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 or Section 30(h) of the Investment Company Act of 1940

e Response	s)															
1. Name and Address of Reporting Person* Rushing Coretha M				2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.				3. Date of Earliest Transaction (Month/Day/Year) 02/08/2011							X Officer (give title below) Other (specify below) Chief HR Officer					
(Street) ATLANTA, GA 30309				4. If Amendment, Date Original Filed(Month/Day/Year)							6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting PersonForm filed by More than One Reporting Person					
(City) (State) (Zip)				Table I - Non-Derivative Securities Acqu							ired, Disposed of, or Beneficially Owned					
(Instr. 3) Date		2. Transaction Date (Month/Day/Year)	any		if C	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)			ollowing (s)	Ownership Form: Direct (D)	Beneficial Ownership
						Code	v	Amoun	(A) or (D)	Price				(I) (Instr. 4)		(Instr. 4)
Stock		02/08/2011				F		3,958 (1)	D	\$ 37	48,	112	12		D	
Common Stock							190				I	By 401(k)				
						Acquire	conta the fo	ained ir orm dis sposed o	this for plays a	rm are curre reficial	e not ently lly O	requ valid	ired to res	spond unle	ss	1474 (9-02)
2. Conversion or Exercise Price of Derivative Security	Date	n 3A. Deemed Execution Day any	te, if Co	ansactio	5. Num of Der Sec Acc (A) Dis of (Ins	mber rivative curities quired or posed D) str. 3,	6. Da and F (Mon	tte Exerc Expiratio tth/Day/	isable n Date Year)	7. T Amo Und Sect (Ins: 4)	An or	of ng s and		Derivative Securities Beneficially Owned Following Reported	Owners Form of Derivati Security Direct (I or Indirects)	Beneficia Ownersh (Instr. 4)
	d Address of Coretha M ACHTREF CA, GA 30 ecurity Stock Stock Report on a s Conversion or Exercise Price of Derivative	ACHTREE STREET, (Street) CA, GA 30309 (State) Stock Stock Stock Report on a separate line for conversion or Exercise Price of Derivative	ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) 2. Transaction Date (Month/Day/Year) Stock Report on a separate line for each class of secur Table II - I (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 2. Conversion or Exercise Price of Derivative ACHTREE STREET, N.W. (Middle) (Zip) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. A. Deemed Execution Data any (Month/Day/Year)	2. Issue EQUID (First) (Middle) 3. Date 02/08/ (CHTREE STREET, N.W. (Street) 4. If An Ozymer Achieve (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Date (Month/Day/Year) 4. If An Ozymer Achieve (Month/Day/Year) 3. Date (Month/Day/Year) 4. If An Ozymer Achieve (Month/Day/Year) 4. If An Ozym	Coretha M Coretha M	2. Issuer Name and EQUIFAX INC [(First) (Middle) (Street) 3. Date of Earliest Tro 02/08/2011 (Street) 4. If Amendment, Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Table II - Derivative Securities beneficially owner (e.g., puts, calls, warrs 2. (e.g., puts, calls, warrs 2. (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrs 2. (e.g., puts, calls, warrs 2. (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrs 2. (e.g., puts, calls, warrs 2. (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Derivative Securities Denetically owner (e.g., puts, calls, warrs 2. (Month/Day/Year) 3. Derivative Securities Denetically owner (Month/Day/Year) 3. Derivative Securities Denetically owner (e.g., puts, calls, warrs 2. (e.g., puts, calls, w	2. Issuer Name and Ticker of EQUIFAX INC [EFX] (First) (Middle) 3. Date of Earliest Transaction 02/08/2011 (Street) 4. If Amendment, Date Origin (Street) 2A. Deemed Execution Date, if (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Listr. 8) Stock 02/08/2011 F Stock 1 Derivative Securities Acquire (e.g., puts, calls, warrants, op (Month/Day/Year)) 3. Date of Earliest Transaction Date (e.g., puts, calls, warrants, op (Listr. 8) (Instr. 8) (Instr. 8)	2. Issuer Name and Ticker or Tra EQUIFAX INC [EFX] (Street) (Street) (Street) (State) (Zip) (Zip) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Instr. 8) Code V Stock (Activation Date (Instr. 8) Stock (Activation Date (Instr. 8) Code (Instr. 8) Code V Stock (Activation Date (Instr. 8) Code (Instr. 8) Code (Instr. 8) Code (Instr. 8) Code V Stock (Activation Date (e.g., puts, calls, warrants, options, and for Exercise Price of Derivative Security (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 8) Date Or Exercise Price of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Or Disposed of (D) (Instr. 3, 4, and 5)	Address of Reporting Person 2 Coretha M (First) (Coretha M (Street) (Street) (Street) (A. GA 30309 (State) (Zip) (Zip) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Code V Amount Amo	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] ACHTREE STREET, N.W. (Street) (Street) (Strate) (Strate) (Strate) (Strate) (Strate) (Strate) (Strate) (Strate) (Street) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) Stock (A) or Disposed (Instr. 8) (D) (Instr. 3, 4 and 5) (A) or Code V Amount (A) or Code (Instr. 8) (D) (Instr. 3, 4 and 5) (A) or Disposed of, or Ber (e.g., puts, calls, warrants, options, convertible security Securities (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 8) (D)	Address of Reporting Person* Coretha M Core	Address of Reporting Person Coretha M Coretha M	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] S. Relation Direct Department of EQUIFAX INC [EFX] S. Relation Direct NCHTREE STREET, N.W. 3. Date of Earliest Transaction (Month/Day/Year) O2/08/2011 4. If Amendment, Date Original Filed(Month/Day/Year) O2/08/2011 5. Report to the Code (Month/Day/Year) O2/08/2011 S. Amount (A) or Disposed of (Instr. 3, 4 and 5) O2/08/2011 Stock O2/08/2011 F O2/08/2011 F O2/08/2011 F O2/08/2011 F O2/08/2011 Stock O2/08/2011 F O2/08/2011 O2/08/2011	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 5. Relationship of Reported M CHTREE STREET, N.W. 02/08/2011 3. Date of Earliest Transaction (Month/Day/Year) 4. If Amendment, Date Original Filed(Month/Day/Year) 6. Individual or Joint/A	Address of Reporting Person Coretha M Coret	A address of Reporting Person.* 2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 5. Relationship of Reporting Person(s) to Issue (Check all applicable) 5. Check al

Reporting Owners

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Rushing Coretha M 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Chief HR Officer				

Signatures

Kathryn J. Harris as Attorney-in-Fact	02/09/2011
**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) Shares withheld to satisfy tax withholding obligations upon 100% vesting of restricted stock units granted 2/8/2008.

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.