

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)
Horton, J. Edward
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
[X] Officer (give title below) [] Other (specify below)
Company Marketing Leader

7. Individual or Joint/Group Filing (Check Applicable Line)

[X] 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) Transaction Date (Month/Day/Year)	3) Transaction Code	4) Securities Acquired or Disposed of (A) Amount	5) Amount of Securities Acquired (A) or Disposed of (D) Price	6) Amount of Securities Beneficially Owned at End of Month	7) Nature of Indirect or Beneficial Ownership
Common Stock, \$.10 Par Value	04/10/02	J	49.0246 (1)	A \$14.5690		D Direct
Common Stock, \$.10 Par Value	05/07/02	J	54.6723 (1)	A \$14.1355		D Direct
Common Stock, \$.10 Par Value	06/07/02	J	51.1361 (1)	A \$15.1130		D Direct
Common Stock, \$.10 Par Value	07/05/02	J	51.9840 (1)	A \$14.8665		D Direct
Common Stock, \$.10 Par Value	08/07/02	J	57.3266 (1)	A \$13.4810	9,765.9317	D Direct
Common Stock, \$.10 Par Value					1,838.7100	I by Managed Account 1
Common Stock, \$.10 Par Value	08/30/02	P	0.8030 (2)	A \$17.6500		I by Managed Account 2
Common Stock, \$.10 Par Value	08/30/02	P	7.5740 (3)	A	55.4360	I by Managed Account 2

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) Transaction Date	4) Transaction Code	5) Number of Derivative Securities Acquired (A) or Disposed of (D)	6) Date Exercisable and Expiration Date
Non-Qualified Stock Option (right to buy)	\$16.3500	08/07/02	J	21,077.0000	(4) 08/07/17
Non-Qualified Stock Option (right to buy)	\$20.4380	08/07/02	J	11,000.0000	(4) 08/07/17
Non-Qualified Stock Option (right to buy)	\$24.5250	08/07/02	J	11,433.0000	(4) 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) Transaction Date	7) Title and Amount of Underlying Securities	8) Price of Derivative Security	9) Number of Derivative Securities Beneficially Owned at End of Month	10) Nature of Indirect or Beneficial Ownership
Non-Qualified Stock Option (right to buy)	08/07/02	Common Stock, \$.10 Par Value	21,077.0000	21,077.0000	D Direct
Non-Qualified Stock Option (right to buy)	08/07/02	Common Stock, \$.10 Par Value	11,000.0000	11,000.0000	D Direct
Non-Qualified Stock Option (right to buy)	08/07/02	Common Stock, \$.10 Par Value	11,433.0000	11,433.0000	D Direct

Explanation of Responses:

(1) These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.

(2) On September 3, 2002, the issuer was notified by the administrator of the Acxiom Corporation Non-Qualified Deferred Compensation Plan (the "Plan") (a non-tax-conditioned supplemental retirement plan) that these shares of the issuer's common stock had been contributed to the account of the reporting person on August 30, 2002 as the issuer's matching contribution made in accordance with the terms of the Plan.

(3) These shares were acquired through the Plan since the beginning of the issuer's fiscal year.

(4)

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: J. Edward Horton