STORM Paul W  
C/O MORNINGSTAR, INC., 22 WEST WASHINGTON STREET  
CHICAGO, IL 60602

MORNINGSTAR, INC. [ MORN ]

Date of Earliest Transaction  4/14/2010

1. Name and Address of Reporting Person  
Sturm Paul W  
C/O MORNINGSTAR, INC., 22 WEST WASHINGTON STREET  
CHICAGO, IL 60602

2. Issuer Name and Ticker or Trading Symbol  
MORNINGSTAR, INC. [ MORN ]

3. Date of Earliest Transaction  4/14/2010

4. If Amendment, Date Original Filed  
4/14/2010

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>2. Trans. Date</th>
<th>2A. Deemed Execution Date, if any</th>
<th>3. Trans. Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>4/14/2010</td>
<td>S (1)</td>
<td></td>
<td>V 1000 (A)</td>
<td>D 73036</td>
<td>D</td>
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Table II - Derivative Securities Beneficially Owned

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Explanation of Responses:

(1) The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 27, 2009.

Reporting Owners

Reporting Owner Name / Address  Reporting Owner Name / Address  Reporting Owner Name / Address  Reporting Owner Name / Address

Sturm Paul W  C/O MORNINGSTAR, INC. 22 WEST WASHINGTON STREET  CHICAGO, IL 60602

Relationships

Director 10% Owner  Officer  Other

X

Signatures

/s/ Heidi Miller, by power of attorney  4/14/2010

** Signature of Reporting Person

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

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).


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