

**TITLE: 40 years of 'Why Isn't Everyone a Bayesian?' - a regulatory perspective**

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**ABSTRACT:** In 1986, Brad Efron published a paper in *The American Statistician* entitled "Why Isn't Everyone a Bayesian?". The title is provocative, but the paper itself provides a range of arguments for and against. Nevertheless, from an EU regulatory perspective, not as much progress has been made as perhaps proponents of Bayesian statistics would hope for since its publication. Rather than rehashing old arguments for or against that have been developed in the intervening 40 years, the focus will be on why this may be the case, and on practical solutions for proponents of Bayesian methods who wish to see an increase in their uptake.