

ARBITRON INC
Form 4
November 05, 2007

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
MORRIS STEPHEN B

(Last) (First) (Middle)

142 WEST 57TH STREET

(Street)

NEW YORK, NY 10019

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
ARBITRON INC [ARB]

3. Date of Earliest Transaction
(Month/Day/Year)
11/01/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

Chairman, President and CEO

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting
Person

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)
Common Stock	11/01/2007		M	V Amount (A) or (D) Price 6,725 A \$ 32.86	117,106	D	
Common Stock	11/01/2007		S ⁽¹⁾	225 D \$ 50.05	116,881	D	
Common Stock	11/01/2007		S ⁽¹⁾	100 D \$ 49.04	116,781	D	
Common Stock	11/01/2007		S ⁽¹⁾	100 D \$ 49.11	116,681	D	
Common Stock	11/01/2007		S ⁽¹⁾	200 D \$ 49.23	116,481	D	

Edgar Filing: ARBITRON INC - Form 4

Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.2	116,381	D
Common Stock	11/01/2007	<u>S</u> (1)	200	D	\$ 49.06	116,181	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.24	116,081	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.39	115,981	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.35	115,881	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.27	115,781	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.28	115,681	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.3	115,581	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.33	115,481	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.31	115,381	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.32	115,281	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.25	155,181	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.22	115,081	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.08	114,981	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 49.26	114,881	D
Common Stock	11/01/2007	<u>S</u> (1)	500	D	\$ 48.79	114,381	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 48.82	114,281	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 48.74	114,181	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 48.85	114,081	D
Common Stock	11/01/2007	<u>S</u> (1)	100	D	\$ 48.86	113,981	D
	11/01/2007	<u>S</u> (1)	400	D		113,581	D

Edgar Filing: ARBITRON INC - Form 4

Common Stock						\$ 48.62		
Common Stock	11/01/2007	S ⁽¹⁾	200	D		\$ 48.76	113,381	D
Common Stock	11/01/2007	S ⁽¹⁾	200	D		\$ 48.69	113,181	D
Common Stock	11/01/2007	S ⁽¹⁾	100	D		\$ 48.68	113,081	D
Common Stock	11/01/2007	S ⁽¹⁾	100	D		\$ 48.65	112,981	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.

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities (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)	\$ 32.86	11/01/2007		M	6,725	10/21/1999	10/21/2008	Common Stock	6,725

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
MORRIS STEPHEN B 142 WEST 57TH STREET NEW YORK, NY 10019	X Chairman, President and CEO

Signatures

/s/ Timothy T. Smith Attorney in Fact for Stephen B.
Morris

11/05/2007

__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 December 5, 2006.

Remarks:

This filing is one of two Form 4 filings disclosing the transaction taking place on November 1, 2007 for the reporting person.

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.