

Stephenson Scott G
Form 4
October 18, 2011

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Stephenson Scott G

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
C/O VERISK ANALYTICS,
INC., 545 WASHINGTON
BOULEVARD

3. Date of Earliest Transaction
(Month/Day/Year)
10/17/2011

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
President and COO

(Street)
JERSEY CITY, NJ 07310

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common Stock	10/17/2011		M	26,568	A	\$ 2.88	376,954 D
Class A Common Stock	10/17/2011		M	56,244	A	\$ 4.62	433,198 D
Class A Common Stock	10/17/2011		S	82,612	D	\$ 34.38	350,586 D
Class A Common Stock	10/17/2011		S	200	D	\$	350,386 D

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- 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 \$33.92 to \$34.91, inclusive. These shares were sold pursuant to a 10b5-1 plan. 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).
- (1)
 - (2) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
 - (3) Immediately.

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