypothetical numbers"</i> | 5 | | | | 5 |
| <i>"I am an academic, not a practitioner"</i> | 5 | | | | 5 |
| <i>Other reasons</i> | 63 | 28 | 97 | 43 | 231 |
| SUM | 202 | 101 | 246 | 335 | 884 |

Table 2 contains the statistics of the MRP used in 2012 for **82 countries**. We got answers for 92 countries, but we only report the results for 56 countries with more than 6 answers². Fernandez et al (2011a)³ is an analysis of the answers for the USA; it also shows the evolution of the Market Risk Premium used for the USA in 2011, 2010, 2009 and 2008 according to previous surveys (Fernandez et al, 2009, 2010a and 2010b). Fernandez et al (2011b)⁴ is an analysis of the answers for Spain.

Figures 1 and 2 are graphic representations of the MRPs reported in table 2.

¹ We considered 80 of them as outliers because they provided a very small MRP (for example, -10% and 0 for the USA) or a very high MRP (for example, 30% for the USA).

² We got answers, but we do not report them here, for Angola, Haiti, Iceland, Latvia, Macedonia, Mozambique, Puerto Rico, Sri Lanka, Tunisia and Ukraine.

³ Fernandez, P., J. Aguirreamalloa and L. Corres (2011a), "US Market Risk Premium Used in 2011 by Professors, Analysts and Companies: A Survey...", downloadable in <http://ssrn.com/abstract=1805852>

⁴ Fernandez, P., J. Aguirreamalloa and L. Corres (2011b), "The Equity Premium in Spain: Survey 2011 (in Spanish)", downloadable in <http://ssrn.com/abstract=1822422>

Table 2. Market Risk Premium (%) used for 82 countries in 2012

| | Average | Median | St. Dev. | min | Q1 | Q3 | MAX | Number of answers | MAX-min |
|----------------|---------|--------|----------|-----|-----|------|------|-------------------|---------|
| USA | 5.5 | 5.4 | 1.6 | 1.5 | 4.5 | 6.0 | 15.0 | 2,223 | 13.5 |
| Spain | 6.0 | 5.5 | 1.6 | 3.0 | 5.0 | 6.3 | 15.0 | 958 | 12.0 |
| Germany | 5.5 | 5.0 | 1.9 | 1.0 | 4.5 | 6.0 | 17.0 | 281 | 16.0 |
| United Kingdom | 5.5 | 5.0 | 1.9 | 1.5 | 4.5 | 6.0 | 22.0 | 171 | 20.5 |
| Italy | 5.6 | 5.5 | 1.4 | 2.0 | 4.8 | 6.1 | 10.0 | 120 | 8.0 |
| Canada | 5.4 | 5.5 | 1.3 | 3.4 | 4.7 | 6.0 | 10.5 | 94 | 7.1 |
| Mexico | 7.5 | 6.8 | 2.6 | 3.0 | 6.0 | 9.0 | 20.0 | 87 | 17.0 |
| Brazil | 7.9 | 7.0 | 4.7 | 1.8 | 5.3 | 8.6 | 30.0 | 86 | 28.2 |
| France | 5.9 | 6.0 | 1.5 | 2.0 | 5.0 | 6.1 | 11.4 | 85 | 9.4 |
| China | 8.7 | 7.1 | 4.6 | 3.9 | 6.6 | 9.4 | 30.0 | 82 | 26.1 |
| Australia | 5.9 | 6.0 | 1.4 | 3.0 | 5.0 | 6.0 | 10.0 | 73 | 7.0 |
| South Africa | 6.5 | 6.0 | 1.5 | 3.0 | 5.5 | 7.2 | 11.8 | 73 | 8.8 |
| Netherlands | 5.4 | 5.5 | 1.3 | 2.5 | 5.0 | 6.0 | 11.6 | 72 | 9.1 |
| Russia | 7.6 | 7.0 | 2.9 | 2.7 | 6.0 | 8.5 | 25.0 | 70 | 22.3 |
| Switzerland | 5.4 | 5.3 | 1.2 | 3.0 | 4.5 | 6.0 | 9.6 | 68 | 6.6 |
| India | 8.0 | 8.0 | 2.4 | 2.3 | 6.0 | 9.0 | 16.0 | 66 | 13.7 |
| Chile | 6.1 | 5.6 | 1.7 | 4.0 | 5.3 | 7.0 | 15.0 | 63 | 11.0 |
| Norway | 5.8 | 5.5 | 1.6 | 3.5 | 5.0 | 6.0 | 11.7 | 58 | 8.2 |
| Sweden | 5.9 | 6.0 | 1.2 | 3.9 | 5.0 | 6.5 | 10.6 | 58 | 6.7 |
| Austria | 5.7 | 6.0 | 1.6 | 2.5 | 5.0 | 6.0 | 14.3 | 57 | 11.8 |
| Colombia | 7.9 | 7.5 | 3.7 | 2.0 | 6.5 | 9.0 | 20.5 | 57 | 18.5 |
| Belgium | 6.0 | 6.0 | 1.1 | 3.0 | 5.0 | 7.1 | 8.1 | 54 | 5.1 |
| Portugal | 7.2 | 6.5 | 2.0 | 4.0 | 6.0 | 9.0 | 14.0 | 53 | 10.0 |
| Argentina | 10.9 | 10.0 | 3.6 | 5.0 | 8.5 | 14.8 | 20.0 | 50 | 15.0 |
| Greece | 9.6 | 7.4 | 4.4 | 3.0 | 6.1 | 12.2 | 20.0 | 47 | 17.0 |
| Poland | 6.4 | 6.0 | 1.6 | 4.4 | 5.0 | 7.5 | 10.0 | 45 | 5.6 |
| Denmark | 5.5 | 5.0 | 1.9 | 2.0 | 4.5 | 6.0 | 14.0 | 43 | 12.0 |
| Japan | 5.5 | 5.0 | 2.7 | 2.0 | 4.0 | 7.1 | 16.7 | 41 | 14.7 |
| Peru | 8.1 | 8.0 | 2.5 | 3.5 | 6.9 | 9.0 | 15.0 | 41 | 11.5 |
| New Zealand | 6.2 | 6.0 | 1.1 | 2.0 | 5.5 | 7.0 | 9.0 | 40 | 7.0 |
| Czech Republic | 6.8 | 7.0 | 1.6 | 4.3 | 5.6 | 7.3 | 12.1 | 38 | 7.8 |
| Finland | 6.0 | 6.0 | 1.6 | 3.5 | 5.0 | 6.0 | 12.0 | 37 | 8.5 |
| Turkey | 8.4 | 9.0 | 3.4 | 2.5 | 5.5 | 10.5 | 18.0 | 37 | 15.5 |
| Luxembourg | 6.0 | 6.0 | 0.8 | 4.0 | 6.0 | 6.1 | 8.7 | 35 | 4.7 |
| Taiwan | 7.7 | 7.1 | 2.0 | 4.3 | 6.5 | 8.0 | 15.0 | 32 | 10.7 |
| Ireland | 6.6 | 6.0 | 2.3 | 2.7 | 5.3 | 8.8 | 12.3 | 31 | 9.6 |
| Israel | 6.0 | 5.8 | 2.3 | 3.0 | 4.5 | 7.3 | 15.0 | 30 | 12.0 |
| Korea (South) | 6.7 | 7.3 | 1.4 | 2.0 | 6.4 | 7.5 | 11.1 | 30 | 9.1 |
| Indonesia | 8.1 | 8.0 | 1.7 | 4.5 | 7.3 | 9.6 | 11.4 | 28 | 6.9 |
| Hungary | 7.4 | 7.0 | 2.3 | 3.4 | 6.0 | 9.6 | 13.8 | 26 | 10.4 |
| Hong Kong | 6.4 | 6.2 | 1.7 | 3.5 | 5.5 | 6.4 | 11.9 | 24 | 8.4 |
| Pakistan | 9.5 | 9.5 | 3.7 | 5.0 | 6.5 | 11.3 | 15.0 | 24 | 10.0 |
| Egypt | 9.2 | 8.0 | 3.2 | 3.5 | 7.6 | 13.3 | 13.5 | 23 | 10.0 |
| Singapore | 6.0 | 5.7 | 1.1 | 3.9 | 5.5 | 6.0 | 9.6 | 23 | 5.7 |
| Thailand | 8.1 | 8.1 | 1.8 | 6.5 | 7.0 | 8.3 | 15.1 | 22 | 8.6 |
| Malaysia | 5.9 | 6.4 | 1.9 | 3.4 | 4.0 | 7.7 | 8.8 | 21 | 5.4 |
| Saudi Arabia | 6.5 | 6.5 | 1.2 | 5.5 | 5.5 | 7.1 | 10.6 | 21 | 5.1 |
| Kazakhstan | 7.5 | 8.0 | 1.2 | 4.7 | 7.4 | 8.6 | 8.6 | 20 | 3.9 |

Table 2 (cont). Market Risk Premium (%) used for 82 countries in 2012

| | Average | Median | St. Dev. | min | Q1 | Q3 | MAX | Number of answers | MAX-min |
|-----------------|---------|--------|----------|------|------|------|------|-------------------|---------|
| Philippines | 7.4 | 6.1 | 2.0 | 5.5 | 6.0 | 10.1 | 10.1 | 18 | 4.6 |
| Kuwait | 6.8 | 6.6 | 1.1 | 5.0 | 6.5 | 6.8 | 10.6 | 17 | 5.6 |
| Nigeria | 10.1 | 8.5 | 3.7 | 6.0 | 8.5 | 10.0 | 20.0 | 17 | 14.0 |
| Romania | 7.7 | 8.0 | 1.4 | 5.0 | 7.0 | 9.0 | 9.5 | 17 | 4.5 |
| UAE | 8.0 | 8.0 | 1.2 | 6.8 | 6.8 | 9.0 | 10.0 | 17 | 3.3 |
| Ecuador | 13.5 | 15.9 | 5.8 | 6.0 | 6.8 | 18.8 | 20.0 | 16 | 14.0 |
| Bahrain | 7.3 | 8.3 | 1.8 | 5.5 | 5.5 | 8.3 | 11.1 | 14 | 5.6 |
| Croatia | 7.8 | 9.0 | 1.4 | 5.5 | 6.6 | 9.0 | 9.0 | 14 | 3.5 |
| Oman | 6.6 | 7.3 | 1.7 | 5.0 | 5.0 | 7.3 | 11.1 | 14 | 6.1 |
| Bulgaria | 8.3 | 8.6 | 0.9 | 6.5 | 7.8 | 8.6 | 10.0 | 13 | 3.5 |
| Qatar | 7.1 | 7.0 | 0.9 | 6.8 | 6.8 | 7.0 | 10.1 | 13 | 3.3 |
| Bolivia | 10.2 | 10.5 | 1.8 | 7.5 | 8.4 | 12.0 | 13.1 | 12 | 5.6 |
| Lebanon | 9.0 | 9.0 | 3.1 | 6.0 | 6.0 | 12.0 | 12.0 | 12 | 6.0 |
| Morocco | 7.3 | 7.3 | 2.4 | 5.0 | 5.0 | 9.6 | 9.6 | 12 | 4.6 |
| Senegal | 11.0 | 11.0 | 2.0 | 8.0 | 10.0 | 12.0 | 16.0 | 12 | 8.0 |
| Vietnam | 10.8 | 12.0 | 2.4 | 3.9 | 10.0 | 12.0 | 12.0 | 12 | 8.1 |
| Panama | 9.2 | 9.0 | 1.4 | 6.0 | 9.0 | 9.6 | 11.3 | 11 | 5.3 |
| Venezuela | 12.2 | 12.0 | 3.6 | 6.0 | 12.0 | 13.5 | 17.8 | 11 | 11.8 |
| Malta | 6.6 | 7.5 | 1.6 | 3.1 | 6.6 | 7.5 | 7.5 | 10 | 4.4 |
| Slovenia | 6.5 | 7.3 | 1.2 | 3.6 | 6.0 | 7.3 | 7.3 | 10 | 3.7 |
| Zimbabwe | 10.5 | 12.5 | 3.0 | 5.5 | 8.0 | 12.5 | 12.5 | 10 | 7.0 |
| Costa Rica | 8.5 | 9.0 | 1.8 | 3.8 | 9.0 | 9.0 | 10.0 | 9 | 6.2 |
| Cyprus | 7.9 | 9.0 | 2.4 | 2.5 | 9.0 | 9.0 | 9.0 | 9 | 6.5 |
| Iran | 17.2 | 19.5 | 7.9 | 5.0 | 10.0 | 22.9 | 26.5 | 9 | 21.5 |
| Kenya | 6.2 | 7.0 | 1.4 | 3.0 | 6.2 | 7.0 | 7.0 | 9 | 4.0 |
| Slovakia | 6.9 | 7.3 | 0.8 | 5.0 | 7.3 | 7.3 | 7.5 | 9 | 2.5 |
| Uruguay | 9.3 | 9.6 | 1.3 | 6.0 | 9.6 | 9.6 | 10.4 | 9 | 4.4 |
| Zambia | 7.2 | 7.0 | 1.0 | 6.0 | 7.0 | 7.0 | 9.8 | 9 | 3.8 |
| Albania | 11.1 | 12.0 | 2.5 | 5.0 | 12.0 | 12.0 | 12.0 | 8 | 7.0 |
| Trinidad&Tobago | 9.8 | 8.3 | 4.1 | 8.3 | 8.3 | 8.4 | 20.0 | 8 | 11.8 |
| Guatemala | 10.1 | 9.6 | 1.3 | 9.6 | 9.6 | 9.6 | 13.0 | 7 | 3.4 |
| Honduras | 13.9 | 13.5 | 0.9 | 13.5 | 13.5 | 13.5 | 16.0 | 7 | 2.5 |
| Lituania | 7.9 | 8.3 | 0.9 | 6.0 | 8.3 | 8.3 | 8.3 | 7 | 2.3 |
| Ghana | 9.6 | 10.0 | 1.7 | 8.0 | 8.0 | 10.0 | 12.0 | 5 | 4.0 |

Figure 1. Market Risk Premium used in 2011 for some countries (plot of answers)

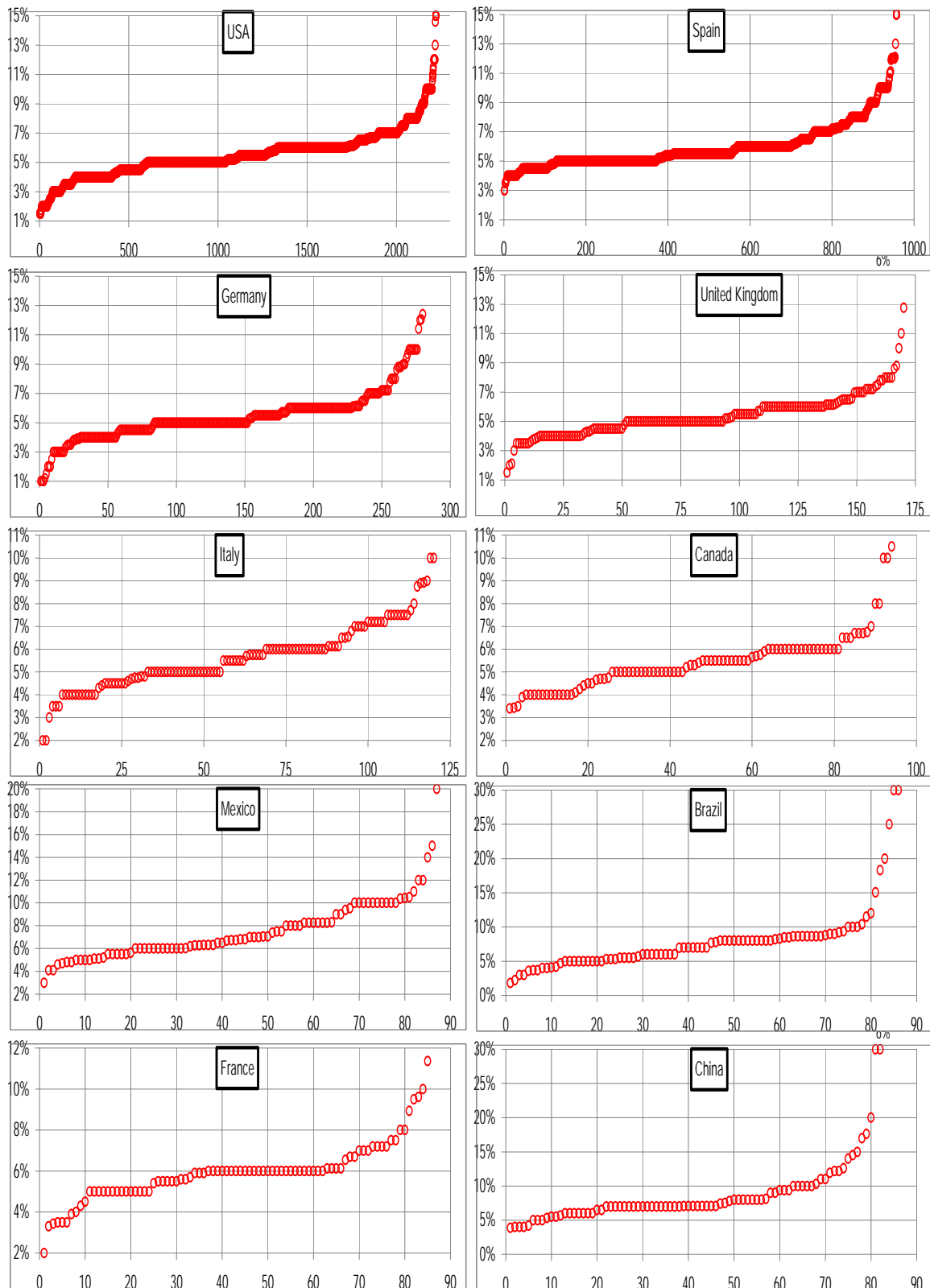
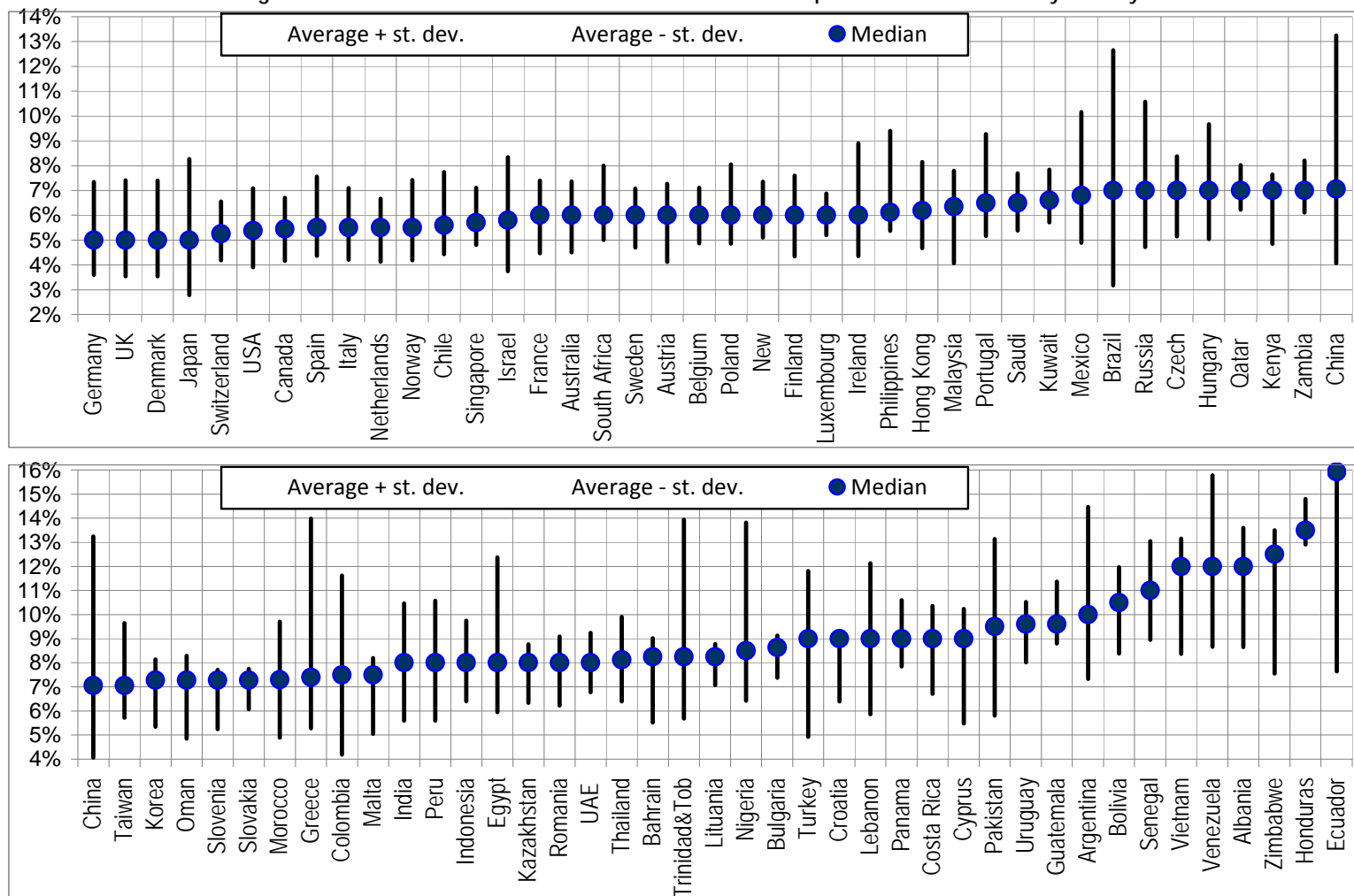
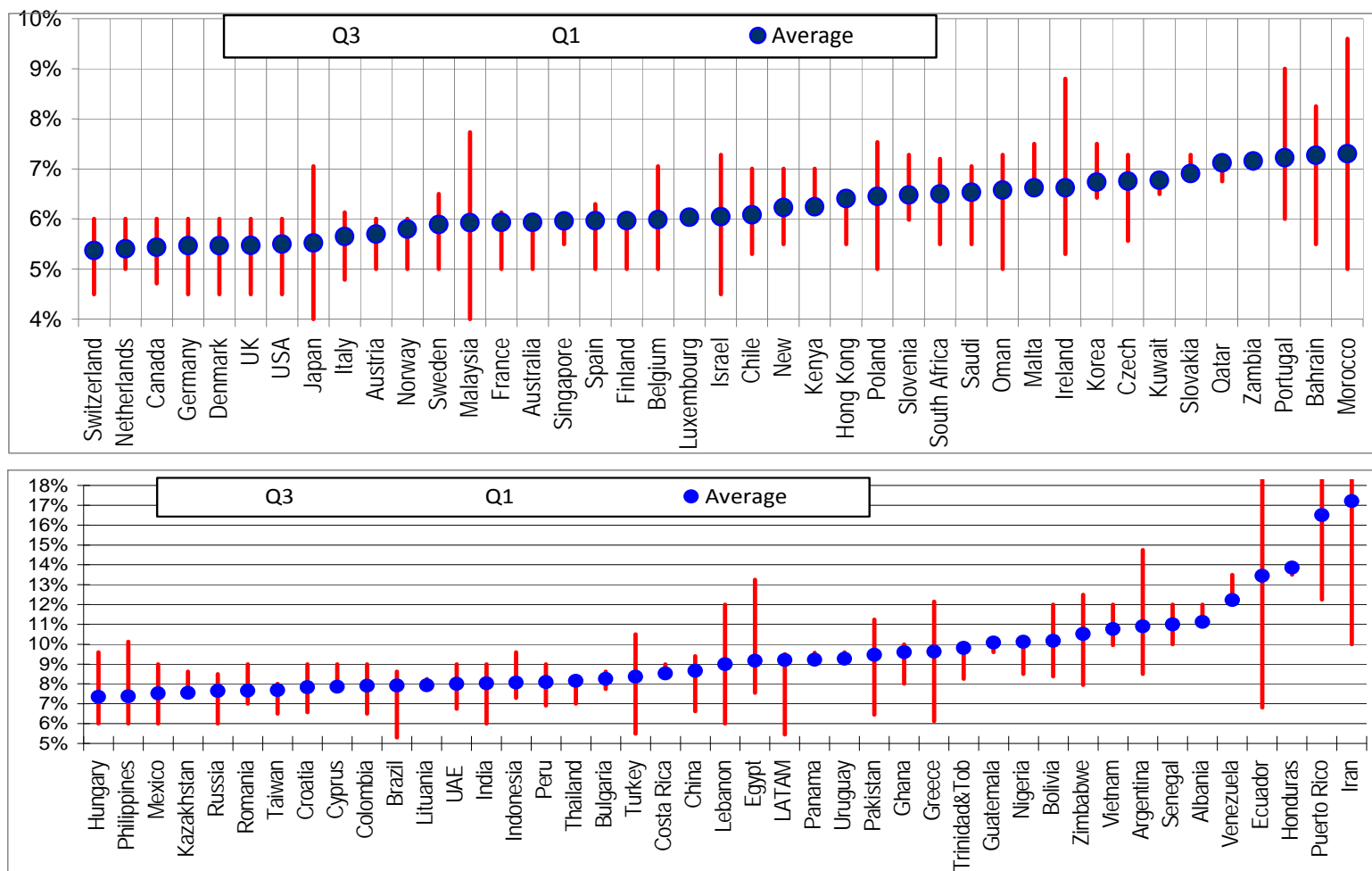


Figure 2. Market Risk Premium used in 2012. Median and dispersion of the answers by country





2. Differences among professors, analysts and managers of companies

Table 3 shows the differences for the 53 countries that had at least 2 answers for each category (professors, analysts, managers of companies and managers of financial companies).

Table 3. Market Risk Premium (%) used for 53 countries in 2012 by professors, analysts and managers of companies and financial companies

| | Average | | | | Standard deviation | | | | Number of answers | | | |
|----------------|---------|------|------|-------|--------------------|------|------|-------|-------------------|------|------|-------|
| | Prof | Anal | Comp | FINCO | Prof | Anal | Comp | FINCO | Prof | Anal | Comp | FINCO |
| USA | 5.6 | 5.0 | 5.5 | 5.6 | 1.6 | 1.1 | 1.6 | 1.9 | 751 | 314 | 781 | 377 |
| Spain | 5.7 | 5.6 | 6.3 | 5.9 | 1.2 | 1.2 | 1.9 | 1.5 | 102 | 262 | 393 | 201 |
| Germany | 5.7 | 5.5 | 5.1 | 5.2 | 1.8 | 1.4 | 2.2 | 2.2 | 61 | 66 | 83 | 71 |
| United Kingdom | 5.6 | 5.4 | 5.3 | 5.8 | 3.1 | 1.7 | 1.3 | 1.3 | 35 | 67 | 49 | 20 |
| Italy | 5.8 | 5.9 | 5.6 | 5.2 | 1.4 | 1.3 | 1.6 | 1.5 | 34 | 33 | 24 | 29 |
| Canada | 5.4 | 5.9 | 5.4 | 5.1 | 1.4 | 1.5 | 1.2 | 0.9 | 30 | 13 | 29 | 22 |
| Mexico | 9.2 | 6.7 | 7.5 | 7.1 | 2.2 | 1.8 | 2.3 | 4.3 | 19 | 33 | 23 | 12 |
| Brazil | 7.4 | 7.4 | 8.1 | 8.5 | 1.5 | 2.8 | 5.3 | 6.9 | 14 | 20 | 28 | 24 |
| France | 5.7 | 6.2 | 5.7 | 6.0 | 1.3 | 1.7 | 1.0 | 2.0 | 17 | 28 | 27 | 13 |
| China | 7.3 | 7.7 | 10.0 | 9.5 | 2.0 | 2.5 | 5.5 | 7.0 | 23 | 18 | 29 | 12 |
| Australia | 5.8 | 5.9 | 6.8 | 5.9 | 1.4 | 1.5 | 1.8 | 1.2 | 28 | 27 | 5 | 13 |
| South Africa | 7.1 | 6.8 | 6.1 | 6.3 | 1.3 | 1.9 | 1.5 | 1.0 | 12 | 19 | 23 | 19 |
| Netherlands | 5.1 | 5.9 | 4.8 | 5.4 | 1.1 | 1.4 | 1.2 | 0.8 | 21 | 29 | 14 | 8 |
| Russia | 7.5 | 6.7 | 8.5 | 8.1 | 1.0 | 1.7 | 3.9 | 2.3 | 6 | 28 | 29 | 7 |
| Switzerland | 5.1 | 5.7 | 5.1 | 5.0 | 1.0 | 1.3 | 1.1 | 1.0 | 20 | 30 | 11 | 7 |
| India | 7.8 | 7.6 | 8.3 | 8.6 | 1.5 | 2.2 | 3.1 | 1.1 | 20 | 13 | 28 | 5 |
| Chile | 6.2 | 5.9 | 5.8 | 6.4 | 0.7 | 1.4 | 1.2 | 2.5 | 10 | 23 | 13 | 17 |
| Norway | 5.7 | 6.5 | 5.3 | 5.6 | 0.6 | 2.5 | 0.9 | 1.1 | 10 | 18 | 19 | 11 |
| Sweden | 5.9 | 6.0 | 5.4 | 5.9 | 1.0 | 1.4 | 0.7 | 1.2 | 15 | 26 | 9 | 8 |
| Austria | 5.2 | 6.2 | 5.6 | 4.9 | 1.2 | 1.9 | 0.5 | 1.5 | 13 | 27 | 9 | 8 |
| Colombia | 7.8 | 6.4 | 10.1 | 7.6 | 2.3 | 2.5 | 5.0 | 2.3 | 10 | 25 | 18 | 4 |
| Belgium | 6.1 | 5.9 | 6.2 | 5.9 | 0.8 | 1.3 | 1.1 | 1.2 | 11 | 26 | 10 | 7 |
| Portugal | 8.1 | 6.0 | 7.4 | 8.6 | 2.6 | 0.8 | 1.6 | 2.1 | 12 | 22 | 9 | 10 |
| Argentina | 10.9 | 10.4 | 11.9 | 10.6 | 3.1 | 3.4 | 4.5 | 3.7 | 14 | 17 | 11 | 8 |
| Greece | 11.2 | 7.0 | 11.8 | 12.8 | 5.2 | 2.1 | 4.1 | 4.3 | 14 | 21 | 6 | 6 |
| Poland | 7.0 | 6.3 | 6.1 | 6.6 | 0.9 | 1.7 | 1.2 | 2.3 | 9 | 18 | 10 | 8 |
| Denmark | 4.8 | 5.9 | 5.6 | 5.6 | 1.5 | 2.7 | 0.7 | 1.5 | 12 | 15 | 6 | 10 |
| Japan | 4.8 | 5.6 | 5.0 | 6.4 | 2.2 | 4.5 | 1.9 | 2.2 | 13 | 8 | 6 | 14 |
| Peru | 7.4 | 7.7 | 9.5 | 7.7 | 1.9 | 1.2 | 4.1 | 1.6 | 8 | 16 | 10 | 7 |
| New Zealand | 6.1 | 6.0 | 6.5 | 6.5 | 1.6 | 0.6 | 0.7 | 0.8 | 15 | 11 | 8 | 6 |
| Czech Republic | 6.4 | 7.1 | 6.6 | 6.4 | 0.8 | 2.1 | 1.0 | 1.6 | 8 | 17 | 10 | 3 |
| Finland | 6.0 | 5.5 | 6.4 | 6.4 | 1.3 | 1.2 | 2.8 | 1.6 | 10 | 13 | 6 | 8 |
| Turkey | 10.1 | 7.5 | 8.4 | 8.8 | 1.7 | 2.6 | 5.6 | 2.4 | 8 | 17 | 9 | 3 |
| Luxembourg | 6.0 | 6.2 | 6.0 | 5.3 | 0.5 | 1.0 | 0.0 | 1.0 | 8 | 19 | 4 | 4 |
| Taiwan | 7.9 | 7.3 | 8.0 | 7.5 | 2.4 | 1.9 | 1.1 | 1.8 | 13 | 9 | 6 | 4 |
| Ireland | 7.0 | 5.8 | 6.6 | 8.1 | 2.2 | 2.4 | 1.8 | 2.3 | 8 | 12 | 6 | 5 |
| Israel | 6.6 | 4.5 | 7.2 | 7.3 | 2.8 | 0.9 | 1.8 | 0.0 | 13 | 10 | 5 | 2 |
| Korea (South) | 5.6 | 7.2 | 8.1 | 7.5 | 2.0 | 1.8 | 0.7 | 0.4 | 12 | 10 | 4 | 4 |
| Indonesia | 8.7 | 8.2 | 7.1 | 8.1 | 1.2 | 1.6 | 2.1 | 1.8 | 5 | 13 | 6 | 4 |
| Hungary | 9.0 | 6.7 | 7.6 | 7.3 | 0.9 | 2.5 | 2.4 | 2.7 | 5 | 13 | 4 | 4 |
| Hong Kong | 6.7 | 6.7 | 5.6 | 5.4 | 1.6 | 2.1 | 0.7 | 1.7 | 9 | 9 | 3 | 3 |
| Pakistan | 11.8 | 9.5 | 7.3 | 12.2 | 4.5 | 1.3 | 3.1 | 4.9 | 5 | 7 | 9 | 3 |
| Egypt | 11.4 | 7.5 | 8.2 | 13.5 | 3.1 | 1.7 | 4.1 | 0.0 | 6 | 11 | 4 | 2 |
| Singapore | 5.7 | 6.1 | 5.9 | 6.0 | 0.4 | 1.5 | 1.4 | 0.0 | 6 | 12 | 3 | 2 |
| Thailand | 7.8 | 8.1 | 8.8 | 8.3 | 0.8 | 2.3 | 1.1 | 0.0 | 5 | 12 | 3 | 2 |
| Malaysia | 6.2 | 5.3 | 6.0 | 7.7 | 1.7 | 2.0 | 2.3 | 0.0 | 7 | 9 | 3 | 2 |
| Saudi Arabia | 6.6 | 5.5 | 6.7 | 8.2 | 0.7 | 0.0 | 0.4 | 2.0 | 7 | 6 | 5 | 3 |
| Kazakhstan | 8.2 | 7.5 | 6.5 | 8.3 | 0.6 | 1.2 | 1.4 | 0.7 | 5 | 7 | 5 | 3 |
| Romania | 9.0 | 7.0 | 7.8 | 7.8 | 0.0 | 1.5 | 1.0 | 2.0 | 3 | 7 | 4 | 3 |
| UAE | 8.0 | 8.9 | 6.9 | 6.8 | 1.7 | 0.4 | 0.2 | 0.1 | 5 | 7 | 2 | 3 |
| Ecuador | 18.8 | 13.8 | 10.0 | 12.5 | 0.0 | 5.3 | 5.9 | 7.2 | 3 | 5 | 4 | 4 |
| Bulgaria | 8.6 | 7.4 | 8.1 | 8.7 | 0.0 | 1.1 | 0.5 | 1.1 | 3 | 3 | 3 | 4 |
| Vietnam | 12.0 | 7.7 | 11.0 | 12.0 | 0.0 | 3.4 | 1.4 | 0.0 | 4 | 3 | 2 | 3 |

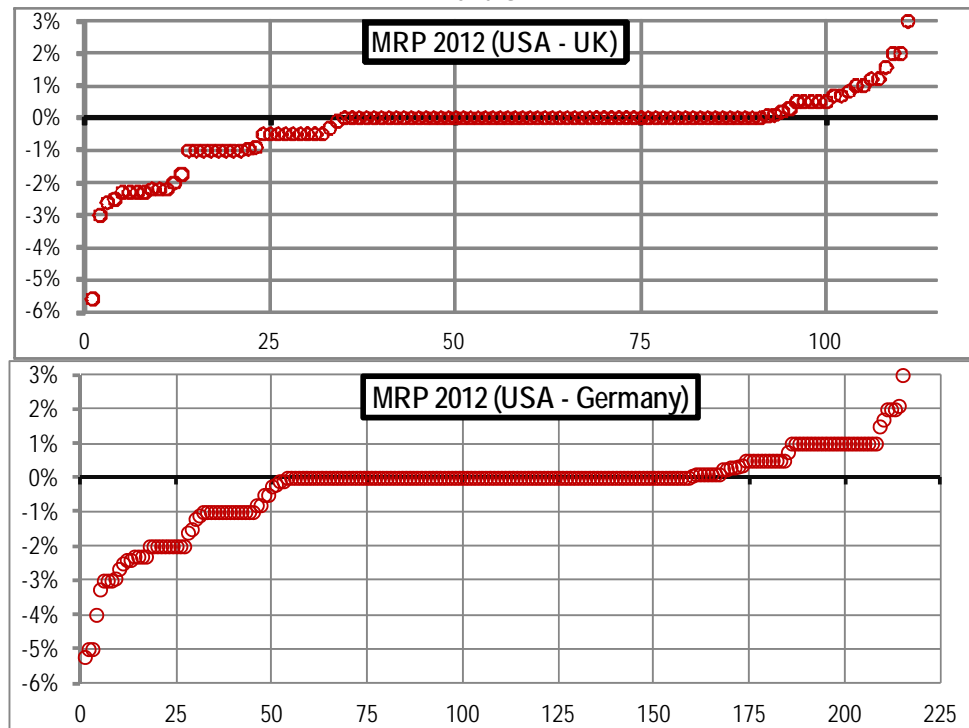
3. Differences among respondents

Table 4 shows the differences in Market Risk Premium used by the same person for USA, Germany and UK. 215 respondents provided us with answers for USA and Germany. 111 provided us with answers for USA and UK.

Table 4. Difference in the Market Risk Premium used by the same person for USA, Germany and UK

| | average | Number of answers | | | Total |
|--------------------------|---------|-------------------|-----|----|-------|
| | | <0 | 0 | >0 | |
| MRP 2012 (USA - Germany) | -0,23% | 53 | 106 | 56 | 215 |
| MRP 2012 (USA - UK) | -0,27% | 34 | 57 | 20 | 111 |

Figure 3. Difference in the Market Risk Premium used by the same person in 2012 for USA, Germany and UK



4. References used to justify the MRP figure

Some respondents indicated which books, papers... they use as a reference to justify the MRP that they use. **Table 5** contains the most cited references.

Table 5. References used to justify the Market Risk Premium

| | Professors | Analysts | Companies | Financial Companies | Total |
|---------------------------------------|------------|----------|-----------|---------------------|-------|
| Damodaran | 67 | 28 | 108 | 50 | 253 |
| Ibbotson/Morningstar | 49 | 18 | 130 | 52 | 249 |
| Internal (own) estimate | 25 | 50 | 52 | 30 | 157 |
| Historical data | 41 | 9 | 30 | 22 | 102 |
| Bloomberg | 8 | 20 | 41 | 21 | 90 |
| Analysts / Inv. Banks | 9 | 12 | 48 | 14 | 83 |
| Experience, subjective, own judgement | 38 | 15 | 19 | 5 | 77 |
| Fernandez | 35 | 4 | 24 | 13 | 76 |
| DMS | 20 | 1 | 18 | 12 | 51 |
| Duff&Phelps | 2 | 1 | 21 | 20 | 44 |
| Surveys, conversations,... | 12 | 2 | 8 | 6 | 28 |
| Grabowski / Pratt's and Grabowski | 1 | 3 | 14 | 6 | 24 |
| Brealy & Myers | 15 | 2 | 2 | 2 | 21 |
| Mckinsey, Copeland | 2 | 2 | 9 | 6 | 19 |
| CFA books | 2 | 4 | 6 | 5 | 17 |
| Economic Press | 7 | 0 | 8 | 2 | 17 |
| Reuters | 1 | 4 | 8 | 3 | 16 |
| Internet | 1 | 1 | 12 | 0 | 14 |
| Fama and French (2002) | 9 | 0 | 0 | 4 | 13 |
| Implied MRP | 4 | 2 | 2 | 2 | 10 |
| Ross/Westerfield | 10 | 0 | 0 | 0 | 10 |
| Siegel | 4 | 0 | 3 | 2 | 9 |
| Others* | 107 | 26 | 103 | 37 | 273 |
| SUM | 469 | 204 | 666 | 314 | 1,653 |

* Among them: CDS, Internet, Reuters, Siegel, Bodie, Kane, Marcus, Implied MRP, Economic Press, Datastream, Malkiel, Sharpe, Brigham, Consensus, IMF, RWJ, Shapiro, Kaplan, Shiller, Welch.

5. Comparison with previous surveys

Table 6 compares some results of this survey with last year results.

Table 6. Comparison of the results of the surveys of 2011 and 2012

| | 2012 Average | 2011 Average | 2012 Median | 2011 Median | 2012 St. Dev. | 2011 St.Dev. |
|----------------|-----------------|-----------------|----------------|----------------|------------------|-----------------|
| USA | 5.5 | 5.5 | 5.4 | 5.0 | 1.6 | 1.7 |
| Spain | 6.0 | 5.9 | 5.5 | 5.5 | 1.6 | 1.6 |
| Germany | 5.5 | 5.4 | 5.0 | 5.0 | 1.9 | 1.4 |
| United Kingdom | 5.5 | 5.3 | 5.0 | 5.0 | 1.9 | 2.2 |
| Italy | 5.6 | 5.5 | 5.5 | 5.0 | 1.4 | 1.4 |
| Canada | 5.4 | 5.9 | 5.5 | 5.0 | 1.3 | 2.1 |
| Mexico | 7.5 | 7.3 | 6.8 | 6.4 | 2.6 | 2.7 |
| Brazil | 7.9 | 7.7 | 7.0 | 7.0 | 4.7 | 4.6 |
| France | 5.9 | 6.0 | 6.0 | 6.0 | 1.5 | 1.5 |
| China | 8.7 | 9.4 | 7.1 | 7.8 | 4.6 | 5.1 |
| Australia | 5.9 | 5.8 | 6.0 | 5.2 | 1.4 | 1.9 |
| South Africa | 6.5 | 6.3 | 6.0 | 6.0 | 1.5 | 1.5 |
| Netherlands | 5.4 | 5.5 | 5.5 | 5.0 | 1.3 | 1.9 |

| | | | | | | |
|----------------|------|------|------|------|-----|------|
| Russia | 7.6 | 7.5 | 7.0 | 6.5 | 2.9 | 3.7 |
| Switzerland | 5.4 | 5.7 | 5.3 | 5.5 | 1.2 | 1.3 |
| India | 8.0 | 8.5 | 8.0 | 7.8 | 2.4 | 2.8 |
| Chile | 6.1 | 5.7 | 5.6 | 5.3 | 1.7 | 2.1 |
| Norway | 5.8 | 5.5 | 5.5 | 5.0 | 1.6 | 1.6 |
| Sweden | 5.9 | 5.9 | 6.0 | 5.5 | 1.2 | 1.4 |
| Austria | 5.7 | 6.0 | 6.0 | 5.7 | 1.6 | 1.8 |
| Colombia | 7.9 | 7.5 | 7.5 | 7.0 | 3.7 | 4.3 |
| Belgium | 6.0 | 6.1 | 6.0 | 6.1 | 1.1 | 1.0 |
| Portugal | 7.2 | 6.5 | 6.5 | 6.1 | 2.0 | 1.7 |
| Argentina | 10.9 | 9.9 | 10.0 | 9.0 | 3.6 | 3.4 |
| Greece | 9.6 | 7.4 | 7.4 | 7.2 | 4.4 | 2.7 |
| Poland | 6.4 | 6.2 | 6.0 | 6.0 | 1.6 | 1.1 |
| Denmark | 5.5 | 5.4 | 5.0 | 4.5 | 1.9 | 3.3 |
| Japan | 5.5 | 5.0 | 5.0 | 3.5 | 2.7 | 3.7 |
| Peru | 8.1 | 7.8 | 8.0 | 7.5 | 2.5 | 2.8 |
| New Zealand | 6.2 | 6.0 | 6.0 | 6.0 | 1.1 | 1.0 |
| Czech Republic | 6.8 | 6.1 | 7.0 | 6.0 | 1.6 | 0.9 |
| Finland | 6.0 | 5.4 | 6.0 | 4.7 | 1.6 | 2.0 |
| Turkey | 8.4 | 8.1 | 9.0 | 8.2 | 3.4 | 3.0 |
| Luxembourg | 6.0 | 6.1 | 6.0 | 6.1 | 0.8 | 1.3 |
| Taiwan | 7.7 | 8.9 | 7.1 | 8.0 | 2.0 | 3.8 |
| Ireland | 6.6 | 6.0 | 6.0 | 5.1 | 2.3 | 2.2 |
| Israel | 6.0 | 5.6 | 5.8 | 5.0 | 2.3 | 1.7 |
| Korea (South) | 6.7 | 6.4 | 7.3 | 6.5 | 1.4 | 2.5 |
| Indonesia | 8.1 | 7.3 | 8.0 | 7.5 | 1.7 | 2.3 |
| Hungary | 7.4 | 8.0 | 7.0 | 8.0 | 2.3 | 2.4 |
| Hong Kong | 6.4 | 6.4 | 6.2 | 5.0 | 1.7 | 2.6 |
| Pakistan | 9.5 | 6.3 | 9.5 | 7.5 | 3.7 | 2.3 |
| Egypt | 9.2 | 7.6 | 8.0 | 7.0 | 3.2 | 2.3 |
| Singapore | 6.0 | 5.7 | 5.7 | 5.0 | 1.1 | 1.5 |
| Thailand | 8.1 | 7.9 | 8.1 | 6.5 | 1.8 | 2.8 |
| Malaysia | 5.9 | 4.5 | 6.4 | 3.5 | 1.9 | 2.2 |
| Saudi Arabia | 6.5 | 6.3 | 6.5 | 6.0 | 1.2 | 0.4 |
| Kazakhstan | 7.5 | 7.5 | 8.0 | 7.5 | 1.2 | 0.1 |
| Philippines | 7.4 | 5.6 | 6.1 | 5.5 | 2.0 | 0.2 |
| Kuwait | 6.8 | 6.6 | 6.6 | 6.5 | 1.1 | 0.2 |
| Nigeria | 10.1 | 6.9 | 8.5 | 6.0 | 3.7 | 1.6 |
| UAE | 8.0 | 9.7 | 8.0 | 10.0 | 1.2 | 0.8 |
| Zimbabwe | 10.5 | 6.5 | 12.5 | 5.5 | 3.0 | 2.4 |
| Iran | 17.2 | 22.9 | 19.5 | 19.5 | 7.9 | 17.8 |
| Kenya | 6.2 | 6.2 | 7.0 | 5.0 | 1.4 | 2.9 |
| Zambia | 7.2 | 6.6 | 7.0 | 6.0 | 1.0 | 1.6 |

Welch (2000) performed two surveys with finance professors in 1997 and 1998, asking them what they thought the Expected MRP would be over the next 30 years. He obtained 226 replies, ranging from 1% to 15%, with an average arithmetic EEP of 7% above T-Bonds.⁵ Welch (2001) presented the results of a survey of 510 finance and economics professors performed in August 2001 and the consensus for the 30-year arithmetic EEP was 5.5%, much lower than just 3 years earlier. In an update published in 2008 Welch reports that the MRP “used in class” in December 2007 by about 400 finance professors was on average 5.89%, and 90% of the professors used equity premiums between 4% and 8.5%.

⁵ At that time, the most recent Ibbotson Associates Yearbook reported an arithmetic HEP versus T-bills of 8.9% (1926–1997).

Johnson et al (2007) report the results of a survey of 116 finance professors in North America done in March 2007: 90% of the professors believed the Expected MRP during the next 30 years to range from 3% to 7%.

Graham and Harvey (2007) indicate that U.S. CFOs reduced their average EEP from 4.65% in September 2000 to 2.93% by September 2006 (st. dev. of the 465 responses = 2.47%). In the 2008 survey, they report an average EEP of 3.80%, ranging from 3.1% to 11.5% at the tenth percentile at each end of the spectrum. They show that average EEP changes through time. Goldman Sachs (O'Neill, Wilson and Masih 2002) conducted a survey of its global clients in July 2002 and the average long-run EEP was 3.9%, with most responses between 3.5% and 4.5%.

Ilmanen (2003) argues that surveys tend to be optimistic: *"survey-based expected returns may tell us more about hoped-for returns than about required returns"*. Damodaran (2008) points out that *"the risk premiums in academic surveys indicate how far removed most academics are from the real world of valuation and corporate finance and how much of their own thinking is framed by the historical risk premiums... The risk premiums that are presented in classroom settings are not only much higher than the risk premiums in practice but also contradict other academic research"*.

Table 4 of Fernandez et al (2011a) shows the evolution of the Market Risk Premium used for the USA in 2011, 2010, 2009 and 2008 according to previous surveys (Fernandez et al, 2009, 2010a and 2010b).

Table 7. Comparison of previous surveys

| | Surveys of Ivo Welch | | | | | Fernandez et al (2009, 2010) | | | |
|-------------------|----------------------|----------------|---------------|---------------|-------------------|------------------------------|----------------|------------|----------------|
| | Oct 97– Feb 98* | Jan-May 99* | Sep 2001** | Dec. 2007# | January 2009++ | US 2008 | Europe 2008 | US 2009 | Europe 2009 |
| Number of answers | 226 | 112 | 510 | 360 | 143 | 487 | 224 | 462 | 194 |
| Average | 7.2 | 6.8 | 4.7 | 5.96 | 6.2 | 6.3 | 5.3 | 6.0 | 5.3 |
| Std. Deviation | 2.0 | 2.0 | 2.2 | 1.7 | 1.7 | 2.2 | 1.5 | 1.7 | 1.7 |
| Max | 15 | 15 | 20 | 20 | | 19.0 | 10.0 | 12.0 | 12.0 |
| Q3 | 8.4 | 8 | 6 | 7.0 | 7 | 7.2 | 6.0 | 7.0 | 6.0 |
| Median | 7 | 7 | 4.5 | 6.0 | 6 | 6.0 | 5.0 | 6.0 | 5.0 |
| Q1 | 6 | 5 | 3 | 5.0 | 5 | 5.0 | 4.1 | 5.0 | 5.3 |
| Min | 1.5 | 1.5 | 0 | 2 | | 0.8 | 1.0 | 2.0 | 2.0 |

* 30-Year Forecast. Welch (2000) First survey

+ 30-Year Forecast. Welch (2000) Second survey

** 30 year Equity Premium Forecast (Geometric). "The Equity Premium Consensus Forecast Revisited" (2001)

30-Year Geo Eq Prem Used in class. Welch, I. (2008), "The Consensus Estimate for the Equity Premium by Academic Financial Economists in December 2007". <http://ssrn.com/abstract=1084918>

++ In your classes, what is the main number you are recommending for long-term CAPM purposes? "Short Academic Equity Premium Survey for January 2009". <http://welch.econ.brown.edu/academics/equpdate-results2009.html>

Table 8. Estimates of the EEP (Expected Equity Premium) according to other surveys

| Authors | Conclusion about EEP | Respondents |
|--|---|-------------------------|
| <i>Pensions and Investments</i> (1998) | 3% | Institutional investors |
| Graham and Harvey (2007) | Sep. 2000. Mean: 4.65%. Std. Dev. = 2.7% | CFOs |
| Graham and Harvey (2007) | Sep. 2006. Mean: 2.93%. Std. Dev. = 2.47% | CFOs |
| Welch update | December 2007. Mean: 5.69%. Range 2% to 12% | Finance professors |
| O'Neill, Wilson and Masih (2002) | 3.9% | Global clients Goldman |

The magazine *Pensions and Investments* (12/1/1998) carried out a survey among professionals working for institutional investors: the average EEP was 3%. Shiller⁶ publishes and updates an index of investor sentiment since the crash of 1987. While neither survey provides a direct measure of the equity risk premium, they yield a broad measure of where investors or professors expect stock prices to go in the near future. The 2004 survey of the Securities Industry Association (SIA) found that the median EEP of 1500 U.S. investors was about 8.3%. Merrill Lynch surveys more than 300 institutional investors globally in July 2008: the average EEP was 3.5%.

⁶ See <http://icf.som.yale.edu/Confidence.Index>

A main difference of this survey with previous ones is that this survey asks about the **Required MRP**, while most surveys are interested in the **Expected MRP**.

6. MRP or EP (Equity Premium): 4 different concepts

As Fernandez (2007, 2009b) claims, the term “equity premium” is used to designate four different concepts:

1. **Historical** equity premium (HEP): historical differential return of the stock market over treasuries.
2. **Expected** equity premium (EEP): expected differential return of the stock market over treasuries.
3. **Required** equity premium (REP): incremental return of a diversified portfolio (the market) over the risk-free rate required by an investor. It is used for calculating the required return to equity.
4. **Implied** equity premium (IEP): the required equity premium that arises from assuming that the market price is correct.

The four concepts (HEP, REP, EEP and IEP) designate different realities. The **HEP** is easy to calculate and is equal for all investors, provided they use the same time frame, the same market index, the same risk-free instrument and the same average (arithmetic or geometric). But the **EEP**, the **REP** and the **IEP** may be different for different investors and are not observable.

The **HEP** is the historical average differential return of the market portfolio over the risk-free debt. The most widely cited sources are Ibbotson Associates and Dimson *et al.* (2007).

Numerous papers and books assert or imply that there is a “market” EEP. However, it is obvious that investors and professors do not share “homogeneous expectations” and have different assessments of the **EEP**. As Brealey *et al.* (2005, page 154) affirm, “Do not trust anyone who claims to know what returns investors expect”.

The **REP** is the answer to the following question: What incremental return do I require for investing in a diversified portfolio of shares over the risk-free rate? It is a crucial parameter because the REP is the key to determining the company’s required return to equity and the WACC. Different companies may use, and in fact do use, different **REPs**.

The **IEP** is the implicit REP used in the valuation of a stock (or market index) that matches the current market price. The most widely used model to calculate the IEP is the dividend discount model: the current price per share (P_0) is the present value of expected dividends discounted at the required rate of return (K_e). If d_1 is the dividend per share expected to be received in year 1, and g the expected long term growth rate in dividends per share,

$$P_0 = d_1 / (K_e - g), \text{ which implies: } IEP = d_1 / P_0 + g - R_F \quad (1)$$

The estimates of the IEP depend on the particular assumption made for the expected growth (g). Even if market prices are correct for all investors, there is not an IEP common for all investors: there are many pairs (IEP, g) that accomplish equation (1). Even if equation (1) holds for every investor, there are many *required* returns (as many as expected growths, g) in the market. Many papers in the financial literature report different estimates of the IEP with great dispersion, as for example, Claus and Thomas (2001, $IEP = 3\%$), Harris and Marston (2001, $IEP = 7.14\%$) and Ritter and Warr (2002, $IEP = 12\%$ in 1980 and -2% in 1999). There is no a common **IEP** for all investors.

For a particular investor, the **EEP** is not necessary equal to the REP (unless he considers that the market price is equal to the value of the shares). Obviously, an investor will hold a diversified portfolio of shares if his EEP is higher (or equal) than his REP and will not hold it otherwise.

We can find out the REP and the EEP of an investor by asking him, although for many investors the REP is not an explicit parameter but, rather, it is implicit in the price they are prepared to pay for the shares. However, it is not possible to determine the REP for the market as a whole, because it does not exist: even if we knew the REPs of all the investors in the market, it would be meaningless to talk of a REP for the market as a whole. There is a distribution of REPs and we can only say that some percentage of investors have REPs contained in a range. The average of that distribution cannot be interpreted as the REP of the market nor as the REP of a representative investor.

Much confusion arises from not distinguishing among the four concepts that the phrase *equity premium* designates: Historical equity premium, Expected equity premium, Required equity

premium and Implied equity premium. 129 of the books reviewed by Fernandez (2009b) identify Expected and Required equity premium and 82 books identify Expected and Historical equity premium.

Finance textbooks should clarify the MRP by incorporating distinguishing definitions of the four different concepts and conveying a clearer message about their sensible magnitudes.

7. Conclusion

Most surveys have been interested in the Expected MRP, but this survey asks about the Required MRP.

We provide the statistics of the Equity Premium or Market Risk Premium (MRP) used in 2012 for **82 countries**.

Most previous surveys have been interested in the Expected MRP, but this survey asks about the Required MRP. The paper also contains the references used to justify the MRP, comments from 9 persons that do not use MRP, and comments from 12 that do use MRP. Fernandez et al. (2011a)⁷ has additional comments. The comments illustrate the various interpretations of the required MRP and its usefulness.

This survey links with the *Equity Premium Puzzle*: Fernandez et al (2009), argue that the equity premium puzzle may be explained by the fact that many market participants (equity investors, investment banks, analysts, companies...) do not use standard theory (such as a standard representative consumer asset pricing model...) for determining their Required Equity Premium, but rather, they use historical data and advice from textbooks and finance professors. Consequently, ex-ante equity premia have been high, market prices have been consistently undervalued, and the ex-post risk premia has been also high. Many investors use historical data and textbook prescriptions to estimate the required and the expected equity premium, the undervaluation and the high ex-post risk premium are self fulfilling prophecies.

EXHIBIT 1. Mail sent on May and June 2012

We are doing a survey about the **Market Risk Premium** (MRP) or Equity Premium that companies, analysts and professors use to calculate the required return to equity in different countries.

We will be very grateful to you if you kindly reply to the following 2 questions.

1. The Market Risk Premium that I am using in 2012

for USA is: _____ %
for _____ is: _____ %
for _____ is: _____ %
for _____ is: _____ %

2. Books or articles that I use to support this number:

Comments:

Of course, no companies, individuals or universities will be identified, and only aggregate data will be made public.

Best regards and thanks,

Pablo Fernandez

Professor of Finance, IESE Business School, Spain

⁷ Fernandez, P., J. Aguirreamalloa and L. Corres (2011a), "US Market Risk Premium Used in 2011 by Professors, Analysts and Companies: A Survey...", downloadable in <http://ssrn.com/abstract=1805852>

EXHIBIT 2

COMMENTS OF RESPONDENTS THAT DID NOT PROVIDE THE MRP USED IN 2012

1. The conventional risk-free asset (U.S. Treasury 10-year yield) is distorted by safe-haven investing amid European melt-down. The conventional risk-free asset (U.S. Treasury 10-year yield) is distorted by safe-haven investing amid European melt-down.
2. Any variation on 2011 would be unusual because the return on equity in Italy for the last year was negative.
3. Given the premise that the CAPM provides the theoretical framework for estimating the market risk Premium, I don't see the reason for having different risk premiums for different markets. Of course, whether the CAPM is the model one should use is a different question
4. I believe it was Phil Fisher in Common stocks uncommon profits that pointed to "the magic formula", where he uses a kind of "fixed" risk premium of about 8.5%.
5. I don't estimate risk premiums. My clients do, each differently
6. Based on actual historical returns over the last 10 years or so, it would be negative in the USA and UK.
7. We don't disclose the assumptions we use for our market risk premiums
8. We don't really use a market risk premium when assessing deals. We focus on public and transaction multiples.
9. In my teaching I only use hypothetical numbers.

EXHIBIT 3

COMMENTS OF RESPONDENTS THAT DID PROVIDE THE MRP USED IN 2012

1. Based on the inverted constant growth formula and proprietary estimates of future dividend growth rates and using the long T-bond as the "risk free" rate
2. I don't believe in adjusting the MRP from year to year based on short-term fluctuations or forecasts. Equity is a long-term investment. I base my MRP on the long-term historical, averages. Perhaps in the future, the MRP will need to be decreased from the averages of the last century, as it does not appear that the U.S economy will dominate the world, and competition and other factors are reducing our competitive advantage.
3. Currently I am using Default Spreads approach to calculate ERP for Russia.
4. Gut feeling becomes more and more important, as history loses ground and the future becomes footloose
5. Historical range and current spread between the 20-year Treasury and Aaa, as well as the spread between the Aaa and Baa. Given the continued above median spread between these benchmarks, a ERP at the top-end of "normal" range is justified.
6. I advise my students to shock their Ks by applying a lower bound EP of 4% and an upper bound EP of 7%.
7. I don't buy Damodaran's implied equity risk premium (too many assumptions). I feel more comfortable with historical estimates. ERP should be estimated vs a long term risk free rate, assuming that the cash flows in your valuation are also long term.
8. I have adjusted the MRP slightly upwards from last year. The reason is somewhat pragmatic: long term interest rates seem to be stuck at an artificially low rate in times when macroeconomic and financial uncertainties appear to be greater than ever. My view of long term cost of equity is fairly unchanged.
9. Jeremy Siegel, Stocks for the Long Run, argues for an expected return of 7%. The risk free rate is nearly zero, but can be placed at about .5%. For a Beta of 1, that is about 6%, which is close to Msr. Siegel.
10. Our target return is fixed at 25% per annum - so maybe the implied risk premium is 22%. Since this is a fixed target return for both the US and the EU countries, in practice we won't invest in a project unless we expect to achieve this target return. Of course the geographic, end user market for the business will affect our view of the achievability of the return. Our asset class is "Private, high growth, technology businesses" which is why this risk premium is required. Our view on why we use this number is our own historical returns and what we told investors in the prospectus we used to market our fund.
11. The Great Recession has reduced the average MRP to 4.8% by April 2012. This is too low a value for long run future cash flow wacc estimation. For that we should use the EXPECTED LONG RUN FUTURE returns on T-bills, bonds and equities, which I think is closer to 4% for Rf and 6% for MRP.
12. I pull it from Bloomberg to eliminate any subjectivity.

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Appendix 1. Graphs with aggregate data of the countries (each point represents a country)

