

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Post-Effective
Amendment No. 1
to
FORM S-8
REGISTRATION STATEMENT UNDER
THE SECURITIES ACT OF 1933

ACXIOM CORPORATION
(Exact name of Registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

71-0581897
(I.R.S. Employer
Identification Number)

P. O. Box 8180, 1 Information Way
Little Rock, Arkansas 72203-8180
(501) 342-1000
(Address, including zip code, and telephone number of
principal executive offices)

2000 ASSOCIATE STOCK OPTION PLAN
OF ACXIOM CORPORATION
(Full title of the plan)

Charles D. Morgan
Chairman of the Board and President
(Company Leader)
Acxiom Corporation
P. O. Box 8180, 1 Information Way
Little Rock, Arkansas 72203-8180
(501) 342-1000
(Name and address, including zip code, and telephone number,
including area code, of agent for service)

Copies of all correspondence to:

Jeffrey J. Gearhart
Kutak Rock LLP
425 West Capitol Avenue
Suite 1100
Little Rock, Arkansas 72201
(501) 975-3000

CALCULATION OF REGISTRATION FEE

Title of Securities to be Registered	Amount To Be Registered	Proposed Maximum Offering Price Per Share	Proposed Maximum Aggregate Offering Price	Amount of Registration Fee
Common Stock, \$.10 Par Value(1)	2,900,000(2)	\$12.74	\$36,946,000	\$9,236.50(3)

(1) Preferred Stock Purchase Rights of Acxiom Corporation ("Acxiom") are attached to and trade with the Acxiom Common Stock.

(2) Pursuant to Rule 416(c) under the Securities Act of 1933, this registration statement also covers an indeterminate number of additional shares that may become subject to the 2000 Associate Stock Option Plan of Acxiom Corporation as a result of anti-dilution provisions of the plan.

(3) The registration fee has been computed in accordance with paragraphs (c) and (h) of Rule 457, based upon the average of the reported high and low sales prices of shares of Acxiom Common Stock on Nasdaq on August 23, 2001.

INCORPORATION OF PREVIOUS REGISTRATION STATEMENT BY REFERENCE

The contents of the previous Registration Statement on Form S-8, Registration No. 333-57470, previously filed with the Securities and Exchange Commission by Acxiom Corporation ("Acxiom") are incorporated herein by this reference.

REGISTRATION OF ADDITIONAL SECURITIES

Acxiom has previously registered an aggregate 6,500,000 shares of its Common Stock, \$0.10 par value, issuable under the 2000 Associate Stock Option Plan of Acxiom Corporation (the "Plan"). On August 8, 2001, the stockholders of Acxiom approved an amendment to the Plan, increasing the number of shares of Common Stock issuable thereunder from 6,500,000 to 9,400,000. This Registration Statement is being filed pursuant to General Instruction E to Form S-8 to register such additional shares issuable under the Plan.

PART II

INFORMATION REQUIRED IN THE REGISTRATION STATEMENT

Item 8. Exhibits.

- 5.1 Opinion of Kutak Rock LLP as to the legality of the shares being registered (filed herewith).
- 23.1 Consent of Kutak Rock LLP (included in the opinion filed as Exhibit 5.1 herewith).
- 23.2 Consent of KPMG LLP (filed herewith).
- 23.3 Consent of Arthur Andersen LLP (filed herewith).
- 24.1 Powers of Attorney*.

* Previously filed.

SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, the Registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8 and has duly caused this Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Little Rock, State of Arkansas, on August 29, 2001.

ACXIOM CORPORATION

By: /s/ Catherine L. Hughes

Catherine L. Hughes
Secretary and Corporate Counsel

Pursuant to the requirements of the Securities Act of 1933, this Registration Statement has been signed below by the following persons in the capacities indicated, on August 29, 2001:

Signature	Title
/s/ Dr. Ann Hayes Die ----- (Dr. Ann Hayes Die)	Director
/s/ William T. Dillard II ----- (William T. Dillard II)	Director
/s/ Harry C. Gambill ----- (Harry C. Gambill)	Director
/s/ Rodger S. Kline ----- (Rodger S. Kline)	Director and Company Operations Leader (Principal Financial Officer)
/s/ Thomas F. (Mack) McLarty, III ----- (Thomas F. (Mack) McLarty, III)	Director
/s/ Charles D. Morgan ----- (Charles D. Morgan)	Chairman of the Board and Company Leader (Principal Executive Officer)

/s/ Stephen M. Patterson

Director

(Stephen M. Patterson)

/s/ Caroline Rook

Financial Operations Leader
(Principal Accounting Officer)

(Caroline Rook)

/s/ James T. Womble

Director and Division Leader

(James T. Womble)

*By: /s/ Catherine L. Hughes

(Catherine L. Hughes, Attorney-in-Fact)

INDEX TO EXHIBITS

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	* Previously filed

August 29, 2001

Acxiom Corporation
1 Information Way
P. O. Box 8180
Little Rock, Arkansas 72203 - 8180

Re: REGISTRATION ON FORM S-8 OF SHARES OF COMMON STOCK PAR VALUE \$.10 PER SHARE, OFFERED
PURSUANT TO THE 2000 ASSOCIATE STOCK OPTION PLAN OF ACXIOM CORPORATION

Ladies and Gentlemen:

We are acting as counsel to Acxiom Corporation, a Delaware corporation (the "Company") in connection with the registration under the Securities Act of 1933, as amended, of up to 2,900,000 additional shares (the "Shares") of common stock, par value \$.10 per share, of the Company issuable under the 2000 Associate Stock Option Plan of Acxiom Corporation (the "Plan").

We have examined such documents, records, and matters of law as we have deemed necessary for purposes of this opinion. Based on such examination and on the assumptions set forth below, we are of the opinion that the Shares to be offered and sold, when issued and delivered in accordance with the terms and provisions of the Plan, against receipt of the consideration provided for therein, will be validly issued, fully paid, and nonassessable.

In rendering this opinion, we have (i) assumed and have not independently verified (a) the due authorization, execution and delivery of the Plan, (b) that all signatures on all certificates and other documents examined by us are genuine, and that, where any such signature purports to have been made in a corporate, governmental or other capacity, the person who affixed such signature to such certificate or other document had authority to do so, and (c) the authenticity of all documents submitted to us as originals and the conformity to original documents of all documents submitted to us as copies and (ii) as to certain factual matters, relied upon certificates of public officials and of the Company and its officers and have not independently checked or verified the accuracy of the factual statements contained therein. In addition, our examination of matters of law has been limited to the General Corporation Law of the State of Delaware and the federal laws of the United States of America, in each case in effect on the date hereof.

We hereby consent to the filing of this opinion as Exhibit 5.1 to the Registration Statement.

Very truly yours,

/s/ Kutak Rock LLP

CONSENT OF KPMG LLP

Independent Auditors' Consent

To the Board of Directors of
Acxiom Corporation:

We consent to the incorporation by reference in the registration statement on Form S-8 of Acxiom Corporation of our reports dated May 2, 2000, relating to the consolidated balance sheets of Acxiom Corporation and subsidiaries as of March 31, 2000, and the related consolidated statements of operations, stockholders' equity and cash flows and financial statement schedule for each of the years in the two-year period ended March 31, 2000, which reports appear in the March 31, 2001 annual report on Form 10-K of Acxiom Corporation.

/s/ KPMG LLP

Dallas Texas
August 29, 2001

CONSENT OF ARTHUR ANDERSEN LLP

Independent Auditors' Consent

To the Board of Directors of
Acxiom Corporation:

As independent public accountants, we hereby consent to the incorporation by reference in this registration statement of our report dated May 11, 2001 incorporated by reference in Acxiom Corporation's Form 10-K for the year ended March 31, 2001 and to all references to our Firm included in this registration statement.

/s/ ARTHUR ANDERSEN LLP

Little Rock, Arkansas
August 29, 2001