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Economics and Statistics Administration  
Bureau of the Census

Consumer Electronics - 1997

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Information about the scope of the survey, methodology, explanation of terms and historical notes for this survey may be found in the introduction of the 1996 Manufacturing Profiles, issued June 1997.

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Address inquiries concerning these data to U.S. Department of Commerce, Bureau of the Census, Manufacturing and Construction Division, Washington, D.C. 20233, or call Cynthia Ramsey, 301-457-4823.

### Summary of Findings

During 1997, the total value of shipments for consumer electronics covered by this survey was \$7.4 billion, a decrease of 7.8 percent from the 1996 value of \$8.0 billion. The 1997 figure includes automotive audio equipment, \$841.1 million; television receivers, \$4.2 billion; other consumer audio and video equipment, \$493.5 million; and loudspeakers, microphones, kits, and public address systems, \$1.9 billion.

**Table 1. Value of Shipments of Consumer Electronics by Selected Products: 1987 to 1997**  
**[Millions of dollars]**

Product code	Product description	1997	1996	1995	1994	1993	1992
	Consumer electronics.....	7,416.9	7,986.6	8,171.9	8,024.2	7,299.8	7,324.8
36511	Automotive audio equipment (except speakers).....	841.1	865.6	721.9	779.8	630.5	607.6
36512	Household television receivers, including combinations.....	4,185.8	4,653.3	5,144.7	5,018.4	4,777.1	4,865.4
36514	Other consumer audio and video equipment (except speakers) 1/.....	493.5	391.8	425.1	339.1	224.9	207.2
36515	Speakers, microphones, and home-type electronic kits.....	1,896.5	2,075.9	1,880.2	1,886.9	1,758.3	1,644.6
		<b>1991</b>	<b>1990</b>	<b>1989</b>	<b>1988</b>	<b>1987</b>	
	Consumer electronics.....	6,494.5	6,567.3	6,659.3	5,774.6	5,478.4	
36511	Automotive audio equipment (except speakers).....	340.2	307.4	322.0	248.2	463.3	
36512	Household television receivers, including combinations.....	4,562.0	4,642.6	4,737.7	3,986.2	3,729.3	
36514	Other consumer audio and video equipment (except speakers) 1/.....	294.5	347.4	373.4	385.4	289.5	
36515	Speakers, microphones, and home-type electronic kits.....	1,297.8	1,269.9	1,226.5	1,154.8	996.3	

1/Total for product class 36514 does not include product code 36799 07.

Table 2. Quantity and Value of Shipments of Consumer Electronics: 1997 and 1996  
 [Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	1997		1996	
			Quantity	Value	Quantity	Value
36511 --	Automotive audio equipment, excluding speakers.....	17	8,280,306	841,123	r/ 8,815,298	865,626
36511 34	AM-FM radios with tape/compact disc player combinations.....	6	4,266,777	626,080	4,580,124	628,158
36511 41	Other automotive audio equipment, including equalizers and amplifiers excluding speakers.....	14	4,013,529	215,043	r/ 4,235,174	237,468
36512 --	Household television receivers, including combination models.....	14	11,265,264	4,185,761	11,439,557	4,653,300
36512 31	Projection television.....	10	a/ 824,889	a/ 1,039,970	886,672	1,307,827
	Other CRT-based color television:					
36512 41	50 cm. (19.7") and under.....	4	1,440,263	244,963	1,191,740	222,235
36512 51	Over 50 cm. (19.7").....	9	9,000,112	2,900,828	9,361,145	3,123,238
36512 61	Other household television receivers.....	-	-	-	-	-
36514 --	Other consumer audio and video equipment, excluding speakers 1/.....	64	1,980,572	493,456	1,684,020	391,783
36514 61	Compact and video disc players 2/.....	7	(D)	(D)	(D)	(D)
36514 78	Power amplifiers, including pre-amplifiers.....	34	b/ 276,253	b/ 107,947	323,214	115,050
36514 81	Receivers, tuners, and other consumer audio equipment incorporating radio reception 2/.....	6	(D)	(D)	(D)	(D)
36799 07	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	14	(X)	43,473	c/ (X) c/ 29,029	65,678
36514 67	Equalizers.....	11	24,637	7,372	r/ 8,224	8,224
36514 83	Other consumer audio and video equipment (except speakers) 2/.....	31	1,679,682	a/ 378,137	1,331,777	a/ 268,509
36515 --	Speakers, microphones, and home-type electronic kits.....	101	74,458,363	1,896,462	82,360,728	2,075,901
36515 51	Single loudspeakers mounted in an enclosure.....	32	a/ 2,232,924	a/ 199,046	a/ 2,899,984	a/ 259,496
36515 52	Multiple loudspeakers mounted in an enclosure.....	48	a/ 6,124,485	a/ 626,252	8,410,889	771,643
36515 53	Other loudspeakers, including unmounted speakers sold separately.....	44	a/ 61,491,616	a/ 715,751	66,709,245	712,322
36515 55	Microphones.....	16	a/ 3,571,348	186,531	3,349,102	171,884
36515 67	Home-type electronic kits designed for consumer assembly 3/.....	1	(D)	(D)	(D)	(D)
36515 94	Public address systems, including musical instrument amplifiers 3/.....	23	a/ 1,037,990	a/ 168,882	991,508	r/ 160,556

- Represents zero. D Withheld to avoid disclosing data for individual companies. r/Revised by 5 percent or more from previously published data. X Not applicable.

1/Total for product class 36514 does not include product code 36799 07.

2/Product codes 36514 61 and 36514 81 are included with product code 36514 83 to avoid disclosing data for individual companies.

3/Product code 36515 67 is included with product code 36515 94 to avoid disclosing data for individual companies.

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

Table 3. Shipments, Exports, and Imports of Consumer Audio and Video Electronics: 1997  
 [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/
36511 34, 41	Automotive audio equipment.....	8,280,306	841,123	4,278,970	494,111	2,977,166	254,781
36512 31, 41, 51, 61	Household television receivers.....	11,265,264	4,185,761	1,264,694	410,482	23,924,306	3,522,082
36514 61, 78 81, 67, 83	Coin operated audio equipment, power amplifiers, audio tape recorders and players, compact and video disc video disc players, equalizers, and other consumer audio and video equipment (except speakers).....	1,980,572	493,456	5,460,154	804,371	43,463,750	2,290,606
36515 51	Single loudspeakers mounted in enclosure..... a/	2,232,924	a/ 199,046	6,962,389	186,276	541,540	203,157
36515 52 36515 52	Multiple loudspeakers mounted in an enclosure..... a/	6,124,485	a/ 626,252	1,988,277	1,181,355	44,428,875	270,640
36515 53	Other loudspeakers..... a/	61,491,616	a/ 715,751	19,656,543	261,257	10,986,669	332,751
36515 55	Microphones..... a/	3,571,348	a/ 186,531	(X)	66,769	75,297,416	307,665
36515 67, 94	Home-type electronic kits designed for consumer assembly and public address systems, including musical instrument amplifiers..... a/	1,037,990	a/ 168,882	1,908,385	137,987	69,803,770	311,005
36799 07	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	(X)	43,473	3,370,495	63,337	3,467,239	417,895

X Not applicable.

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

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

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

Note: The percent of estimation for each item is indicated as follows: a/10 to 25 percent of this item is estimated.

Table 4. Comparison of Standard Industrial Classification-Based Product Codes with Schedule B Export Numbers, and HTSUSA Import Numbers: 1997

Product code	Product description	Export number 1/	Import number 2/	
36511 34	Automotive audio equipment.....	8519.93.4000	8519.93.4000	8527.21.4040
36511 41		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
36512 31	Household television receivers.....	8528.12.6010	8528.12.0400	8528.12.4800
36512 41		8525.12.6040	8528.12.0800	8528.12.5200
36512 51		8528.12.3000	8528.12.1200	8528.12.5600
36512 61			8528.12.1600	8528.12.6200
			8528.12.2010	8528.12.6400
			8528.12.2012	8528.12.6800
			8528.12.2014	8528.12.7200
			8528.12.2015	8528.12.7600
			8528.12.2410	8528.12.8000
			8528.12.2420	8528.12.8400
			8528.12.2800	8528.12.8800
			8528.12.3205	8528.13.0005
			8528.12.3224	8528.13.0010
			8528.12.3228	8528.13.0020
			8528.12.3230	8528.13.0025
		8528.12.3235	8528.13.0030	
		8528.12.3238	8528.13.0035	
		8528.12.3250	8528.13.0040	
		8528.12.3290	8528.13.0045	
		8528.12.3600	8528.13.0050	
		8528.12.4000	8528.13.0075	
		8528.12.4400		
36514 61	Coin operated audio equipment, power amplifiers, audio tape recorders and players, compact and video disk players, equalizers, and other consumer audio and video equipment (except speakers).....	8519.10.0000	8518.40.2000	8520.33.0040
36514 67		8518.40.2000	8519.10.0000	8520.33.0060
36514 78		8519.92.0000	8519.92.0000	8520.33.0070
36514 81				
36514 83		8519.93.8000	8519.93.8040	8520.33.0090
		8519.99.0030	8519.93.8080	8520.39.0010
		8519.99.0070	8519.99.0030	8520.39.0050
		8520.32.0000	8519.99.0045	8520.39.0060
		8520.33.0000	8519.99.0060	8520.39.0070
		8520.39.0000	8520.33.0020	8521.90.0000
	8521.90.0000			

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Table 4. Comparison of Standard Industrial Classification-Based Product Codes with Schedule B Export Numbers, and HTSUSA Import Numbers: 1997

Product code	Product description	Export number 1/	Import number 2/
36515 51	Single loudspeakers mounted in an enclosure.....	8518.21.0000	8518.21.0000
36515 52	Multiple loudspeakers mounted in an enclosure.....	8518.22.0000	8518.22.0000
36515 53	Other loudspeakers.....	8518.29.0000	8518.29.0000
36515 55	Microphones.....	8518.10.0000	8518.10.0020
36515 67	Home-type electronic kits designed for consumer assembly and public address systems, including musical instrument amplifiers.....	8518.50.0000	8518.50.0000
36515 94		8527.39.0000	8527.39.0020
		(NA)	8527.39.0040
36799 07	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	8518.30.2000	8518.30.2000
		8522.10.0000	8522.10.0000

NA Not available.

1/Source: 1997 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 (1997).