



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

72% think it is important for the Welsh Government to invest in Research & Development in Wales



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

Investing in Research and Development (R&D) benefits people in your local area, across Wales 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 Wales shows that around three quarters think it is important for the Welsh Government to invest in R&D – and around half want to hear about R&D in the run up to the Senedd elections.

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

Campaign for Science and Engineering (CaSE) and our project sponsors have developed this guide for candidates in Wales based on CaSE's extensive research into public attitudes to R&D, including a nationally representative poll of 1,626 adults in Wales in 2026.

Why talk to your constituents about R&D?

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

Across Wales:

74% would support their MS campaigning for more R&D to improve NHS patient experience, diagnosis and treatment

54% would support their MS campaigning for more government support for R&D businesses in Wales

62% would support their MS championing Welsh universities to help them attract research funding and talented researchers

53% would support their MS campaigning for more R&D jobs to be created in their local area

57% would support their MS campaigning for more R&D to improve environmental sustainability and biodiversity in Wales

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 Wales 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 Senedd.

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 Wales...

Want to know more about R&D

Eight in ten people have heard of Research & Development and 53% would be interested in hearing about R&D in the run up to the Senedd elections in May.

See R&D as an asset to their communities

Most (60%) would be proud if their area became well known as an important R&D hub in Wales and half (49%) would support an R&D laboratory being built in their area.

Want to see sustained R&D investment

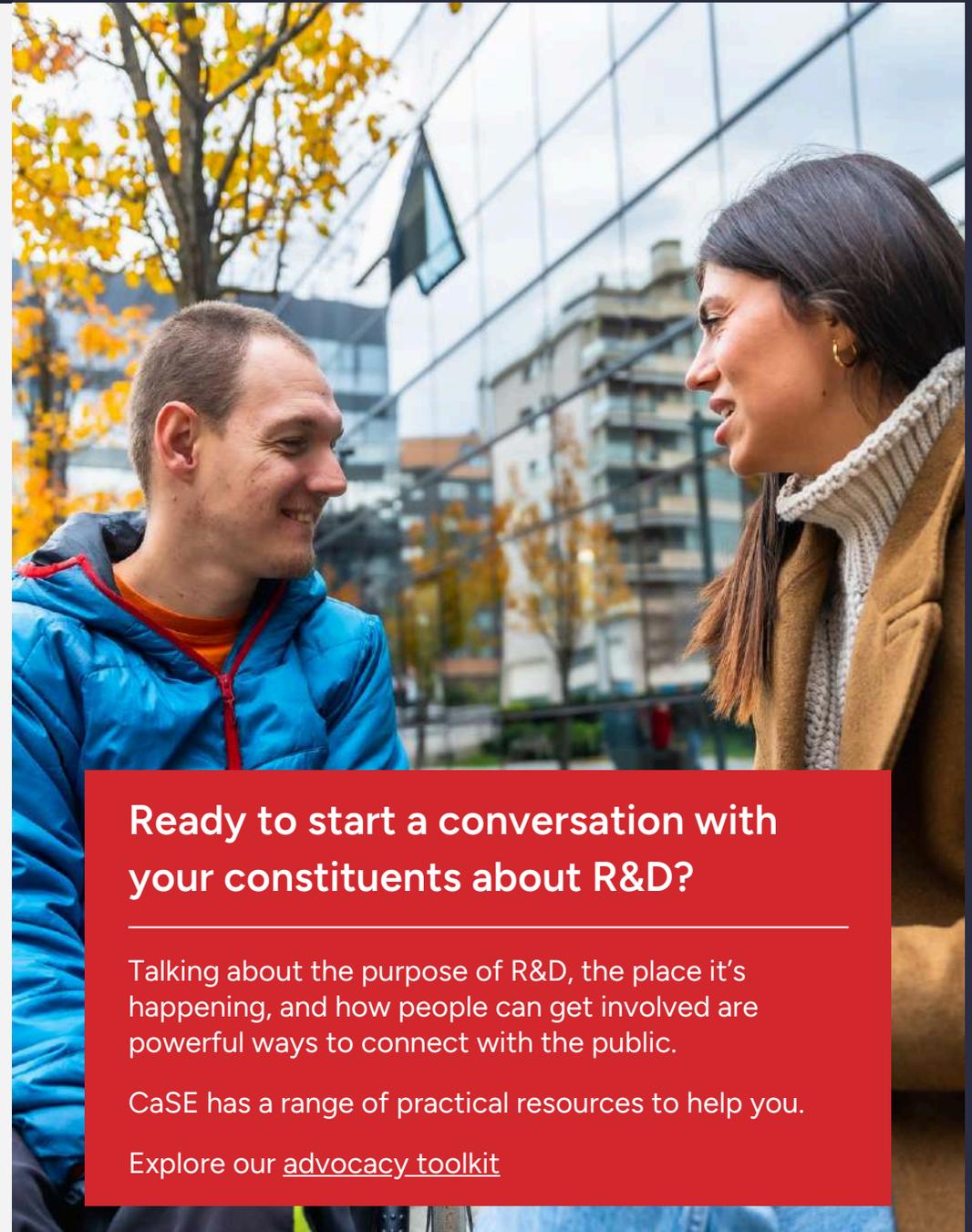
Half (50%) think the Welsh Government should increase or maintain the amount of public money it invests in R&D in Wales.

Value R&D investment, regardless of their political leanings

A strong majority think it is important for the Welsh 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

Around two thirds think that it should be a priority for the Welsh Government to support research carried out in Welsh universities and research organisations (68%) and to attract leading multinational research companies to bring R&D centres and jobs to Wales (66%).



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 the Senedd

Become a champion and urge the next Welsh Government to support R&D. To maximise the economic and societal benefits of R&D in Wales, 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 Wales

Support



A supportive environment for innovative Welsh businesses, entrepreneurs and researchers



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

Wales 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 Wales 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



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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