

McCarthy Vincent de P.  
Form 3  
December 21, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol          |
| Â McCarthy Vincent de P.                  | (Month/Day/Year)                     | Verisk Analytics, Inc. [VRSK]                        |
| (Last) (First) (Middle)                   | 12/16/2009                           |  |
|   |                                      | 4. Relationship of Reporting Person(s) to Issuer     |
|   |                                      | 5. If Amendment, Date Original Filed(Month/Day/Year) |

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

(Street)

JERSEY CITY, NJ 07310-1686

(City) (State) (Zip)

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
SVP, Corporate Dev. & Strategy

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

**Table I - Non-Derivative Securities Beneficially Owned**

|                                    |  |   |  |
|------------------------------------|--|---|--|
| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|

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

SEC 1473 (7-02)

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

|   |   |  |  |   |  |
|---|---|--|--|---|--|
| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|   | Date Exercisable      Expiration Date                       | Title      Amount or Number of   |  |   |  |

| Stock Option <sup>(1)</sup> | Â <sup>(2)</sup> | 10/06/2019 | Class A<br>Common<br>Stock | Shares<br>75,000 | \$ 22 | or Indirect<br>(I)<br>(Instr. 5) |   |
|-----------------------------|------------------|------------|----------------------------|------------------|-------|----------------------------------|---|
|                             |                  |            |                            |                  |       | D                                | Â |
|                             |                  |            |                            |                  |       |                                  |   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                  |       |
|--|---------------|-----------|----------------------------------|-------|
|  | Director      | 10% Owner | Officer                          | Other |
| McCarthy Vincent de P.<br>C/O VERISK ANALYTICS, INC.<br>545 WASHINGTON BOULEVARD<br>JERSEY CITY, NJ 07310-1686 | Â             | Â         | Â SVP, Corporate Dev. & Strategy | Â     |

## Signatures

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

12/21/2009

Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Stock option granted under the Issuer's 2009 Equity Incentive Plan.
- (2) This stock option is subject to the following vesting schedule: 18,750 shares will vest on 10/06/2010, 18,750 shares will vest on 10/06/2011, 18,750 shares will vest on 10/06/2012, and 18,750 shares will vest on 10/06/2013.

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.