

# 2020 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## American Samoa



### EMPLOYMENT

**303**

net jobs lost



### BUSINESSES

**515**

small establishments



### TRADE

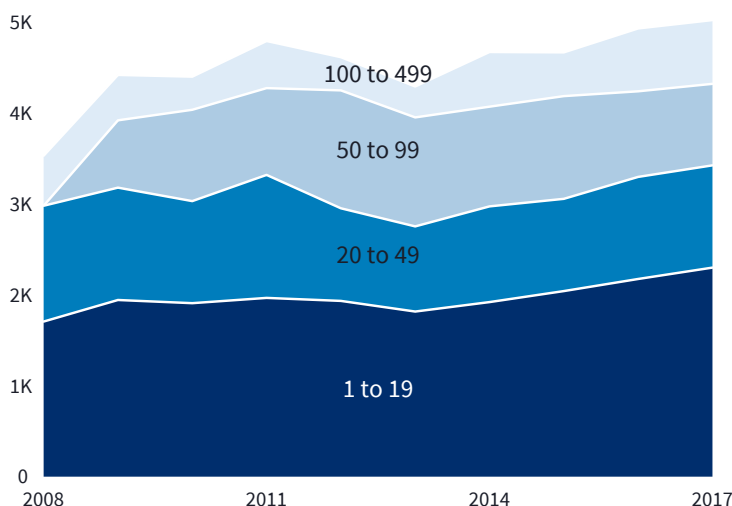
**407.0 million**

in total exports\*

A note on COVID-19: This report uses the most up-to-date government data to present a unique snapshot of small businesses. All sources reflect data collected prior to the COVID-19 pandemic.

## Economic Output and Employment

**Figure 1: Employment by Establishment Size (Employees)**



- The American Samoa economy grew at an annual rate of **2.2%** to **\$608.0 million** while per capita income increased **3.4%** to **\$10,483** in 2018. (Source: [BEA](#))
- The number of private sector employees in American Samoa decreased **3.6%** to **8,203** in 2017. (Source: [CBP](#))
- Figure 1 displays private sector employment for establishments with fewer than 500 employees from 2008 to 2017. Establishments with 1 to 19 employees have the largest share of small establishment employment. (Source: [CBP](#))
- Table 1 provides additional details on American Samoa employment by industry. (Source: [CBP](#))

Job and establishments statistics are from the 2017 County Business Patterns (CBP) and export statistics are from 2018 Bureau of Economic Analysis (BEA) data. Economic growth and trade statistics are expressed in real US dollars.

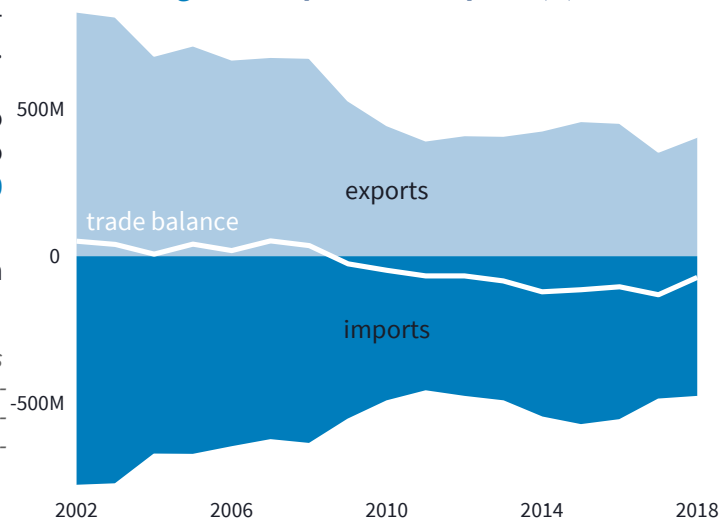
## International Trade

- Figure 2 displays the evolution of American Samoa imports, exports, and trade balance from 2002 to 2018. (Source: [BEA](#))
- In 2018, American Samoa total exports increased **14.3%** to **\$407.0 million**, while its total imports decreased **1.8%** to **\$479.0 million**. This resulted in a 2018 trade deficit of **\$72.0 million**. (Source: [BEA](#))

\* Exports and imports reflect trade between American Samoa and the rest of the world, including the US.

The Small Business Profiles are produced by the US Small Business Administration's Office of Advocacy (<http://advocacy.sba.gov>). Values labeled 's' in Table 1 were withheld by the Census Bureau because they do not meet publication standards or could disclose information regarding individual businesses.

**Figure 2: Exports and Imports (\$)**



**Table 1: American Samoa Employment, Establishments, and Payroll by Industry, 2017. (Source: CBP)**

Industry	Total Private Employment	Total Private Establishments	Annual Payroll (\$ Thousands)	Annual Payroll per Employee (\$)
Manufacturing	2,946	43	33,085	11,230
Retail Trade	1,530	177	21,506	14,056
Accommodation and Food Services	671	51	6,833	10,183
Construction	441	31	8,037	18,224
Other Services (Except Public Administration)	342	46	4,946	14,462
Transportation and Warehousing	330	24	4,816	14,594
Wholesale Trade	264	24	5,014	18,992
Administrative, Support, and Waste Management	173	22	2,027	11,717
Professional, Scientific, and Technical Services	171	24	5,514	32,246
Information	163	6	4,426	27,153
Educational Services	147	5	2,000	13,605
Finance and Insurance	105	15	2,645	25,190
Real Estate and Rental and Leasing	83	15	1,175	14,157
Industries not Classified	33	11	496	15,030
Management of Companies and Enterprises	11	3	101	9,182
Health Care and Social Assistance	s	16	s	-
<b>Total</b>	<b>8,203</b>	<b>517</b>	<b>124,651</b>	<b>15,196</b>

**Figure 3: American Samoa Employment by Municipality, 2017. (Source: CBP)**


## References

The Small Business Profiles, source data, and methodology are available at <https://go.usa.gov/xvSPA>.

BEA Bureau of Economic Analysis  
CBP County Business Patterns, US Census Bureau