

Thompson Kenneth E  
Form 4  
August 31, 2011

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Thompson Kenneth E

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC., 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/29/2011

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) below)  
EVP, Gen Counsel and Corp Sec

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|----------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price    |                                                                                               |                                                          |                                                       |
| Class A Common Stock            | 08/29/2011                           |                                                    | M                              |                                                                   | 8,645  | A          | \$ 13.62 | 15,402                                                                                        | D                                                        |                                                       |
| Class A Common Stock            | 08/29/2011                           |                                                    | S                              |                                                                   | 8,645  | D          | \$ 34    | 6,757                                                                                         | D                                                        |                                                       |
| Class A Common Stock            | 08/30/2011                           |                                                    | M                              |                                                                   | 50,000 | A          | \$ 13.62 | 56,757                                                                                        | D                                                        |                                                       |
| Class A                         | 08/30/2011                           |                                                    | S                              |                                                                   | 50,000 | D          | \$       | 6,757                                                                                         | D                                                        |                                                       |

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|                            |            |  |   |        |   |              |        |   |
|----------------------------|------------|--|---|--------|---|--------------|--------|---|
| Common<br>Stock            |            |  |   |        |   | 34.62<br>(1) |        |   |
| Class A<br>Common<br>Stock | 08/31/2011 |  | M | 19,600 | A | \$<br>13.62  | 26,357 | D |
| Class A<br>Common<br>Stock | 08/31/2011 |  | S | 19,600 | D | \$<br>(2)    | 6,757  | D |

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

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Amount<br>or<br>Number<br>of Shares |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                    | Date<br>Exercisable                                            | Expiration<br>Date                                                  | Title                                  |
| Stock<br>Option<br>(3)                              | \$ 13.62                                                           | 08/29/2011                              |                                                             | M                                    | 8,645                                                                                                        | (4)                                                            | 10/02/2016                                                          | Class A<br>Common<br>Stock 8,645       |
| Stock<br>Option<br>(3)                              | \$ 13.62                                                           | 08/30/2011                              |                                                             | M                                    | 50,000                                                                                                       | (4)                                                            | 10/02/2016                                                          | Class A<br>Common<br>Stock 50,000      |
| Stock<br>Option<br>(3)                              | \$ 13.62                                                           | 08/31/2011                              |                                                             | M                                    | 19,600                                                                                                       | (4)                                                            | 10/02/2016                                                          | Class A<br>Common<br>Stock 19,600      |

## Reporting Owners

| Reporting Owner Name / Address                                               | Relationships                    |
|------------------------------------------------------------------------------|----------------------------------|
|                                                                              | Director 10% Owner Officer Other |
| Thompson Kenneth E<br>C/O VERISK ANALYTICS, INC.<br>545 WASHINGTON BOULEVARD | EVP, Gen Counsel and Corp Sec    |

JERSEY CITY, NJ 07310

## Signatures

/s/ Kenneth E.

08/31/2011

Thompson

\_\_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) This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$34.50 to \$34.79, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Class A Common Stock sold at each separate price within the ranges set forth in this footnote (1).

(2) This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$35.00 to \$35.09, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Class A Common Stock sold at each separate price within the ranges set forth in this footnote (2).

(3) Stock Options outstanding under the Issuer's 1996 Incentive Plan.

(4) Immediately.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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