

**COLOR TELEVISION RECEIVERS:
U.S. PRODUCTION, SHIPMENTS, INVENTORIES,
EXPORTS, EMPLOYMENT, MAN-
HOURS, AND PRICES, FIRST
CALENDAR QUARTER 1982**

**Report to the President on
Investigation No. 332-112 Under
Section 332 of the Tariff Act
of 1930**

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Summary of Trends

Highlights

The following are highlights of economic data collected on color television receivers for the first calendar quarter of 1982. These data are compared with data reported for the first quarter of 1981.

- o U.S. production of color television receivers amounted to 2.3 million sets, a decrease of 19.5 percent.
- o U.S. producers' shipments totaled 2.2 million sets, a decrease of 11.3 percent.
- o Average inventories were 976,944 sets, an increase of 15.2 percent.
- o Exports of U.S.-made color television receivers amounted to 110,443 sets, a decrease of 30.0 percent.
- o The total number of employees of U.S. producers amounted to 20,756, a decrease of 12.5 percent.
- o Average unit sales prices ranged from a decrease of less than 1 percent in the 13-inch category, to an increase of 6.0 percent in the category of 14 through 17 inches.

Quarterly statistics

U.S. production.--U.S. production of color television receivers in January-March 1982 amounted to 2.3 million sets, compared with 2.8 million sets produced in January-March 1981. In January-March 1980, 2.7 million sets were produced. Compared with production in January-March 1981, production in January-March 1982 was lower in all screen-size categories. This share of production contributed by each screen-size category did not change appreciably from October-December 1981 to January-March 1982. Of total production in January-March 1982, the screen-size category of 17 inches and under accounted for 21.5 percent; that of 18 and 19 inches, 54.3 percent; and that of 20 inches and over, 24.2 percent.

U.S. producers' shipments.--U.S. producers' shipments of color television receivers in January-March 1982, 2.2 million sets, were 11.3 percent fewer in quantity than those in January-March 1981. They were 8.9 percent fewer than shipments in January-March 1980. Shipments in January-March 1982 decreased in all three screen size categories compared with shipments in the corresponding period of 1981. Total shipments in January-March 1981 had increased 2.7 percent over shipments in the corresponding period of 1980.

U.S. producers' inventories.--U.S. producers' inventories of color television receivers at the end of March 1982 were 959,288 units, 5.1 percent higher than the number at the end of March 1981. Quarterly average inventories for January-March 1982 were 15.2 percent higher than inventories in the corresponding period of 1981, but 67.4 percent higher than those in January-March 1980. Stocks of sets 17 inches and under increased by an average of 30.6 percent in January-March 1982 compared with the level in the corresponding period of 1981. In the category of 18 and 19 inches, average inventories increased by 13.8 percent, and those for screen sizes of 20 inches and over increased 10.0 percent. Average quarterly inventories for screen-size categories 17 inches and under were 9.0 percent lower in January-March 1982 compared with inventories in October-December 1981; those for 18 and 19 inches, 4.4 percent higher; and those for 20 inches and over, 6.0 percent higher.

U.S. producers' exports.--U.S. producers' exports of color television receivers amounted to 110,443 sets during January-March 1982, compared with 157,714 sets exported during January-March 1981, a decrease of 30.0 percent. Compared with exports in January-March 1981, exports in January-March 1982 were lower in all screen-size categories. Of total exports in January-March 1982, the screen-size category of 17 inches and under accounted for 38.3 percent; that of 18 and 19 inches, 45.0 percent; and that of 20 inches and over, 16.7 percent.

U.S. employment.--Employment in U.S. producers' establishments maintained the general decline in both production and related workers and in managerial employees. The average number of production and related workers employed during January-March 1982 was 17,562 persons, down 15.0 percent from 20,671 persons in the corresponding period of 1981. The average number of all workers was 20,756 down from 23,723 in January-March 1981. Also, the number of man-hours worked by production and related workers was 8.5 million in January-March 1982, down from 10.5 million in the corresponding period of 1981. This continuing decrease in employment and man-hours worked is believed to be the result of increasing imports of major subassemblies and the increasing use of integrated circuits in color television receivers, both of which reduce the amount of assembly labor required. This has been a continuing trend since 1977, when the collection of these data commenced.

Prices.--Except for the 13-inch category and the 20-inches and over category, average unit selling prices of U.S. producers were higher during January-March 1982 compared with those in the corresponding quarter of 1981. The average prices of the 13-inch size decreased by \$0.36 (less than 1 percent); those of the 14- through 17-inch category increased by \$16.38 (6.0 percent); those of the 18- and 19-inch sizes increased by \$0.26 (less than 1 percent); and those of sets 20 inches and over decreased by \$7.33 (1.5 percent). These increases are well under the inflation rate as measured by the Consumer Price Index.

Except for the 13-inch category, all screen-size categories showed decreased average quarterly prices during January-March 1982 compared with prices in October-December 1981. Prices in the 13-inch category increased by \$1.16; those for 14- through 17-inch sizes decreased by \$26.86; those for the 18- and 19-inch sizes, by \$5.70; and those for the 20 inches-and-over sizes, by \$14.28.

Table 1.—Complete color television receivers: U.S. production, by screen size categories, by months, January 1980–March 1982

(In units)

Period	Screen-size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
1980:	:	:	:	:
January-----	198,715	512,959	210,102	921,776
February-----	145,346	482,926	220,367	848,639
March-----	169,272	488,290	232,937	890,499
Subtotal-----	513,333	1,484,175	663,406	2,660,914
April-----	192,926	499,310	202,527	894,763
May-----	199,196	528,210	222,077	949,483
June-----	192,620	464,216	223,325	880,161
Subtotal-----	584,742	1,491,736	647,929	2,724,407
July-----	172,670	363,437	198,486	734,593
August-----	148,112	402,953	218,800	769,865
September-----	209,336	503,570	268,416	981,322
Subtotal-----	530,118	1,269,960	685,702	2,485,780
October-----	245,909	614,528	279,135	1,139,572
November-----	205,511	461,568	201,898	868,977
December-----	164,069	430,712	185,590	780,371
Subtotal-----	615,489	1,506,808	666,623	2,788,920
Total, 1980-----	2,243,682	5,752,679	2,663,660	10,660,021
1981:	:	:	:	:
January-----	183,392	477,975	214,489	875,856
February-----	206,270	492,026	226,572	924,868
March-----	243,169	557,933	232,915	1,034,017
Subtotal-----	632,831	1,527,934	673,976	2,834,741
April-----	199,712	504,028	194,254	897,994
May-----	190,428	438,908	238,223	867,559
June-----	234,021	504,467	266,416	1,004,904
Subtotal-----	624,161	1,447,403	698,893	2,770,457
July-----	134,001	385,711	169,980	689,692
August-----	171,326	472,322	208,147	851,795
September-----	183,701	526,003	271,865	981,569
Subtotal-----	489,028	1,384,036	649,992	2,523,056
October-----	200,886	509,522	241,370	951,778
November-----	153,170	447,238	214,875	815,283
December-----	120,044	351,760	146,976	618,780
Subtotal-----	474,100	1,308,520	603,221	2,385,841
Total, 1981-----	2,220,120	5,667,893	2,626,082	10,514,095
1982:	:	:	:	:
January-----	143,997	387,912	152,691	684,600
February-----	167,810	383,708	199,376	750,894
March-----	178,318	467,413	199,374	845,105
Subtotal-----	490,125	1,239,033	551,441	2,280,599

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 2.—Complete color television receivers: U.S. producers' shipments (excluding exports) of U.S.-made and imported receivers, 1/ by screen size, categories, by months, January 1980-March 1982

Period	Screen-size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
Quantity (units)				
1980:				
January-----	168,210	447,830	216,767	832,807
February-----	148,075	452,198	206,989	807,262
March-----	158,090	433,097	202,492	793,679
Subtotal-----	474,375	1,333,125	626,248	2,433,748
April-----	160,529	382,667	155,596	698,792
May-----	156,107	356,397	178,703	691,207
June-----	174,897	383,532	219,471	777,900
Subtotal-----	491,533	1,122,596	533,770	2,167,899
July-----	156,450	363,682	201,546	721,678
August-----	148,496	405,635	228,111	782,242
September-----	185,623	514,577	287,359	987,559
Subtotal-----	490,569	1,283,894	717,016	2,491,479
October-----	213,170	556,016	258,823	1,028,009
November-----	171,864	457,937	200,238	830,039
December-----	154,273	433,781	179,220	767,274
Subtotal-----	539,307	1,447,734	638,281	2,625,322
Total, 1980-----	1,995,784	5,187,349	2,535,315	9,718,448
1981:				
January-----	172,595	414,181	213,555	800,331
February-----	163,798	433,100	190,809	787,707
March-----	204,366	478,393	228,706	911,465
Subtotal-----	540,759	1,325,674	633,070	2,499,503
April-----	129,566	394,039	126,946	650,551
May-----	144,962	355,359	188,442	688,763
June-----	226,842	492,248	313,768	1,032,858
Subtotal-----	501,370	1,241,646	629,156	2,372,172
July-----	121,074	382,902	162,165	666,141
August-----	150,088	455,259	213,961	819,308
September-----	195,338	543,204	268,977	1,007,519
Subtotal-----	466,500	1,381,365	645,103	2,492,968
October-----	187,726	498,934	228,577	915,237
November-----	144,567	445,238	169,182	758,987
December-----	127,751	367,041	141,999	636,791
Subtotal-----	460,044	1,311,213	539,758	2,311,015
Total, 1981-----	1,968,673	5,259,898	2,447,087	9,919,745
1982:				
January-----	144,137	357,816	165,058	667,011
February-----	132,083	390,189	176,492	698,764
March-----	182,668	438,060	231,708	852,436
Subtotal-----	458,888	1,186,065	573,258	2,218,211

See footnote at end of table.

Table 2.—Complete color television receivers: U.S. producers' shipments (excluding exports) of U.S.-made and imported receivers, ^{1/} by screen size, categories, by months, January 1980-March 1982--Continued

Period	Screen-size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
Value (1,000 dollars)				
1980:				
January-----	41,474	135,696	107,078	284,248
February-----	37,846	137,886	97,847	273,579
March-----	38,416	130,555	96,850	265,821
Subtotal-----	117,736	404,137	301,775	823,648
April-----	38,963	114,263	73,967	227,193
May-----	38,991	111,702	89,748	240,441
June-----	42,975	122,946	113,908	279,829
Subtotal-----	120,929	348,911	277,623	747,463
July-----	39,271	117,986	100,583	257,840
August-----	35,742	127,874	118,113	281,729
September-----	45,567	161,752	142,126	349,445
Subtotal-----	120,580	407,612	360,822	889,014
October-----	51,550	174,820	130,679	357,049
November-----	41,488	141,687	101,571	284,746
December-----	37,929	135,844	91,030	264,803
Subtotal-----	130,967	452,351	323,280	906,598
Total, 1980-----	490,212	1,613,011	1,263,500	3,366,723
1981:				
January-----	42,326	132,799	106,502	281,627
February-----	39,168	136,734	97,959	273,861
March-----	49,465	148,936	114,554	312,955
Subtotal-----	130,959	418,469	319,015	868,443
April-----	30,995	123,706	64,082	218,783
May-----	36,067	113,873	98,096	248,036
June-----	57,167	158,634	158,220	374,021
Subtotal-----	124,229	396,213	320,398	840,840
July-----	31,083	123,764	86,933	241,780
August-----	38,005	146,910	112,494	297,409
September-----	50,367	176,104	137,888	364,359
Subtotal-----	119,455	446,778	337,315	903,548
October-----	48,053	163,480	116,881	328,414
November-----	35,935	142,635	86,383	264,953
December-----	31,122	115,606	72,482	219,210
Subtotal-----	115,110	421,721	275,746	812,577
Total, 1981-----	489,753	1,683,181	1,252,474	3,425,408
1982:				
January-----	35,381	114,780	85,036	235,197
February-----	32,684	124,006	87,242	243,992
March-----	45,086	135,870	112,395	293,351
Subtotal-----	113,151	374,716	284,673	772,540

^{1/} Does not include imported receivers after June 1980, which were negligible.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 3.—Complete color television receivers: U.S. producers' inventories ^{1/} of U.S.-made and imported receivers, ^{2/} by screen size categories, by months, January 1980-March 1982

(In units)

Period	Screen-size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total or average
1980:				
January-----	103,300	231,686	235,492	570,478
February-----	96,406	220,195	250,217	566,818
March-----	96,992	247,273	268,971	613,236
Average-----	98,899	233,051	251,561	583,511
April-----	121,035	346,723	295,705	763,463
May-----	154,234	477,705	335,625	967,564
June-----	151,051	508,942	328,057	988,050
Average-----	142,107	444,456	319,795	906,359
July-----	132,061	458,097	312,937	903,095
August-----	120,559	415,920	291,394	827,873
September-----	108,655	358,255	254,741	721,651
Average-----	120,425	410,757	286,357	817,539
October-----	124,744	383,334	252,317	760,395
November-----	135,841	374,827	254,512	765,180
December-----	134,175	351,902	255,244	741,321
Average-----	131,588	370,022	254,025	755,635
Average, 1980-----	123,255	364,571	277,934	765,760
1981:				
January-----	125,765	391,749	259,716	777,230
February-----	149,037	433,920	272,324	855,281
March-----	170,642	479,418	262,471	912,531
Average-----	148,481	432,029	264,838	848,348
April-----	226,753	562,919	318,151	1,107,823
May-----	258,117	626,023	361,377	1,245,517
June-----	248,044	606,415	310,167	1,164,626
Average-----	244,304	598,453	329,898	1,172,655
July-----	227,330	544,233	272,720	1,044,283
August-----	237,277	530,597	255,441	1,023,315
September-----	212,617	491,015	245,673	949,305
Average-----	225,741	521,948	257,945	1,005,634
October-----	216,613	490,151	251,913	958,677
November-----	216,652	471,332	292,134	980,118
December-----	205,718	451,980	280,320	938,018
Average-----	212,994	471,154	274,790	958,938
Average, 1981-----	207,880	505,896	281,868	996,393
1982:				
January-----	197,089	502,860	294,178	994,127
February-----	186,548	481,438	309,431	977,417
March-----	198,132	491,099	270,057	959,288
Average-----	193,923	491,799	291,222	976,944

^{1/} Reported on the last day of the month.

^{2/} Does not include imported receivers after June 1980, which were negligible in quantity.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 4.—Complete color television receivers: U.S. producers' exports of U.S.-made receivers, by screen size categories, by months, July 1980- March 1982

Period	Screen-size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
Quantity (units)				
1980:				
July-----	32,470	35,752	8,745	76,967
August-----	12,460	46,974	10,634	70,068
September-----	33,029	50,659	14,850	98,538
Subtotal-----	77,959	133,385	34,229	245,573
October-----	19,769	44,676	11,413	75,858
November-----	21,538	15,559	2,593	39,690
December-----	12,373	22,001	1,838	36,212
Subtotal-----	53,680	82,236	15,844	151,760
1981:				
January-----	16,058	20,870	7,901	44,829
February-----	17,398	26,285	9,284	52,967
March-----	18,449	33,317	8,152	59,918
Subtotal-----	51,905	80,472	25,337	157,714
April-----	14,035	16,070	5,428	35,533
May-----	13,606	15,239	2,121	30,966
June-----	17,867	26,545	10,014	54,426
Subtotal-----	45,508	57,854	17,563	120,925
July-----	10,262	18,211	4,739	33,212
August-----	9,778	20,242	5,977	35,997
September-----	14,195	37,757	13,056	65,008
Subtotal-----	34,235	76,210	23,772	134,217
October-----	11,201	13,203	6,496	30,900
November-----	8,420	23,499	7,000	38,919
December-----	4,799	14,871	6,262	25,932
Subtotal-----	24,420	51,573	19,758	95,751
Total, 1981-----	156,068	266,109	86,430	508,607
1982:				
January-----	11,044	14,392	4,084	29,520
February-----	18,948	12,918	5,689	37,555
March-----	12,289	22,409	8,670	43,368
Subtotal-----	42,281	49,719	18,443	110,443

Table 4.—Complete color television receivers: U.S. producers' exports of U.S.-made receivers, by screen size categories, by months, July 1980-March 1982--Continued

Period	Screen-size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
Value (1,000 dollars)				
1980:				
July-----	8,064	11,662	3,989	23,715
August-----	3,180	14,763	5,293	23,236
September-----	8,603	16,810	6,783	32,196
Subtotal-----	19,847	43,235	16,065	79,147
October-----	4,644	15,977	6,131	26,752
November-----	5,340	5,774	1,354	12,468
December-----	3,158	7,704	1,361	12,223
Subtotal-----	13,142	29,455	8,846	51,443
1981:				
January-----	3,905	7,364	4,101	15,370
February-----	4,475	9,086	4,536	18,097
March-----	4,762	11,611	4,436	20,809
Subtotal-----	13,142	28,061	13,073	54,276
April-----	3,617	5,780	2,535	11,932
May-----	3,667	5,524	1,139	10,330
June-----	4,864	9,719	5,017	19,600
Subtotal-----	12,148	21,023	8,691	41,862
July-----	2,367	6,678	2,548	11,593
August-----	2,665	6,728	3,067	12,460
September-----	3,924	13,158	6,328	23,410
Subtotal-----	8,956	26,564	11,943	47,463
October-----	2,848	4,907	3,864	11,619
November-----	2,152	8,432	3,847	14,431
December-----	1,150	4,535	2,717	8,402
Subtotal-----	6,150	17,874	10,428	34,452
Total, 1981-----	40,396	93,522	44,135	178,053
1982:				
January-----	2,934	54,633	2,477	10,874
February-----	4,807	4,461	3,071	12,339
March-----	3,065	7,113	4,429	14,607
Subtotal-----	10,806	17,037	9,977	37,820

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 5.—Color television receivers: Average number of persons employed and man-hours worked in the production of color television receivers ^{1/} in those establishments where complete television receivers are produced, by months, January 1980-March 1982

Period	Average number of persons employed		Man-hours worked	
	All persons	Production and related workers	All persons	Production and related workers
	Number		1,000 man-hours	
1980:				
January	24,729	21,207	4,355	3,737
February	24,324	20,789	4,240	3,612
March	24,392	20,852	4,495	3,842
Average or subtotal	24,482	20,949	13,090	11,191
April	24,876	21,721	4,237	3,675
May	25,446	22,219	4,288	3,724
June	25,228	22,068	4,727	4,148
Average or subtotal	25,183	22,003	13,252	11,547
July	24,525	21,379	3,919	3,376
August	24,994	21,823	4,037	3,521
September	25,324	22,158	4,511	3,928
Average or subtotal	24,947	21,786	12,467	10,825
October	25,387	22,300	4,626	4,056
November	25,118	22,012	4,201	3,670
December	24,724	21,609	3,844	3,303
Average or subtotal	25,076	21,975	12,671	11,029
Average or total, 1980	24,859	21,678	51,480	44,592
1981:				
January	24,295	21,451	4,110	3,607
February	23,438	20,337	3,828	3,290
March	23,441	20,227	4,223	3,635
Average or subtotal	23,723	20,671	12,161	10,532
April	23,161	20,048	3,843	3,291
May	23,261	20,105	3,867	3,314
June	23,098	19,880	4,456	3,856
Average or subtotal	23,173	20,010	12,167	10,461
July	20,460	17,475	3,179	2,671
August	21,068	18,050	3,366	2,869
September	21,002	17,965	3,576	3,149
Average or subtotal	20,843	17,830	10,121	8,689
October	20,062	17,189	3,482	2,977
November	19,262	16,394	3,213	2,725
December	18,733	15,896	2,836	2,371
Average or subtotal	19,352	16,492	9,531	8,073
Average or total, 1981	21,773	18,751	43,980	37,755
1982:				
January	21,294	18,119	3,281	2,769
February	20,935	17,697	3,296	2,750
March	20,041	16,874	3,445	2,919
Average or subtotal	20,756	17,562	10,023	8,463

^{1/} Does not include color picture tubes.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 6.--Color television receivers: Average unit net selling price of U.S. producers, by selected screen size categories, by months, January 1980-March 1982

Period	Screen-size category			
	13 inches	14 inches- 17 inches 1/	18 inches and 19 inches	20 inches and over
1980:				
January-----	230.41	300.18	303.01	493.98
February-----	228.20	314.72	304.92	472.72
March-----	231.97	314.55	301.45	478.29
Average-----	230.38	308.51	303.15	481.88
April-----	233.39	305.36	298.60	475.38
May-----	238.09	322.62	313.42	502.22
June-----	235.96	327.68	320.56	519.01
Average-----	235.70	319.23	310.81	501.33
July-----	233.36	306.64	324.42	499.06
August-----	233.66	288.25	315.24	517.79
September-----	242.20	306.96	314.34	494.59
Average-----	236.97	301.17	317.48	503.23
October-----	240.17	285.60	314.98	504.90
November-----	241.45	272.58	309.40	507.25
December-----	233.51	316.56	313.16	507.92
Average-----	238.60	290.48	312.45	506.49
Average, 1980-----	235.50	2/	310.95	498.36
1981:				
January-----	239.61	281.68	320.63	498.71
February-----	237.05	274.18	315.71	513.39
March-----	241.97	260.10	311.33	500.88
Average-----	239.73	271.75	315.67	503.92
April-----	237.63	265.33	313.94	504.80
May-----	242.32	305.58	320.44	520.56
June-----	239.93	332.95	322.26	504.26
Average-----	240.01	305.55	319.10	509.25
July-----	247.76	353.75	323.23	536.08
August-----	241.85	326.29	322.70	525.77
September-----	249.45	314.94	324.20	512.64
Average-----	246.51	326.70	323.43	522.89
October-----	242.91	309.77	327.66	511.34
November-----	234.90	332.04	320.36	510.59
December-----	234.96	304.60	314.97	510.44
Average-----	238.21	314.99	321.63	510.87
Average, 1980-----	241.05	303.15	320.00	511.82
1982:				
January-----	235.09	293.94	320.78	515.19
February-----	235.35	288.40	317.96	494.31
March-----	245.43	282.18	310.16	485.07
Average-----	239.37	288.13	315.93	496.59

1/ Covered 16-inch and 17-inch sizes before July 1980.

2/ Meaningless, since size categories changed in July 1980.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

UNITED STATES
INTERNATIONAL TRADE COMMISSION
WASHINGTON, D.C. 20436

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