

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-C

Report by Issuer of Securities Quoted on NASDAQ Inter-Dealer Quotation System Filed Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934 and Rules 13a-17 or 15d-17 thereunder

Acxiom Corporation
(Exact Name of Issuer as Specified in Charter)

301 Industrial Boulevard, Conway, AR 72032
(Address of Principal Executive Offices)

(501) 336-1000
(Issuer's Telephone Number, Including Area Code)

I. CHANGE IN NUMBER OF SHARES OUTSTANDING

Indicate any change (increase or decrease) of 5% or more in the number of shares outstanding:

1. Title of Security: Common Stock, \$.10 par value
2. Number of shares outstanding before the change: 11,170,398*
3. Number of shares outstanding after the change: 22,340,796*
4. Effective date of change: January 10, 1995
5. Method of Change: Stock split

Specify method (such as merger, acquisition, exchange, distribution, stock split, reverse split, acquisition of stock for treasury, etc.)

Give brief description of transaction: Two-for-one stock split effected as a stock dividend

II. CHANGE IN NAME OF ISSUER N/A

1. Name prior to change -----
2. Name after change -----
3. Effective date of charter amendment changing name -----
4. Date of shareholder approval of change, if required -----

Date: January 18, 1995

Catherine L. Hughes

Catherine L. Hughes, Secretary
(Officer's Signature and Title)

*These amounts reflect the total shares outstanding immediately prior to and immediately following the stock split.