11	Combining the expected dividend of \$1.28 per share and a market price range of					
12	\$20.110 to \$29.00 \$20.00 per share produces an approximate expected dividend yield of					
13	5.50 6.4 percent. This is the dividend yield I used as the yield portion (D_1/P_0) in the DCF					
14	model.					
15	Q. Pleas	e summarize the	results of your expect	ed divider	nd yield and growth rate	
16	analysis for the DCF return on equity for Empire.					
17	A. The	e summarize DO	CF cost of equity esti	mate for	Empire is presented as	
18	follows:					
19	Yield (D ₁ /	<u>P₀)</u> +	Growth Rate (g)	=	Cost of Equity (k)	
20	5.50% 6.4	+	3.00% 5%¹	=	8.50%	
21	5.50% 6. 4	1% +	4.00% 6.5% ¹	=	9.50% 10.4% 12.9%	
22	This range of return on common equity of 8.50 9.4 11.4 to 9.50 10.4 12.9 percent					
23	is the company specific cost of equity range for Empire (see Schedule 15).					
24						
25						
26						
27						
28						
29					Exhibit No.	104
30	Company C' Direct Testimony	ranges to	o McKiddy page 24.	Dat Rep	Exhibit No te(() - () _ Case No. \{ porter _ \times \{	-R-2001-299

¹Source - McKiddy Direct Testimony Schedule 23 proposed range of growth for the nine comparable electric utility companies