

FORM 4
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16.
Form 4 or Form 5 obligations may continue.

1. Name and Address of Reporting Person(s)
Henkel, Keith J.
1 Information Way
Little Rock, AR 72202
2. Issuer Name and Ticker or Trading Symbol
Acxiom Corporation (ACXM)
3. I.R.S. Identification Number of Reporting Person, if an entity (Voluntary)
4. Statement for Month/Year
08/02
5. If Amendment, Date of Original (Month/Year)
6. Relationship of Reporting Person(s) to Issuer (Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
Solutions and Products Leader
7. 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 Acquired, Disposed of, or Beneficially Owned

1) Title of Security	2) Trans- action Date (Month/ Day/Year)	3. Trans- action Code Code V	4. Securities Acquired(A) or Disposed of (D) A D Price	5) Amount of Securities Beneficially Owned at End of Month	6) D or I	7) Nature of Indirect Beneficial Ownership
Common Stock, \$.10 Par Value	05/07/02	J	20.2518 (1) A \$14.1355		D	Direct
Common Stock, \$.10 Par Value	06/07/02	J	20.3203 (1) A \$15.1130		D	Direct
Common Stock, \$.10 Par Value	07/05/02	J	20.6572 (1) A \$14.8665		D	Direct
Common Stock, \$.10 Par Value	08/07/02	J	22.7802 (1) A \$13.4810	487.9240	D	Direct
Common Stock, \$.10 Par Value				524.3930	I	by Managed Account 1

Table II (PART 1) Derivative Securities Acquired, Disposed of, or Beneficially Owned (Columns 1 through 6)

1) Title of Derivative Security	2) Conversion or Exercise Price of Derivative Security	3) Trans- action Date	4) Trans- action Code Code V	5) Number of Derivative Securities Acquired (A) or Disposed of (D) A D	6) Date Exercisable and Expiration Date Exercisable Expiration
Non-Qualified Stock Option (right to buy)	\$16.3500	08/07/02	J	5,468.0000	(2) 08/07/17
Non-Qualified Stock Option (right to buy)	\$20.4380	08/07/02	J	2,853.0000	(2) 08/07/17
Non-Qualified Stock Option (right to buy)	\$24.5250	08/07/02	J	2,966.0000	(2) 08/07/17

Table II (PART 2) Derivative Securities Acquired, Disposed of, or Beneficially Owned (Columns 1,3 and 7 through 11)

1) Title of Derivative Security	3) Trans- action Date	7) Title and Amount of Underlying Securities Title	8) Price of Deri- vative Security Amount or Number of Shares	9) Number of Derivative Securities Beneficially Owned at End of Month	10) D or I	11) Nature of Indirect Beneficial Ownership
Non-Qualified Stock Option (right to buy)	08/07/02	Common Stock, \$.10 Par Value	5,468.0000	5,468.0000	D	Direct
Non-Qualified Stock Option (right to buy)	08/07/02	Common Stock, \$.10 Par Value	2,853.0000	2,853.0000	D	Direct
Non-Qualified Stock Option (right to buy)	08/07/02	Common Stock, \$.10 Par Value	2,966.0000	2,966.0000	D	Direct

Explanation of Responses:

- (1)
These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.
- (2)
This option vests incrementally over a 6-year period. Date of grant is 8/7/02.

SIGNATURE OF REPORTING PERSON

/S/ By: Catherine L. Hughes

For: Attorney-in-fact for Keith J. Henkel

DATE: 09/09/02