

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person * MORGAN CHARLES D (Last) (First) (Middle) 1 INFORMATION WAY (Street) LITTLE ROCK AR 72202 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol ACXIOM CORP [ACXM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) President/Company Leader
	3. Date of Earliest Transaction (Month/Day/Year) 10/15/2004	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

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)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$.10 Par Value	10/15/2004		M		29,430	A	\$12.405	3,257,411	D	
Common Stock, \$.10 Par Value	10/15/2004		M		6,000	A	\$15.7	3,263,411	D	
Common Stock, \$.10 Par Value	10/15/2004		M		4,028	A	\$11.5	3,267,439	D	
Common Stock, \$.10 Par Value	10/15/2004		M		20,796	A	\$13.325	3,288,235	D	
Common Stock, \$.10 Par Value	10/15/2004		M		39,772	A	\$11.14	3,328,007	D	
Common Stock, \$.10 Par Value								1,628	I	by Family Ltd Prtshp
Common Stock, \$.10 Par Value								51,653.2023	I	by Managed Account 1
Common Stock, \$.10 Par Value								6,345.8429	I	by Managed Account 2
Common Stock, \$.10 Par Value								103,195	I	by Spouse

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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 Transaction(s) (Instr. 4)	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
Non-Qualified Stock Option (right to buy)	\$11.14	10/15/2004		M			39,772	(I)	10/02/2016	Common Stock, \$.10 Par Value	39,772	\$0	17,043	D	
Non-Qualified Stock Option (right to buy)	\$11.5	10/15/2004		M			4,028		04/01/2002 04/02/2016	Common Stock, \$.10 Par Value	4,028	\$0	0	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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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 Transaction(s) (Instr. 4)	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					
Non-Qualified Stock Option (right to buy)	\$12.405	10/15/2004		M			29,430	(2)	01/23/2006		Common Stock, \$.10 Par Value	29,430	\$0	3,714	D	
Non-Qualified Stock Option (right to buy)	\$13.325	10/15/2004		M			20,796		04/01/2002	04/11/2016	Common Stock, \$.10 Par Value	20,796	\$0	0	D	
Non-Qualified Stock Option (right to buy)	\$15.7	10/15/2004		M			6,000		05/28/1997	05/28/2012	Common Stock, \$.10 Par Value	6,000	\$0	27,545	D	

Explanation of Responses:

- 25% of this option vested on the date of grant. 25% vested on 7/2/02. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.
- This option vests incrementally over a 9-year period. Date of grant is 1/24/96.

By: Catherine L. Hughes,
Attorney-in-Fact For: Charles 10/18/2004
D. Morgan

** 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.

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 Number.