

Henry Vaughan Scott
 Form 4
 March 01, 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 *
 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)
 9705 PATUXENT WOODS DRIVE
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/28/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP, Technology Solutions

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)
			Code	V Amount (A) or (D) Price			
Common Stock	02/28/2012		A	3,443 (1) A \$ 0	20,804.3716	D	
Common Stock					78.4174 (2)	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)

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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)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 33.87	02/28/2012		A	20,765	(3)	02/28/2022			Common Stock	20,765

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	03/01/2012
**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).

On February 8, 2011, the reporting person was granted performance-based restricted stock units, which contain a one-year performance criteria and vest in four equal annual installments commencing on the first anniversary of the date of grant provided that the performance criteria is met. On February 24, 2012, Arbitron Inc. filed its 2011 Form 10-K. On February 28, the Compensation and Human Resources Committee determined that the performance criteria had been met, resulting in one-quarter of the performance-based restricted stock units vesting on February 8, 2012. The award will continue to vest in equal annual installments on February 8, 2013, February 8, 2014, and February 8, 2015, based on continued employment.

(1) Information is as of February 27, 2012.

(2) Represents stock options that will vest in three equal installments commencing on the first anniversary of the 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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