

ARBITRON INC
Form 4
October 03, 2007

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
MORRIS STEPHEN B

(Last) (First) (Middle)
142 WEST 57TH STREET
(Street)

NEW YORK, NY 10019

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ARBITRON INC [ARB]

3. Date of Earliest Transaction (Month/Day/Year)
10/01/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman, President and CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 (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 Ownership (Instr. 4)
			Code	V	Amount (A) or Price (D)		
Common Stock	10/01/2007		M		6,724 A \$ 32.86	117,105	D
Common Stock	10/01/2007		S ⁽¹⁾		224 D \$ 45.49	116,881	D
Common Stock	10/01/2007		S ⁽¹⁾		100 D \$ 45.54	116,781	D
Common Stock	10/01/2007		S ⁽¹⁾		200 D \$ 45.59	116,581	D
Common Stock	10/01/2007		S ⁽¹⁾		100 D \$ 45.68	116,481	D

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Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.61	116,381	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.66	116,281	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.75	116,181	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	300	D	\$ 45.72	115,881	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.76	115,781	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	300	D	\$ 45.62	115,481	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	300	D	\$ 45.63	115,181	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	200	D	\$ 45.71	114,981	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.64	114,881	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.83	114,781	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.91	114,681	D
Common Stock	10/01/2007	S	100	D	\$ 45.93	114,581	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 45.97	114,481	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 46.08	114,381	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 46.32	114,281	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 46.38	114,181	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	200	D	\$ 46.4	113,981	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	100	D	\$ 46.52	113,881	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	200	D	\$ 46.59	113,681	D
Common Stock	10/01/2007	<u>S</u> ⁽¹⁾	400	D	\$ 46.37	113,281	D
	10/01/2007	<u>S</u> ⁽¹⁾	300	D		112,981	D

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Common Stock						\$ 46.43		
Common Stock	10/01/2007		S ⁽¹⁾	100	D	\$ 46.47	112,881	D
Common Stock	10/01/2007		S ⁽¹⁾	200	D	\$ 46.57	112,681	D
Common Stock	10/01/2007		S ⁽¹⁾	100	D	\$ 46.56	112,581	D
Common Stock	10/01/2007		S ⁽¹⁾	300	D	\$ 46.58	112,281	D

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

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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 Security (Instr. 3 and 4)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
Non-Qualified Stock Option (right to buy)	\$ 32.86	10/01/2007		M	6,724	10/21/1999 10/21/2008	Common Stock	6,724	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MORRIS STEPHEN B 142 WEST 57TH STREET NEW YORK, NY 10019	X		Chairman, President and CEO	

Signatures

/s/ Timothy T. Smith Attorney in Fact for Stephen B.
Morris

10/03/2007

__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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 5, 2006.

Remarks:

This filing is one of two Form 4 filings disclosing the transaction taking place on October 1, 2007 for the above reporting person.

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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