



**Title:** Inference for Count Data

**Date/Time:** May 2, 2018 10:30 AM to Noon (ET)

**Speakers:** Noel Cressie, University of Wollongong (Australia) and University of Missouri

**Chair:** Wendy Martinez

**Sponsor:** WSS Methodology

**Abstract:** This talk will be largely review in nature and informal in the sense that audience participation and discussion is highly encouraged. Count data are often used as numerators in rates (e.g., unemployment, poverty, disease), and those rates can sometimes be massaged, transformed, and used in a statistical model with additive Gaussian errors. The Fay-Herriot model for small area estimation of rates does this, but it relies on large denominators and a central limit theorem that says averages of binary observations are approximately Gaussian. This talk will be centered around statistical models that avoid these approximations. We start with a conditional distribution of the counts, conditional on a process of the underlying population's true rates. If we assume that this conditional model is a GLM, then a log link gives the underlying process to be log Gaussian. We see that this is a natural generalization of the Fay-Herriot model, which can also be viewed as a GLM with an identity link and an underlying Gaussian process. When the data are spatial or spatio-temporal, it is natural to include spatial or spatio-temporal dependence in the Gaussian part of the underlying process. The Missouri node of the NSF Census Research Network (NCRN) has been building these sorts of Generalized Fay-Herriot (GFH) models for small area counts (equivalently rates), and there are different flavors that we have published. Our desire is that the research move from journal publications to use by government agencies. The talk will conclude with a "free-for-all" discussion of what it will take for that to happen!

**Location:** Bureau of Labor Statistics Janet Norwood Conference Center, Rooms 9 & 10

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