



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549-4631

**VIA FACSIMILE AND U.S. MAIL**

January 28, 2010

Sean R. Creamer  
Chief Financial Officer  
Arbitron, Inc.  
9705 Patuxent Woods Drive  
Columbia, Maryland 21046

**RE: Arbitron, Inc.  
Form 10-K for the Year Ended December 31, 2008  
Forms 10-Q for the Periods Ended March 31, 2009, June 30, 2009 and  
September 30, 2009  
Definitive Proxy Statement on Schedule 14A filed April 15, 2009  
File No. 1-1969**

Dear Mr. Creamer:

We have completed our review of your Form 10-K and related filings and have no further comments at this time.

If you have any further questions regarding our review of legal or disclosure matters in your filings, please direct them to Errol Sanderson, Financial Analyst, at (202) 551-3746 or, in his absence, Pamela Long, Assistant Director, at (202) 551-3760. Please contact Ernest Greene, Staff Accountant, at (202) 551-3733 or, in his absence, the undersigned at (202) 551-3689, if you have questions regarding our review of the financial statements and related matters.

Sincerely,

John Hartz  
Senior Assistant  
Chief Accountant