

# Public Attitudes to R&D 2025: Engagement and involvement

This briefing summarises findings on attitudes to public engagement and involvement in R&D from CaSE's Public Attitudes to R&D 2025 study, which comprised a nationally representative survey of 8,000 UK adults, eight focus groups and 20+ follow-up interviews. Full results can be found on [CaSE's Public Opinion Research pages](#).

## Around half have not engaged with R&D recently but would like to do so

- 46% say they have not done any of a list of typical R&D activities in the past 12 months.
- Engagement through traditional or social media was highest, while smaller proportions say they have taken part in a clinical trial, citizen science project or public event.
- 72% would like to do at least one activity in the next 12 months, including 37% who would like to visit a science museum and 17% who would like to take part in a citizen science project.
- Qualitative research showed a desire for more tangible and relatable stories and in R&D institutions engaging with communities and schools, and more use of traditional, local and social media.

“Not a Love Island for R&D but maybe having to think out of the box to get people talking. I mean, you know, people doing TikTok dances to get popular. It's instilling an idea or something in someone.”  
*Female, 35-44, Edinburgh*

## There is strong support for more transparency and public involvement

- 80% agree the public needs to know more about how taxpayers' money is used for R&D.
- 77% said that researchers should engage more with the public about the social and ethical implications of their research.
- A majority support the public being more involved in decision making about what type of R&D is funded at both a UK level (66%) and regional level (68%).
- These findings emphasise a strong public desire for more transparency and accountability around R&D, which is consistent across CaSE's work.

## There is appetite for personal involvement at all stages of R&D

- Many are personally interested in being involved in R&D: 46% by participating in research studies, 41% by using their lived experiences and knowledge to help researchers identify research topics and design research studies and 26% by contributing to decisions about R&D funding or policies.