

## **Population and Asset Pricing**

Tzuling Lin  
Department of Finance  
National Chung Cheng University  
Chiayi, Taiwan

Richard MacMinn  
Katie School  
Illinois State University  
Normal, Illinois

Larry Y. Tzeng  
Department of Finance  
National Taiwan University  
Taipei, Taiwan

Current version

May 2011

### **Abstract**

We put forward the conjecture that the performance of the consumption based capital asset pricing model (CCAPM) can be improved by introducing population as a new risk factor. The empirical findings show that the addition of the population factor to the standard CCAPM substantially improves the performance of the model.