By Michael Annin

Equity and the Small-Stock Effect

The capital asset pricing model shows risk inherent in return on equity. But something goes wrong when it's used for small-sized companies.

Does the size of a company affect the rate of return it should earn? If smaller companies should earn a higher return than larger firms, then small utilities, because of their size, should be allowed to adjust the rates they charge to customers.

By far the most notable and well-documented apparent anomaly in the stock market is the effect of company size on equity returns. The first study focusing on the impact that company size exerts on security returns was performed by Rolf W. Banz. Banz sorted New York Stock Exchange (NYSE) stocks into quintiles based on their market capitalization (price per share times number of shares outstanding), and calculated total returns for a value-weighted portfolio of the stocks in each quintile. His results indicate that returns for companies from the smallest quintile surpassed all other quintiles, as well as the Standard & Poor's 500 and other large stock indices. A number of other researchers have replicated Banz's work in other countries; nevertheless, a consensus has not yet been formed on why small stocks behave as they do.

One explanation for the higher returns is the lack of information on small companies. Investors must search more diligently for data. For small utilities, investors face additional obstacles, such as a smaller customer base, limited financial resources, and a lack of diversification across customers, energy sources, and geography. These obstacles imply a higher investor return.

The Flaw in CAPM

One of the more common cost of equity models used in practice today is the capital asset pricing model (CAPM). The CAPM describes the expected return on any company's stock as proportional to the amount of systematic risk an investor assumes. The traditional CAPM formula can be stated as:

$$R_s = [\beta_s \times RP] + R_f$$

where:

R_s = expected return or cost of equity on the stock of company "s"

β = the *beta* of the stock of company "s"

RP = the expected equity risk premium

R_f = expected return on a riskless asset.

Table 1: The Size Premium in CAPM
(By Decile Portfolio in NYSE, 1926-94)

Decile	*Beta*	Arithmetic Mean Return	Actual Return in Excess of Riskless Rate**	CAPM Return in Excess of Riskless Rate**	Size Premium (Return in Excess CAPM)
1	0.90	11.01%	5.88%	6.33%	-0.44%
2	1.04	13.09	7.97	7.34	0.63
3	1.09	13.83	8.71	7.70	1.01
4	1.13	14.44	9.32	7.98	1.33
5	1.17	15.50	10.38	8.22	2.16
6	1.19	15.45	10.33	8.38	1.95
7	1.24	15.92	10.79	8.75	2.05
8	1.29	16.84	11.72	9.05	2.67
9	1.36	17.83	12.71	9.57	3.14
10	1.47	21.98	16.86	10.33	6.53

*Betas are estimated from monthly returns in excess of the 20-year government bond income return, January 1926-December 1994.
**Historical riskless rate measured by the 69-year arithmetic mean income return component of 20-year government bonds.
Source: SBBI 1995 Yearbook

Table 2: CAPM vs. CAPM w/ Size Premium

(By Percentile for Electric, Gas, and Sanitary Services Utilities)

	CAPM	CAPM with Size Premium
90th Percentile	16.42%	18.92%
75th Percentile	12.56%	14.72%
Median	10.89%	12.58%
25th Percentile	9.86%	11.39%
10th Percentile	8.63%	10.65%

(Weighted by Market Capitalization)

	CAPM	CAPM with Size Premium
Industry Composite	11.76%	12.33%
Large Company Composite	12.05%	12.07%
Small Company Composite	13.93%	17.95%

Source: Cost of Capital Quarterly '95 Yearbook by Ibbotson Associates
Note: Public utilities include electric, gas, and sanitary services companies.

Table 1 shows *beta* and risk premiums over the past 69 years for each decile of the NYSE. It shows that a hypothetical risk premium calculated under the CAPM fails to match the actual risk premium, shown by actual market returns. The shortfall in the CAPM return rises as company size decreases, suggesting a need to revise the CAPM.

The risk premium component in the actual returns (realized equity risk premium) is the return that compensates investors for taking on risk equal to the risk of the market as a whole (estimated by the 69-year arithmetic mean return on large company stocks, 12.2 percent, less the historical riskless rate). The risk premium in the CAPM returns is *beta* multiplied by the realized equity risk premium.

The smaller deciles show returns not fully explainable by the CAPM. The difference in risk premiums (realized versus CAPM) grows larger as one moves from the largest companies in decile 1 to the smallest in decile 10. The difference is especially pronounced for deciles 9 and 10, which contain the smallest companies.

Based on this analysis, we modify the CAPM formula to include a small-stock premium. The modified CAPM formula can be stated as follows:

$$R_s = [\beta_s \times RP] + R_f + SP$$

where:

SP = small-stock premium.

Because the small-stock premium can be identified by company size, the appropriate premium to add for any particular company will depend on its equity capitalization. For instance, a utility with a market capitalization of $1 billion would require a small capitalization adjustment of approximately 1.3 percent over the traditional CAPM; at $400 million, approximately 2.1 percent, and at only $100 million, approximately 4 percent.

Again, these additions to the traditional CAPM represent an adjustment over and above any increase already provided to these smaller companies by having higher *betas*.

Implications for Smaller Utilities

These findings carry important ramifications for relatively small public utilities. Boosting the traditional CAPM return by a full 400 basis points for small utilities translates into a substantial premium over larger utilities.

Table 2 shows the results of an analysis of 202 utility companies that calculated cost of equity figures. Composites (arithmetic means) weighted by equity capitalization were also calculated for the largest and smallest 20 companies. The results show the impact size has on cost of equity.

For the traditional CAPM, the large-company composite shows a cost of equity of 12.05 percent; the small company composite, 13.93 percent. However, once the respective small capitalization premium is added in, the spread increases dramatically, to 12.07 and 17.95 percent, respectively. Clearly, the smaller the utility (in terms of equity capitalization), the larger the impact that size exerts on the expected return of that security. ▼

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