



CaSE's Guide to R&D on the Scottish Doorstep

77% think it is important for the Scottish Government to invest in Research & Development in Scotland



Research and Development helps tackle the issues that matter to people in Scotland.

Investing in Research and Development (R&D) benefits people in your local area, across Scotland and around the world. The public think that R&D has a vital role to play in improving the NHS, strengthening infrastructure, growing the economy and tackling big societal challenges.

New polling in Scotland shows that around three quarters think it is important for the Scottish Government to invest in R&D – and more than half want to hear about R&D in the run up to the Holyrood elections.

Scottish Parliamentary candidates can harness this appetite among voters by championing R&D during the election campaign and into the next Scottish Parliament.

Campaign for Science and Engineering (CaSE) and our project sponsors have developed this guide for candidates in Scotland based on CaSE's extensive research into public attitudes to R&D, including a nationally representative poll of 2,707 adults in Scotland in 2026.

Why talk to your constituents about R&D?

People in Scotland want to see their representatives taking actions to support R&D both locally and nationally. Across Scotland:



Want to know what attitudes are like in your constituency? Find out by accessing [CaSE's MRP results](#)



How can you help R&D in Scotland thrive?

- Speak to constituents and start a conversation about what R&D means for your area.
- Engage with research organisations in your area to see R&D in action – this could be visiting an R&D business, a research centre, charity, or university.
- Commit to supporting R&D in the next Scottish Parliament.

Read on to learn how you can take action.

If you'd like to speak to CaSE about how R&D can help your area thrive, please contact:
election@sciencecampaign.org.uk

People in Scotland...

Want to know more about R&D

Eight in ten people have heard of Research & Development and 54% would be interested in hearing about R&D in the run up to the Holyrood elections in May.

See R&D as an asset to their communities

Most (66%) would be proud if their area became well known as an important R&D hub in Scotland and half (53%) would support an R&D laboratory being built in their area.

Want to see sustained R&D investment

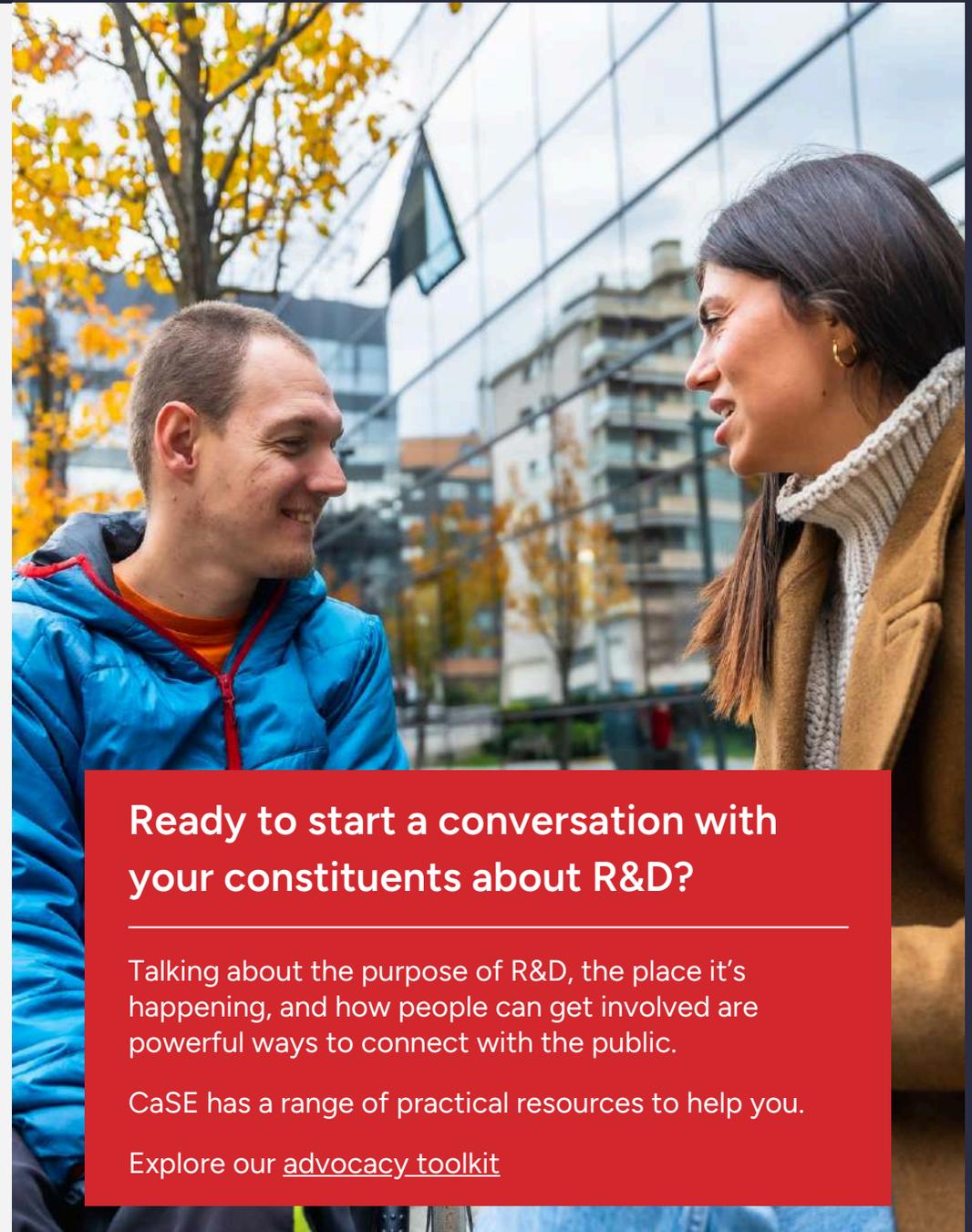
Half (55%) think the Scottish Government should increase or maintain the amount of public money it invests in R&D in Scotland.

Value R&D investment, regardless of their political leanings

A strong majority think it is important for the Scottish Government to invest in R&D, irrespective of which political party they intend to vote for.

Want all of the R&D sector to be supported

More than two thirds think that it should be a priority for the Scottish Government to support research carried out in Scottish universities and research organisations (74%) and to attract leading multinational research companies to bring R&D centres and jobs to Scotland (69%).



Ready to start a conversation with your constituents about R&D?

Talking about the purpose of R&D, the place it's happening, and how people can get involved are powerful ways to connect with the public.

CaSE has a range of practical resources to help you.

Explore our [advocacy toolkit](#)

Support R&D in Holyrood

Become a champion and urge the next Scottish Government to support R&D. To maximise the economic and societal benefits of R&D in Scotland, the sector needs...

Investment



Sustained R&D investment with joined-up, cross-party support

People



A highly skilled R&D workforce supporting the next generation of jobs and industries

Connections



A thriving, globally-facing, connected R&D system that builds on local strengths across all of Scotland

Support



A supportive environment for innovative Scottish businesses, entrepreneurs and researchers



Find out about the work R&D organisations are doing in Scotland

Scotland has a wealth of excellence in R&D, with organisations across the nation helping to better understand our world, tackle society's biggest challenges and engage different audiences. CaSE can help you connect with them.

CaSE's new public opinion research in Scotland was made possible by our project sponsors. Get in touch to find out more about the R&D that they are doing how this benefits you and your community: election@sciencecampaign.org.uk



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About CaSE

Campaign for Science and Engineering (CaSE) is a non-partisan charity and the leading independent voice for UK R&D. It is supported by a diverse membership including businesses, universities, professional bodies, research charities, and individuals.

CaSE collaborates with members, partners and the public to lend a clear, expert voice to decisions about R&D. It specialises in developing non-partisan, responsive solutions that help research and innovation to thrive in ways that improve people's lives and livelihoods.

www.sciencecampaign.org.uk

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