

Heather Bastedo

Principal at Public Square Research

Toronto, ON, CA

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Biography

With a passion for civic and youth engagement, Heather has more than ten years of hands on experience in persuasion and motivation research, as well as extensive expertise in both qualitative and quantitative research design and execution.

Working as Senior Vice President of Angus Reid Global, she honed her understanding of panel research and has delivered strategic advice on numerous public affairs projects. She now specializes in market segmentation, SWOT analysis, and Index development.

A former Skelton Clark Postdoctoral fellow at Queen's University, Heather holds a PhD and MA in Political Science from the University of Toronto, where she earned a degree in political psychology and motivation, dedicating much of that time to research focused on political and youth engagement.

Heather is co-editor of Canadian Democracy from the Ground Up: Perceptions and Performance, a book that measures the health of Canadian democracy. She has published work in the Canadian Journal of Political Science and the Journal of Youth Studies, among others.

Dr. Bastedo also serves as a founding director on the board of Canadian Association for Public Opinion Research.

Industry Expertise

Education/Learning, Public Policy, Research, Writing and Editing

Areas of Expertise

Politics, Public Speaking, Public Policy, Policy, Strategic Communications, Research Design, Quantitative Research, Qualitative Research, Teaching, Report Writing

Affiliations

The Canadian Association for Public Opinion Research : Member

Education

University of Toronto

Ph.D. Canadian Government and Politics

University of Toronto
M.A. Political Science and Government

McMaster University
B.A. Psychology and Political Science

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