Mapping the Unseen: Small Area Estimation for Urban Analysis

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April 29, 2025

Introduction to Small Area Estimation

Introduction to SAE

- ▶ We live in a world with increasingly complex problems (e.g. poverty, inequalities, climate change, etc.)
- ▶ Data is essential for solving these problems.
- ▶ We also need increasingly high resolution data.

The role of surveys

- ▶ Sample surveys are cost-effective methods for obtaining information about wide-ranging topics at frequent intervals over time (Ghosh and Rao 1994).
- ▶

Key Concepts

- **Small area (domain):** sub-population of interest for which data is scarce.
    - Not necessarily *small* geographically.

Ghosh, Malay, and John NK Rao. 1994. "Small Area Estimation: An Appraisal." *Statistical Science* 9 (1): 55–76.