

FARBER ERICA  
Form 3  
September 17, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
FARBER ERICA		(Month/Day/Year)	ARBITRON INC [ARB]	
(Last)	(First)	09/15/2010		
9705 PATUXENT WOODS DRIVE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
COLUMBIA, MD 21046			<input checked="" type="checkbox"/> Director	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input type="checkbox"/> Officer	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			<input type="checkbox"/> 10% Owner	<input type="checkbox"/> Form filed by More than One Reporting Person
			<input type="checkbox"/> Other	
			(give title below)	(specify below)

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	3,106	D	

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title			

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		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	06/30/2001	06/30/2011	Common Stock	925	\$ 24.1	D	Â
Non-Qualified Stock Option (right to buy)	10/01/2001	10/01/2011	Common Stock	1,006	\$ 26.15	D	Â
Non-Qualified Stock Option (right to buy)	01/02/2002	01/02/2012	Common Stock	684	\$ 32.6	D	Â
Non-Qualified Stock Option (right to buy)	04/01/2002	04/01/2012	Common Stock	1,047	\$ 34.66	D	Â
Non-Qualified Stock Option (right to buy)	11/30/2002 <sup>(1)</sup>	05/30/2012	Common Stock	7,000	\$ 37.02	D	Â
Non-Qualified Stock Option (right to buy)	07/01/2002	07/01/2012	Common Stock	738	\$ 30.23	D	Â
Non-Qualified Stock Option (right to buy)	10/01/2002	10/01/2012	Common Stock	780	\$ 35	D	Â
Non-Qualified Stock Option (right to buy)	01/02/2003	01/02/2013	Common Stock	980	\$ 34	D	Â
Non-Qualified Stock Option (right to buy)	03/31/2003	03/31/2013	Common Stock	1,243	\$ 31.7	D	Â
Non-Qualified Stock Option (right to buy)	11/20/2003 <sup>(1)</sup>	05/20/2003	Common Stock	7,000	\$ 32.75	D	Â
Non-Qualified Stock Option (right to buy)	06/30/2003	06/30/2013	Common Stock	1,663	\$ 35.7	D	Â
Non-Qualified Stock Option (right to buy)	09/30/2003	09/30/2013	Common Stock	1,400	\$ 35.3	D	Â
Non-Qualified Stock Option (right to buy)	12/31/2003	12/31/2013	Common Stock	1,184	\$ 41.72	D	Â
Non-Qualified Stock Option (right to buy)	11/17/2004 <sup>(1)</sup>	05/17/2014	Common Stock	7,000	\$ 36.75	D	Â
Non-Qualified Stock Option (right to buy)	06/30/2004	06/30/2014	Common Stock	3,000	\$ 36.52	D	Â
Non-Qualified Stock Option (right to buy)	11/24/2005 <sup>(1)</sup>	05/24/2015	Common Stock	7,000	\$ 41.02	D	Â
Non-Qualified Stock Option (right to buy)	11/24/2006 <sup>(1)</sup>	05/24/2016	Common Stock	7,000	\$ 39.87	D	Â

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Reporting Owners

FARBER ERICA  
9705 PATUXENT WOODS DRIVE    X              
COLUMBIA, MD 21046

## Signatures

/s/ Timothy T. Smith, as Attorney in Fact for Erica  
Farber

09/17/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 options vested on the date of grant and become exercisable in full six months after their date of grant.

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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