

MA334M(06)-1

## Current Industrial Reports

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**SUMMARY OF FINDINGS.** During 2006, automotive audio equipment decreased 7 percent, from \$969.4 million in 2005 to \$906.2 million in 2006. Shipments of household television receivers decreased 11 percent, from \$3.8 billion in 2005 to \$3.4 billion in 2006. Loudspeakers, microphones, and public address systems remained the same, at \$1.5 billion. All other consumer audio and video equipment shipments increased 8 percent, from \$1.8 billion in 2005 to \$1.9 billion in 2006.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Consumer Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Vera Harris-Bourne, 301-763-5169.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-763-4673.

# U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

Table 1. Value of Shipments of Consumer Electronics by Selected Products: 2001 to 2006  
 [Millions of dollars]

Product class code	Product description	2006	2005	2004	2003	2002	2001
3343101	Automotive audio equipment, (except speakers).....	906.2	r/ 969.4	1,096.7	2,553.5	2,269.8	1,157.5
3343102	Household television receivers, including combination models.....	3,429.5	3,835.6	3,704.7	3,499.2	3,284.9	3,039.0
3343104	Speakers, including loudspeakers systems and loudspeakers sold separately, and commercial sound equipment.....	1,507.2	1,533.1	1,421.7	1,601.6	1,616.5	1,717.4
3343105	Other consumer audio and video equipment, including audio and video recorders and players (camcorders).....	1,949.3	1,801.3	1,504.7	1,526.4	1,385.1	1,280.0

r/Revised by 5 percent or more from previously published data.

Table 2. Quantity and Value of Shipments of Consumer Electronics: 2006 and 2005  
 [Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	2006			2005				
			Quantity	Value		Quantity	Value			
3343101	Automotive audio equipment, (except speakers).....	13	6,600,533	906,209	r/	5,059,804	r/	969,360		
3343101101	AM-FM radios, satellite radios and compact disc players combinations.....	5	(D)	(D)		(D)		(D)		
3343101104	Other automotive audio equipment, including equalizers and amplifiers, (except speakers).....	10	(D)	(D)		(D)		(D)		
3343102	Household television receivers, including combination models.....	7	6,024,176	3,429,482		7,133,045		3,835,563		
3343102101	Projection televisions.....	4	(D)	(D)		1,237,264		1,681,674		
3343102112	CRT-based televisions, excluding projection-types.....	4	(D)	(D)		5,513,153		1,498,567		
3343102114	LCD and plasma display panel televisions.....	3	(D)	(D)		382,628		655,322		
3343104	Speakers, including loudspeakers systems and loudspeakers sold separately, and commercial sound equipment.....	71	b/	23,514,706	a/	1,507,198	r/	24,996,127	a/	1,533,089
3343104101	Single loudspeakers mounted in an enclosure.....	29		3,964,990		354,093	r/	3,871,159	r/	445,479
3343104104	Multiple loudspeakers mounted in an enclosure.....	30	b/	1,270,153	b/	336,390	a/	1,446,673	r/	298,223
3343104107	Other loudspeakers, including unmounted speakers sold separately.....	30	b/	14,717,169	b/	336,537	a/r/	16,783,559	r/	374,081
3343104111	Microphones.....	14		3,127,118		274,565		2,521,576	r/	235,076
3343104117	Public address systems, including musical instrument amplifiers .....	16		435,276		205,613	r/	373,160	r/	180,230
3343105	Other consumer audio and video equipment, including audio and video recorders and players (camcorders).....	48		10,886,887		1,949,307	b/r/	8,112,950		1,801,280
3343105107	Power amplifiers, including preamplifiers.....	29	a/	177,454		105,165		213,170		127,226
3343105115	Portable digital music players.....	-		-		-		-		-
3343105117	Portable stereos/boom boxes.....	-		-		-		-		-
3343105119	DVD players, including combinations.....	2		(D)		(D)		(D)		(D)
3343105121	Digital video recorders.....	1		(D)		(D)		(D)		(D)
3343105123	Other consumer audio and video equipment, (except speakers).....	31		(D)		(D)		(D)		(D)

- Represents zero. D Withheld to avoid disclosing data for individual companies. r/Revised by 5 percent or more from previously published data.

Note: Percent of estimation for each item is indicated as follows: a/10 to 25 percent of this item has been estimated. b/26 to 50 percent of this item has been estimated. c/Over 50 percent of this item has been estimated.

Table 2a. Shipments of Automotive Audio Equipment by Distribution Channel: 2006  
 [Quantity in number of units. Value in thousands of dollars]

Product description	Quantity	Value
Automotive audio equipment, (except speakers).....	6,600,533	906,209
Shipments to original equipment manufacturers (OEM).....	6,482,224	897,546
Shipments to distribution.....	118,309	8,663

Table 3. Shipments, Exports, and Imports of Consumer Electronics: 2006  
 [Quantity in number of units. Value in thousands of dollars]

Product code	Product description	Manufacturers' shipments		Exports of domestic merchandise 1/		Imports for consumption 2/	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Quantity	Value 3/
3343101101, 104	Automotive audio equipment, except speakers).....	6,600,533	906,209	3,307,145	430,369	27,647,328	2,976,817
3343102101, 112, 114	Household television receivers, including combination models.....	6,024,176	3,429,482	179,409	120,482	27,465,285	4,735,874
3343104101	Single loudspeakers mounted in an enclosure.....	3,964,990	354,093	5,379,394	173,101	48,551,179	602,728
3343104104	Multiple loudspeakers mounted in an enclosure.....	1,270,153	336,390	670,032	127,369	18,139,703	578,643
3343104107	Other loudspeakers, including unmounted speakers sold separately.....	14,717,169	336,537	22,707,938	248,186	-	-
3343104111	Microphones.....	3,127,118	274,565	(X)	57,097	-	-
3343104117	Public address systems, including musical instrument amplifiers .....	435,276	205,613	742,457	70,214	3,994,983	191,068
3343105107, 115, 117, 119, 121, 123	Other consumer audio and video equipment, including audio and video recorders and players (camcorders).....	10,886,887	1,949,307	2,949,982	675,967	349,865,265	6,643,111

- Represents zero. X Not applicable.

1/Source: Census Bureau report EM 545, U.S. Exports.

2/Source: Census Bureau report IM 145, U.S. Imports for Consumption.

3/Dollar value represents c.i.f. (cost, insurance, and freight) value at the first point of entry in the United States plus U.S. import duties.

Note: For comparison of North American Industry Classification System (NAICS)-based product codes with Schedule B export codes and HTSUSA import codes, see Table 4.

Table 4. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes and HTSUSA Import Codes: 2006

Product code	Product description	Export code 1/	Import code 2/	
3343101101, 104	Automotive audio equipment, (except speakers).....	8519.93.4000	8519.93.4000	8527.21.4040
		8527.21.0000	8527.21.1005	8527.21.4080
		8527.29.0000	8527.21.1015	8527.29.4000
			8527.21.1020	8527.29.8020
			8527.21.1030	8527.29.8060
3343102101, 112, 114	Household television receivers, including combination models.....	8528.12.3000	8528.12.0400	8528.12.4800
		8528.12.6010	8528.12.0800	8528.12.5200
		8528.12.6040	8528.12.1201	8528.12.5600
			8528.12.1601	8528.12.6201
			8528.12.2005	8528.12.6401
			8528.12.2012	8528.12.6801
			8528.12.2014	8528.12.7201
			8528.12.2025	8528.12.7601
			8528.12.2440	8528.12.8001
			8528.12.2480	8528.12.8401
			8528.12.2800	8528.13.0005
			8528.12.3205	8528.13.0010
			8528.12.3224	8528.13.0020
			8528.12.3228	8528.13.0025
			8528.12.3230	8528.13.0030
			8528.12.3235	8528.13.0035
			8528.12.3238	8528.13.0040
			8528.12.3250	8528.13.0045
			8528.12.3290	8528.13.0050
			8528.12.3600	8528.13.0075
8528.12.4000				
8528.12.4400				
3343104101	Single loudspeakers mounted in an enclosure.....	8518.21.0000	8518.21.0000	
3343104104	Multiple loudspeakers mounted in an enclosure.....	8518.22.0000	8518.22.0000	
3343104107	Other loudspeakers, including unmounted speakers sold separately.....	8518.29.0000	8518.29.0040	
			8518.29.0080	
3343104111	Microphones.....	8518.10.0000	8518.10.4000	
			8518.10.8030	
			8518.10.8040	
3343104117	Public address systems, including musical instrument amplifiers.....	8518.50.0000	8518.50.0000	
3343105107, 115, 117, 119, 121, 123	Other consumer audio and video equipment, including audio and video recorders and players (camcorders).....	8518.40.2000	8518.40.1000	8520.33.0060
		8519.10.0000	8518.40.2000	8520.33.0070
		8519.92.0000	8519.10.0000	8520.33.0090
		8519.93.8000	8519.92.0000	8520.39.0010
		8519.99.0030	8519.93.8040	8520.39.0050
		8519.99.0070	8519.93.8080	8520.39.0060
		8520.32.0000	8519.99.0030	8520.39.0070
		8520.33.0000	8519.99.0045	8521.90.0000
		8520.39.0000	8519.99.0060	8527.39.0020
		8521.90.0000	8520.33.0020	8527.39.0040
		8527.39.0000	8520.33.0040	

1/Source: 2006 edition, Harmonized System-based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2006).

# Appendix.

## General CIR Survey Information, Explanation of General Terms and Historical Note

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### GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

### NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Food Services
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

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The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

## RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

## DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

## DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

## EXPLANATION OF GENERAL TERMS

**Capacity.** The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

**Consumption.** Materials used in producing or processing a product or otherwise removing the product from the inventory.

**Exports.** Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

**Gross shipments.** The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

**Interplant transfers.** Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

**Inventories.** The quantity or value of finished goods, work in progress, and materials on hand.

**Machinery in place.** The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

**Net receipts.** Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

**Production.** The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

**Quantities produced and consumed.** Quantities of each type of product produced by a company for internal consumption within that same company.

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**Quantity and value of new orders.** The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

**Quantity and value of shipments.** The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Shipments to a company's own branches are

assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

**Stocks.** Total quantity of ending finished inventory.

**Unfilled orders (backlog).** Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

#### **HISTORICAL NOTE**

Data on radio and television receivers, phonographs, and related equipment have been collected by the Census Bureau since 1952. Historical data may be obtained from Current Industrial Reports (called Facts for Industry before 1959) available at your local Federal Depository Library.