

CARROLL RICHARD B  
Form 5  
May 16, 2005

**FORM 5**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).  
Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person \*  
**CARROLL RICHARD B**  
  
(Last) (First) (Middle)

2. Issuer Name and Ticker or Trading Symbol  
**ACXIOM CORP [ACXM]**

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
**03/31/2005**

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Strategic Development Leader

1 INFORMATION WAY

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Reporting  
  
(check applicable line)

LITTLE ROCK, AR 72202

Form Filed by One Reporting Person  
 Form Filed by More than One Reporting 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)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D) Amount Price			
Common Stock, \$.10 Par Value	07/02/2004	Â	J	2.8379 <sup>(1)</sup> A \$ 24.8	9,430.6363	D	Â
Common Stock, \$.10 Par Value	09/03/2004	Â	J	3.1735 <sup>(1)</sup> A \$ 22.212	14,433.8098	D	Â
Common Stock,	12/03/2004	Â	J	2.7294 <sup>(1)</sup> A \$ 25.8701	14,436.5392	D	Â

Common Stock, \$0.10 Par Value	03/11/2005	Â	J	3.9653 <sup>(1)</sup>	A	\$ 22,2934	2,317.5345	D	Â
Common Stock, \$0.10 Par Value	03/31/2005	Â	J	264.0953 <sup>(2)</sup>	A	\$ 0	1,389.2668	I	by Managed Account 1
Common Stock, \$0.10 Par Value	Â	Â	Â	Â	Â	Â	218.201	I	by Managed Account 2
Common Stock, \$0.10 Par Value	Â	Â	Â	Â	Â	Â	1,825	I	by Spouse

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

**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 control number.**

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**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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. of D Se B O E Is Fi (I
					(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
CARROLL RICHARD B 1 INFORMATION WAY	Â	Â	Â	Strategic Development Leader	Â

LITTLE ROCK, AR 72202

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Richard B. Carroll

05/16/2005

\_\_\_\_\_  
\*\*Signature of Reporting Person

\_\_\_\_\_  
Date

## Explanation of Responses:

- \* 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).
- (1) These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.
- (2) These shares were acquired during fiscal 2005 under the Company's 401(k) Retirement Savings Plan.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.