GOLDMAN SACHS ASSET MANAGEMENT LP
Form SC 13G/A
February 08, 2007

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                                    OMB APPROVAL
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                           OMB Number:           3235-0145
                           Expires:       February 28, 2009
                           Estimated average burden
                           hours per response...........10.4
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                            SCHEDULE 13G
               Under the Securities Exchange Act of 1934
                          (Amendment No. 1)*



                            Arbitron Inc.
--------------------------------------------------------------------------------
                           (Name of Issuer)



                    Common Stock, $0.50 par value
--------------------------------------------------------------------------------
                      (Title of Class of Securities)



                             03875Q108
           --------------------------------------------
                          (CUSIP Number)



                          December 31, 2006
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             (Date of Event Which Requires Filing of this Statement)
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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

[X] Rule 13d-1(b)

[_] Rule 13d-1(c)

[_] Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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 1745 (03-06)

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  CUSIP No. 03875Q108                  13G
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-------------------------------------------------------------------------------
 1.    Name of Reporting Person
       I.R.S. Identification No. of above Person

           Goldman Sachs Asset Management, L.P.


-------------------------------------------------------------------------------
 2.    Check the Appropriate Box if a Member of a Group
                                                       (a) [_]
                                                       (b) [_]

-------------------------------------------------------------------------------
 3.    SEC Use Only



-------------------------------------------------------------------------------
 4.    Citizenship or Place of Organization

           Delaware

-------------------------------------------------------------------------------
                     5.    Sole Voting Power

     Number of              791,961

      Shares        --------------------------------------------------------
                     6.    Shared Voting Power
   Beneficially
                               0
    Owned by
                    --------------------------------------------------------
      Each          7.    Sole Dispositive Power

    Reporting             930,454

      Person        --------------------------------------------------------
                     8.    Shared Dispositive Power
       With:
                               0

-------------------------------------------------------------------------------
 9.    Aggregate Amount Beneficially Owned by Each Reporting Person

           930,454
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10.   Check if the Aggregate Amount in Row (9) Excludes Certain Shares

                                                             [_]

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11.   Percent of Class Represented by Amount in Row (9)

         3.2%

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12.   Type of Reporting Person

         IA

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Item 4.   Ownership. *

         (a).   Amount beneficially owned:
                   See the response(s) to Item 9 on the attached cover page(s).

         (b).   Percent of Class:
                   See the response(s) to Item 11 on the attached cover page(s).

         (c).   Number of shares as to which such person has:

                   (i).   Sole power to vote or to direct the vote: See the
                            response(s) to Item 5 on the attached cover page(s).

                   (ii).   Shared power to vote or to direct the vote: See the
                            response(s) to Item 6 on the attached cover page(s).

                   (iii).   Sole power to dispose or to direct the disposition
                            of: See the response(s) to Item 7 on the attached
                            cover page(s).

                   (iv).   Shared power to dispose or to direct the disposition
                            of: See the response(s) to Item 8 on the attached
                            cover page(s).

Item 5.   Ownership of Five Percent or Less of a Class.
                     If this statement is being filed to report the fact that as
                     of the date hereof the reporting persons have ceased to be
                     the beneficial owners of more than five percent of the class
                     of securities, check the following [X].

Item 10.   Certification.
                     By signing below I certify that, to the best of my knowledge
                     and belief, the securities referred to above were acquired
                     and are held in the ordinary course of business and were not
                     acquired and are not held for the purpose of or with the
                     effect of changing or influencing the control of the issuer
                     of the securities and were not acquired and are not held in
                     connection with or as a participant in any transaction having
                     that purpose or effect.

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     * In accordance with Securities and Exchange Commission ("SEC") Release No.
34-39538 (January 12, 1998), this filing reflects the securities beneficially
owned by Goldman Sachs Asset Management, L.P. ("GSAM LP"). GSAM LP, an
investment advisor, disclaims beneficial ownership of any securities managed, on
GSAM LP's behalf, by third parties.

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SIGNATURE

        After reasonable inquiry and to the best of my knowledge
        and belief, I certify that the information set forth in
        this statement is true, complete and correct.

Date: February 5, 2007

                        GOLDMAN SACHS ASSET MANAGEMENT, L.P.

                        By: /s/ Lauren LoFaro

                        Name: Lauren LoFaro
                        Title: Attorney-in-fact

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INDEX TO EXHIBITS

Exhibit No.   Exhibit
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99.1   Power of Attorney, dated December 19, 2006, relating to Goldman
              Sachs Asset Management, L.P.

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                                                        Exhibit 99.1

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that GOLDMAN SACHS ASSET MANAGEMENT, L.P. (the "Company") does hereby make, constitute and appoint each of Ronald L. Christopher and Lauren LoFaro, (and any other employee of The Goldman Sachs Group, Inc. or one of its affiliates designated in writing by one of the attorneys-in-fact), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until either revoked in writing by the undersigned or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of December 19, 2006.

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By: /s/ Ellen R. Porges
_____

Name: Ellen R. Porges
Title: Managing Director

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