1. Name and Address of Reporting Person *
   NOONAN JACK
   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 (MM/DD/YYYY)
   10/18/2013

4. If Amendment, Date Original Filed
   (MM/DD/YYYY)

5. Relationship of Reporting Person(s) to Issuer
   (Check all applicable)
   __X__ Director
   _____ 10% Owner
   _____ Officer (give title below)
   _____ Other (specify below)

1. Title of Security (Instr. 3)
2. Trans. Date
3. Trans. Code (Instr. 8)
4. Securities Acquired (A) or Disposed of (D)
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 Indirect Beneficial Ownership (Instr. 4)

Common Stock
10/18/2013
M 1000 A $21.274 (2)
64915 D

Common Stock
10/18/2013
S (1) 1000 D $74.0365 (3)
63915 D

Common Stock

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 November 15, 2012.
(2) The exercise price increases over the term of the option at a rate equal to the 10-year Treasury bond yield as of the date of grant ($14.70). On October 18, 2013, the exercise price was $21.274.
(3) The transaction was executed in multiple trades at prices ranging from $73.95 to $74.17. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, Morningstar or a shareholder of Morningstar full information regarding the number of shares and prices at which the transaction was effected.

Reporting Owners

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

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

Employee Stock Option (Right to Buy) $21.274 (2)

10/18/2013
M 1000 (4) 12/1/2014 Common Stock 1000 $0 2000 D

By spouse
Reporting Owner Name / Address | Director | 10% Owner | Officer | Other
--- | --- | --- | --- | ---
NOONAN JACK
C/O MORNINGSTAR, INC.
22 WEST WASHINGTON STREET | | X | | 
CHICAGO, IL 60602

Signatures

/s/ Heidi Miller, by power of attorney 10/21/2013

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.