Henry Vaughan Scott Form 4 April 03, 2012

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

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

may continue.

See Instruction

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Henry Vaughan Scott			2. Issuer Name and Ticker or Trading Symbol ARBITRON INC [ARB]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)		
9705 PATUXENT WOODS DRIVE		S DRIVE	(Month/Day/Year) 04/02/2012	Director 10% OwnerX Officer (give title Other (specify below) EVP, Technology Solutions		
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
COLUMBIA, N	MD 21046		Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tabl	e I - Non-D	D erivative	Secui	rities Acq	uired, Disposed of	f, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securitie Transaction(A) or Disp Code (Instr. 3, 4 (Instr. 8)			d of (D)	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)	
Common Stock	04/02/2012		M	3,000	A	\$ 22.17	23,804.3716	D	
Common Stock	04/02/2012		S <u>(1)</u>	3,000	D	\$ 36.83	20,804.3716	D	
Common Stock	04/02/2012		S <u>(1)</u>	1,000	D	\$ 36.83	19,804.3716	D	
Common Stock							78.4174 <u>(2)</u>	I	401(k) Plan

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

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SEC 1474 (9-02)

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. Transactic Code (Instr. 8)	5. Number on f 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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amou or Numb of Share
Non-Qualified Stock Option (right to buy)	\$ 22.17	04/02/2012		M	3,000	(3)	03/04/2020	Commom Stock	3,00

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Henry Vaughan Scott

9705 PATUXENT WOODS DRIVE COLUMBIA, MD 21046

EVP, Technology Solutions

Signatures

Timothy T. Smith Attorney in Fact for V. Scott Henry

04/03/2012

**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 November 23, 2011.
- (2) Information is as of April 2, 2012.
- (3) The option, representing a right to purchase a total of 20,846 shares, became exercisable in three equal annual installments beginning on March 4, 2011, which was the first anniversary of the date on which the option was granted.

Note: File three copies of this Form, one of which must be manually signed. If space 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.

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