



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 396% points. The greatest weakness of Harris Interactive INC is the variable Other Revenues, reducing the Economic Capital Ratio by 192% points.

The company's Economic Capital Ratio, given in the ranking table, is 20%, being 172% points above the market average of -152%.

| 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 |

| 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 |
| Economic Capital Ratio | 20% |



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Harris Interactive INC
Rank 15 of 27

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