



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 329% points. The greatest weakness of Harris Interactive INC is the variable Other Revenues, reducing the Economic Capital Ratio by 188% points.

The company's Economic Capital Ratio, given in the ranking table, is 39%, being 92% points above the market average of -53%.

Input Variable	Value in 1000 USD
Assets, Current	52,965
Assets, Noncurrent	4,842
Cost of Revenues	0
General And Administrative Expense	49,701
Intangible Assets	14,041
Labor Expense	0
Liabilities, Current	49,436
Liabilities, Non-Current	0
Operating Lease Assets	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	118,660
Other Liabilities	0
Other Net Income	159,908

Output Variable	Value in 1000 USD
Assets	71,848
Liabilities	49,436
Expenses	168,361
Revenues	0
Stockholders Equity	22,412
Net Income	-8,453
Comprehensive Net Income	-8,453
Economic Capital Ratio	39%



## CONSULTING & SERVICES 2012

Harris Interactive INC  
Rank 19 of 28

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Input Variable	Value in 1000 USD
Other Revenues	0
Revenue from Contract with Customer	0
Revenue from Reimbursement	0