

Morningstar, Inc.  
Form 4  
October 09, 2007

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Kirscher Elizabeth

(Last) (First) (Middle)

C/O MORNINGSTAR, INC., 225  
WEST WACKER DRIVE

(Street)

CHICAGO, IL 60606

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Morningstar, Inc. [MORN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/05/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Pres., Data Services Business

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price (A) or (D)		
Common Stock	10/05/2007		M		10,000 A \$ 14.13	43,570	D
Common Stock	10/05/2007		S <sup>(1)</sup>		400 D \$ 70.41	43,170	D
Common Stock	10/05/2007		S <sup>(1)</sup>		100 D \$ 70.42	43,070	D
Common Stock	10/05/2007		S <sup>(1)</sup>		424 D \$ 70.48	42,646	D
Common Stock	10/05/2007		S <sup>(1)</sup>		100 D \$ 70.52	42,546	D

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Common Stock	10/05/2007	<u>S(1)</u>	100	D	\$ 70.53	42,446	D
Common Stock	10/05/2007	<u>S(1)</u>	100	D	\$ 70.54	42,346	D
Common Stock	10/05/2007	<u>S(1)</u>	300	D	\$ 70.57	42,046	D
Common Stock	10/05/2007	<u>S(1)</u>	300	D	\$ 70.59	41,746	D
Common Stock	10/05/2007	<u>S(1)</u>	596	D	\$ 70.62	41,150	D
Common Stock	10/05/2007	<u>S(1)</u>	100	D	\$ 70.68	41,050	D
Common Stock	10/05/2007	<u>S(1)</u>	1,200	D	\$ 70.69	39,850	D
Common Stock	10/05/2007	<u>S(1)</u>	4	D	\$ 70.74	39,846	D
Common Stock	10/05/2007	<u>S(1)</u>	104	D	\$ 70.76	39,742	D
Common Stock	10/05/2007	<u>S(1)</u>	472	D	\$ 70.77	39,270	D
Common Stock	10/05/2007	<u>S(1)</u>	269	D	\$ 70.79	39,001	D
Common Stock	10/05/2007	<u>S(1)</u>	55	D	\$ 70.8	38,946	D
Common Stock	10/05/2007	<u>S(1)</u>	300	D	\$ 70.82	38,646	D
Common Stock	10/05/2007	<u>S(1)</u>	300	D	\$ 70.87	38,346	D
Common Stock	10/05/2007	<u>S(1)</u>	600	D	\$ 70.89	37,746	D
Common Stock	10/05/2007	<u>S(1)</u>	600	D	\$ 70.95	37,146	D
Common Stock	10/05/2007	<u>S(1)</u>	282	D	\$ 70.99	36,864	D
Common Stock	10/05/2007	<u>S(1)</u>	100	D	\$ 71	36,764	D
Common Stock	10/05/2007	<u>S(1)</u>	400	D	\$ 71.12	36,364	D
Common Stock	10/05/2007	<u>S(1)</u>	200	D	\$ 71.14	36,164	D
	10/05/2007	<u>S(1)</u>	300	D		35,864	D

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Common Stock					\$	71.22	
Common Stock	10/05/2007	S <sup>(1)</sup>	300	D	\$	71.26	35,564 D
Common Stock	10/05/2007	S <sup>(1)</sup>	700	D	\$	71.27	34,864 D
Common Stock	10/05/2007	S <sup>(1)</sup>	18	D	\$	71.28	34,846 D
Common Stock	10/05/2007	S <sup>(1)</sup>	1,200	D	\$	71.31	33,646 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 14.13	10/05/2007		M	10,000	<sup>(2)</sup> 05/01/2010	Common Stock 10,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kirscher Elizabeth C/O MORNINGSTAR, INC. 225 WEST WACKER DRIVE CHICAGO, IL 60606			Pres., Data Services Business	

## Signatures

/s/ Heidi Miller, by power of  
attorney

10/09/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 22, 2007.
  - (2) The options became exercisable in four equal installments on May 1, 2001, 2002, 2003, and 2004.

### Remarks:

Form 1 of 2

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.