Morningstar, Inc. Form 4 November 08, 2007

FORM 4

Check this box

if no longer

subject to

Section 16.

Form 4 or

obligations

may continue.

See Instruction

Form 5

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

Washington, D.C. 20549

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

1(b).

(Print or Type Responses)

11/07/2007

11/07/2007

Stock

Stock

Common

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Sturm Paul W Issuer Symbol Morningstar, Inc. [MORN] (Check all applicable) (First) (Middle) 3. Date of Earliest Transaction (Last) (Month/Day/Year) X_ Director 10% Owner Other (specify Officer (give title C/O MORNINGSTAR, INC., 225 11/07/2007 below) WEST WACKER DRIVE (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting CHICAGO, IL 60606 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 6. Ownership 7. Nature of Transaction(A) or Disposed of (D) Form: Direct Indirect Security (Month/Day/Year) Execution Date, if Securities (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially (D) or Beneficial (Month/Day/Year) (Instr. 8) Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) or (Instr. 3 and 4) V (D) Price Code Amount Common 11/07/2007 $S^{(1)}$ 89 D \$ 73.1 149,610 D Stock Common 11/07/2007 $S^{(1)}$ 13 D 149,597 D Stock Common $S^{(1)}$ 11/07/2007 87 D 149,510 D Stock Common

 $S^{(1)}$

 $S^{(1)}$

200

9

D

D

73.37

149,310

149,301

D

D

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January 31,

2005

0.5

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Common Stock	11/07/2007	S <u>(1)</u>	89	D	\$ 73.78	149,212	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 73.9	149,012	D
Common Stock	11/07/2007	S <u>(1)</u>	100	D	\$ 73.91	148,912	D
Common Stock	11/07/2007	S <u>(1)</u>	300	D	\$ 73.98	148,612	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74	148,412	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.14	148,212	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.18	148,012	D
Common Stock	11/07/2007	S <u>(1)</u>	213	D	\$ 74.25	147,799	D
Common Stock	11/07/2007	S <u>(1)</u>	400	D	\$ 74.26	147,399	D
Common Stock	11/07/2007	S <u>(1)</u>	400	D	\$ 74.27	146,999	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.31	146,799	D
Common Stock	11/07/2007	S <u>(1)</u>	100	D	\$ 74.35	146,699	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.38	146,499	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.43	146,299	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.62	146,099	D
Common Stock	11/07/2007	S <u>(1)</u>	400	D	\$ 74.68	145,699	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.69	145,499	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.75	145,299	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.91	145,099	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.97	144,899	D
	11/07/2007	S(1)	200	D	\$ 75	144,699	D

Common Stock

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

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(9-02)

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)	4. Transac Code (Instr. 8	5. ionNumber of Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	S	Pate	7. Tit Amou Under Secur (Instr	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secun Bene Own Follo Repo Trans (Instr
			Code V	/ (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Sturm Paul W C/O MORNINGSTAR, INC. 225 WEST WACKER DRIVE CHICAGO, IL 60606	X					

Signatures

/s/ Heidi Miller, by power of 11/08/2007 attorney

**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).
- The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 21, (1)

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.

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