

Jones Scott Alan  
Form 3  
March 12, 2012

**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 Jones Scott Alan		(Month/Day/Year)	State Auto Financial CORP [STFC]	
(Last)	(First)	(Middle)	03/02/2012	
518 EAST BROAD STREET			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
COLUMBUS,Â OHÂ 43215			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Vice President	

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

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Shares without par value	262.949	D	Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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

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

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				Shares		(I) (Instr. 5)	
Employee Stock Option (Right to Buy) NQ	05/03/2008 <sup>(1)</sup>	05/02/2017	Common Shares	1,063	\$ 29.53	D	Â
Employee Stock Option (Right to Buy) NQ	03/06/2009 <sup>(1)</sup>	03/05/2018	Common Shares	790	\$ 25.81	D	Â
Employee Stock Option (Right to Buy) NQ	03/05/2010 <sup>(1)</sup>	03/04/2019	Common Shares	800	\$ 14.49	D	Â
Employee Stock Option (Right to Buy) NQ	03/04/2011 <sup>(1)</sup>	03/03/2020	Common Shares	1,356	\$ 18.78	D	Â
Employee Stock Option (Right to Buy) NQ	03/03/2012 <sup>(1)</sup>	03/02/2021	Common Shares	1,636	\$ 17.03	D	Â
Employee Stock Option (Right to Buy) NQ	03/01/2013 <sup>(1)</sup>	02/28/2022	Common Shares	3,721	\$ 13.53	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jones Scott Alan 518 EAST BROAD STREET COLUMBUS, OH 43215	Â	Â	Â Vice President	Â

## Signatures

/s/ Scott A. Jones by James A. Yano, attorney in fact, per POA  
attached

03/12/2012

\_\_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) The options vest in three equal annual installments from date of grant.

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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