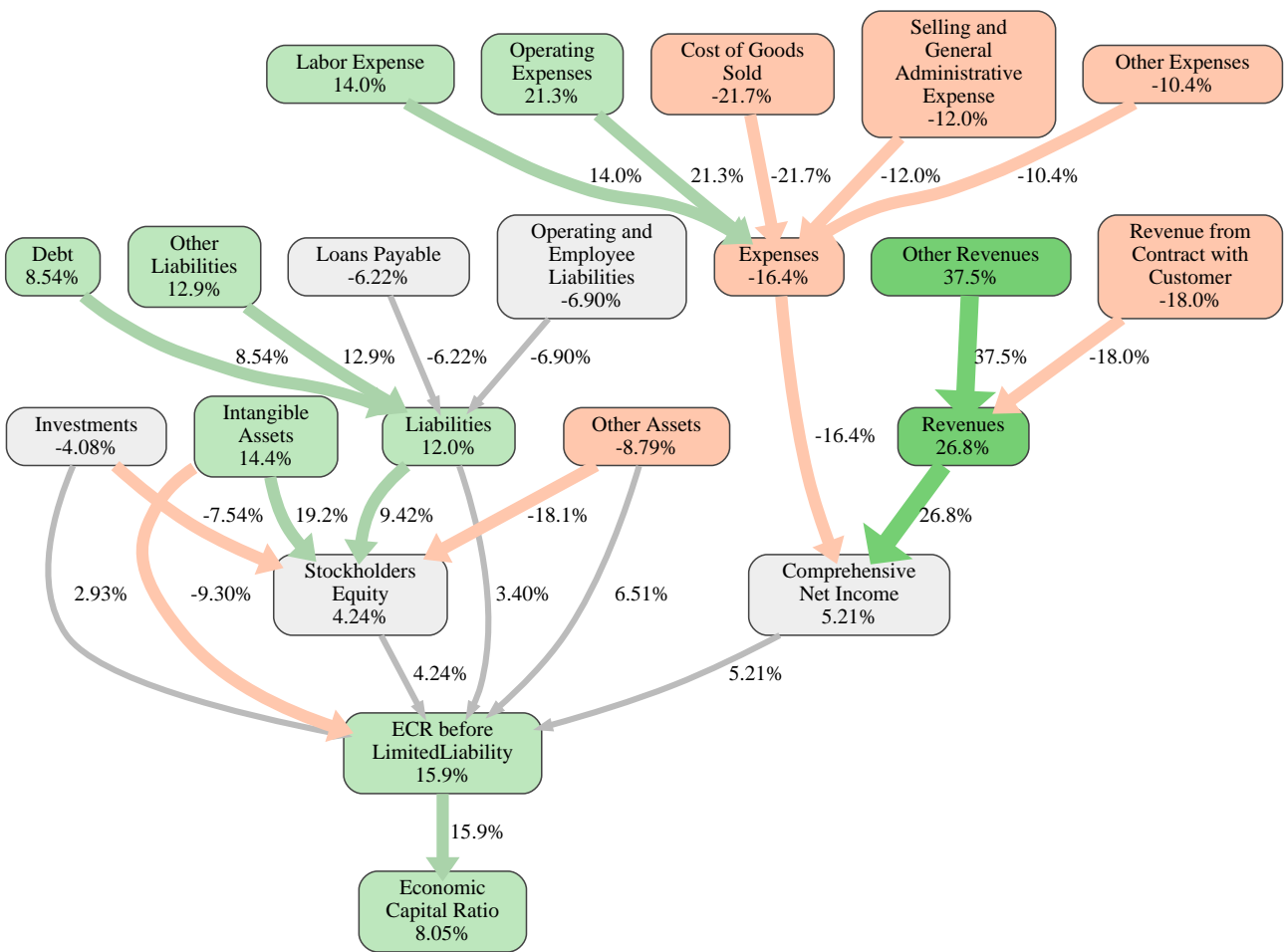




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Morningstar Inc
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The relative strengths and weaknesses of Morningstar Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Morningstar Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Morningstar Inc is the variable Cost of Goods Sold, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 91%, being 8.0% points above the market average of 83%.

Input Variable	Value in 1000 USD
Cash and Current Assets	887,600
Cost of Goods Sold	698,400
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	150,700
Intangible Assets	1,535,200
Investment Income	0
Investments	149,200
Labor Expense	0
Loans Income	0
Loans Payable	359,400
Operating Expenses	0
Operating and Employee Liabilities	783,500
Other Assets	290,700
Other Compr. Net Income	-13,300
Other Expenses	62,600
Other Liabilities	303,900
Other Net Income	-1,100
Other Revenues	1,699,300
Revenue from Contract with Customer	0
Selling and General Administrative Expense	593,200

Output Variable	Value in 1000 USD
Liabilities	1,446,800
Assets	2,862,700
Expenses	1,504,900
Revenues	1,699,300
Stockholders Equity	1,415,900
Net Income	193,300
Comprehensive Net Income	180,000
BaseVar	3,764,050
ECR before LimitedLiability	41%
Economic Capital Ratio	91%