Stephenson Scott G Form 4 September 17, 2018

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

OMB APPROVAL

3235-0287

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January 31, 2005

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if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

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

1(b).

(Last)

(City)

(Print or Type Responses)

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

(First)

(Street)

(State)

(Middle)

(Zip)

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction

(Month/Day/Year) 09/17/2018

(Check all applicable)

CEO and President

_X__ Director X_ Officer (give title below)

10% Owner Other (specify

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

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Applicable Line)

Filed(Month/Day/Year)

X Form filed by One Reporting Person Form filed by More than One Reporting

JERSEY CITY	I, NJ	0/510
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(City)	(State)	Tab	le I - Non-I	Derivative	Secur	ities Acqui	red, Disposed of,	or Beneficial	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securit for Dispos (Instr. 3,	ed of	` ′	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Common Stock	09/17/2018		M	32,031	A	\$ 22	781,770	D	
Common Stock	09/17/2018		S	17,705	D	\$ 120.9 (1)	764,065	D	
Common Stock	09/17/2018		S	1,100	D	\$ 121.64 (2)	762,965	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exer Expiration D (Month/Day/	ate	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 22	09/17/2018		M		32,031	<u>(4)</u>	10/06/2019	Common Stock	32,031

Reporting Owners

Reporting Owner Name / Address	Relationships						
•	Director	10% Owner	Officer	Other			
Stephenson Scott G							
C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD	X		CEO and President				
JERSEY CITY, NJ 07310							

Signatures

/s/ Kenneth E. Thompson, Attorney-in-Fact

09/17/2018

**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).

These shares were sold pursuant to a 10b5-1 plan that Mr. Stephenson entered into in order to cover the exercise price of the corresponding stock option and related tax obligation. This sale price is a weighted average sale price that represents the sale of these (1) shares of Common Stock at prices ranging from \$120.44 to \$121.43, 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 Common Stock sold at

These shares were sold pursuant to a 10b5-1 plan that Mr. Stephenson entered into in order to cover the exercise price of the corresponding stock option and related tax obligation. This sale price is a weighted average sale price that represents the sale of these

- (2) shares of Common Stock at prices ranging from \$121.47 to \$121.81, 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 Common Stock sold at each separate price within the ranges set forth in this footnote (2).
- (3) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.

each separate price within the ranges set forth in this footnote (1).

Reporting Owners 2

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(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. 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.