

## Public Attitudes to Global-Facing R&D

This briefing summarises attitudes to global-facing R&D - research conducted in the UK, but whose benefits are felt outside the UK. It is based on evidence from a nationally representative survey of 4,000 UK adults in June 2024 and four focus groups.

### Investing in R&D is seen as the most effective way to address global issues

- The global issues of most concern are political instability and extreme weather conditions, although many interpret as meaning 'elsewhere' rather than 'shared'
- 41% selected investing in research and development of new solutions as one of the most effective solutions to global issues
- A majority (77%) agree that R&D should be used as a tool to solve global issues

### The public want countries to collaborate to solve problems

- 71% thought higher income countries should work in partnership with lower income countries
- At least half thought the UK investing money into solving global problems would have a positive impact on the UK's security, economy and reputation overseas
- 36% said that the UK spends about the right amount to help other countries, while 42% said the UK spends too much



It should be a partnership, whether that's through funds or through the sharing of knowledge.

It's not down to one person, one country, one place.

*Female, 20s, Insurance, Coventry*

### The public view R&D as a global endeavour and believe the UK investing in research will help solve global problems

- 81% said that the UK should be one of the leading nations in the world at R&D
- Many demonstrated a sense of pride, with two-thirds agreeing that "the UK has a history of being good at R&D so we should use that to solve global issues"
- 62% said the UK investing money into R&D to problems facing other countries would have a meaningful positive impact and 61% said it would make them feel proud

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### Many are willing to accept long timeframes and most think UK-based R&D will have a positive impact on global issues within 10 years

- 54% felt that a research programme that takes 20 years to pay off is worth investing in and takes the right amount of time; 31% feel it takes too long to pay off to be worthwhile
- At least 49% felt that UK-based R&D would have a meaningful positive impact on all issues tested within 10 years

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### Many prioritise AI R&D and expect it to have most impact, most quickly

- Cyberattacks and AI was seen as the area that will have most, and quickest, impact
- 55% say UK R&D would have an impact on the issue of cyberattacks and AI. 42% say the same about R&D into extreme heat
- 60% want to see more UK-based R&D into AI. A plurality support more R&D into extreme heat (48%) and malaria (41%)

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### The public think R&D on global issues will create UK jobs and improve international relationships, and support the UK hosting infrastructure

- Around half said UK investment in global-facing R&D would improve jobs in the UK (48%), potentially solve global problems (45%) and improve relations with allies (44%)
- 59% would prefer large R&D infrastructure to be paid for by and built in the UK, so the UK can benefit from the jobs and being a key part of the research process
- A majority would support a new research centre focused on global issues being built on a local high street

### Want to engage the public with global-facing R&D?

To support the R&D and development sectors, CaSE has developed a [Guide for Engaging the Public with Global-Facing R&D](#). We advise emphasising partnerships, pride and pay-offs in messaging, while directly engaging with common messaging challenges.



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