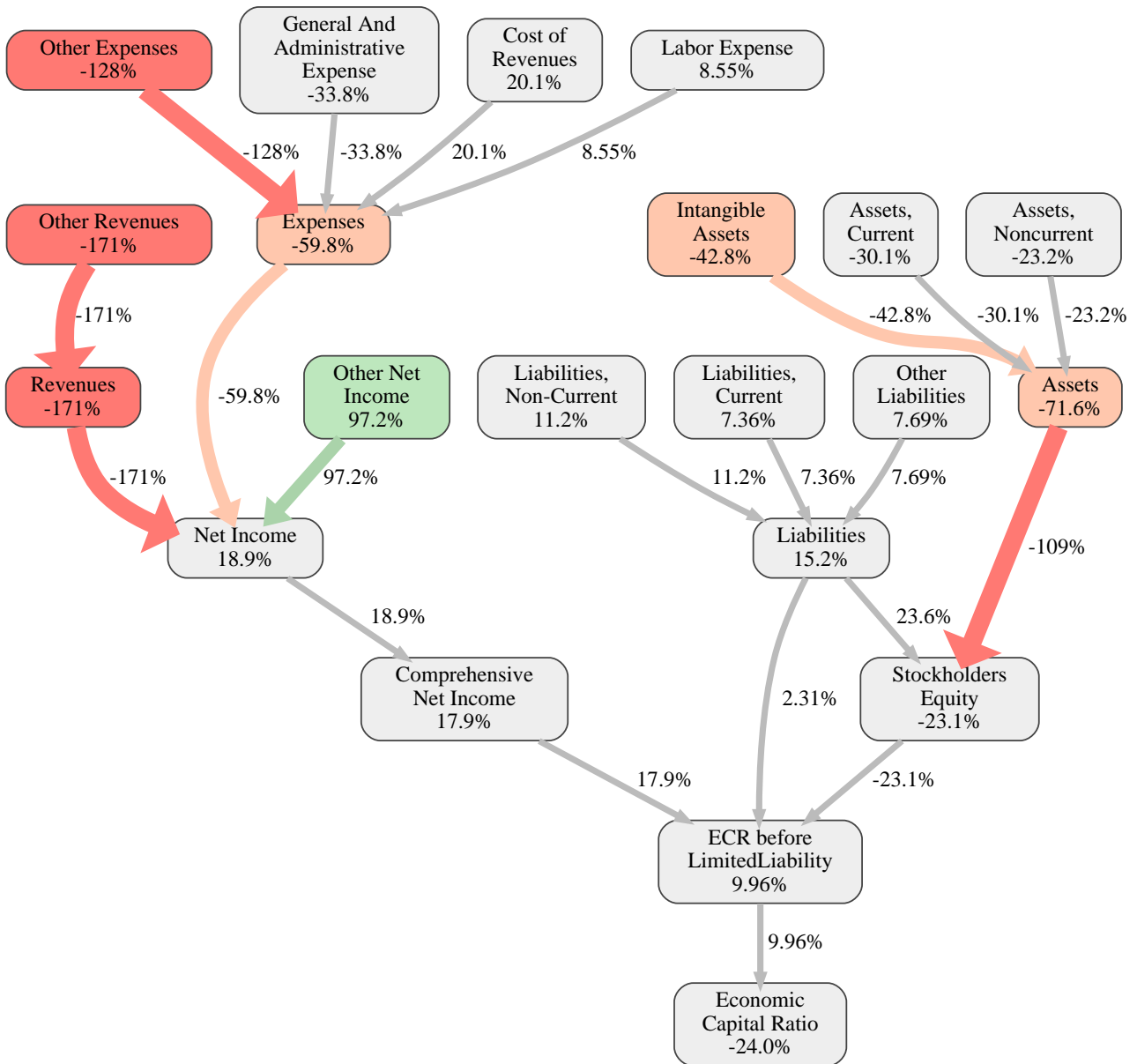




CONSULTING & SERVICES 2013

Harris Interactive INC
Rank 15 of 23





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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 97% points. The greatest weakness of Harris Interactive INC is the variable Other Revenues, reducing the Economic Capital Ratio by 171% points.

The company's Economic Capital Ratio, given in the ranking table, is 105%, being 24% points below the market average of 129%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	43,011	Assets	57,386
Assets, Noncurrent	3,580	Liabilities	44,334
Cost of Revenues	0	Expenses	151,232
General And Administrative Expense	46,116	Revenues	0
Intangible Assets	10,795	Stockholders Equity	13,052
Labor Expense	0	Net Income	-5,583
Liabilities, Current	44,334	Comprehensive Net Income	-7,276
Liabilities, Non-Current	0	BaseVar	292,705
Operating Lease Assets	0	ECR before LimitedLiability	7.4%
Other Assets	0	Economic Capital Ratio	105%
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		