

BANFIELD CAROLE J  
Form 4  
October 05, 2010

**FORM 4**

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

OMB APPROVAL

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**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 \*  
BANFIELD CAROLE J

(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)  
10/01/2010

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)  
EVP-Info Svc and GovtRelations

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 Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class A Common Stock	10/01/2010		M		17,500	A	\$ 8.74 610,550
Class A Common Stock	10/01/2010		M		32,500	A	\$ 11.34 643,050
Class A Common Stock	10/01/2010		M		27,500	A	\$ 15.1 670,550
Class A Common Stock	10/01/2010		M		27,500	A	\$ 698,050

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Common Stock						17.24	
Class A Common Stock	10/01/2010		M	15,000	A	\$ 16.1	713,050 D
Class A Common Stock	10/01/2010		S <sup>(1)</sup>	175,322	D	\$ 27.25	537,728 D
						<u>(2)</u>	

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

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(9-02)

**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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option <u>(3)</u>	\$ 8.74	10/01/2010		M	17,500	<u>(4)</u> 03/01/2015	Class A Common Stock	17,500
Stock Option <u>(3)</u>	\$ 11.34	10/01/2010		M	32,500	<u>(5)</u> 03/01/2016	Class A Common Stock	32,500
Stock Option <u>(3)</u>	\$ 15.1	10/01/2010		M	27,500	<u>(6)</u> 03/01/2017	Class A Common Stock	27,500
Stock Option <u>(3)</u>	\$ 17.24	10/01/2010		M	27,500	<u>(7)</u> 03/01/2018	Class A Common Stock	27,500
Stock Option <u>(3)</u>	\$ 16.1	10/01/2010		M	15,000	<u>(8)</u> 04/01/2019	Class A Common Stock	15,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BANFIELD CAROLE J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310			EVP-Info Svc and GovtRelations	

## Signatures

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

10/05/2010

\_\_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) Sale in the Issuer's public offering.

(2) Public offering price.

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

(4) Immediately.

(5) 16,250 shares of Class A Common Stock underlying the Stock Option were immediately exercisable. The remaining 16,250 shares underlying the Stock Option became exercisable on 3/1/2010.

(6) 13,750 shares of Class A Common Stock underlying the Stock Option were immediately exercisable and 13,750 shares of Class A Common Stock underlying the Stock Option became exercisable on 3/1/2010. The remaining 13,750 shares underlying the Stock Option will become exercisable on 3/1/2011.

(7) 13,750 shares of Class A Common Stock underlying the Stock Option were immediately exercisable and 13,750 shares of Class A Common Stock underlying the Stock Option became exercisable on 3/1/2010. The remaining 27,500 shares underlying the Stock Option will become exercisable as follows: 13,750 shares on 3/1/2011, and 13,750 shares on 3/1/2012.

(8) 15,000 shares of Class A Common Stock underlying the Stock Option became exercisable on 4/1/2010. The remaining 45,000 shares underlying the Stock Option will become exercisable as follows: 15,000 shares on 4/1/2011, 15,000 shares on 4/1/2012, and 15,000 shares on 4/1/2013.

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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