

**ECA MARKET ACTIVITY REPORTS & ANALYSIS PROGRAM**  
**Reporting Instructions for**  
**NORTH AMERICAN FACTORY SALES OF INDUCTORS REPORT**  
**MS-418Q**

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**DATE DUE:** Due at ECA the last day of the month following the end of the reporting period. (Example: First quarter data due April 30th.)

**SEND TO:** Upload data at <https://secure.verisconsulting.com/eca/>

**GENERAL:** Report your company's sales of inductor units sold through North American sales facilities.

All data should be reported in thousands. For example, 10 units should be reported as 0.01 – not 0 and 10,100 should be reported as 10.1 – not 10.

**DEFINITIONS:**

**Sales:** Show units and dollars (in thousands) of inductors sold in North America by a U.S. manufacturer, including imports. Report OEM (Original Equipment Manufacturer), Distributor, Government and "captive market" (intra-company) sales. A unit is to be treated as sold as soon as it has been packed ready for shipment to a customer and invoiced, even though a carrier may not yet have picked it up. Exclude exports outside of North America.

**Original Equipment Manufacturers Column:** Report sales made to Original Equipment Manufacturers (OEMs), government, and to "captive" markets (intra-company sales). Include all imports for resale. Include shipments to US, Canada, Mexico and Puerto Rico. Include sales to "stocking representatives" and manufacturers representatives. Exclude exports.

**Distributors Column:** Report sales made directly to distributors, as well as Inductors, which are imported and resold to distributors. Include shipments to US, Canadian, Mexican and Puerto Rican distributors. Exclude exports.

**Private Brand:** Private brand Inductors are those produced for another Inductor manufacturer, a distributor, or a retailer for sale under a brand name other than that of the original manufacturer. Inductors shipped by a "private brand" manufacturer to another Inductor manufacturer will not be reported by the original manufacturer, but will be reported by the purchaser, unless the original private brand manufacturer is certain that the purchaser will not report to ECA. In this case, the seller should report.

**CATEGORIES:**

**Leaded:** Report total leaded units of all types; Signal (both axial and radial) and Power (toroidal, bobbin, and drum core).

**Surface Mount:** Report total units for each of three types; Wirewound, Multilayer, and Ferrite Beads. All sizes of each type are grouped together. Include Thin film inductor with Multilayer.

**ECA SECURITY PROVISIONS:**

See Policies and Procedures Manual of the ECA Market Research Department for a description of data security provisions employed for the protection of individual company data.

**Inquiries:** Questions, comments or suggestions for improving this report should be directed to Mike Hayes, 703-654-1482

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