



The relative strengths and weaknesses of Harris Interactive INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Harris Interactive INC compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 98% points. The greatest weakness of Harris Interactive INC is the variable Other Revenues, reducing the Economic Capital Ratio by 129% points.

The company's Economic Capital Ratio, given in the ranking table, is 116%, being 3.5% points below the market average of 119%.

Input Variable	Value in 1000 USD
Assets, Current	43,011
Assets, Noncurrent	3,580
Cost of Revenues	0
General And Administrative Expense	46,116
Intangible Assets	10,795
Labor Expense	0
Liabilities, Current	44,334
Liabilities, Non-Current	0
Operating Lease Assets	0
Other Assets	0
Other Compr. Net Income	-1,693
Other Expenses	105,116
Other Liabilities	0
Other Net Income	145,649
Other Revenues	0
Revenue from Contract with Customer	0
Revenue from Reimbursement	0

Output Variable	Value in 1000 USD
Assets	57,386
Liabilities	44,334
Expenses	151,232
Revenues	0
Stockholders Equity	13,052
Net Income	-5,583
Comprehensive Net Income	-7,276
ECR before Limited Liability	5.0%
Economic Capital Ratio	116%