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**Incorporated by Reference**

**Exhibit No.**

**Exhibit Description**

**Form**

**SEC File**

**No.**

**Exhibit**

**Filing Date**

**Filed**

**Herewith**

10.1 Form of Arbitron Inc. 2008 Equity Compensation Plan Non-Statutory Stock Option Agreement      \*31.1 Certification of Chief Executive Officer pursuant to Securities Exchange Act of 1934 Rule 13a-14(a)      \*31.2 Certification of Chief Financial Officer pursuant to Securities Exchange Act of 1934 Rule 13a-14(a)      \*32.1 Certifications of Chief Executive Officer and Chief Financial Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes Oxley Act of 2002      \*101+

The following materials from the Company's Quarterly Report on Form 10-Q for the quarter ended September 30, 2011, formatted in XBRL (eXtensible Business Reporting Language):

(i) Condensed Consolidated Balance Sheets at September 30, 2011 and December 31, 2010;

(ii) Condensed Consolidated Statement of Income for the Three and Nine months Ended September 30, 2011 and 2010;

\*



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Exhibit No.	Exhibit Description	Incorporated by Reference				Filed
		SEC File	Form	No.	Exhibit	
	(iii) Condensed Consolidated Statements of Comprehensive Income for the Three and Nine months Ended September 30, 2011 and 2010;					Herewith
	(iv) Condensed Consolidated Statements of Cash Flows for the Nine months ended September 30, 2011 and 2010; and					Herewith
	(v) Notes to Condensed Consolidated Financial Statements, tagged as block of text.*					Herewith

\* Filed or furnished herewith

+ Pursuant to Rule 406T of Regulation S-T, the Interactive Data Files on Exhibit 101 hereto are deemed not filed or part of a registration statement or prospectus for purposes of Sections 11 or 12 of the Securities Act of 1933, as amended, are deemed not filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and otherwise are not subject to liability under those sections.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned thereunto duly authorized.

**ARBITRON INC.**

By: */s/* RICHARD J. SURRATT  
**Richard J. Surratt**

**Executive Vice President and Chief Financial Officer**  
**(on**  
**behalf of the registrant and as the registrant's principal**  
**financial and principal accounting officer)**

Date: November 3, 2011