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

pe Response	s)														
1. Name and Address of Reporting Person* Loughran Joseph Michael III			2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)Director10% 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) Pres-Per Inf Sol				
(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 Person Form filed by More than One Reporting Person					
(City) (State) (Zip)				Table I - Non-Derivative Securities Acqu						lired, Disposed of, or Beneficially Owned					
(Instr. 3) Dat		2. Transaction Date (Month/Day/Year)	any		f Code (Instr. 8)				of	Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Ownership Form: Direct (D)	Beneficial Ownership		
					С	ode	V	Amoun	(A) or (D)	Price				or Indirect (Instr. 4) (I) (Instr. 4)	
Stock		02/08/2011				F		3,329 (1)			30,780			D	
Common Stock										293			I	By 401(k)	
report on a c	reparate fine to	Table II - 1	Derivative	e Securit	ies Ac	quire	Personta the fo	ons wh ained ir orm dis sposed o	o responding this for plays a off, or Ben	m are curre eficial	not requesting ntly valid	uired to res	spond unle	ss	1474 (9-02)
2	3 Transaction		 	calls, wa							itle and	8 Price of	9 Number o	of 10	11. Natu
1	Date	Execution Da Year) any	te, if Trai	f Transaction Nun Code of (Instr. 8) Deri Sect Acq (A) Disp of (I		Number and (Mo Derivative Securities Acquired		Expiration Date		Amo Und Secu	ount of erlying urities			Owners Form of Derivat Security Direct (or Indir	hip of Indire Beneficiative Ownersh (Instr. 4)
					4, and	15)									
	nd Address of n Joseph M TA, GA 30 Security Security 2. Conversion or Exercise Price of Derivative	nd Address of Reporting Per n Joseph Michael III (First) ACHTREE STREET, 1 (Street) TA, GA 30309 (State) Security 2. Conversion of Exercise Price of Derivative Address of Reporting Per n Joseph Michael III (First) (Street) (Street) (Street) (State) (State) (State) (State) (State) (Augustian Stock 3. Transaction Date (Month/Day/Nor	nd Address of Reporting Person in Joseph Michael III (a) (First) (Middle) ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) (Zip) Security 2. Transaction Date (Month/Day/Year) 1. Stock 02/08/2011 1. Stock	2. Issue EQUIF In Joseph Michael III EQUIF (First) (Middle) ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) 2. Transaction Date (Month/Day/Year) A Stock Report on a separate line for each class of securities benefit in Stock Table II - Derivative 2. Transaction Date Execution And Middle) 3. Date of O2/08/2 4. 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If Amendment, Date Original Filed(Month/Day/Year) O2/08/2011 5. Relationship of Reporting Person (Check all applic Director 2 Code (Press-Per Int S Code (Instr. 8)) O3/08/2011 1. If Amendment, Date Original Filed(Month/Day/Year) O3/08/2012 2. Transaction Date (Month/Day/Year) O4/08/2011 2. Transaction Date (Month/Day/Year) O5/08/2011 2. Transaction Date (Instr. 8) O2/08/2011 2. Transaction Date (Instr. 8) O2/08/2011 3. Transaction (A) or Disposed of (Instr. 8) O2/08/2011 4. Securities Acquired (A) or Disposed of (Instr. 3 and 4) O2/08/2011 F	Address of Reporting Person - 10 Joseph Michael III

Reporting Owners

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Loughran Joseph Michael III 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres-Per Inf Sol				

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.