

Morningstar, Inc.
Form 4
August 06, 2007

FORM 4

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

OMB APPROVAL

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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 *
Boruff Christopher P

(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)

08/02/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

President, Advisor Business

6. Individual or Joint/Group Filing(Check Applicable Line)

__X__ 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Common Stock | 08/02/2007 | | S ⁽¹⁾ | 300 | D \$ 52 | 48,113 | D |
| Common Stock | 08/02/2007 | | S ⁽¹⁾ | 300 | D \$ 52.3 | 47,813 | D |
| Common Stock | 08/02/2007 | | S ⁽¹⁾ | 100 | D \$ 52.34 | 47,713 | D |
| Common Stock | 08/02/2007 | | S ⁽¹⁾ | 100 | D \$ 52.44 | 47,613 | D |
| Common Stock | 08/02/2007 | | S ⁽¹⁾ | 200 | D \$ 52.54 | 47,413 | D |

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| | | | | | | | |
|--------------|------------|------------------------|-----|---|----------|--------|---|
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 300 | D | \$ 53.38 | 47,113 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 200 | D | \$ 53.61 | 46,913 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 146 | D | \$ 53.98 | 46,767 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 200 | D | \$ 54 | 46,567 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 200 | D | \$ 54.01 | 46,367 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 54.1 | 46,267 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 300 | D | \$ 54.25 | 45,967 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 200 | D | \$ 54.4 | 45,767 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 54.5 | 45,667 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 54.85 | 45,567 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 55 | 45,467 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 55.2 | 45,367 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 55.4 | 45,267 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 56.72 | 45,167 | D |
| Common Stock | 08/02/2007 | <u>S⁽¹⁾</u> | 87 | D | \$ 56.85 | 45,080 | D |

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 | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene |
|--|------------------------------------|--------------------------------------|--|--------------------------------|-------------------------|--|--|--|------------------------|
|--|------------------------------------|--------------------------------------|--|--------------------------------|-------------------------|--|--|--|------------------------|

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| | | | |
|------------------------|---|---------------------|---|
| Derivative Security | Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | (Instr. 3 and 4) | 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 |
| Boruff Christopher P C/O MORNINGSTAR, INC. 225 WEST WACKER DRIVE CHICAGO, IL 60606 | | | President, Advisor Business | |

Signatures

/s/ Richard Robbins, by power of attorney 08/06/2007

**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.

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