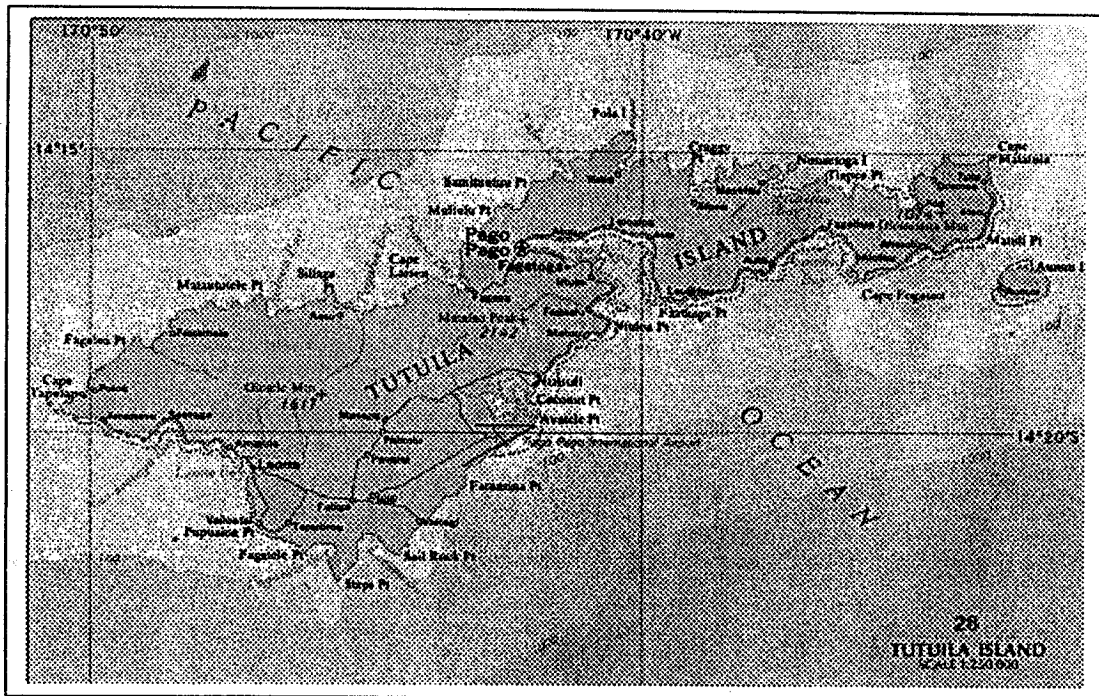




# REPORT OF THE 1995 POPULATION, HOUSING AND EXPENDITURE SURVEY



JANUARY 1998

DEPARTMENT OF COMMERCE  
STATISTICS DIVISION  
AMERICAN SAMOA GOVERNMENT

## PREFACE

In the absence of a comprehensive household survey program in American Samoa, the Department of Commerce-Statistics Division developed mid-decade sample surveys to bring up-to-date data and subject matters pertaining to demographic, social, economic and housing data for the territory. This series has included the 1985, 1988 and now the 1995 survey. While the U.S. Bureau of Census conducted decennial censuses in the territory since 1920, American Samoa is excluded from the monthly Current Population Survey (CPS) and quinquennial economic surveys. The impact of migration has prompted the need for maintaining and updating social and economic characteristics of the resident population.

This report contains tables obtained from the household sample survey of American Samoa conducted in 1995. The format used in census publications maintains comparability with data from the 1990 American Samoa census.

Every effort was made to comply with standard questionnaire content specifications used by the US Bureau of the Census. Dr. Michael Levin under Office of International Affairs (OIA) funding assisted in developing the 1995 questionnaires, manuals and forms for the survey. Housing questions were basically the same as in 1990 except housing expenditure items were added to the 1995 survey. Two specific items unique to American Samoa, namely **Matai Title** and **Religious Affiliation** were included in the 1995 population items. Otherwise, population questions were basically the same as the 1990 census questionnaire contents. The Expenditure Section including Weekly Diary was included to collect data on household expenditure for reconstructing the American Samoa Consumer Price Index. The Emigration Section was added to try to collect data on out-migration of the resident population.

I would like to thank the many government agencies, organizations and individuals that assisted in this project. To former **Governor A. P. Lutali**, **Governor Tauese P.F. Sunia** and **Director of the Department of Commerce, Mr. John Faumuina Jr.**, thank you for your continued support. The continuing interest and financial commitment by the **US Department of Interior-Office of Insular Affairs** contributed a great deal to this and other statistical projects of the government. For the technical guidance of the **US Bureau of the Census-International Programs Center**, in particular **Dr. Michael J. Levin**, **Mr. Michael Stroot** and all the **IMPS Experts** in Washington D.C., thank you for your encouragement. **Mr. Diego Sasamoto** who spent hours and hours in reformatting published tables, thank you. Lastly to my staff at the Statistics Division- in particular **Mrs. Ianeta Kappel** for her contribution to data processing and editing, **Ms. Dawn Alailima**, **Mrs. Lutia Mata'u**, **Mr. Fogatia Letuli** and **Mr. Anthony Loa**. This is a product of your commitment to the development of statistical capabilities in the territory. Thank you for your support and keep up the hard work.

I must make special mention of my appreciation to the **People of Tutuila and Manu'a** for welcoming survey workers to their homes and taking time out to answer the long list of questions. Without their support, the household survey would not have been a success.

Vaito'elau Filiga  
Chief Statistician

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## THE HOUSEHOLD SURVEY PROGRAM: 1995

### Sampling

Two major principles underlie all sample design. The first is the desire to avoid bias in the selection procedure; the second is to achieve the maximum precision for a given outlay of resources. Bias in the selection can arise in:

1. If the sampling is done by a non-random method, which generally means that the selection is consciously or unconsciously influenced by human choice;
2. If the sampling frame (list, index or other population record) which serves as the basis for selection does not cover the population adequately, completely or accurately;
3. If some sections of the population are impossible to find or refuse to co-operate.

Any of these factors will cause systematic and non-compensating errors that are not eliminated or reduced by an increase in sample size. If the sample is taken from an inadequate list, no increase in size will correct its unrepresentativeness or eliminate the bias in the characteristics of an infinite number of samples so selected.

The sampling method used in the 1995 household survey project is called Systematic Sampling. In general, this type of sampling differs from simple random sampling in that it does not give all possible samples of size  $n$  from the population size  $N$  an equal chance of selection. In systematic sampling, once the sampling fraction is determined, the random selection of the starting point determines the whole sample, i.e. if the number 5 was selected with an interval of 5, then 5, 10, 15, 20... automatically follows. In systematic sampling, the selection of one sample member is dependent on the selection of a previous one, while with simple random sampling from

a large population the selections are virtually independent of each other. Systematic sampling produces a more even spread of the sample over the population list than does simple random sampling. Usually this will lead to greater geographic coverage.

In April of 1994, a team of 10 map verifiers was sent out to conduct map spotting and area verification to the preparation for the 1995 household survey enumeration. Their jobs were to canvass the area, map spot all housing units within the given maps, add new houses and delete any residential structure boxes that no longer existed. This work was done in collaboration with the Office of Samoan Affairs and the Pulenu'u of each village.

From the map verification process, all identified housing units were serialized and given unique numbers. The housing units were numbered in a serpentine manner beginning from a starting point (usually at one end of a village) and moving to the other end of the village. Geographic codes used in the 1990 enumeration were used again for the 1995 household survey project. For instance, Address Register Areas or ARA and Block Numbers were the same as in the 1990 census. The geographic data provided a comparable geographic listing of housing units with the regular census program. However, the lowest geographic level used for tabulation and dissemination of data is restricted to districts only.

### Sample weights

A total of 8,967 housing units were listed in the map verification process. After enumeration, a map verification error listing was maintained to estimate non-sampling error from the map project. Sampling selection as stated was systematically done without replacement and after enumeration, only 1,713 housing units were received and processed. Again an adjustment factor was calculated to correct for non-sampling errors from enu-

meration. Different weights were used for the long form and Weekly Diary. For instance, Population and Housing, Expenditure, Emigration had a weight of 5.2 while Weekly Diary (collected from every other household, which means only 10 percent of households should have responded to weekly diary), had a different weight of 11.8 applied for expanding the sample to the 100 percent level. The non-response in Weekly Diary was about 15 percent and thus the weight was adjusted accordingly.

The following calculations provide the adjusted weight factor used for the expansion of the sample to the 100 percent level:

**Total Adjusted Housing Unit List: 8,967**  
**Total Selected Housing Units: 1,776**  
**Total Enumerated Housing Units: 1,713**

**Adjustment Factor: 1.04**  
**Adjusted Weight: 5.2**

Table of Weights	Housing Units	Respondent	Weight
Housing Units Selected	1,776	1,713	5.2
Occupied		1,609	
Population		1,713	5.2
Expenditure		1,020	5.2
Emigration		85	5.2
Weekly Diary	804	680	11.8

## HIGHLIGHTS

A household sample survey is never an easy task. Resources such as money, manpower, commitment and cooperation of all involved are needed. A household survey in particular can be cumbersome given that a basic set of guidelines and sampling techniques must be followed precisely to maintain a minimal error level. However, human errors do happen

no matter how much we try to avoid them. Household survey performs a basic task of providing an enormous amount of aggregated data on the residents of American Samoa. These absolute numbers may contain errors but their proportionate and percentage distributions provide reasonable measures of the composition and changes in the demographic, social and economic profile of the territory.

In this report, highlights and results of the survey are provided.

## Size, growth and geographic distribution

The population of American Samoa from survey data of April 1, 1995 was 52,884. The estimate is based on a 20 percent sample of households, counting 10,170 persons. This number is then expanded by 5.2 (overall weight for the sample) to derive the estimate above. The estimate was lower than the mid-year population estimates published in 1995. Certain factors associated with household composition have indicated a structural change in the territory's population. For instance, more housing units were listed (over 8,900); fewer persons per household; and a continuous drop in the number of persons born in the territory in the previous five years, based on vital statistics registration data published in the 1996 American Samoa Statistical Yearbook.

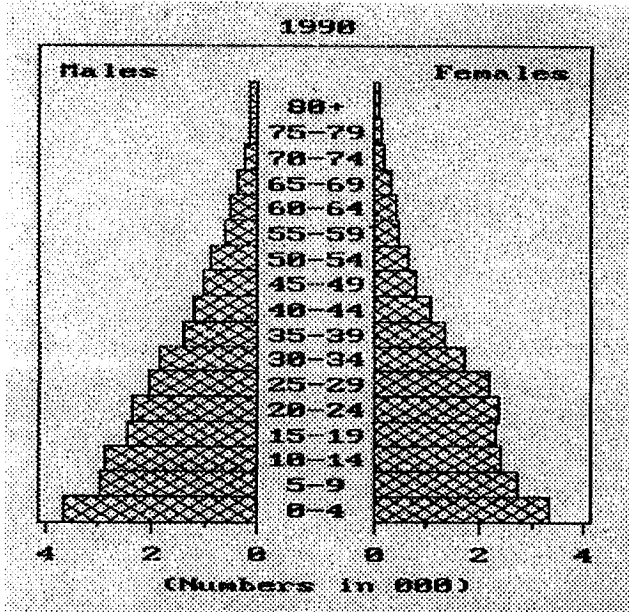
Year	Population by Districts		
	Eastern	Western	Manu'a
1960	11,137	6,113	2,695
1970	15,955	9,018	2,112
1980	17,311	13,227	1,732
1990	21,175	23,868	1,714
1995	25,308	25,886	1,690

In absolute numbers, the Western District outnumbered the Eastern District. Until 1990, more people resided in the Eastern District in each census than the Western District. The Eastern District had 45 percent of the 1990

population; now holding 48 percent in 1995 while the Western District had 51 percent in 1990; now holding 49 percent. Manu'a remained relatively unchanged. Overall population growth dropped in the past few years. Between 1980 and 1990, the annual population growth rate was 3.7 percent. The annual growth rate was 2.5 percent between 1990 and 1995.

### Age and sex distribution

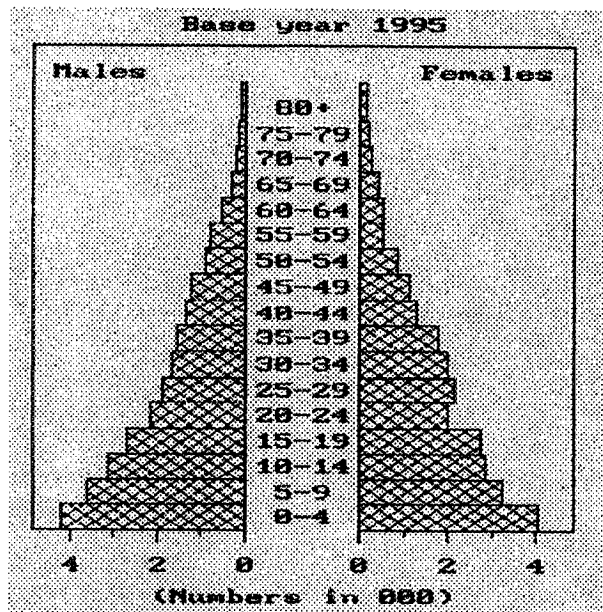
The sex ratio from the survey data was 101 males per 100 females compared to the 1990 census sex ratio of 106. In general, the overall sex ratio is determined from joint effects of sex ratio at birth, sex of deceased persons and sex of migrants.



The age structure of the population in 1995 was consistent with the 1990 distribution (very broad base indicating a relatively young population). As indicated by the population pyramids, our population is young; recent births at the base, and narrowing width of the structure at older ages reflecting mortality. The sex distribution patterns revealed some features associated with the socio-economic profile of the islands. The excess of males and females in 20 to 29 ages reflected the effect of age selective migration, particularly

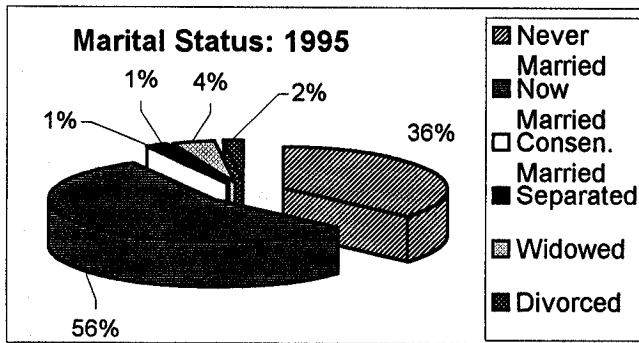
the economically active age groups.

The median age for the population was 19.9 years; a drop from the 1990 median of 20.9 years. Those 0 to 4 years accounted for about 16 percent of the population, while those in school ages (5 to 19 years) accounted for 35 percent of the population. The older age groups (those 60 years and over) accounted for only 6 percent of the population. The dependency ratio (non-economically active over the economically active ages) is 84 (meaning 84 dependants for every 100 economically active adults.)



### Marital status

Similar questions on marital status in the 1990 census, (except the inclusion of the consensual married category) were asked of in the 1995 household survey. About 56 percent of all person 15 years and over were married in 1995 compared to about 54 percent in 1990, while the proportion never married dropped from 39 percent in 1990 to 36 percent in 1995.



Single males outnumbered females by a ratio of 1.14 to 1. Close to three times as many female divorcees and almost six times as many female widows were reported in the survey. The wide difference in male and female categories is because of higher life expectancy in females. Although consensual marriages were not reported separately in 1990, close to 300 cases (1 percent) were reported in the 1995 survey.

### Religion

Religion like the 'Matai' title, is one of the non-census items included in the 1995 household survey, not just because of the demand from church groups for religious affiliation data, but also because of the importance of religion as an integral element of our everyday life. This item has only been asked twice; first in the 1974 Census of American Samoa and now with the 1995 household survey.

In the 1974 census, the question "What is your religion?" was asked of each person and the response given was recorded according to the list of church abbreviations provided. A person with a religion not listed in 1974 was written in the space provided. When a person said he or she had no religion, "None" was given, and if a person did not wish to answer the question, "Refuse" was recorded. Children assumed to have the religion of the head of household or parent/guardian unless questioning indicates otherwise.

The religion question in the 1995 survey was

open-ended and each write-in religion response was coded accordingly. The table gives the distribution of the population by religious affiliation and the change in absolute numbers between 1974 and 1995. The Congregation Christian Church continued to hold over 40 percent of the population for over 20 years (about 16,400 in 1974 and 21,500 in 1995). However, the distributions of religious affiliation changed significantly in the same period. For instance, the Congregation Christian Church held 56 percent of the population in 1974, but 41 percent in 1995. Likewise, the Roman Catholic Church had 20 percent of the population in 1974, but 19 per-

Religious Affiliation	1974	1995
Total	29,190	52,883
Congregation Christian Church	16,427	21,476
Roman Catholic Church	5,897	10,254
Methodist Church	2,029	4,404
Seventh Day Adventist Church	603	1,544
Church of Jesus Christ of LDS	2,399	6,604
Assembly of God Church	..	4,363
Others Religions	1,610	4,124
No Religion	121	114
Not Stated/Refused	104	0

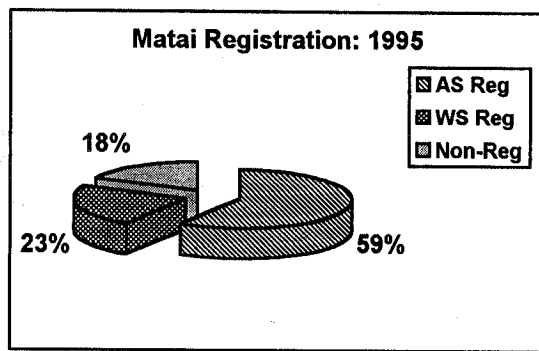
cent in 1995. The Church of Jesus Christ of Later Day Saints had about 6,600 population, or 12 percent in 1995 (increase from 2,400 in 1974) and was the fastest growing religion in the territory. Although the Assembly of God had over 4,000 population in 1995, the lack of separate identification in 1974 made it impossible to determine its trend. A total of 14 religious denominations were identified separately in the 1995 household survey.

### Matai

The question on 'Matai' was somewhat different between the two investigations. In the 1974 census, persons enumerated who held matai titles were marked "M", the title name written in the space provided and the country in which the title belongs to was written as "AS" for American Samoa and "WS" for Western Samoa. Untitled persons were

shown as "UT" and the title name of their matai head written in the space provided along with the country where the title of their matai belonged to. For persons who were not part of an aiga headed by a matai or who did not recognize a matai as head of the family were mark "No Matai" in the "Matai Name" space.

The 1995 survey specifically asked for Matai title and registration. If a person responded "Yes" that he/she is a 'Matai', then the country where the title was registered at was asked (American Samoa or



Western Samoa.) The issues of title ownership and belonging were not asked. If a person was not a 'Matai' then the response would be no. Although these subject matter differences do not allow for any direct comparisons of the two data sets, there is enough data to draw parallel conclusions about the number of 'Matai' in the territory.

In the 1974 census, about 1,450 'Matai' were identified, compared to 2,662 in 1995. Close to 60 percent of those with 'Matai' titles in 1995 were registered in American Samoa and 23 percent registered in Western Samoa. Another 18 percent 'Matai' were not registered. Of the 2,662 'Matai' in 1995, about 85 percent were head of households.

## Race and ethnicity

Although Race is not a specific question in local censuses and surveys, the question on Ethnicity allowed for self-identification of persons either by their race or ethnic origin.

Race/Ethnic Origin	Total	Male	Female
Samoans	48,896	24,419	24,476
Tongans	1,050	530	520
Other Pacific Islands	281	183	99
Asians	790	442	349
Other Single Race/Ethnic	967	556	410
Multiple Ethnic Groups	900	499	401

For instance, response categories included race such as White, Black, Hispanic, etc; ethnic origins such as Samoans, Tongans, Fijians etc; and Multiple Ethnic Groups such as Samoan/Asian or White/Samoan.

In 1995, the ethnic composition of the population was predominantly Samoan (92 percent). The next largest single ethnic group was Tongan with about 2 percent, while Asians accounted for 1.5 percent of the population. The largest single Asian Ethnic Group was Filipino followed by Koreans. Multiple Ethnic Groups accounted for about 2 percent of the population.

## Citizenship

Over 38,000 persons were either Citizens or Nationals of the United States. About 13,000 were permanent residents of the territory and over 2,000 were temporary residents. In total, 32 percent of the American Samoa population were aliens (aliens were defined as persons who were not nationals or citizens of the United States.) Of the 38,048 United States Citizens or Nationals, 89 percent were born in American Samoa, 7 percent born in the United States and other US territories and less than a percent born abroad of US parent(s). About 4 percent became nationals through the One Parent Law while less than 1 percent were citizens through the process of naturali-

zation. The One Parent Law category was not identified separately in the 1990 census due to content specifications relevant for all US territories; this issue applied to American Samoa only. This law took effect less than five years ago and the 1995 data identified changes in the citizenship composition, and a new level of migration as those qualify pursued this opportunity as a US passport holder.

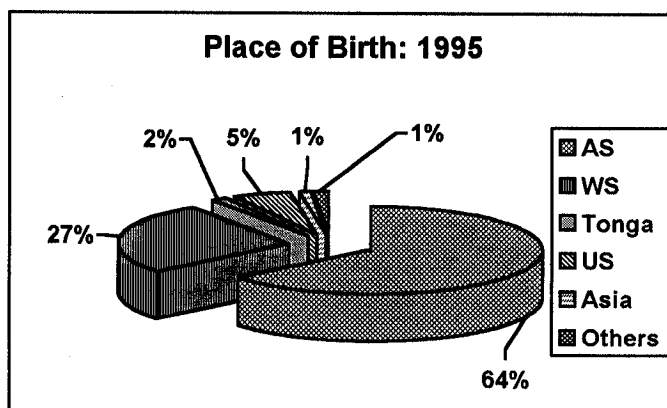
Citizenship	1990	1995
US Citizen/National	29,742	38,048
Born in Am. Samoa	25,573	33,722
Born in US or Territory	3,543	2,808
Born Abroad US Parents	455	73
One Parent Law	..	1,305
Naturalized Citizen	171	140
Non US Citizen/National	17,031	14,836
Permanent Residents	15,529	12,589
Temporary Residents	1,502	2,246

The significant changes in absolute numbers for both American-Samoan born and Non-US citizens or nationals, reflected the effects of migration, fertility and the one parent law. The increase in the percentage of those born in American Samoa is correlated with the proportion of those ages 0 to 4 years reflected in the age-sex distributions as long-term migrants settled and have families in American Samoa. Likewise, the drop in Non-US Citizen/National is probably due to outward migration, but most likely due to those who changed their national status with the passage of the One Parent Law.

### Place of birth

Migration can be measured in several ways. Questions such as place/country of birth, parental birthplace, year of entry, resident one year ago and resident five years ago (long term migrants) were used to collect migration data. These questions and reasons for migration (which was asked only in 1995) helped to get a better understanding of the migration issue in American Samoa.

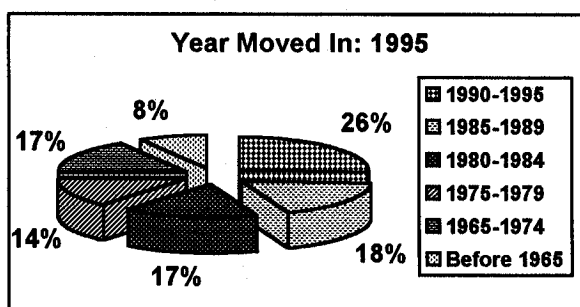
Based on place or country of birth, the proportion of the American Samoan born went up from 55 percent in 1990 to 64 in 1995, in contrast to the decline of the Western Samoan born from 31 percent to 27 percent. Like the Western Samoa born, the Tongan born proportion also dropped from 3 to 2 percent.



The 1995 distribution reflected the impact of age-selective migration in the past, particularly those in child bearing ages contributed to the 9 percentage point increase of the American Samoan born, and a drop in the rest of the birthplace categories.

### Year moved into American Samoa

Of the almost 20,000 persons born outside of American Samoa, nearly 5,000 of them migrated into American Samoa five years before the survey. Also, another 3,500 persons arrived five years before the census of 1990. In total, over 8,000 (44 percent) of all migrants moved into American Samoa 10 years before the survey. Another 17 percent moved in five years after the 1980 census and 14 percent before the 1980 census.





## Parental birthplace

Over 50 percent of all persons had mothers or fathers born in Western Samoa, while about 40 percent had mothers or fathers born in American Samoa. These distributions have gone up since the 1990 census particularly for those with American Samoa born fathers (increase by 3 percentage points. Those with Tongan and US born parents have dropped by one percentage point respectively in the same period.

## Residence five years ago

Short term migration is measured by place of residence five years before the census or in this case the 1995 household survey. Of those 5 years and over in 1995, almost 4,000 (9 percent of the population) lived outside American Samoa five years before the survey. About 1,600 persons lived in the US and another 1,500 in Western Samoa. In the 1990 census, the number of those who lived in Western Samoa in 1985 was twice as many as those who lived in the United States. Whereas in the 1995 survey, the number of people who lived in Western Samoa and the United States were about the same. The migration flow from Western Samoa in the 1990 was much higher than the return-migration flow from the US. Compared to the 1995 survey, more people had lived in the US five years ago now residing in American Samoa.

	1990	1995
Persons 5 years and over	39,821	44,600
Same house 5 yrs ago	30,759	35,308
Different house 5 yrs ago	2,763	5,340
Same county	1,152	2,527
Different county	1,611	2,813
Outside Am. Samoa	6,299	3,952
United States	1,781	1,638
Western Samoa	3,415	1,534
Elsewhere	1,103	780

Internal movement within American Samoa was also occurring as shown by those residing in the same house or in a different house in 1995. For those residing in a different house, the question on residence in the same county or a different county was asked. In 1995, although a high percent lived in the same house five years before the survey, 20 percent of the population had moved, and almost 3,000 of those who moved had moved to a different county.

## Reasons for migration

A question on reason for migration was asked for those born outside American Samoa. Usually people moved because of economic reasons and socio-political stability of a country. This is not the case in American Samoa where in 1995 the number one reason

Reason for Migration	1995
Persons born outside Am. Samoa	19,162
Employment	3,037
Spouse of employed persons	790
Dependent of employed persons	2,574
Family subsistence	3,354
Family business/agriculture	957
Missionary activities	900
Medical reasons	99
Visiting/vacationing	4,685
Other reasons	2,766

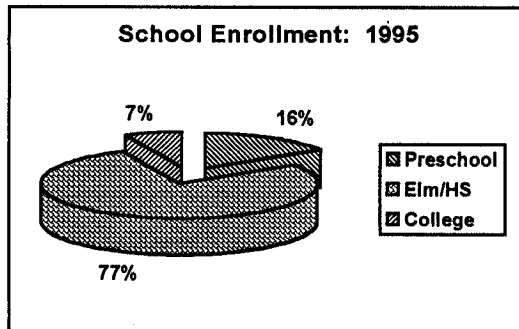
for those moved here was to visit family/relatives or vacationing (24 percent of persons born outside American Samoa.) Second to the Visit Family category was also family related (those who came here on family subsistence or commercial activities including agricultural with 22 percent). Those who came here for economic reasons came third with 20 percent while another 13 percent were here as dependents of employed persons. About 5 percent were here because of missionary work, and less than a percent were here seeking medical help.

## Resident One Year Ago

Both internal and international movement occurred one year before the survey. Of the 1,600 persons lived outside American Samoa one year before the survey, 650 lived in the United States; another 570 lived in Western Samoa and the rest in other countries. The data also showed a substantial internal movement. Of those who lived in a different house in American Samoa in 1994, 65 percent had relocated to a different county.

## School enrollment/educational attainment

Questions on school enrollment and educational attainment were asked in censuses and the 1995 survey. Of the 19,521 persons 3 years and over were enrolled in school, over 3,000 were in preprimary school while over 15,000 were enrolled in elementary and high schools. These enrollments have more than doubled in the last five years for preprimary, elementary and high school except for those in college which dropped in the same period.



Over 90 percent of those 3 years and over enrolled in school were in public school.

Of the 22,199 persons 25 years and over, 8,429 (61 percent) were high school graduates. This is an improvement of about 5 percentage points from the 1990 census. Those with bachelor degrees or higher amounted to about 6 percent.

## Disability

The question on disability was asked of all persons' 5 years and over. In addition, disability in relation to labor force participation was also asked of those 15 years and over.

Of the 44,600 persons 5 years and over, 983 (2 percent) reported some form of disability. Out of the 28,626 persons 16 to 64 years, 208 had self-care limitations and 577 had some form of work disability. Of those with work disability, 374 have disabilities that prevented them from working.

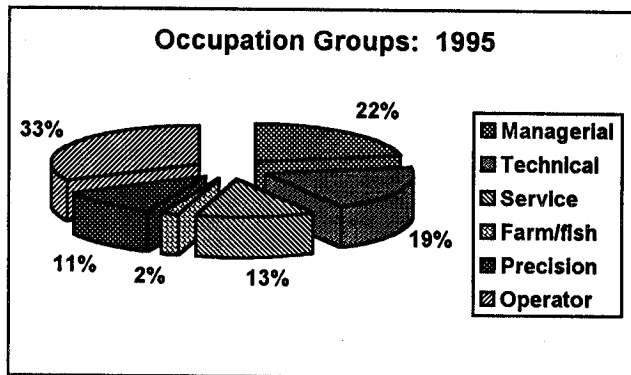
## Labor force participation

The total labor force in 1995 was 30,514, or 48 percent of all persons' 16 years and over. The total labor force participation rate dropped from 51 in 1990 to 48 in 1995. A similar trend was seen for the female labor force participation rate that dropped by 3 percent in the same period. Of the 14,700 labor force participants, 13,785 (94 percent) have jobs or currently employed. The remaining 6 percent were the unemployed (those that were actively looking for work). The concept of unemployment as defined and used in the western context or developed countries might not necessarily capture full unemployment in the territory since there were no federal/state/territorial offices dealing directly with unemployment compensation or job placement. In most cases the availability of employment opportunities were received through relatives and friends in employment.

## Occupation

As expected, the largest category for occupation was Operators/Fabricators/Laborers (close to 4,500 workers), because of the two canned-tuna companies. It is expected that this occupation category would continue to hold the most workers because of the addition of the garment manufacturing business in late 1995. Another 3,000 were in manage-

rial/professional occupations and about 2,700 in technical, sales and administrative support occupations.

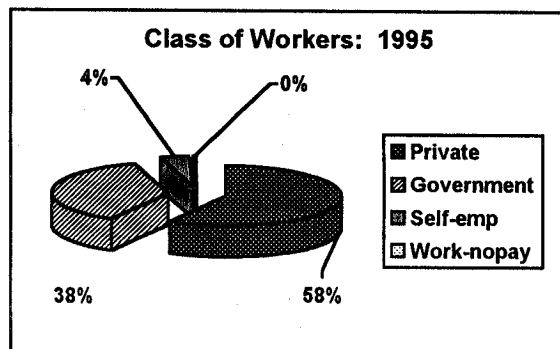


### Industry

Industry data showed a drop in the private sector employment particularly the manufacturing industry category (4,556 in 1990 to 4,295 in 1995), and a significant increase in the public sector, Professional and Public Administration categories from 3,872 to 5,309 workers in the same period. Employment in the Non-durable Manufacturing category dropped by about 300 workers between 1990 and 1995. Again, these were sample data and should be treated cautiously.

### Class of Workers

Again the drop in private sector employment was seen in the Class of Workers categories. In 1990, close to 8,205 were in paid private sector jobs, whereas 8,000 were in the same category in 1995. In contrast, government employment went up about 800 workers (al-



most 5,200 in 1995 compared to 4,400 in 1990.)

### Income

Income by type (wages, business income, etc) was asked of all persons 15 years and over. Median and mean individual income in 1995 increased while median and mean household income dropped since 1990. Per capita income also went up by about 7 percent (\$3,039 in 1990 to \$3,249 in 1995). Total income received by all persons' 15 years and over amounted to \$173 millions compared to \$142 millions in 1990.

Income did not improve with length of residence for those who were born outside American Samoa. For instance, those who came in less than two years before the 1995 survey made more money than those that came in 5 or more years earlier did.

Household income was derived from summing income types for all persons 15 years and over in a particular household. The median household income in 1995 was \$15,715, a slight drop from the 1990 median of \$16,114. Household size also dropped to about 6 persons in 1995, suggesting more nuclear families emerged and less people contributed to total household income. The number of households increased by about 27 percent five years after the 1990 census count.

### Housing Characteristics

Total housing units enumerated in the 1995 survey was 1,713, giving an estimated 8,908 housing units in the territory. This was a substantial increase in housing units after the 1990 census in which 6,900 housing units were counted. The increase in housing units accelerated by the reconstruction of the islands after two major hurricanes devastated the territory in 1990 and 1991.

A total of 8,367 housing units were occupied in 1995; 6,906 units owner-occupied and 1,461 units occupied by renters. Only 541 units were vacant. Most housing units (7,519) were single detached and only about 125 were apartment units. Materials for walls were equally divided between concrete blocks and wood (over 4,000 housing units each), while roofing was mostly metal.

Close to 6,000 housing units were connected to either the government water system or the village water system. Another 1,776 units still used catchment, tanks or drums for collecting water. About 2,500 units had been connected to the government sewer system while another 5,590 units used septic tanks.

<b>All Housing Units</b>	<b>8,908</b>
Owner Occupied	8,367
Renter Occupied	1,461
Vacant	541
With refrigerator	7,239
With microwave	2,184
With sink with piped water	6,042
With electric power	8,258
With telephone	5,897
With radio	5,944
With TV	6,942
With air condition	764
With a vehicle	4,633

Over half of the occupied housing units used LBG-gas fuel for cooking, followed by electric use with 2,096. Over 7,000 housing units had refrigerators; 96 percent of units with refrigerators were electrically powered. Most housing units had electricity and a substantial number of units were equipped with sink and piped water. Also, close to 7,000 housing units had televisions and also close to 6,000 had telephones. Likewise, almost 6,000 units had radios. Only 764 (9 percent) had air conditioning and over half of the housing units had vehicles or access to a vehicle.

### Emigration

The purpose of asking emigration questions was to get an idea of the number and reasons why people moved, particularly to the United States. Obviously from the survey results, not too many families paid too much attention to these questions since the response rate was very low. On the other hand, if a whole household moved, then there would be no one left to report them. Only 837 persons reported by their family were living outside of the territory. Out of the 837 persons, over half of them were in school and another 39 percent were working.

### Expenditure

Expenditure data were collected on three data capture levels. Major Household Expenditures with a reference time of 12 months (i.e. purchases credited or paid for in the past 12 months) were collected on the main questionnaire. Regular Household Expenditures (usually with a reference period of one month) were also collected on the main questionnaire, while one-week of expenditure was collected on a separate Weekly Diary Booklet.

While both major and regular expenditures were collected on all housing units selected, only half of the selected sample housing units were required to complete a weekly diary recording. This means that fully 10 percent of the housing units completed a diary.

The primary purpose of collecting household expenditure data in 1995 was for the reconstruction and re-base of the American Samoa Consumer Price Index. The last re-base of the American Samoa CPI was in 1982. Apart from the CPI re-base, data on consumer spending were available for market and research planning. Data for developing national accounting system and valuation of the non-market economy could also be obtained from the expenditure details. Information on commodity selections and consumer preferences along with some data on nutritional purchases could be provided also.

Our experiences with previous income & expenditure surveys have shown that income is always underreported and expenditure is always over-reported. Care should be taken in drawing too fine an interpretation, when comparing income and expenditure data.

Expenditure Category	Annual Total	%
Total	\$203,623,059	100
Food/non-alco.bev.	57,508,308	29
Alcoholic/tobacco	5,456,152	3
Rental,fuel/utilities	24,700,634	12
Clothing	5,880,836	3
Housing/household	27,926,111	14
Medical/Health	2,352,054	1
Transportation	19,187,765	9
Recreation/entertm.	2,055,253	1
Services	2,892,712	1
Education	3,420,248	2
Miscellaneous	10,067,134	5
Special expenses	42,175,852	21

Detailed expenditure data given in this report on three different sets of tables as they were collected in the field. In trying to summarize this enormous volume of data, the tables have been collapsed, restructured and adjusted to provide a fair representation of how and what Samoan families spent their money on. The table provided a restructured distribution of household expenditures in the territory.

The total expenditures by all households in American Samoa amounted to over \$200 millions with food constituting about 29 percent. Food (amounted to \$57.5 millions) consisted of all food purchases from the weekly diaries expanded to the 100 percent level. In previous surveys, 1982 and 1988 - food came out as the primary expenditure item with \$22 millions and \$26 millions respectively.

Special expenses constituted household expenditures primarily related to the fa'a Samoa, both religion/church and cultural related. All

expenditures including wedding, funeral, church (including donations etc.), matai title, overseas remittances and local remittances were considered special expenses. This was a substantial amount of household spending and the proportionate distributions of special expenditures in the 1982, 1988 and the 1995 surveys were about the same (close to 20 or more percent of total expenditures.) With a total of \$42 millions, almost \$12 millions were spent on funerals, \$6 millions on wedding, \$5 millions on matai titles, \$4 millions on overseas remittances, another \$1 million on local remittances, and, the remaining \$14 millions on Religion/Church related expenditures.

Housing and household expenses amounted to almost \$28 millions of all household expenditures (14 percent). Housing expenditures included mortgage loan payment (\$10 millions), construction materials (\$7 millions), household appliances (\$3 millions), household supplies (\$4 millions), toiletries with over \$1 million, and, house insurance (which is not very popular) with about half a million dollars.

Rental, fuel and utilities (\$25 millions) constituted with housing rental cost - \$3 millions, electricity with \$8 millions, water cost with \$3 millions, telephone cost with \$7 millions, and, LPG gas/kerosene with a \$2 ½ millions. Average monthly cost of rental housing unit was about \$340 with monthly utility average cost of \$76 for electricity, \$57 for water, \$99 for telephone and \$46 for propane gas/kerosene.

Transportation cost amounted to \$19 millions or 9 percent of all expenditures. Transportation included vehicle ownership/insurance and loan payment with \$10 millions, overseas and domestic travel with \$5 millions, and, land transportation with incidental transportation cost with \$4 millions.

The Miscellaneous category amounted to \$10 millions (5 percent) with mostly personal loan- accounted for about \$8 millions. Both Alcoholic beverages & tobacco, and Clothing categories amounted to \$5 millions each or 3 percent each of total expenditures.

Educational expenses amounted to \$3 millions (half of it on school fees and the other half on allowance.)

Services including cosmetic, laundry, repair, housekeeping etc., amounted to almost \$3 millions. Legal fees including accounting, taxation fees had about \$1 ½ millions of all service cost. Medical and health services including health insurance amounted to a little over \$2 millions, and Recreational & entertainment expenses amounted to \$2 millions.

## SUMMARY

The household survey estimated population was lower than the published mid-year estimates. The 1995 survey population was 52,884 with an annual growth rate of 2.5 percent (an increase of 6,111 people since 1990.) Total housing units recorded was 8,908 (an increase of 28 percent from the 1990 housing stock of 6,959.) The average household size in 1995 was 6.3 verses 7.0 in 1990. Total owner occupied units went up from 5,161 in 1990 to 6,906 in 1995. Also renter occupied housing units went up slightly from 1,446 to 1,461 in the same period.

The increase in housing units was most probably driven by the reconstruction of the islands after the two hurricanes in 1990 and 1991, and not because of gainful wealth. The local economy remained relatively the same throughout this period until late 1995 when new industries such as garment manufacturing started, and income did not change that much in the same period. From the survey, median household income went down between 1990 and 1995. The median household income however, was mostly likely affected by the

decline in household size and not a real drop in income since the median income for persons (both male and female) went up.

Household income declined as more nuclear families moved away from traditional Samoan households (lowering the number of persons contributed to total household income). Also, the number of single person households doubled between 1990 and 1995.

The population is ethnically Samoans and still young. The median age was 20 years with 35 percent in school-aged population. The dependency ratio was 84 and the labor force participation rate dropped from 51 in 1990 to 48 percent in 1995. Close to 13,800 persons were working or had jobs, and over 900 persons (6 percent) were actively looking for work.

About 64 percent of the population were born in American Samoa (an improvement from the 1990 census with 55 percent.) However, migration continued and nearly 5,000 persons migrated five years before the survey. The number one reason for migration was to visit families and relatives.

Average total expenditure for a Samoa household was about \$24,000, compared to the US average of \$32,277 or the Guam average of about \$34,000. The largest expenditure group, Food, amounted to \$6,873. The second largest group, Special Expenditures averaged about \$5,041. Special expenditures included religion, funeral, wedding, matai title and any other cultural related expenses.

Expenditure patterns of Samoan households were quite different from the US and Guam in 1995. In the US mainland, Housing constituted the highest average with \$10,465, followed by Transportation and Food with \$6,016 and \$4,504 respectively. In Guam, Housing had the biggest average with \$12,520, followed by Food and Transportation with \$8,544 and \$4,632 respectively.