

NOGALES LUIS G
Form 4
May 15, 2012

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 *
NOGALES LUIS G

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)
9705 PATUXENT WOODS DRIVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
05/14/2012

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

COLUMBIA, MD 21046

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Common Stock | 05/14/2012 | | M | A | \$ 7,000 32.75 | 7,000 | D |
| Common Stock | 05/14/2012 | | S ⁽¹⁾ | D | \$ 7,000 35.37 | 0 | D |
| Common Stock | 05/14/2012 | | M | A | \$ 870 30.23 | 870 | D |
| Common Stock | 05/14/2012 | | S ⁽¹⁾ | D | \$ 870 35.37 | 0 | D |
| Common Stock | 05/14/2012 | | M | A | \$ 774 35 | 774 | D |
| | 05/14/2012 | | S ⁽¹⁾ | D | | 0 | D |

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| | | | | | | | | |
|--------------|------------|--|------------------|-------|---|----------|-------|---|
| Common Stock | | | | | | \$ 35.37 | | |
| Common Stock | 05/14/2012 | | M | 1,085 | A | \$ 31.7 | 1,085 | D |
| Common Stock | 05/14/2012 | | S ⁽¹⁾ | 1,085 | D | \$ 35.37 | 0 | D |
| Common Stock | 05/14/2012 | | M | 1,115 | A | \$ 34 | 1,115 | D |
| Common Stock | 05/14/2012 | | S ⁽¹⁾ | 1,115 | D | \$ 35.37 | 0 | D |

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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(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. 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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|-------------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | |
| Non-Qualified Stock Option (right-to-buy) | \$ 32.75 | 05/14/2012 | | M | 7,000 | 11/20/2003 | 05/20/2013 | Common Stock | 7,000 |
| Non-Qualified Stock Option (right-to-buy) | \$ 30.23 | 05/14/2012 | | M | 870 | 07/01/2002 | 07/01/2012 | Common Stock | 870 |
| Non-Qualified Stock Option (right-to-buy) | \$ 35 | 05/14/2012 | | M | 774 | 10/01/2002 | 10/01/2012 | Common Stock | 774 |
| Non-Qualified Stock Option (right-to-buy) | \$ 31.7 | 05/14/2012 | | M | 1,085 | 03/31/2003 | 03/31/2013 | Common Stock | 1,085 |
| Non-Qualified Stock Option | \$ 34 | 05/14/2012 | | M | 1,115 | 01/02/2003 | 01/02/2013 | Common Stock | 1,115 |

(right-to-buy)

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| NOGALES LUIS G 9705 PATUXENT WOODS DRIVE COLUMBIA, MD 21046 | | X | | |

Signatures

/s/ Timothy T. Smith Attorney in Fact for Luis G.
Nogales

05/15/2012

__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 March 12, 2012.

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.