

## MARTIN O'CONNELL

### Contact details:

[martin\\_o@ifs.org.uk](mailto:martin_o@ifs.org.uk)  
<https://sites.google.com/site/drmartinoconnell/>  
+44 (0) 20 7291 4800

### Mailing address:

Institute for Fiscal Studies  
7 Ridgmount Street  
London, WC1E 7AE

### EMPLOYMENT

#### **Institute for Fiscal Studies**

Deputy Research Director (2019 – )

Associate Director (2016–18), Senior Research Economist (2011–15), Research Economist (2008–11)

### EDUCATION

PhD Economics, **University College London**, 2015

MSc Economics (Dist.), London School of Economics and Political Science, 2008

MA (Hons) Financial Economics (First), University of St. Andrews, 2007

### PEER-REVIEWED PUBLICATIONS

“Real-time price indices: Inflation spike and falling product variety during the Great Lockdown” **Journal of Public Economics** 19 (2020) (with Xavier Jaravel)

“How well targeted are soda taxes?” **American Economic Review** 110, 11, 3661-3704 (2020) (with Pierre Dubois and Rachel Griffith)

“A new year, a new you? Heterogeneity and self-control in food purchases”, **European Economic Review** 127 (2020) (with Laurens Cherchye, Bram De Rock, Rachel Griffith, Kate Smith and Frederic Vermeulen)

“Tax design in the alcohol market”, **Journal of Public Economics** 172, 20-35 (2019) (with Rachel Griffith and Kate Smith)

“The effects of banning advertising in junk food markets”, **Review of Economic Studies** 85, 1, 396-436 (2018) (with Pierre Dubois and Rachel Griffith)

“Income effects and the welfare consequences of tax in differentiated product oligopoly”, **Quantitative Economics** 9, 1, 305-341 (2018) (with Rachel Griffith and Lars Nesheim)

“The importance of product reformulation versus consumer choice in improving diet quality” **Economica** 84, 333, 34-53 (2016) (with Rachel Griffith and Kate Smith)

“Shopping around? How households adjusted food spending over the Great Recession”, **Economica** 83, 330, 247-280 (2015) (with Rachel Griffith and Kate Smith)

“Ownership of intellectual property and corporate taxation”, **Journal of Public Economics**, 112, 12-23 (2014) (with Rachel Griffith and Helen Miller)

“Public policy towards food consumption”, **Fiscal Studies**, 31, 481-507 (2010) (with Rachel Griffith)

### WORKING PAPERS

“Corrective tax design and market power”, CEPR DP14582 (with Kate Smith)

“Preparing for a pandemic: spending dynamics and panic buying during the COVID-19 first wave”, CEPR DP15371 (with Áureo de Paula and Kate Smith)

### INVITED CONTRIBUTIONS

“High-frequency changes in shopping behaviours, promotions, and the measurement of Inflation: Evidence from the Great Lockdown” forthcoming at **Fiscal Studies** (with Xavier Jaravel)

“Could COVID-19 Infect the Consumer Price Index?” **Fiscal Studies** 41, 2, 357-361 (2020) (with Richard Blundell, Rachel Griffith and Peter Levell)

“What’s on the Menu? Policies to Reduce Young People’s Sugar Consumption” **Fiscal Studies** (2020) 41, 1, 165-197 (with Rachel Griffith, Kate Smith and Rebekah Stroud)

“Corrective taxation and externalities from food consumption”, **CESifo Economic Studies** 64, 1, 1-14 (2018) (with Rachel Griffith and Kate Smith)

“Sugary drinks tax: response from the Institute for Fiscal Studies” **The Lancet** 64, 1, 1-14 (2016) (with Peter Levell and Kate Smith)

“Relative prices, consumer preferences and the demand for food”, **Oxford Review of Economic Policy**, 31, 1, 116-130 (2015) (with Rachel Griffith and Kate Smith)

“The use of scanner data for research into nutrition”, **Fiscal Studies**, 30, 339-365 (2009) (with Rachel Griffith)

SELECTED  
POLICY REPORTS

“Grocery prices and promotions during the COVID-19 pandemic” IFS BN306 (2020) (with Xavier Jaravel)

“The evidence on the effects of soft drinks taxes” IFS BN255 (2019) (with Rachel Griffith, Kate Smith and Rebekah Stroud)

“Children’s exposure to TV advertising of food and drink” IFS BN228 (2018) (with Rachel Griffith, Kate Smith and Rebekah Stroud)

“Proposed minimum unit price for alcohol would lead to large price rises” IFS BN222 (2017) (with Rachel Griffith and Kate Smith)

“The exposure of households’ food spending to tariff changes and exchange rate movements” IFS BN213 (2016) (with Peter Levell and Kate Smith)

“Using taxation to reduce sugar consumption” IFS BN180 (2016) (with Rachel Griffith, Melanie Lührmann and Kate Smith)

“Excise Duties” IFS Green Budget (2016) (with Peter Levell and Kate Smith)

RESEARCH GRANTS

2021-2023 (Principal investigator) “Public policy in food markets: understanding advertising and choice inter-dependencies”, ESRC, £490,066

2020-2021 (Co-investigator) “Heterogeneity in household spending and well-being on retirement”, Social Security Administration Retirement and Disability Research Consortium, \$75,000

2020-2021 (Principal investigator) “The impact of the COVID-19 crisis on food security”, Nuffield Foundation, £147,680

2020-2021 (Principal investigator) “The impact of the COVID-19 crisis on nutrition”, ESRC, £121,511

2018 (Principal investigator) “Research visit to Stanford”, British Academy Small Grant, £10,000

2017-2019 (Principal investigator) “Regulating product characteristic space in food markets”, British Academy Postdoctoral Fellowship, £325,831

2016-2018 (Co-investigator) “Empirical evidence on the formation of habits, self-control and non-separabilities in food choice”, ERC, €994,772

2016-2018 (Co-investigator) “Food consumption, advertising and dynamics”, ESRC-ORA, £404,705

PROFESSIONAL ACTIVITIES	Affiliations: CEPR Research Affiliate (IO programme); CESifo Research Affiliate Associate Editor: International Journal of Industrial Organization Refereeing: American Economic Journal: Policy, Economic Journal, Economet- rica, European Economic Review, Food Policy, International Economic Review, International Journal of the Economics of Business, International Journal of In- dustrial Organization, International Tax and Public Finance, Journal of Economic Behavior and Organization, Journal of European Economic Association, Journal of Public Economics, National Tax Journal, RAND Journal of Economics, Review of Economics and Statistics, Review of Economic Studies, Review of Industrial Organization, Quarterly Journal of Economics
TEACHING	Course instructor, “Imperfect Competition” (undergraduate), Stanford, 2018
INVITED SEMINARS	2020: Bristol, Cambridge, Chicago Booth, Illinois Urbana-Champaign, Oxford, Warwick, WUSTL, Wisconsin-Madison; 2019: DICE; 2018: Bristol, Leuven, Michi- gan, USC; 2017: Toulouse, Oxford; 2016: CREST, 2014: St Andrews, Leicester
SELECTED CONFERENCE PARTICIPATION	2019: Consumer Behaviour: New Models, New Methods, London; Cowles Confer- ence: Structural Microeconomics, Yale 2018: IO Fest, Stanford; Distinguished affiliate prize lecture, Munich 2016: CEMMAP workshop on Heterogeneity in Supply and Demand, Boston 2015: CEMMAP workshop on Empirical Models of Differentiated Products, Lon- don 2013: CEPR Conference on Applied IO, Bologna 2014: CEMMAP workshop on Nonparametric Demand, London 2012: NBER Summer Institute, Boston; CEMMAP workshop on Resource Alloca- tion Within Households, London 2010: CEMMAP workshop on Econometric Analysis of Scanner Data, London 2009: CEMMAP workshop on Novel Measurement Methods for Understanding Economic Behaviour, London