FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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	ss of Reporting Perso		2. Issuer Name and Ticker or Trading Symbol <u>ACXIOM CORP</u> [ACXM]		tionship of Reporting Per (all applicable) Director	10% Owner
	(First) CLARTY ASSOC		3. Date of Earliest Transaction (Month/Day/Year) 02/04/2004		Officer (give title below)	Other (specify below)
(Street) WASHINGTON		E, NW, SUITE 450	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line) X	ridual or Joint/Group Filin Form filed by One Rep Form filed by More tha Person	orting Person
(City)	(State)	(Zip)				

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Transaction Code (Instr.		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock, \$.10 Par Value	02/04/2004		J		2 ,0 54 ⁽¹⁾	Α	\$18.64	10,495	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		5. Number Derivativ Securitie Acquired or Dispos of (D) (In 3, 4 and 5	e Expiration Date Amou s (Month/Day/Year) Securi Under Sed Deriva str. (Instr.		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Non- Qualified Stock Option (right to buy) ⁽²⁾	\$18.64	02/04/2004		A		2,500 ⁽³⁾		(4)	02/03/2016	Common Stock, \$.10 Par Value	2,500	\$0	2,500	D	

Explanation of Responses:

1. 2000 of these shares were issued to the reporting person as part of his annual retainer as a member of the registrant's Board of Directors, and the remainder were issued as compensation for attendance at a board meeting.

2. This option has a tandem tax withholding right.

3. This option was granted pursuant to the Registrant's Amended and Restated Key Employee Stock Option Plan, originally adopted in 1983 and most recently amended in May, 2000, as part of the reporting person's annual retainer as a member of the registrant's Board of Directors.

4. This option, which has a term of twelve years, becomes exercisable in three equal annual installments beginning on the first anniversary of the grant date.

By: Catherine L. Hughes,	
Attorney-in-Fact For: Thomas	<u>02/06/2004</u>
<u>F. McLarty III</u>	

** Signature of Reporting Person Date

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

* 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).

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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