

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 | |
| Â FARBER ERICA | | (Month/Day/Year) | ARBITRON INC [ARB] | |
| (Last) | (First) | (Middle) | 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,Â MDÂ 21046 | | | <input checked="" type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| (City) | | | <input type="checkbox"/> Officer | <input type="checkbox"/> Other |
| (State) | | | (give title below) (specify below) | |
| (Zip) | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| | | | <input checked="" type="checkbox"/> Form filed by One Reporting Person | |
| | | | <input type="checkbox"/> Form filed by More than One Reporting Person | |

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 | Â |

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 ⁽¹⁾ | 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 ⁽¹⁾ | 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 ⁽¹⁾ | 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 ⁽¹⁾ | 05/24/2015 | Common Stock | 7,000 | \$ 41.02 | D | Â |
| Non-Qualified Stock Option (right to buy) | 11/24/2006 ⁽¹⁾ | 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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