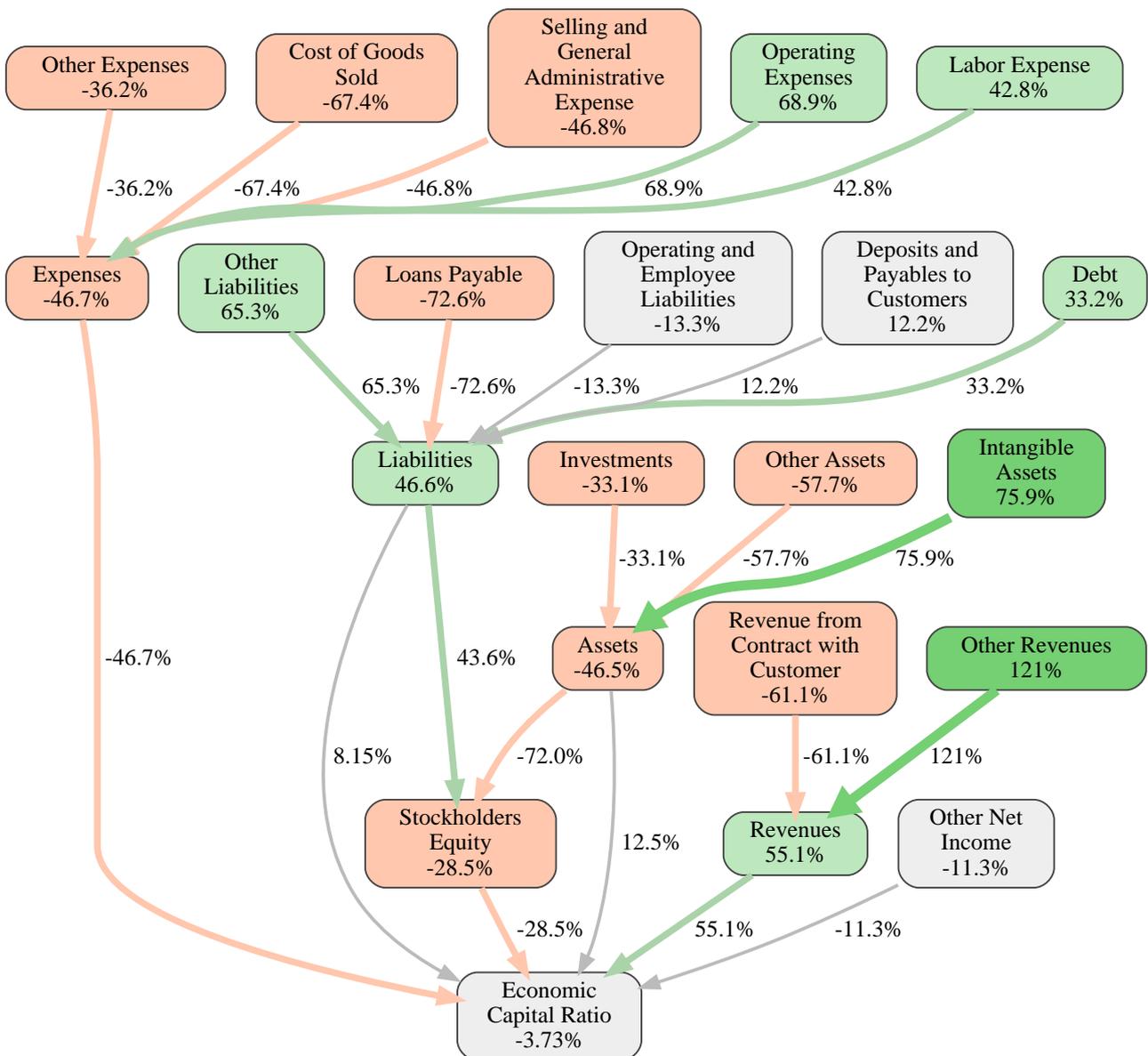




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Morningstar Inc
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The relative strengths and weaknesses of Morningstar Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect 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 121% points. The greatest weakness of Morningstar Inc is the variable Loans Payable, reducing the Economic Capital Ratio by 73% points.

The company's Economic Capital Ratio, given in the ranking table, is 69%, being 3.7% points below the market average of 73%.

Input Variable	Value in 1000 USD
Cash and Current Assets	810,800
Cost of Goods Sold	779,300
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	166,600
Intangible Assets	2,120,300
Investment Income	0
Investments	191,600
Labor Expense	0
Loans Income	0
Loans Payable	1,077,500
Operating Expenses	0
Operating and Employee Liabilities	882,500
Other Assets	352,100
Other Compr. Net Income	-63,700
Other Expenses	56,500
Other Liabilities	307,700
Other Net Income	-40,800
Other Revenues	1,870,600
Revenue from Contract with Customer	0
Selling and General Administrative Expense	756,900

Output Variable	Value in 1000 USD
Liabilities	2,267,700
Assets	3,474,800
Expenses	1,759,300
Revenues	1,870,600
Stockholders Equity	1,207,100
Net Income	70,500
Comprehensive Net Income	6,800
Economic Capital Ratio	69%