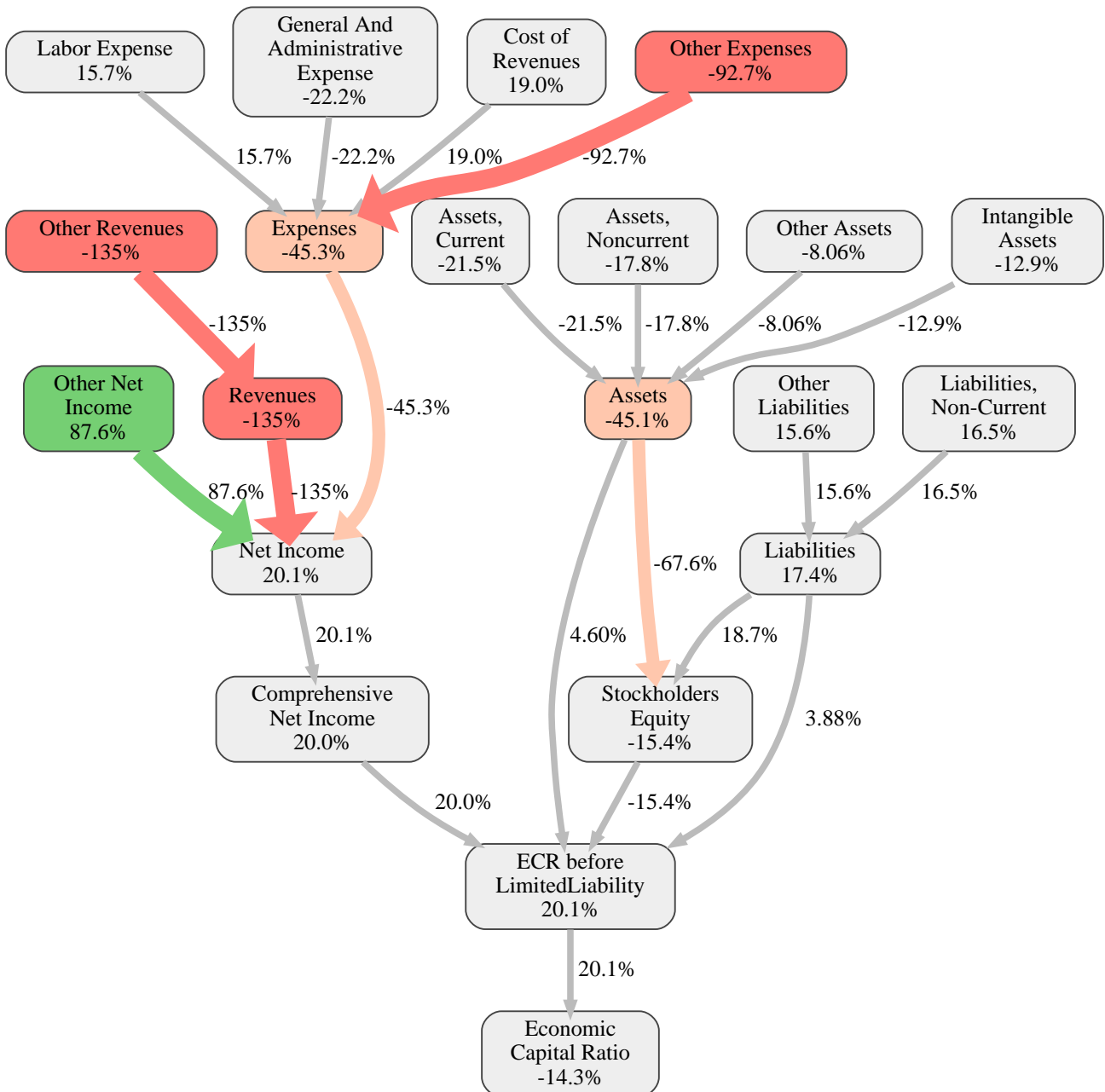




RealRate

CONSULTING & SERVICES 2012

Harris Interactive INC
Rank 18 of 28





CONSULTING & SERVICES 2012

Harris Interactive INC
Rank 18 of 28

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 88% points. The greatest weakness of Harris Interactive INC is the variable Other Revenues, reducing the Economic Capital Ratio by 135% points.

The company's Economic Capital Ratio, given in the ranking table, is 126%, being 14% points below the market average of 141%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	52,965	Assets	71,848
Assets, Noncurrent	4,842	Liabilities	49,436
Cost of Revenues	0	Expenses	168,361
General And Administrative Expense	49,701	Revenues	0
Intangible Assets	14,041	Stockholders Equity	22,412
Labor Expense	0	Net Income	-8,453
Liabilities, Current	49,436	Comprehensive Net Income	-8,453
Liabilities, Non-Current	0	BaseVar	277,300
Operating Lease Assets	0	ECR before LimitedLiability	16%
Other Assets	0	Economic Capital Ratio	126%
Other Compr. Net Income	0		
Other Expenses	118,660		
Other Liabilities	0		
Other Net Income	159,908		
Other Revenues	0		
Revenue from Contract with Customer	0		
Revenue from Reimbursement	0		