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# Dissenting Disruptors



**More in  
Common**

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## About More in Common

More in Common is a research agency and think tank working to bridge the gap between policy-makers and the public. We help people in Westminster to understand Britons who feel ignored or overlooked by those in power. Our 'British Seven' segmentation provides a unique lens at understanding what the public thinks and why. We've published ground-breaking reports on a range of issues from climate and refugees to culture wars to crime. We are a full-service research agency offering quantitative and qualitative research and are members of the British Polling Council.

This research was conducted in early 2026. Full methodological information can be found at the end of the report.

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## Foreword

The rise of the populist-right is one of the defining political frames of our times. Reviled by some, lionised by others, the populist right has shaped the course of British politics for almost the last twenty years.

There is no shortage of commentary on 'the rise of the right' - numerous books and articles have examined this phenomenon. Yet many carry a thinly - or not so thinly - veiled agenda. Some in civil society or academia seek to explain away political differences, particularly of those on the right, as misinformed or corrupted by disinformation - implying their adherents lack agency or a true understanding of the world. Others, typically on the edges of the right itself, have sought to legitimise and normalise fringe beliefs - particularly when it comes to the multi-ethnic character of modern Britain. Much commentary on the topic focuses on high-profile individuals and political parties, rather than the people who have turned to the populist right.

This report intends to chart a new path. It aims not to conflate but to distinguish between strands of thinking among those who make up the populist right. This includes those who lack faith in how multiculturalism has worked and those who go much further - who don't believe a multi-ethnic society can succeed and often hold actively racist views. Less than two years after riots divided communities across the UK, amidst repeated concerns over the rise of the 'manosphere', in the context of the growing role of online, right-leaning influencers, this report aims to better map the contours of the populist right. First and foremost though, as public opinion research, it seeks to understand - to bring shades of grey to those who are too often painted in primary colours.

In 2025, More in Common launched Shattered Britain, delineating the British public into seven segments based on values and underlying beliefs. Dissenting Disruptors are one of these segments, and best match what we think of as the populist right today. They are a fifth of the UK's population. Distrustful of major institutions, alienated from mainstream politics, feeling consistently disparaged by political elites and particularly migration sceptic, they are the anti-system right and have powered Reform's rise in the polls over the last 18 months.

In some ways, Dissenting Disruptors are the most concentrated distillation of the anti-establishment sentiment that prevails in Britain today. When the word Britons are most likely to use to describe the country is 'broken', when nine in ten have no trust in politicians, when most Britons think the country is on the wrong track, Dissenting Disruptors are at the vanguard of the public mood.

Indeed, some of their right-populism is not unrepresentative of the wider public. For both Dissenting Disruptors and the median Britain, top concerns are the cost of living and levels of immigration. On many social issues Dissenting Disruptors are not outliers: like most Britons they are relatively supportive of gay rights, abortion and equal gender roles in

parenting. Yet in other ways they are more out of step, particularly when it comes to their beliefs on integration, religious minorities and support for more extreme measures to stop migration. Unlike other Britons, they tend to favour a strong-man leader who might tear up the existing rules of the system (though support for figures such as Donald Trump is decidedly mixed).

Fundamentally, Dissenting Disruptors are not a monolithic bloc. While there is a hardcore fringe who reject democratic norms, feel that political violence can be acceptable in some circumstances and don't want ethnic minorities in Britain, most don't share these views. By taking a more granular approach, breaking down Dissenting Disruptors into separate archetypes and looking not just at what they believe but how the intensity of these beliefs varies, this report aims to provide a better understanding of the populist right. In doing so it offers a potential framework for understanding how some - if not all - could have their faith in Britain and its political institutions restored.

## Executive Summary

This report is a deep-dive into the worldview and attitudes of Dissenting Disruptors, one of the British Seven Segments identified by More in Common in 2025.

Characterised by a frustration at being repeatedly disparaged by elites, they want to tear down establishment norms and institutions. Populist ideas resonate with this segment: they strongly believe that ordinary people know the solutions better than experts or politicians.

Most reject multiculturalism, think that free speech in Britain is under threat, as is their ability to speak out on issues such as immigration, and many feel that Islam is incompatible with British values. Almost all (94 per cent) say that politicians lack respect for people like them. Half believe Britain could face a civil war within the next ten years.

***Bring back Guy Fawkes. I'll help him.***  
***Hannah, retired, Derbyshire***

## Who are Dissenting Disruptors and what do they want?

**Dissenting Disruptors believe that Britain's best years are behind us** and worry about the world their children will grow up in. Their sense of decline and pessimism permeates into their politics - and their personal lives.

**Dissenting Disruptors tend to be less connected and less well-off than others:** they earn less than other segments, feel less satisfied with their lives and are more socially disconnected. Their politics is rooted in this sense of material and social deprivation.

**As with most Britons, migration and cost of living concerns are Dissenting Disruptors' key issues:** however, Dissenting Disruptors back more radical measures to address both and have little faith in the political system to deliver.

**Most Dissenting Disruptors believe current levels of immigration pose a threat to the British way of life and are split on whether a multi-ethnic society could work.** Along with most Britons, they are deeply concerned about illegal migration and want greater control over our borders. However, they go further in their views that multiculturalism has failed in Britain, believing that an overly permissive approach to immigration now poses a cultural threat to our way of life.

**Dissenting Disruptors are less likely than other Britons to vote, but have fuelled the rise of Reform UK in recent years.** However, some of this support is tempered by a pessimism as to whether Reform will improve things: only around half actually believe that a Reform government would make things better.

**Dissenting Disruptors are economic populists:** they believe that taxes on working people are too high, but also worry that Britain is being ripped off by big business and billionaires. They want to see key industries renationalised.

**Dissenting Disruptors are not outliers on issues related to sex and gender:** unlike the populist right in other parts of the world, few want to roll back social progress on gay rights, restrict abortion access, or return to traditional gender roles.

**Dissenting Disruptors are not MAGA.** In fact, only a third hold a positive view of Donald Trump, with only a minority believing he's been good for the world.

**Dissenting Disruptors want radical change:** they have little faith in incremental reforms and consider a drastic overhaul of our political system and institutions is needed. They also believe that Britain no longer has freedom of speech, particularly on topics like immigration.

## Three types of Dissenting Disruptors

But there are variations among Dissenting Disruptors, both in terms of what they believe and how strongly they hold their beliefs. In particular, there are three broad archetypes:

- **Reluctant Radicals:** disillusioned and anti-system, frustrated with the status quo, but uneasy about the most radical solutions. Roughly five per cent of Britons are Reluctant Radicals.
- **Defiant Traditionalists:** culturally conservative and anti-elite but seeking to restore traditional norms and order rather than overturn the system entirely. Roughly eight per cent of Britons are Defiant Traditionalists.
- **Hardline Nativists:** the most radical and absolutist, deeply distrustful of institutions and often willing to back extreme, anti-democratic measures to fundamentally reshape the country. Many hold actively racist views. Roughly six per cent of Britons are Hardline Nativists.

These archetypes bring nuance to a group that, as a fifth of the UK's population, is a significant part of Britain. They also provide an analytical framework for understanding the divergence and convergence of beliefs both among Dissenting Disruptors themselves and the wider British public.

Many priorities and concerns of Dissenting Disruptors are widely-felt across the public. These concerns - including about illegal migration - should not be dismissed as beyond the mainstream or beyond the pale.

However, Dissenting Disruptors are more out of step with the median of the public when it comes to attitudes toward minority groups in Britain, and particularly in their views on Islam. Some hold openly racist views. **Distinguishing clearly between these beliefs shows**

**which are fringe** (and indeed not even shared among many populist right Britons themselves) when it comes to ethnic minorities, political violence and gender equality in Britain today.

Understanding the prevalence of these beliefs, and the worldviews that inform them, should embolden those who wish to challenge views which directly fly in the face of British values - reinforced by widespread public backing. It will also help to focus attention on core rather than fringe concerns and shed light on what it would take to rebuild a shared trust in Britain's institutions and political system.

## The Seven Segments

This research is a deep-dive into one of the Seven Segments of the British public. Based on More in Common's extended research into Britons' core beliefs, their values and behaviours, this segmentation allows us to look upstream not just at what different groups think, but why they think it. Going beyond a simple left-right spectrum, it reflects deeper differences in how people relate to authority, change, community and the future, which help explain why traditional party loyalties have weakened and political volatility has increased. Segmentation is a particularly powerful way of detecting and understanding differences and commonality in people's values and in their broader orientation towards society and the big issues facing the country.

The analysis produces seven segments within the British population:

### **Progressive Activists – 12 per cent of the population**

A highly engaged and globally-minded group driven by concerns about social justice. Politically active but feeling increasingly alienated from mainstream party politics, they prioritise issues such as climate change and international affairs. Occasionally outliers on social issues, they maintain a strongly held and sometimes uncompromising approach to their beliefs.

### **Incrementalist Left – 21 per cent of the population**

A civic-minded, community-oriented group holding views which are generally left-of-centre but with an aversion to the extreme; they prefer gradual reform over revolutionary change. They trust experts and institutions yet are largely tuned out of day-to-day politics and can be conflict-averse, stepping away from issues they see as particularly fraught or complex.

### **Established Liberals – 9 per cent of the population**

A prosperous, confident segment who believe the system broadly works as it is and who trust experts to deliver continued progress. They have a strong belief in individual agency which can make them less empathetic to those who are struggling. Institutionally trusting, they maintain faith in democratic processes and have a strong information-centric way of engaging with issues.

### **Sceptical Scrollers – 10 per cent of the population**

A digitally-native group whose unhappiness with the social contract means they have lost faith in traditional institutions and seek alternative sources of truth online. Often shaped by their experience of the Covid pandemic, they prefer individual influencers over mainstream media and are increasingly drawn to conspiratorial thinking.

### **Rooted Patriots – 20 per cent of the population**

A patriotic but politically untethered group which feels abandoned and overlooked by political elites and yearns for leaders with common sense, but does not want to overthrow the system as a whole. They are particularly concerned about community decline and the pressures of migration. Interventionist on economics but conservative on social issues, they have shaped much of Britain's politics over the past decade.

### **Traditional Conservatives – 8 per cent of the population**

Respectful of authority and tradition, Traditional Conservatives believe in individual responsibility and established norms that have served them well. Nostalgic for the past but optimistic about the future, they are deeply sceptical of many forces of change such as immigration or the path to net-zero.

### **Dissenting Disruptors – 20 per cent of the population**

Frustrated with their circumstances and with an appetite for radical solutions, Dissenting Disruptors crave dramatic change and strong leadership. Highly distrustful of institutions, opposed to multiculturalism and feeling disconnected from society, they are drawn to political movements that promise to overhaul the status quo and put people like them first.

# Chapter 1 | Who Dissenting Disruptors are and what do they think?

## Who are Dissenting Disruptors?

As explored throughout this chapter, Dissenting Disruptors' circumstances and life experiences often shape their attitudes on a range of issues. Their acute experience of the cost-of-living crisis has fuelled their sense that the social contract is broken and convinced many that the economic system needs radical overhaul. A sense of disconnection and a belief that Britain's social fabric has frayed feeds into concern about migration and multiculturalism. Anxiety about their children's futures underpins a broader threat perception that shapes how they see the world.

## Where are the Dissenting Disruptors?



Source: More in Common, June 2025

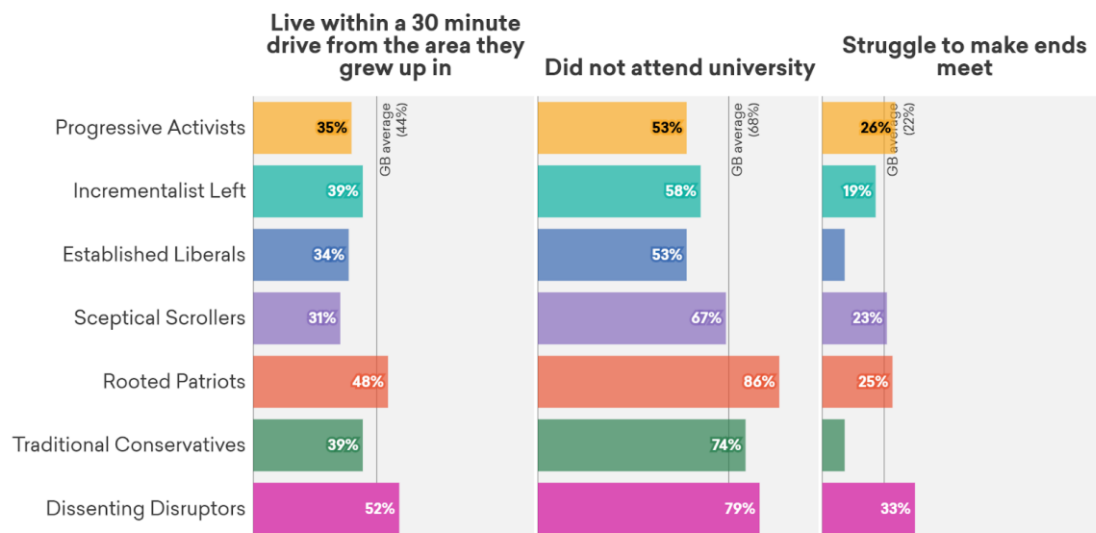
## Demographics

Dissenting Disruptors tend to live in towns and close to where they grew up: 52 per cent live within a 30-minute drive of the area in which they were raised. They are most likely to be found in post-industrial towns and are more likely to work in manual or service jobs. Four in five (79 per cent) did not attend university.

Compared with other segments, they are more likely to be white (92 per cent) and more likely than average to say they have no religion (52 per cent). The median Dissenting Disruptor is Gen X (born in the mid 1960s - 1980), but members of this segment can be found in every generation, and across every demographic group. They are as likely to be men as women and are spread across every part of the UK.

One factor that sets Dissenting Disruptors apart is their sense of personal hardship. On average, they earn less than other Britons and feel far less financially secure. Only three in ten describe themselves as financially comfortable - ten percentage points below the national average and lower than any other segment. Compared with other segments that skew older, they are also far less likely to own their own home (51 per cent, compared with 58 per cent of the general public, 81 per cent of Traditional Conservatives, 65 per cent of Rooted Patriots and 68 per cent of Established Liberals).

## Dissenting Disruptors by background, education and financial wellbeing



Dissenting Disruptors feel a sense of decline at both a national and local level. They are considerably more likely than other Britons to describe their local area as in a bad state - a third (31 per cent) do so, compared to 24 per cent of the wider public. A further one in five (19 per cent) think that their local area is in a good state at the moment, but getting worse.

## Life satisfaction

Linked to hardship, Dissenting Disruptors are far less satisfied with their lives than average and, in some cases, feel that things have not worked out as they had hoped. Asked to rate their satisfaction on a scale of zero to ten, the average Dissenting Disruptor gives their life a 5.2 - lower than any other segment. 29 per cent say their life satisfaction is three out of ten or lower.

Their dissatisfaction spans most areas of life. Dissenting Disruptors are more likely than average to say they are unhappy with their work life, social life, love life, family life, housing and finances. In many of these areas, their levels of dissatisfaction are in line with Sceptical Scrollers and Progressive Activists, the two youngest segments.

They are also more likely than any other segment to cite finances (53 per cent) and health problems (38 per cent) as key sources of stress. Eighty-five per cent say they worry about their family, including 50 per cent who say they worry “a great deal”.

For many Dissenting Disruptors the belief that it is becoming increasingly difficult to live a comfortable life and provide for their family shapes how they view the system. At its core their world view is defined by a belief that the social contract is either broken or rigged by design. Only a third believe that if you work hard and do the right thing you can live a good life in Britain.

***For me, I just think the average person or the average family who go out to work, work hard, earn a decent wage, they're just forgotten about. We don't get help with anything. We're just left to fend for ourselves almost. So people who work really hard have an average job, have an average house just are expected to just struggle on. I'm probably in a position now where if I quit my job tomorrow and have another child, I'd actually be better off and I'd be just at home all day and it's like, well, should that be the way it is?***

***Sarah, SEND teacher, Wolverhampton***

Asked in focus group conversations what they are looking forward to, what they most enjoy in their daily life, and what they are worried about, it is striking how often Dissenting Disruptors' answers centre on their families. Many describe life in terms of responsibility and survival, caring for those around them and putting food on the table. In these conversations, family often emerges as both their main source of purpose and fulfilment, but also a central driver of anxiety.

Asked to describe in a single word or phrase what they are most worried about, 'cost of living' is the most popular answer. Asked what they are hopeful about, 'nothing' is the most frequent response, followed by 'family'.

***I just worry all the time about lots of things. I worry about my son, the middle one with the learning disabilities, what will be for him when I'm no longer there to care for him. So yeah, I worry a lot. **Caroline, nurse, Doncaster*****

***Mine's literally getting just routine and knowing that I've been to work, got the money, there's food on the table, the kids are coming back to a nice home, a warm bed. (...)That's just happiness, it's simple sometimes. It doesn't have to be too much. Do you know what I mean? **Rachel, chip shop owner, Wolverhampton*****

***Yeah, certainly thinking day to day. I don't think there's nothing specific that I get excited for or anything. (...) I get up and do what I do for my children, my wife, and work. So the enjoyment is somewhere within that, someone else was saying the little moments within, there's nothing specific, but it might be just something within that. But yeah, my thing is just getting up and making sure I do what I need to do in that day. **Daniel, charity manager, Wolverhampton*****

**What worries you?**



**What makes you feel hopeful?**



February 2026 - Asked to Dissenting Disruptors only

### **Social disconnection**

Dissenting Disruptors are the most socially disconnected of the Seven Segments. Beyond their family ties, two-thirds (66 per cent) say that they feel disconnected from wider society, compared to half (51 per cent) of the general public. A quarter (24 per cent) say they feel lonely most days or every day. Dissenting Disruptors also find it harder to trust those around them, with 71 per cent saying that “you can’t be too careful with most people”, compared to 53 per cent of the general public.

Across the country social connection is shaped by a range of factors, including changing work patterns (such as the rise of working from home) and the loss of shared spaces (such as high streets). For Dissenting Disruptors two additional drivers are particularly acute in

their explanation for societal fracture. One is migration, the second is their experience of the cost of living crisis.

On migration many feel that rapid demographic and cultural change has weakened social bonds, leaving communities more fragmented or segregated. Around three quarters of Dissenting Disruptors (74 per cent) say they often feel like a stranger in their own country, compared to 48 per cent of the general public. As explored in more detail later, this feeling of disconnection fuels concern about migration and integration too.

***Yeah, I don't think there's a sense of community anymore, and I think that's echoed around the UK, the entire country, because I've got family up and down, and the one thing we hear quite often is that there's not a sense of community anymore as they used to be.***

***Jamal, Business Owner, Bradford***

***The problem is it's all segregated. (...) most people don't know their neighbours anymore (...) 10 years ago when I was living at my parents', we knew everyone 10 doors down, both ways and across the road. Now, I think my parents only know the two people that are directly next to them and across the road, and that's it.***

***Dean, IT manager, Dartford***

Meanwhile, Dissenting Disruptors' experience of the cost-of-living crisis also deepens this sense of social disconnection. Many feel that so much of their income is spent on essentials that it is becoming increasingly hard to afford the 'fun stuff', such as going to pubs and other spaces of associational life. More than half (52 per cent) of Dissenting Disruptors say they are going out less to restaurants, the pub and the cinema as a result of the cost-of-living crisis.

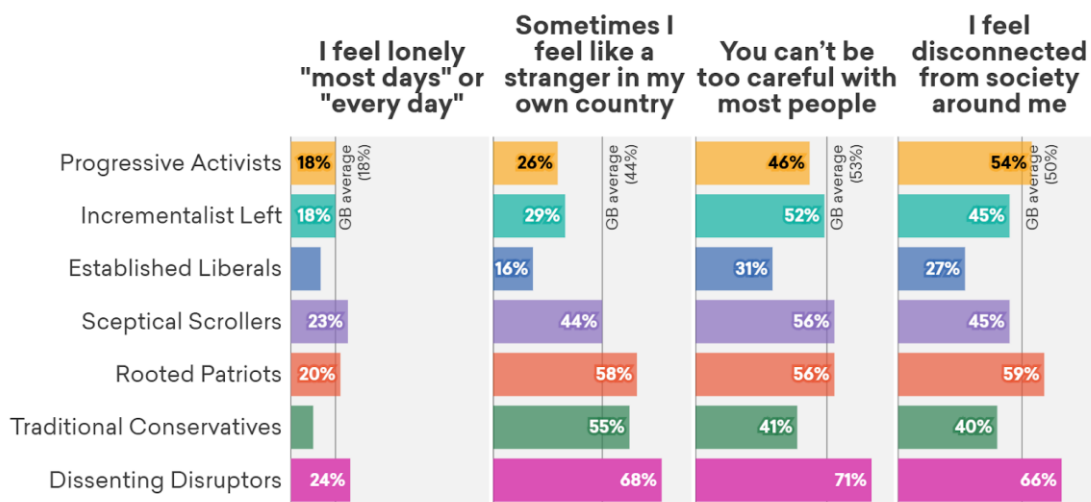
***I used to quite like going out shopping and wandering around, but for the cost of living and everything else now, I think I prefer to stay in the house.***

***Elizabeth, mother, Wolverhampton***

***I mean, this has been the quietest Christmas. If you go by Christmas alone, we didn't get any cards or presents or anything like that, where before people were having house parties, and everyone has completely cut back, completely stripped back this year. And you can see the real effects. People can't come out for birthdays and stuff like that because they just haven't got the money. And that's your direct effect there. You don't need to read newspapers or watch the news to see this.***

***Simon, engineer, Wolverhampton***

## Dissenting Disruptors are the most socially disconnected segment



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### Media habits

For most Dissenting Disruptors, a sense of distrust pervades how they engage with the media. This suspicion is deeply-rooted - like Progressive Activists on the left, Dissenting Disruptors are more likely than average to want to check things for themselves rather than take things at face value. Dissenting Disruptors stand out in their media habits with their distinct lack of trust toward mainstream information sources. Three quarters (73 per cent) say that you can't trust what you see or hear in the news, compared to 61 per cent of the general public. The majority (55 per cent) believe that the BBC has a left-wing bias, almost double the proportion of the public that thinks this (29 per cent). This perception of bias extends to more ideologically aligned news outlets too: 36 per cent think that GB News has a right-wing bias, roughly the same (35 per cent) as the public.

While younger Dissenting Disruptors tend to lean toward online, independent sources, older Dissenting Disruptors choose GB News as an alternative source of truth. Nearly a fifth of Dissenting Disruptors (19 per cent) say that GB News is one of their main sources of information, compared to 7 per cent of the general public. Among those over the age of 60, this rises to 22 per cent.

### What do Dissenting Disruptors think?

Perhaps the most defining characteristic of Dissenting Disruptors is their pessimism about the state of the country, and a belief that our best days are behind us.

The idea that Britain is on the wrong track is mainstream: majorities of every segment believe that things are getting worse. Even among Established Liberals - the most optimistic and trusting segment - nearly three in five (58 per cent) hold this view. Yet Dissenting Disruptors stand out in the depth of their pessimism. Two thirds (65 per cent) say that the UK is more divided now than ever before in their lifetime, and 88 per cent say our best days are behind us.

***I think we're a shadow of the country we used to be. (...) We used to export our own steel, own coal, own cotton, believe it or not (...). And being from Wales, especially being family from the Valleys, people hate Thatcher, but I think that's the last strong leader we had was someone with an actual backbone that would do something. Sam, Marketing manager, Bridgend***

For many this comes back to family. Dissenting Disruptors often view Britain's decline through the lens of their family's future. Of those who have children, 88 per cent say that they often worry about the kind of world their children will grow up in; four in five Dissenting Disruptors say that, when they think about politics, their main consideration is how they can make the world safer for their children. Only 16 per cent of Dissenting Disruptors believe that their children's generation will have a better life than their parents' generation; 69 per cent believe they will have a worse life. In focus groups, Dissenting Disruptors talk about the struggles their children or grandchildren are having to move out of the family home and find somewhere of their own to live, alongside a sense that the country is becoming more unstable and dangerous. They worry for their children when they are no longer around.

***You just worry about your children and your children's children, what's going to be left for them. Just where does society or the country go? It's not great now. What's it going to be like in another 10, 20, 30 years? Sarah, SEND teacher, Wolverhampton***

This sense of decline and threat are foundational to how many Dissenting Disruptors view a wide range of issues, on the economy, migration, and social issues.

### **Migration and multiculturalism**

Concern about migration is mainstream in Britain. Majorities across the Seven Segments are concerned about illegal migration, and nearly two-thirds of the British public (63 per cent) say that overall levels of immigration are too high.

However, the views of Dissenting Disruptors stand out in two ways - they consider that current levels of immigration pose a fundamental threat to British culture and way of life, and because of that, they have an appetite for radical, sometimes extreme measures to curb legal and illegal migration. 86 per cent of Dissenting Disruptors say immigration has undermined British culture and society, compared to 55 per cent of the general public.

Almost all Dissenting Disruptors (94 per cent) believe that British identity is disappearing nowadays, compared to 57 per cent of the general public.

***Yeah. So my mother-in-law, she's from Barbados. So she came over during the Windrush period with her mother who come over as a nurse in London. So that was controlled, desired immigration from the country for a specific need. We had shortage of bus drivers and nurses. (...) So immigration, no problem, but it's when some cultures don't assimilate with our culture or doesn't respect our culture and our history. And if you integrate and you assimilate, that's how you have a good society. But if you separate yourself and you create ghettos and you create isolated communities and you don't integrate, you don't bother to learn the language and you don't want to work, that's where your problems start and end. So it's getting a handle on it before they even get into the country itself. So it's the border forces, it's the civil servants that need to get a handle on that. You can't blame an individual culture or a race or anything like that, but you can blame the system for not being controlled and not run properly like a business.***

***Simon, engineer, Wolverhampton***

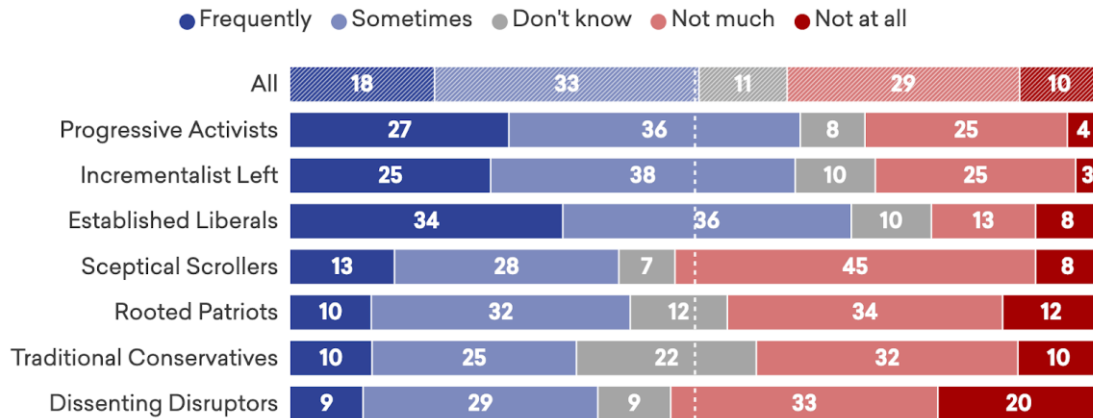
For most Dissenting Disruptors, multiculturalism has failed in the UK. While for some this is driven by reporting and images they have seen on social and legacy media, it is also shaped by their first-hand experience of demographic change in their local area, and a perception that where they live is becoming less socially cohesive. Half of Dissenting Disruptors (52 per cent) say that people from different ethnic groups in their neighbourhood interact rarely or not at all - higher than any other segment.

***You see it with your own eyes. When I was younger, you didn't see it as much because it weren't as big a problem. But I think now everywhere you turn, every second person is probably not native to the country, which is crazy. And it sounds racist, but if you look around, it's like an informed opinion really that everywhere you look, there doesn't seem to be a white British person anymore, which is crazy to me. But I've grown up with it, so I've seen how a town like Rochdale has gone from ... It's always had a high population of Muslims, but it's gone through the roof now to the point where it's literally unrecognisable as a British town.***

***Alex, operations manager, Rochdale***

## One in five Dissenting Disruptors say people from different ethnic groups do not interact at all in their area

Thinking about the neighbourhood you live in, how much do people from different ethnic groups interact with each other?



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Dissenting Disruptors have high integration expectations for immigrants: three quarters (88 per cent) believe that following the UK's laws is not enough for newcomers and that they should also be expected to adopt British values and culture, compared to 61 per cent of the wider public. Most do not think these expectations are being met. Moreover, Dissenting Disruptors - who tend to be more zero-sum in their thinking about whether everyone can thrive in modern Britain - tend to assume that even immigrants who come to the UK legally take more than they contribute, with 70 per cent believing this.

As well as economic worries, Dissenting Disruptors frequently raise social and cultural concerns about immigration. In focus groups, worries about migration are often expressed through anecdotes about everyday social norms and connections being eroded. Familiar markers of British culture - knowing your neighbours, chatting in the pub, organising street parties - are seen as weaker or less common than they once were. Some feel that newer residents are less likely to participate in these shared practices. In this sense, some Dissenting Disruptors feel that the informal, local ties that bind communities together are fraying.

***I guess possibly the idea of British culture, going to the pub, having close neighbourly connections, just like sporting games, all the stuff that growing up British, how connects you to everyone else.***

***Eve, student, Wolverhampton***

***If one moves out and somebody else moves in... they keep themselves to themselves... then the next lot of people move in, they don't get involved... it is losing that kind of British heritage really.***

*Juliet, nurse, Heywood*

***We do a proper old school street party (...) the new family that moved in are the only family that do not integrate. They do not understand the social concept. (...) I feel a lot of neighbourhoods are losing that.***

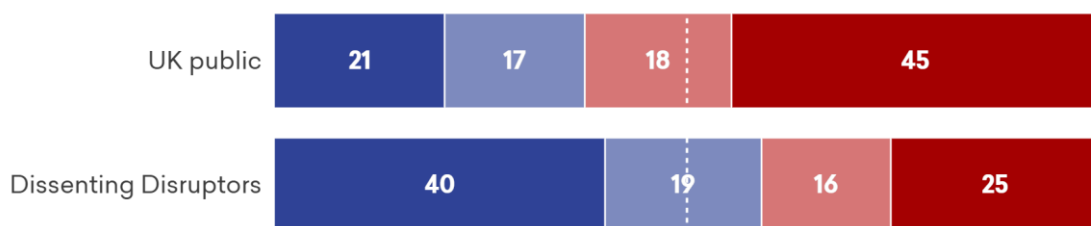
*Sorrel, sales manager, Dartford*

To tackle illegal immigration Dissenting Disruptors show a higher tolerance for extreme solutions, driven partly by fears about a lack of control over the UK's borders. Three in five (59 per cent) say the government should sink the boats, or use whatever force is necessary to stop them. Their appetite for mass deportations is similarly high. Nine in ten support deporting anyone who has entered the UK illegally; when presented with a hypothetical case in which a woman and her child who entered the UK illegally, but would face torture or persecution in their home country, three in five (59 per cent) still believe both should be deported. Four in five say we should be willing to break international law to stop the boats.

## Three in five Dissenting Disruptors say the UK government should sink small boats crossing the channel

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 1 - We should sink the boats or use whatever force is needed to stop illegal migrants crossing the Channel
- 2 - ● 3 -
- 4 - Deliberately sinking boats or using violence against migrants is inhumane and unacceptable



While tackling illegal migration is important to Dissenting Disruptors, addressing their concerns about immigration would require more than stopping Channel crossings. They would need to see clearer evidence that newcomers are integrating into British society, and that a multi-ethnic society does not mean compromising British values or the erosion of cultural norms.

## A multi-ethnic UK?

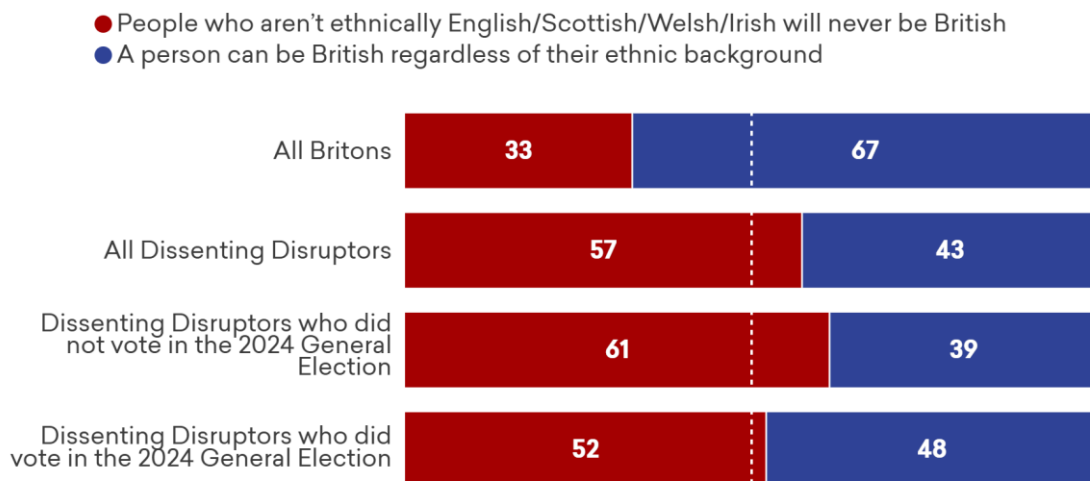
A strong desire to tackle illegal immigration and a belief that multiculturalism has failed do not, however, mean that most Dissenting Disruptors are opposed to the idea of a multi-ethnic UK. Here it is worth distinguishing between those who hold more intrinsically nativist views from those who don't. A majority (57 per cent) do believe that people who are not ethnically English, Scottish, Welsh or Irish will never be British - almost twice the proportion (33 per cent) of the general public. However, a sizeable minority do not hold this view, and instead support the idea of a multi-ethnic society working in the UK.

***We can have as many people come over from places like Japan. Have you ever heard of Japanese grooming gangs? Because I've certainly not. Another statistic is that 75% of Somalians that come over here do not work and rely on welfare. And it's just how is that a good thing for the country? If we're allowing people in and they work and they give to the system, fantastic.***

***Pete, music producer, Manchester***

## A majority of Dissenting Disruptors believe those who are not ethnically English, Scottish or Irish will never be British

Proportion who agree with each statement



There are significant splits here between those who think about migration on racial or religious lines and explicitly differentiate between ethnic minority groups and those who prioritise contribution and community integration for all. While most Britons want more to be done to encourage integration, some Dissenting Disruptors now feel that certain cultures and religions are incompatible with the British way of life. These views are most

evident in attitudes toward Islam. Seventy-four per cent of Dissenting Disruptors say that the values of British Muslims are incompatible with British values.

***A minority just get on with their lives and keep it all to themselves, not like the Muslims who tell us we've got to do what they say. I don't understand them. It isn't all of them. You're right. There's a lot of lovely ones. I've got friends who are.***  
***Tina, Accounts Assistant, Oldham***

Dissenting Disruptors are significantly more likely than the wider public to think the UK should not be an accepting place for Muslims. While three quarters of Britons (73 per cent) think it should be an accepting place, only 50 per cent of Dissenting Disruptors do. Commonly cited concerns include support for Sharia Law, grooming gangs and terrorism. It is clear that there is a sense of cultural incompatibility for these Dissenting Disruptors: in focus groups, the idea that Muslim values are incompatible with British values is a recurring refrain, though it is noteworthy that some challenge this view.

***Historically - I don't espouse it - but people might have said that [about Muslims trying to take over the world] about Jews. So how would you feel about something like that being said to you that you're trying to control the world or something like that as a generalisation?***

***Paul, Project Coordinator, Leeds***

We should therefore not conflate the Dissenting Disruptors who do not oppose a multi-ethnic society in principle with the more radical and often actively prejudiced subgroup opposed to this intrinsically. For this latter group, progress on illegal migration and integration is unlikely to be enough to address their concerns.

## **The economy**

Dissenting Disruptors' views on the economy are often difficult to place on a traditional left-right scale; they are best understood as economic populists. As with Progressive Activists on the left, they believe that big business takes advantage of ordinary people, that workers do not receive their fair share of the nation's wealth, and that key industries should be renationalised.

However, this anti-elitism does not translate into support for radical redistribution. Dissenting Disruptors also share views with more economically right-leaning segments: they believe people should be allowed to keep more of what they earn, that their taxes are too high, and - in a further expression of their zero-sum worldview - that too many people abuse the welfare system. Indeed, despite some of the profiteering they see from big business today, they are relatively split on whether big business is a force for good or bad in the country.

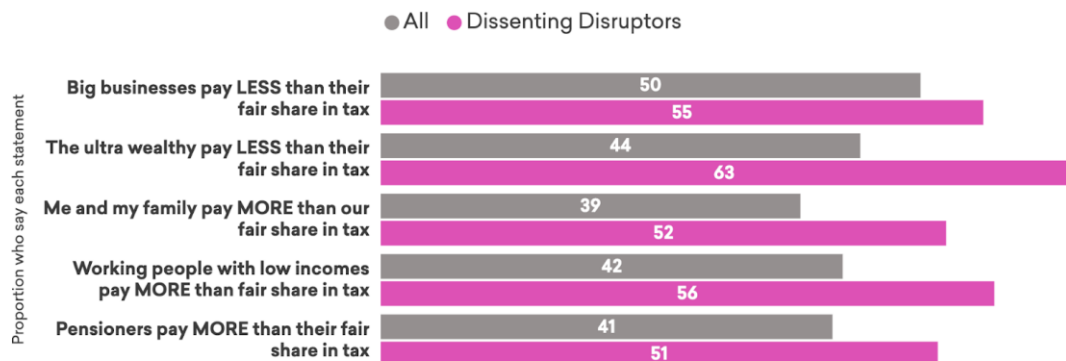
***Laws are created for big corporations, not for the working man and woman. I think we get taxed too heavily. They're going after the wrong people or the people rather than corporations.***

***Simon, engineer, Wolverhampton***

On many economic questions, their views actually sit close to the centre of British public opinion. Fifty-six per cent say that Britain should aim to reduce the gap between rich and poor, even if it means people are less wealthy overall - a view shared by 59 per cent of the general public. At the same time, they lean toward a system of lower taxes on working people and lower public spending, combined with stronger regulation to prevent businesses from exploiting consumers and not paying their fair share. Dissenting Disruptors are more likely than average to say that big businesses (55 per cent) and the ultra-wealthy (63 per cent) pay too little tax, while also being the segment most likely to believe that they and their families pay too much tax (52 per cent).

## **Dissenting Disruptors are more likely than average to say the ultra wealthy and big businesses do not pay their fair share in tax**

For each of the following groups, please indicate whether or not they pay their fair share in taxes?



***Now I've seen my taxes rise and rise and rise, but I don't see it spent on anything decent. The roads are knackered, the town centres are knackered, the buildings are knackered, the people have had enough.***

***Damien, Wigan***

These positions are shaped by two closely linked beliefs: the first is that life in Britain has become increasingly unaffordable for ordinary working families. Dissenting Disruptors feel that rising living costs, stagnant wages and high taxes now mean that hard work no longer guarantees a comfortable life. The second is that the system is being exploited by those

who play by different rules: people abusing the benefits system, migrants housed in taxpayer-funded hotels, and large corporations or billionaires who avoid tax.

Fundamentally, Dissenting Disruptors are zero-sum, growth-pessimists who have given up on the ability of our current economic settlement to improve their lives; they are the least likely to say that a higher-than-expected boost in GDP would benefit people like them. An economic agenda that resonates with Dissenting Disruptors is one that promises to “de-rig” the system: ensuring that hard work pays, prioritising British industry, reducing the tax burden on working people, while also ensuring that elites pay their fair share.

### **Social issues**

One way in which Dissenting Disruptors are distinct from - and less radical than - populist-right voters in many other countries is in their attitudes toward family and social issues. On many issues that are faultlines internationally and particularly in the United States - abortion, gay rights, gender roles - Dissenting Disruptors are not significantly out of line with the median of British public opinion.

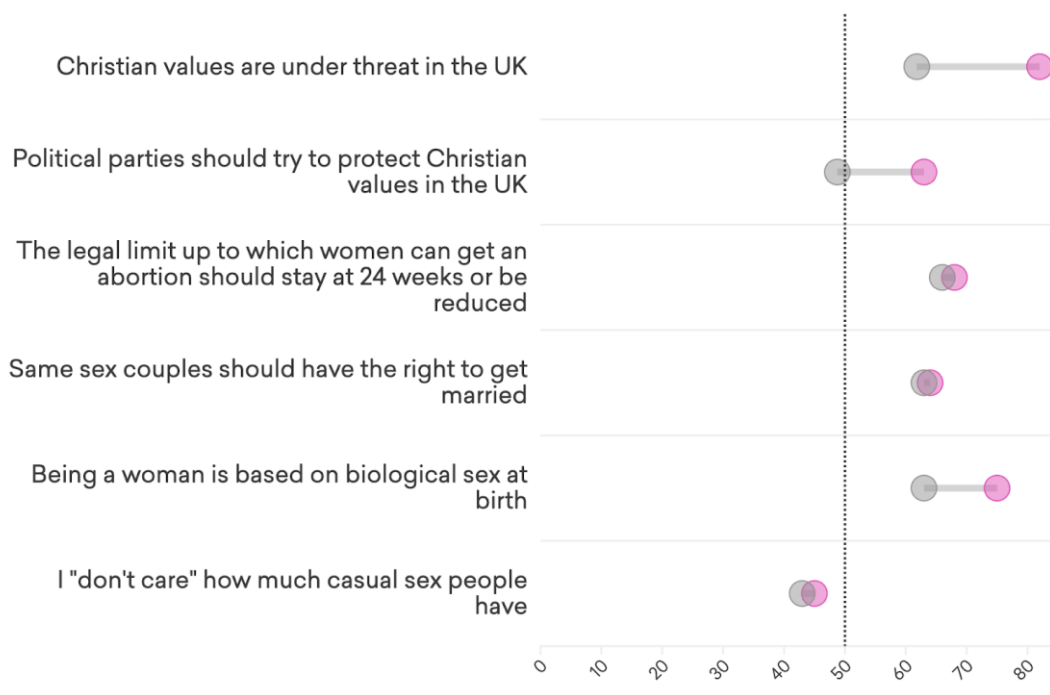
Despite being one of the least religious segments, most Dissenting Disruptors believe that Christian values are an important part of our culture and politics, and one that is currently under threat. Eighty-two per cent of this segment say Christian values are under threat in the UK, compared to 62 per cent of the wider British public. Almost two thirds (63 per cent) say that political parties should aim to protect Christian values, compared to 49 per cent of the wider public.

Yet unlike in other countries, this belief in Christian values does not translate into socially conservative views on family issues: only a quarter (25 per cent) want to see abortion access limited, and just 6 per cent think that abortion should be illegal in all circumstances. Similarly, same-sex relationships are not an issue where Dissenting Disruptors are outliers: 59 per cent believe gay couples should have similar rights to straight couples, including marriage and adoption. 64 per cent support the right of same-sex couples to get married, along with 63 per cent of the wider public. And only 22 per cent believe that people have too much casual sex these days (in line with the national average of 24 per cent), while 46 per cent say they don't care how much sex people have.

## Most Dissenting Disruptors believe Christian values are under threat - but their views on many social issues are in line with other segments

Proportion who agree with each statement

● Dissenting Disruptors ● UK public



Source: More in Common, July 2025 and February 2025, February 2026

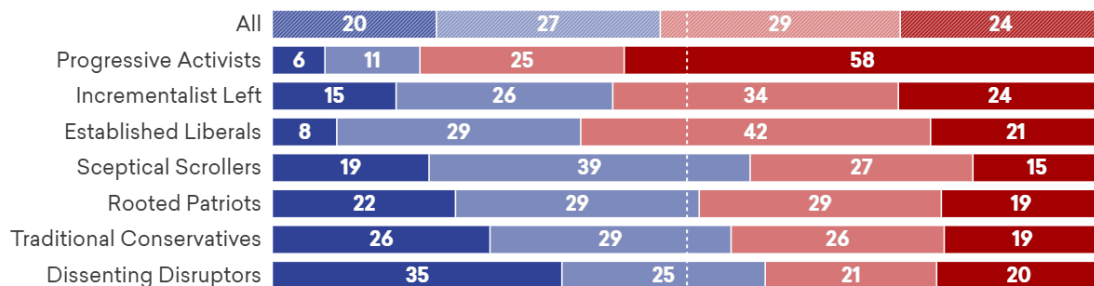
Yet there are issues where Dissenting Disruptors do differ to some extent from the mainstream of public opinion in their social attitudes, notably in their attitudes toward feminism and debates about gender identity and sex-based rights.

Dissenting Disruptors are 13 percentage points less likely than average to believe that advances in women's rights have been good for society, although a clear majority (59 per cent) do still think those advances have been good. They are the most likely segment of the public to think that the #MeToo movement went too far, rather than being long overdue, with six in ten (59 per cent) thinking this compared to just under half (47 per cent) of Britons.

## Dissenting Disruptors are the most likely segment to think #MeToo went too far

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 1 - The #MeToo movement went too far and created a culture where men are guilty until proven innocent
- 2 -
- 3 -
- 4 - The #MeToo movement was long overdue and has helped expose real problems with how women are treated



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On debates about gender identity and sex-based rights, a majority of the public (63 per cent) say that being a woman is defined by biological sex, but Dissenting Disruptors are even more likely to hold this view, with three quarters (75 per cent) doing so. Notably, they are also less likely to be confident that it is possible to reconcile trans rights with women’s safety, with 40 per cent thinking this is not possible compared to 29 per cent of all Britons.

As we shall see, these views are typically more prevalent among Dissenting Disruptors who spend more time on social media, and this may have contributed to some of their attitudes here. Underlying this, however, is Dissenting Disruptors’ more zero-sum worldview shaped by their life experiences: they are more likely to think that advances for women must come at the expense of men, or for transgender people at the expense of women’s rights.

### Donald Trump and the United States

Given their attitudes toward immigration, their desire for radical change and their anti-establishment leanings, it might be expected that this segment would be fans of President Donald Trump. In fact, Dissenting Disruptors’ antipathy toward the US President is further evidence of how Britain’s populist right diverges from MAGA.

A third (33 per cent) of Dissenting Disruptors hold a positive view of the US President, more so than any other segment. Yet almost half (46 per cent) hold a negative view of Trump, including 33 per cent who view him “very negatively”.

For many Dissenting Disruptors, the Trump Administration is another source of instability in a dangerous and unpredictable world. This is a segment with extremely high threat perception: 91 per cent of Dissenting Disruptors say the world today is more dangerous

than the world they grew up in, including 69 per cent who say it is “much more dangerous” (compared to 55 per cent of the general public).

**Probably the state of the world. You've got President Trump wanting to take Greenland. You know what's going to happen there. He's just invaded Venezuela. Now he's on about sorting out Iran. Then you've got Putin in Russia, flexing his muscles. Yeah, it's just everything's building up like it did in 1932. (...) Something big's brewing and that's worrying because the next one's not going to be the same, fought the same anyway.**

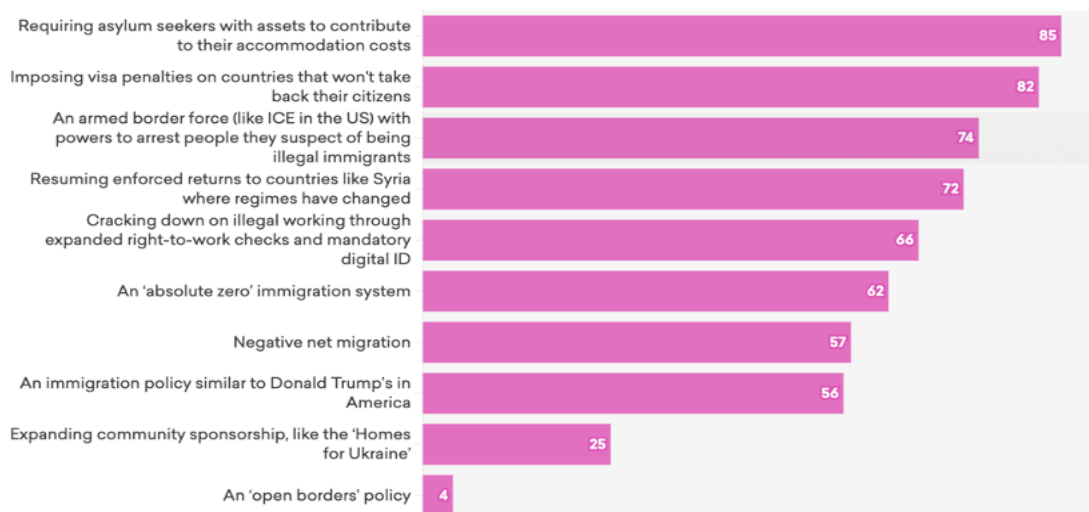
**Paul, warehouse worker, Doncaster**

Yet alongside this sense of insecurity, many Dissenting Disruptors admire Trump’s style of politics. This segment is defined by their desire for a strong leader willing to defy convention in order to deliver radical change. In focus groups many, even if they don’t like Trump personally, say that they like the fact that Trump ‘does what he says he’s going to do’, contrasting him to British politicians. Some feel that we need a ‘British Trump’ to shake up the system.

Nonetheless, there are some areas where many would like to see Britain follow in America’s footsteps: by a margin of 56 per cent to 12 per cent, Dissenting Disruptors tend to support an immigration policy similar to Donald Trump’s in America. 74 per cent would support an ‘ICE-style’ armed border force with powers to arrest people they suspect of being illegal immigrants.

### Three quarters of Dissenting Disruptors support an ICE-style immigration policy in the UK

To what extent would you support or oppose the following...  
(Percentage of Dissenting Disruptors who support each policy)



*I don't agree with a lot of his policies. I agree with some of them, but what I do like about him as a politician, good idea or bad, if he says he's going to do something nine times out of ten, he does it. And if there was a politician who represented the people, our best interests, I think things would be so much better (...). But British Trump, not too sure about that.*

*Ed, electrician, Wolverhampton*

*You know what? I think in some ways we need a British Trump. Something drastic needs to change. And like you say, at least with Trump, if he says he's going to do it, he's going to do it. And at least you know with Trump, he's actually for his American people. Do you know what I mean? He's for his people.*

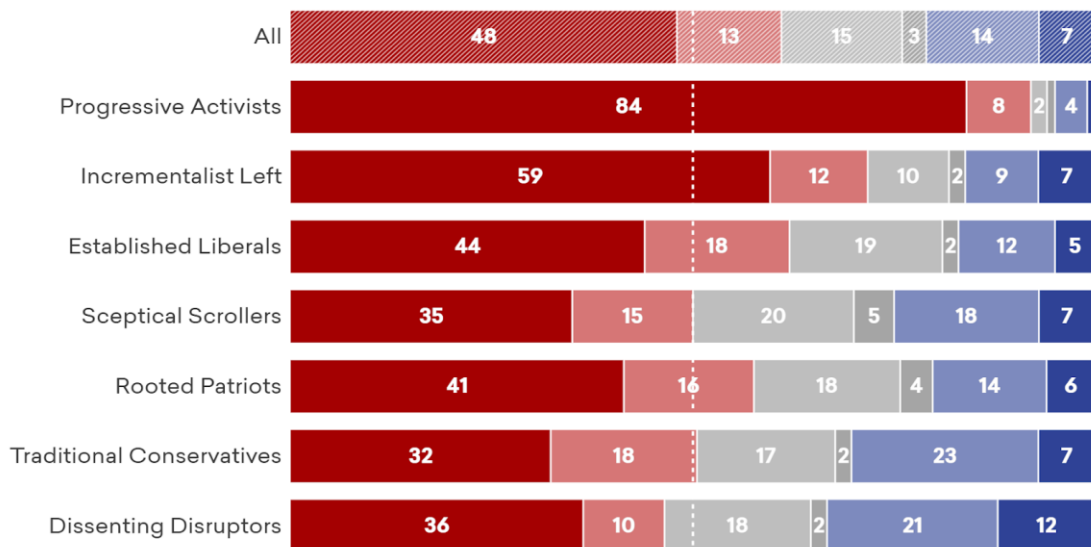
*Daniel, charity manager, Wolverhampton*

Here Dissenting Disruptors' views diverge from the wider public: only one in four Britons (26 per cent) think all border force officers should be armed, but four in ten (42 per cent) of Dissenting Disruptors do. In focus groups, many feel this step is necessary to secure the borders and agree with some - if not all - of the immigration enforcement measures they hear about from the United States.

## Every Segment has a net negative view of Donald Trump

In general, do you have a positive or negative view of Donald Trump?

● Very negative ● Quite negative ● Neither positive nor negative ● Don't know ● Quite positive ● Very positive



While Dissenting Disruptors have mixed views on Donald Trump, many have a relatively strong affinity to the United States. Indeed, they are more likely to say that the United States is an ally of the UK than average: almost half (49 per cent) believe this, compared to 41 per cent of Britons.

## **Free speech**

Dissenting Disruptors are the closest thing Britain has to First Amendment-style free speech absolutists: nine in ten believe that people should have the freedom to express their views even if they are controversial or offensive, compared to just 41 per cent of the wider public. Many are worried that free speech is eroding in Britain. Dissenting Disruptors are the most likely segment to feel silenced from speaking up on the issues that they care about and worry that political correctness suppresses legitimate concerns on key issues.

***I feel now, and it's sad that, do you know what I mean? Whether in a workplace or whatever, there's that many policies or different things in place that you feel that you aren't even able to speak around stuff anymore. Do you know what I mean? So you feel like you haven't even got a voice.***

***Daniel, charity manager, Wolverhampton***

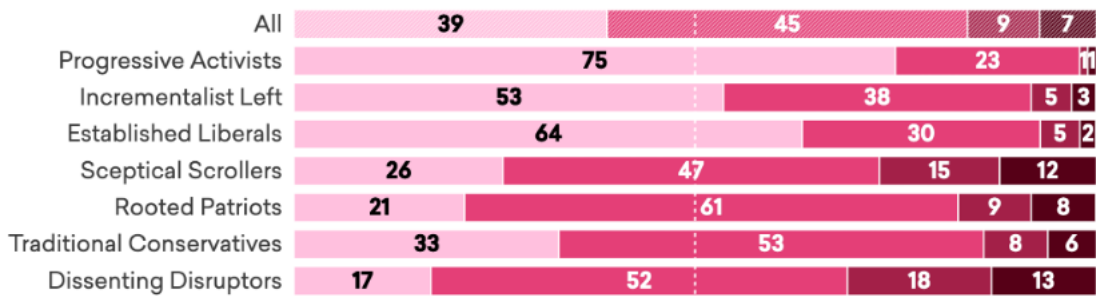
For many, high-profile examples of concerns about migration and integration being suppressed or ignored have deepened their scepticism about free speech in Britain. One of the most salient examples is the grooming gangs scandal, which many Dissenting Disruptors point to as evidence of serious crimes being ignored by authorities out of fear of being seen as racist. For some there is a sense that young girls were deliberately left to be exploited in the interests of political correctness and it has fuelled their sense that the establishment is not telling the truth about immigration.

This sense of distrust has far-reaching consequences. Dissenting Disruptors are out-of-step with the wider public in the support they perceive for grooming gang perpetrators within Muslim communities. Though still a minority, they are twice as likely to think most Muslims support grooming gang perpetrators than Britons generally (31 per cent to 15 per cent), more than any segment, and 83 per cent think some Muslims do (compared to 61 per cent of the public).

## More than a quarter of Dissenting Disruptors think that most Muslims in the UK support grooming gang perpetrators - twice the proportion of the public

Which of the following statements comes closest to your view?

- Almost no Muslims in the UK support grooming gang perpetrators
- Some Muslims in the UK support grooming gang perpetrators
- Most Muslims in the UK support grooming gang perpetrators
- Almost all Muslims in the UK support grooming gang perpetrators



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***The whole political correctness thing. I know that people did speak out (...). I think it happened in an area which was highly populated by Muslim people. So you've got the whole community tension that it would create. And I think all about (authorities) being scared of the whole political correctness thing. (...) I think ultimately they were scared of what it would look like.***

***Jim, customer service manager, Wigan***

***I live in Oldham and you must have heard about the grooming ... Well, the rape, not grooming, gang. And Rochdale, we come from Shaw, Oldham, Rochdale, and our council is corrupt basically. Some of the groomers were on the council, the rapists, not groomers. And basically it's all been covered up.***

***Tina, Accounts Assistant, Oldham***

For some Dissenting Disruptors, this perception that free speech is under attack was reinforced by the aftermath of the 2024 summer riots. Some point to examples of arrests for online speech as evidence that the government is clamping down on legitimate concerns. Half (50 per cent) think that the sentences given to those who posted on social media during the riots were too harsh, compared to a third (33 per cent) of the wider public.

The case of Lucy Connolly - jailed for 10 months after tweeting about mass deportation and setting hotels of asylum-seekers on fire - is a particular case in point. Most Dissenting Disruptors (62 per cent) felt her sentence was too harsh, compared to only a third (35 per cent) of Britons. A common refrain is that these infringements are imbalanced and partisan:

three in five Dissenting Disruptors (59 per cent) say that protests calling for immigration to be reduced are restricted in Britain today; only 23 per cent say the same of pro-Palestine demonstrations. In focus groups, this sense of unfairness and bias feeds the idea that the social contract is broken.

***There's quite a few people getting sent to jail for tweeting each year. Just being offensive, not actually saying to anybody, no incitement to anything. Just somebody's feelings got hurt. It's not right. Yeah.***

***Curtis, steel erector, Wolverhampton***

### **Populism, elites, and the change that Britain needs**

For many Dissenting Disruptors, a key driver of their disillusionment is not just that elites have failed to fix the problems Britain faces - from the cost of living to crime and uncontrolled migration - but that the system is rigged by design. These issues that afflict Britain today therefore are a feature, not a bug. Nine in ten Dissenting Disruptors (94 per cent) say that politics is mostly influenced by what wealthy elites want, rather than what voters want.

For many, years of scandals and examples of 'one rule for them' have convinced them that politicians and elites lack respect for ordinary people and act as though they are above the law. The release of the Epstein Files and revelations about Peter Mandelson have reinforced many Dissenting Disruptors' worst instincts about politics and their beliefs that elites are out-of-touch, self-serving and contemptuous of the public.

***I think in every aspect, so that's the cost of living, whether it's the decisions that they make from the government, things like that. I think they are massively disrespectful and we feel like we can't trust them. So certainly from my perspective, from the whole COVID situation and Boris Johnson and him having the parties and things like that, I felt a lot of disrespect. (...) our leader was actually just laughing at us.***

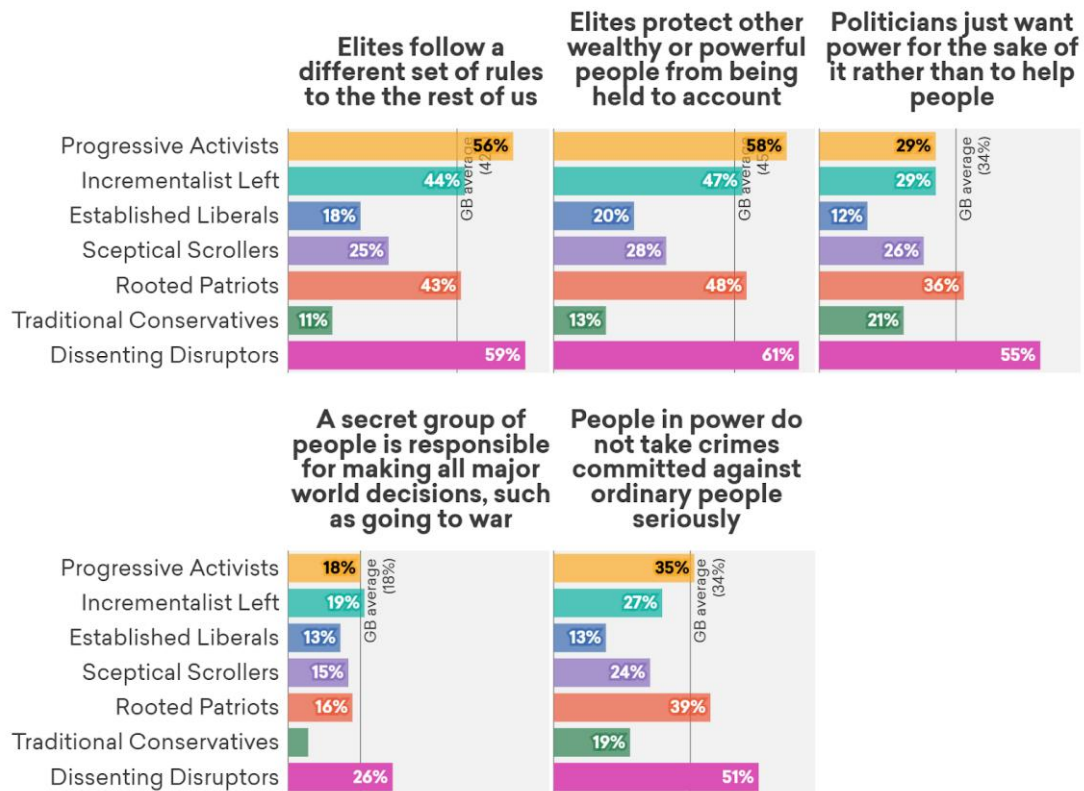
***Mary, sales consultant, Doncaster***

***I did like Angela Rayner when she first came up (...) but with all the scandal that came out and everything, it seems that once they get a bit of power, they seem to think they don't have to be held to the same standards as a normal person.***

***Elizabeth, mother, Wolverhampton***

# Dissenting Disruptors are deeply distrustful of elites and politicians

(Proportion who believe each statement is *definitely true*)



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Populism is a contested term, but it is used in this research to describe some beliefs which are intrinsic to Dissenting Disruptors' worldview: that it should be people, not politicians, who should make the big decisions; that the problems facing the country have simple common-sense solutions, and that these are understood better by ordinary people than by so-called experts. This populist sensibility is deeply held: not only do most Dissenting Disruptors hold this anti-expert belief but almost half (46 per cent) do so very strongly.

**Sack the lot, put someone else in for half the price and they'll do the job ten times better. It's a dictatorship, not dissimilar to Russia if you like.**

**Paul, Dudley**

Dissenting Disruptors diverge from the wider public not in their desire for change - most Britons are unhappy with the status quo - but in their belief that this change needs to be fundamental and radical. Promises of incremental change to improve existing institutions

do not satisfy this group. Instead, three in five would like to see our institutions “burned down” so that we can start from scratch. Dissenting Disruptors want a strong leader, who stands up for ordinary people and does not back down. As with Progressive Activists, they have an aversion to compromise in politics, and many think it is akin to selling out - Dissenting Disruptors would rather have a leader who sticks to their guns.

### Trust in science

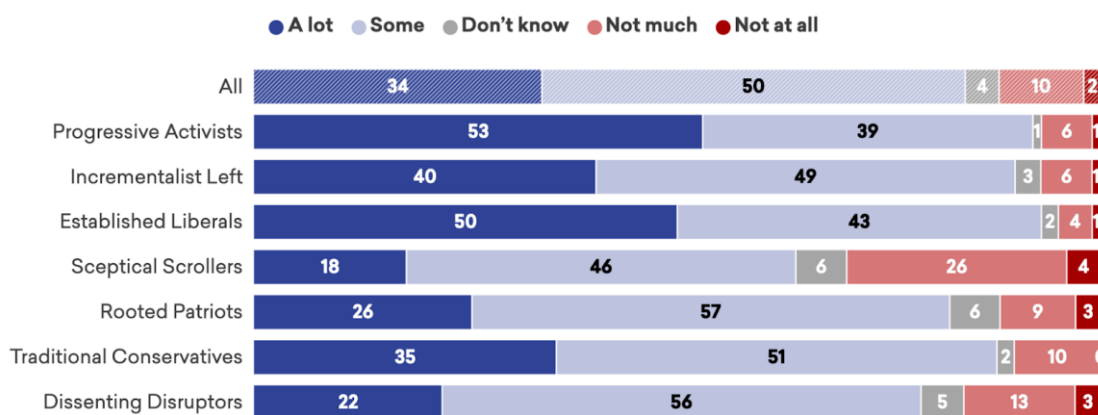
Dissenting Disruptors distrust of mainstream institutions extends to their views on science and figures in the medical establishment: they are more likely than other Britons, on average, to have little trust in science. Less than a quarter (22 per cent) say they have a lot of trust in science, compared to 34 per cent of Britons. In focus groups conducted in 2025, just after President Trump’s statement linking paracetamol to an increased risk of autism in pregnant women, they were the only segment where some participants felt there might be some truth in this suggestion.

The COVID-19 pandemic was a formative experience for many Dissenting Disruptors, who tend to be especially sceptical of scientists' role here. Most Britons (60 per cent) think that scientists in the pandemic were willing to be transparent, but only 39 per cent of Dissenting Disruptors do - a striking disparity. For many, underlying this is a scepticism of the role of political and financial motives: Dissenting Disruptors in particular distrust scientists associated with the government or business interests, and are particularly concerned with political bias within science.

This distrust should not be overstated: most Dissenting Disruptors still accept the general outlines of scientific consensus.

### Dissenting Disruptors are among the segments with the lowest trust in science

In general, would you say that you trust science a lot, some, not much, or not at all? If you don't know, please just say so.



***So certainly from my perspective, from the whole COVID situation and Boris Johnson and him having the parties and things like that, I lost a lot of disrespect. Sorry, I've lost a lot of respect [for someone] who we thought was our leader was actually just laughing at us.***

***Mary, sales consultant, Doncaster***

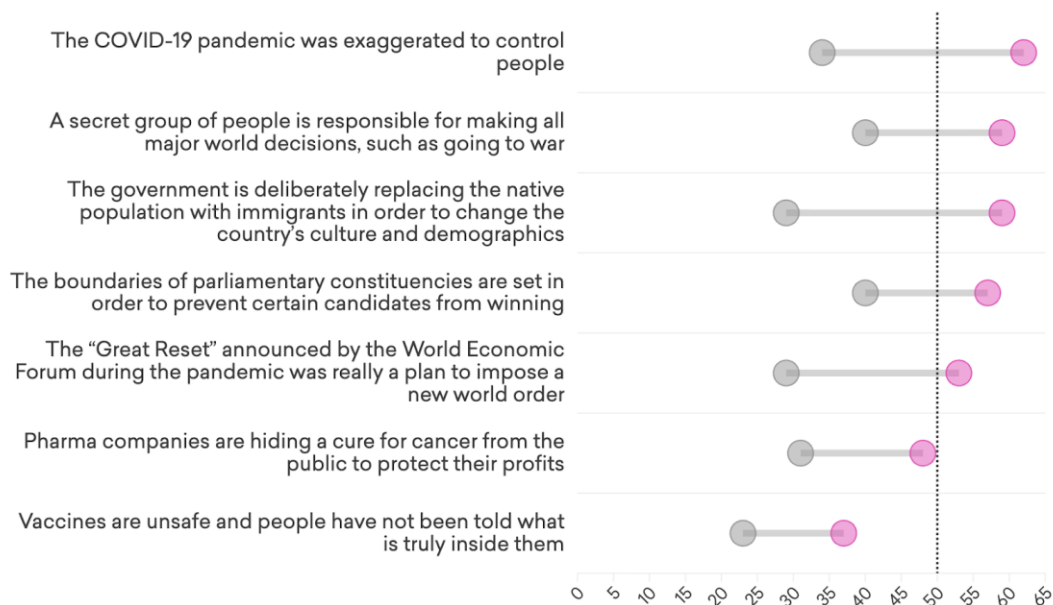
## Conspiracy theories

Conspiratorial thinking is relatively widespread among Dissenting Disruptors - more so than most other Britons. Most Dissenting Disruptors (62 per cent) believe that COVID was definitely or probably exaggerated to control people, almost double the proportion of Britons who think so (34 per cent). This widespread conspiracy-thinking extends to other areas too, with a majority of Dissenting Disruptors (59 per cent) thinking that the ideas that a secret group controls major world decisions and that parliamentary boundaries are rigged to prevent some candidates from winning (57 per cent) are definitely or probably true.

## Dissenting Disruptors are more likely than the UK public to believe in conspiracy theories

Proportion who say each statement is true

● Dissenting Disruptors ● UK public



Again, these attitudes should not be overstated. Not only do a significant proportion of Dissenting Disruptors not hold these views but conspiratorial thinking among the wider public is not as rare as is often thought. Testing several different conspiracy theories, at least 23 per cent of Britons believe each one to be true - suggesting that conspiratorial thinking is more mainstream than fringe in Britain today.

## Political violence

Half of Dissenting Disruptors (51 per cent) believe it is likely that there will be a civil war in Britain in the next ten years. Among those who use social media more, such as those who use X most days, this rises to 62 per cent. However, for the majority of Dissenting Disruptors, the prospect of rising political violence is a source of fear and dread - not something that they endorse.

***I feel it's all going to come to a head, whatever it may be, mini civil wars out of desperation. If money starts getting too tight and thefts will be up, people will be fighting and just essentially looking after number one. And I think with the melting pots, as someone quite rightly said about the religions and the immigration, all these different melting pots are happening at the same time. And there's no unification.***

***Simon, engineer, Wolverhampton***

***I think there'll be factions that will kick off and be a bit extreme. (...) even though we're in the house watching the news, slagging the telly off, shouting at the telly (...) nobody does anything about it because we're polite, we're British and we don't want to rock the boat. We don't want to lose our houses. We don't want violence in the street. We certainly don't want it outside our homes. So I think in cities, maybe you'll get the younger generations, the ones that live with mum and dad and have got nothing to lose. (...) but I mean, as bad as it gets, would I do something like that? Probably no, because I wouldn't want to lose my job and the lifestyle I've got.***

***Astrid, council worker, Doncaster***

For most Dissenting Disruptors, political violence crosses the boundaries of acceptability, although there is a hardline core who condone violence in some circumstances: 24 per cent say that violence is sometimes necessary to achieve political change, and 28 per cent say it is sometimes necessary to defend our way of life. This is slightly higher than the British public (18 and 23 per cent on these questions respectively).

Looking back on the protests and riots across the UK in the summer of 2024, Dissenting Disruptors were, by far, the segment most likely to sympathise with the protesters. Forty-three per cent said that those participating in the protests and riots spoke for them, compared to 25 per cent of the general public. However, from focus group conversations - and [More in Common research from summer 2024](#) - it is often clear that this is often an

expression of sympathy for the concerns of the rioters, rather than an endorsement of their methods. In some cases, focus group participants describe a sense that the violent or disorderly elements of the protests are amplified by a biased media and do not represent the reality of concerned citizens on the ground.

***“I'm not agreeing with violence, but every time what they call the ‘far-right’ march, and it isn't the far-right, it's just people who want the country back. They try and make out that there's always violence there, but they never show all the left-wing and everything. And they're the ones who are wearing the masks.”***

***Tina, Accounts Assistant, Oldham***

Nonetheless, it is worth not losing sight of the fact that three-quarters of Dissenting Disruptors do not think violence is acceptable to achieve political change. This small, but vocal, minority does not represent the politics of the majority.

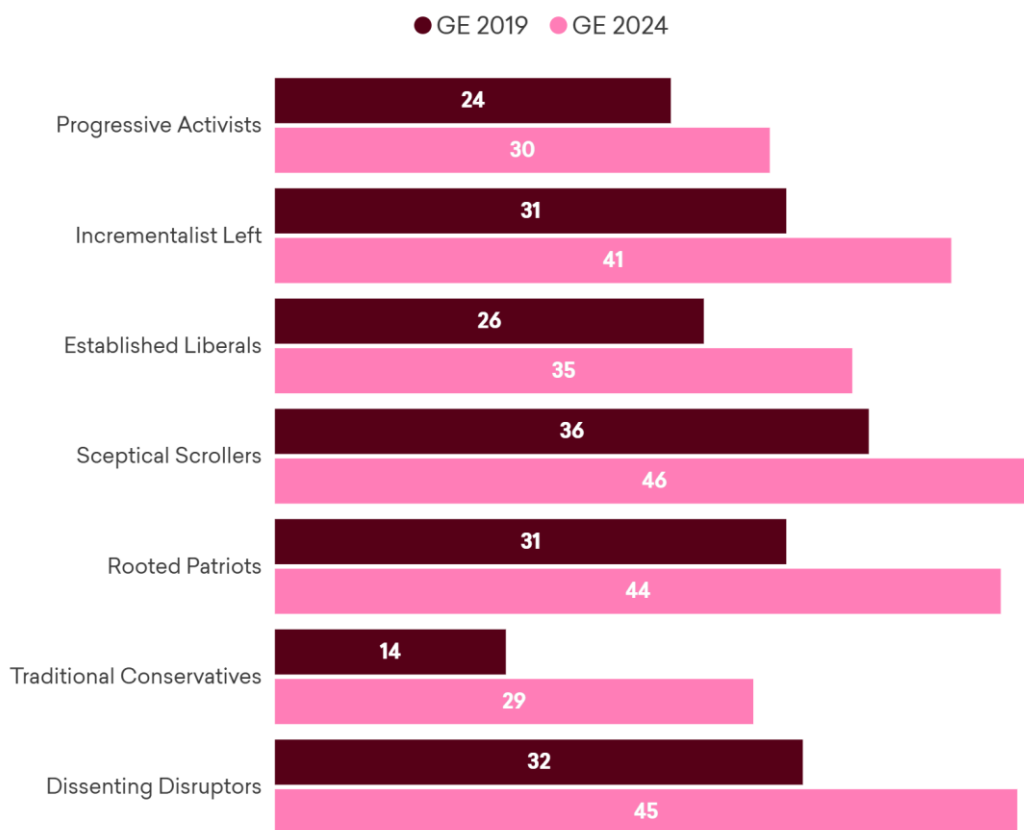
## How do Dissenting Disruptors vote?

As befits their disaffection with mainstream politics, Dissenting Disruptors are one of the least likely segments to vote. Yet political disengagement is becoming mainstream: the 2024 General Election saw the lowest turnout (60 per cent) for 25 years. Almost half of Rooted Patriots, Sceptical Scrollers and Dissenting Disruptors say they did not vote. Only two in five (43 per cent) say they are certain to vote if a General Election were called tomorrow.

Yet Dissenting Disruptors' electoral disengagement has been especially pronounced in recent years. General Election turnout for the whole population dropped by seven percentage points between 2019 and 2024, yet it dropped considerably more sharply for Dissenting Disruptors. Almost half (45 per cent) say they did not vote in 2024, but only 32 per cent say they did not vote in 2019. For Dissenting Disruptors, the most recent General Election simply offered less of a compelling reason to vote than 2019. This may in part have been related to the motivation of Brexit in the 2019 election, given Dissenting Disruptors' strong feelings on the referendum. They are more likely than any other segment to say that Brexit could have worked but politicians handled it badly, 55 per cent believing this compared to 42 per cent of the public.

## Dissenting Disruptors are one of the segments with the lowest turnout in previous General Elections

(Proportion who selected "I did not vote")



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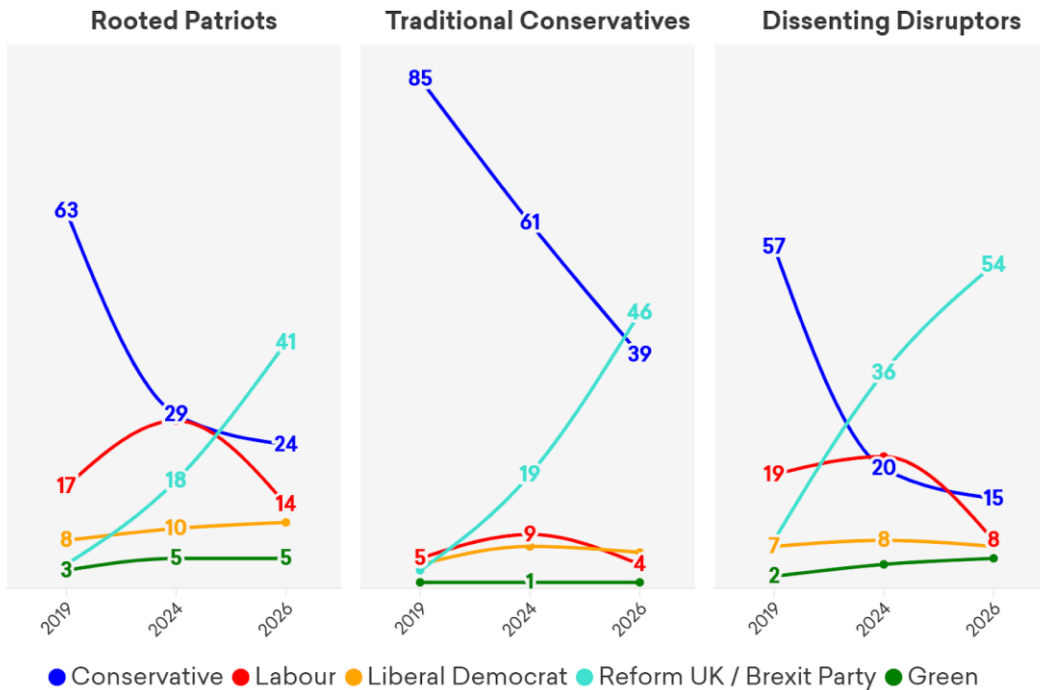
A strong sense of increased futility underlies many Dissenting Disruptors' views on party politics, that mainstream parties across the political spectrum have failed to deliver change. However, since 2024, more Dissenting Disruptors say they have found something to vote for. Almost a quarter (23 per cent) of those who did not vote in the General Election now say that they would - higher than for any other segment except for Traditional Conservatives (of whom 37 per cent now say they would). For both segments, Reform UK has emerged as the go-to choice for voters and previous non-voters alike.

Among the Dissenting Disruptors that do engage with politics, too, Reform UK is the clear favourite. While Reform leads among each of Britain's socially conservative segments, its support among Dissenting Disruptors is particularly entrenched. Dissenting Disruptors are the only segment among whom Reform UK led in the 2024 General Election ('Red Wall' Rooted Patriots swung from the Conservatives toward Labour between 2019 and 2024, while most Traditional Conservatives remained with the Conservative Party).

Dissenting Disruptors form Reform UK's base, but their support should not be mistaken for overwhelming enthusiasm. Less than half of this segment (45 per cent) hold a positive view of Nigel Farage. This bloc is not just the Dissenting Disruptors who do not vote and are wholly disengaged from mainstream politics - one in four (25 per cent) of those who voted in 2024 have a negative view of Nigel Farage. Underlying this may be their deep scepticism and distrust of all mainstream politicians, and recent experiences of feeling like promises have not been kept.

However, on average, Dissenting Disruptors are considerably more likely than the average Briton to think positively of Farage (only 30 per cent of the latter do). It is notable that some other right-leaning voters, such as Traditional Conservatives, are slightly more likely to hold a positive view (53 per cent do). Some of this is less about personal popularity and more related to Dissenting Disruptors' lack of faith in mainstream politics to deliver at all. Indeed, only half of Dissenting Disruptors believe that a Reform UK government would actually make things better in Britain (28 per cent say they'd make no real difference, and 23 per cent say they'd make things worse).

### Voting history of right-leaning segments



More in Common • March and April 2026  
2019 and 2024 is recalled General Election vote

Dissenting Disruptors' pervasive lack of trust in politicians of all stripes extends to Reform UK. In focus groups, many admire Nigel Farage's willingness to 'say what he thinks', and believe he is more direct and straight-talking than other politicians. Yet they also describe feeling sceptical that the Reform leader will ultimately be able to make things different, and

may just be as bad as the rest of them. In most cases, Dissenting Disruptors describe Reform as the 'best of a bad lot', rather than an exciting alternative that appears ready for government.

***This is why Nigel Farage is the best of a bad lot, in my opinion (...) Labour haven't worked, Conservatives didn't work (...) so the only other one is maybe Reform.***

***Daniel, charity manager, Wolverhampton***

***Nigel talks a good game, but if they did give him power, what would happen?***

***Tim, car salesman, Doncaster***

***I'm not sure I'd want him in charge... but... he actually listens to what people want.***

***Elizabeth, mother, Wolverhampton***

When given a choice of who would make the best Prime Minister between the five main political party leaders, 'None of them' comes top, with two in five selecting this - seven percentage points higher than Nigel Farage on 34 per cent. Nonetheless, Farage is by far the most popular choice of existing party leaders, almost three times more popular than Kemi Badenoch (12 per cent).

In the context of rising disillusionment with mainstream politics, a majority of Dissenting Disruptors would vote Reform - and while there is a sizeable group of Reform true believers among them, for others that vote comes with limited confidence that this would lead to the radical change they think the country needs.

## Chapter 2 | How do Dissenting Disruptors differ from other Britons?

The preceding chapter sketched out the core issues and beliefs of Dissenting Disruptors. This chapter focuses more on some of their differences with other groups - both Britons generally and those on the right. Some of these distinctions have been touched upon already, and are readily apparent to Dissenting Disruptors themselves, whereas others are less evident. In some areas the gap between Dissenting Disruptors' views and what they perceive the wider public to believe are stark.

### Where Dissenting Disruptors differ - and don't know they differ - from the UK public

On many topics, Dissenting Disruptors' views are broadly in line with the wider British public. As with most Britons, their top issues are the cost of living crisis, the level of immigration and the NHS. They are proud to be British, think politicians are mostly out-of-touch and support measures to control the borders. These views are relatively mainstream in Britain today.

Where Dissenting Disruptors differ is the intensity of some of these beliefs, and how these inform policies or ideas that other Britons consider too extreme. While 63 per cent of Britons think that politicians are part of a corrupt, self-serving elite, 81 per cent of Dissenting Disruptors do. Some concerns are particularly central to how they view society today. Nine in ten Dissenting Disruptors believe free speech is under threat in the UK, a belief shared by six in ten Britons - one of the largest areas of divergence.

Two areas where Dissenting Disruptors are out-of-step with the public are climate change and what constitutes British identity. Dissenting Disruptors are significantly more likely to think people are overreacting about climate change than the wider public, and only just over a third (38 per cent) think that the UK should do more to tackle climate change, compared to a majority (55 per cent) of Britons. Here, Dissenting Disruptors' lack of trust in traditional news sources, institutions and lower faith in science, makes them suspicious of mainstream narratives; for some, concerns about climate change are exaggerated for political effect.

***I just feel that the earth goes through a cycle and I just feel it's part of the next cycle. I think they said ... I mean, I don't know all the ins and outs, but I don't know if we are still actually coming out of that ice age. And then with the seasons, I think the seasons do change.***

***Joseph, accident manager, Birmingham***

This is an area of difference from the British public, but it would be a mistake to think that no Dissenting Disruptors - and few on the populist right - are concerned about climate change. A sizeable proportion are, and the divergences within Dissenting Disruptors on this issue are explored through their archetypes in the next chapter.

Secondly, Dissenting Disruptors are almost twice as likely to think that people from ethnic minority backgrounds can never be truly British than the wider public (57 per cent, compared to 33 per cent of the public). This should not be conflated with concerns about immigration and the current functioning of multiculturalism. Many Dissenting Disruptors' thinking on race and identity go further - that those from ethnic minority backgrounds cannot be conceived of as British, a view that most of the British public firmly rejects. Strikingly, Dissenting Disruptors' also over-estimate how much of the country holds this view. A majority (59 per cent) think that quite a bit or most of the country thinks that people from ethnic minority backgrounds can never be truly British.

### Dissenting Disruptors over-estimate how much the British public shared their beliefs on ethnic minorities



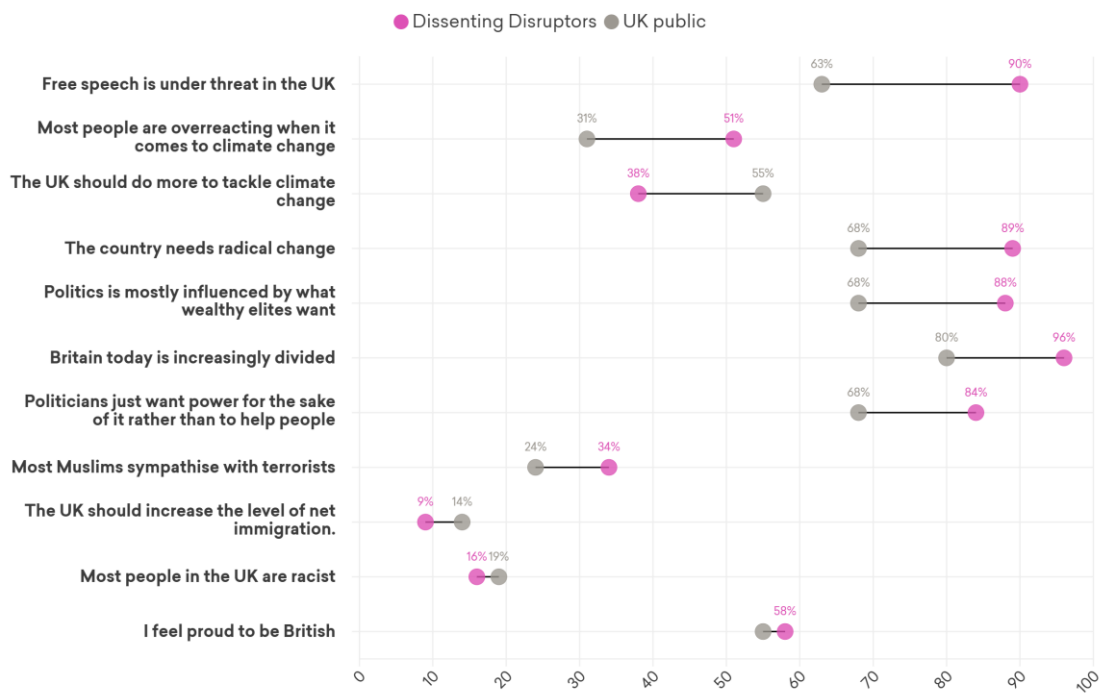
Source: More in Common March 2026 More in Common: March 2026 • Percentages for UK public refer to those agreeing with the statement. Dissenting Disruptors' perception refers to the percentage who said most or quite a lot of the UK public would agree with the statement.

Indeed, views on ethnic minorities are where Dissenting Disruptors have the largest perception gap in misunderstanding how widespread their views are. Half of Dissenting Disruptors (48 per cent) say that quite a lot or most Britons think most Muslims sympathise with terrorists, when in fact 24 per cent of Britons do.

Attitudes to Muslims also distinguish Dissenting Disruptors from other Britons. As highlighted earlier, Dissenting Disruptors are significantly less likely than the wider public to think that the UK should be an accepting place for Muslims - even though half still do. This also differentiates Dissenting Disruptors from other right-leaning segments. For Traditional Conservatives and Rooted Patriots, more than six in ten (67 and 63 per cent respectively) think that the UK should be an accepting place for Muslims - significantly higher than Dissenting Disruptors on 50 per cent. Similarly, these segments do not have the level of concern over Muslim support for grooming gangs that Dissenting Disruptors hold. A third (31 per cent) say that most Muslims support grooming gangs, almost double that of Traditional Conservatives and Rooted Patriots (14 and 17 per cent respectively.)

It is clear that Dissenting Disruptors' views on Muslims are out-of-step with the public, but we should be wary of overstating the extent of this. Half of Dissenting Disruptors still want Britain to be an accepting place, including for Muslims, but the other half are opposed to acceptance of Islam.

### Dissenting Disruptors are out-of-step with the public on views on free speech, British identity and climate change



Percentages for Dissenting Disruptors and UK public refer to those agreeing with the statement.

Finally, Dissenting Disruptors also overstate the populist tendencies of the country. Nine in ten think most or quite a lot of Britons believe politicians want power for their own sake, with priorities dictated by wealthy elites. In fact, two-thirds of the public (68 per cent) hold these views, suggesting that the anti-elite mindset of the public, while broad, is not quite widespread as Dissenting Disruptors think. For many, their frustration with the political

system is so deeply-felt - a view unchallenged by their information eco-systems - that they believe Britain's political disillusionment is even more universal than it currently is.

## The British right today

Dissenting Disruptors diverge from Traditional Conservatives (the Conservative Party's long-standing historic support base) and Rooted Patriots ("Red Wall" voters who are socially conservative but economically interventionist and highly risk averse) in a number of significant ways. While these three right-leaning segments may align in topline attitudes toward migration, they diverge on a range of other important issues.

One key area on which Dissenting Disruptors are almost diametrically opposed to Rooted Patriots is in their attitudes toward free speech: Dissenting Disruptors are the segment in Britain who are closest to free speech absolutists: nine in ten believe that people should have the freedom to express their views, even if they are controversial or offensive. In stark contrast, nine in ten Rooted Patriots believe that we need to protect people from dangerous and hateful speech - more than any other segment.

This divergence may provide a challenge for Reform UK: free speech interventions on the Lucy Connolly case, or opposition to the Online Safety Act, may appeal to Dissenting Disruptors but sit uneasily with Rooted Patriots. 80 per cent of the latter want measures to protect young people from harm online, even if it means incorrectly labelling some content, whereas Dissenting Disruptors are more split on this issue - with 44 per cent wanting to ensure freedom of expression and privacy online even if some harmful content is accessed by young people. This heightened concern for free speech even where it has potential for harm (higher than any other segment), along with worries about censorship, put Dissenting Disruptors out-of-step with other parts of the right.

Moreover, Rooted Patriots share many of Dissenting Disruptors' concerns about migration and multiculturalism, but are split on their willingness to back extreme measures to stop illegal migration, such as sinking the boats. 48 per cent support this, compared to 58 per cent of Dissenting Disruptors.

Meanwhile, Dissenting Disruptors diverge from Traditional Conservatives in their attitudes toward the economy. Traditional Conservatives tend to be financially comfortable homeowners and, while they share Dissenting Disruptors' preference for low taxes on working people, they are far from economic populists. Most Traditional Conservatives are satisfied with the economic status quo. Only 12 per cent of Traditional Conservatives think big business takes advantage of ordinary people, compared to 85 per cent of Dissenting Disruptors. And while Traditional Conservatives tend to think economic growth benefits them, Dissenting Disruptors are the least likely segment to feel this way.

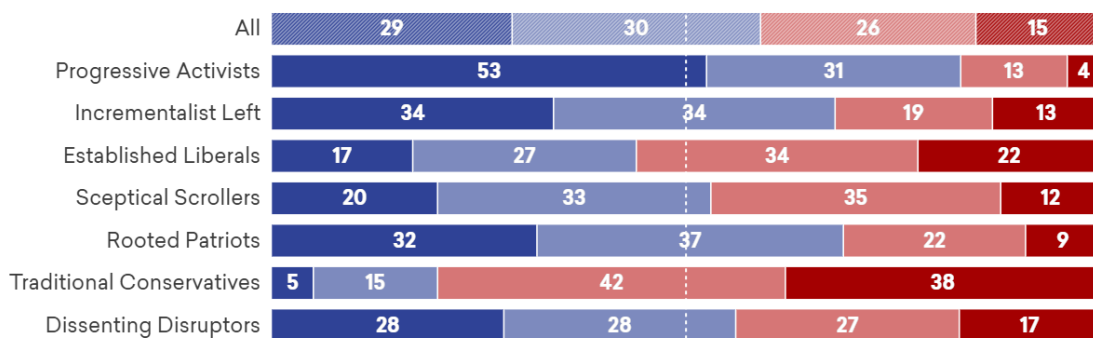
On other economic issues, Dissenting Disruptors and Traditional Conservatives are also very different. While the latter tend to oppose redistributive policies and nationalisation,

the former tend to support these. Indeed, here Dissenting Disruptors have more in common with Progressive Activists than they do with Traditional Conservatives.

### Dissenting Disruptors have more in common with some left-leaning segments than Traditional Conservatives on addressing inequality

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 1 - We should aim to close the gap between rich and poor, even if the country doesn't get richer overall
- 2
- 3
- 4 - We should aim for everyone to be better off, even if the rich get more of the growth than the poor



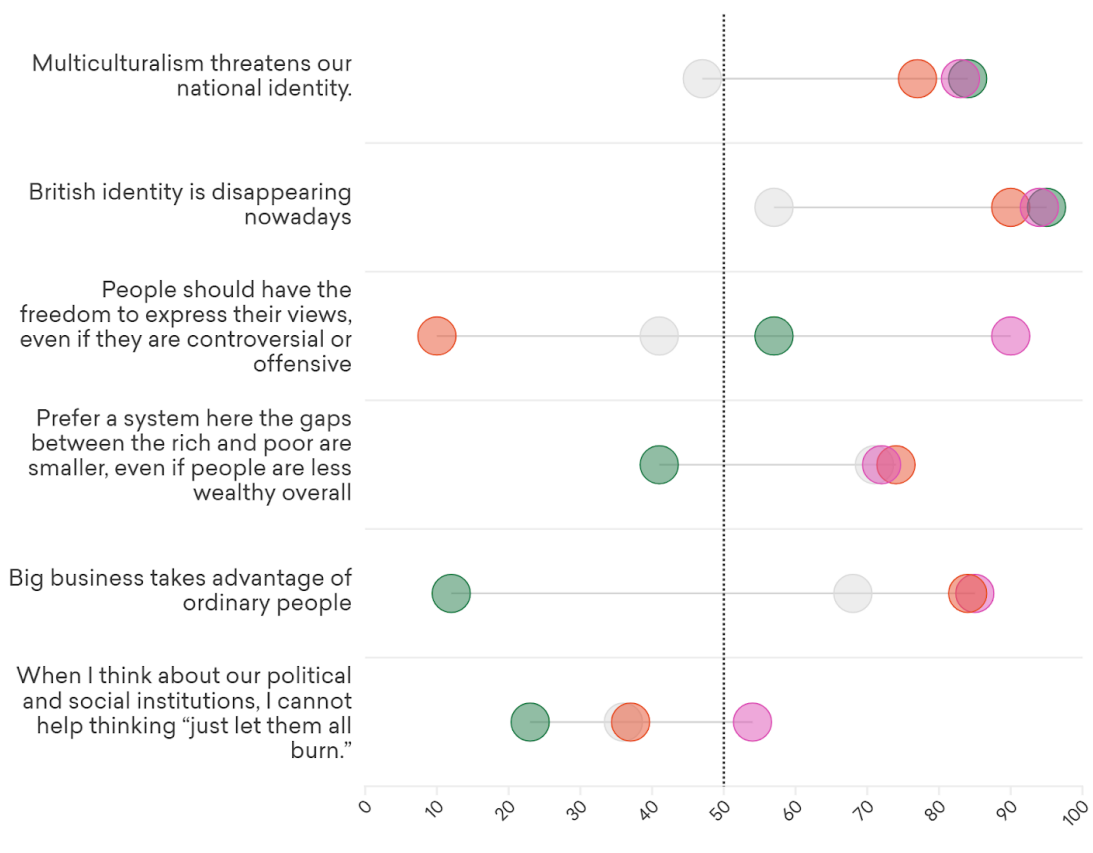
Traditional Conservatives share Dissenting Disruptors' inclination to support extreme measures to curb illegal migration, such as sinking the boats, and have some sympathy with the idea that multiculturalism has failed. Where they differ on social and cultural issues is that Traditional Conservatives are more likely to believe in a multi-ethnic UK, one that should be accepting of ethnic minorities. Fewer than half Traditional Conservatives (46 per cent) think that ethnic minorities can never be truly British, and two thirds (67 per cent) think the UK should be an accepting place towards Muslims, whereas Dissenting Disruptors are split on this.

Dissenting Disruptors also diverge from other right-leaning segments in their desire for radical change: while Rooted Patriots and Traditional Conservatives favour incremental change, a majority of Dissenting Disruptors would like to “burn down” our institutions and start again from scratch.

# Britain's Right is broadly aligned on migration, but diverge in their views on the economy, free speech and institutions

(Proportion who agree with each statement)

● All Britons ● Rooted Patriots ● Traditional Conservatives ● Dissenting Disruptors



Source: More in Common • April - June 2025

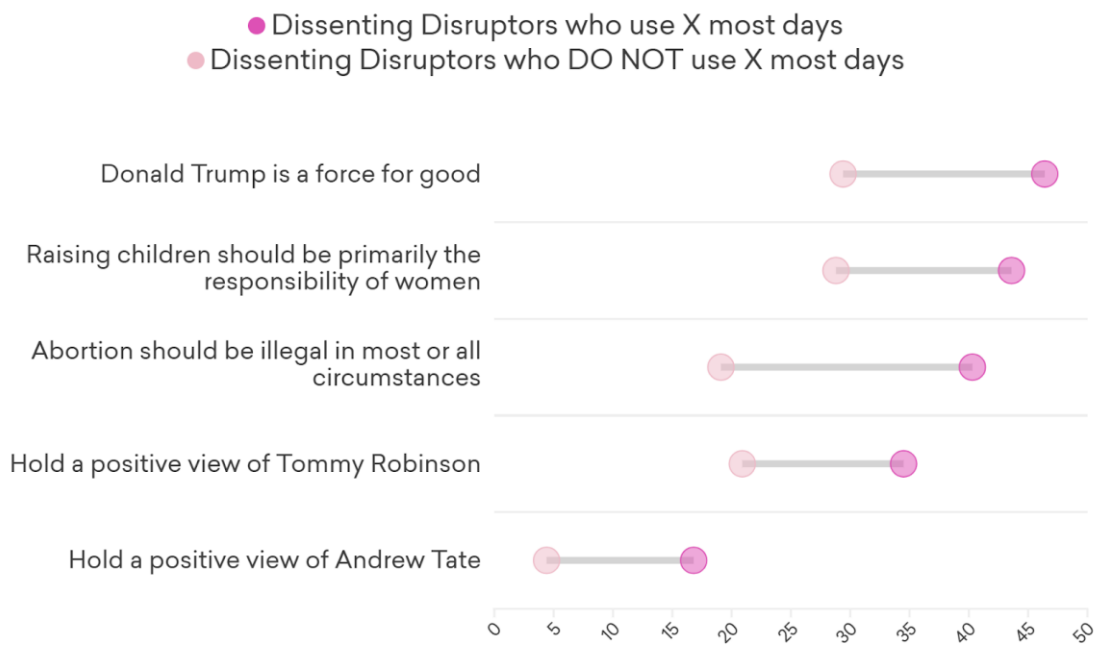
## Dissenting Disruptors online

One other key lens for exploring the British Right's differences is to examine the more online subset of Dissenting Disruptors. These Dissenting Disruptors hold more radically right-wing views on certain social issues, and are more receptive to right-wing figures, but they are not representative of the segment as a whole.

In recent years there has been considerable commentary on the 'online right'. In particular, the role and responsibility of social media platforms in amplifying some of the most extreme views, or exposing individuals to radicalising content, is frequently debated.

## Dissenting Disruptors who use X tend to be more radical on gender roles, abortion, and figures on the Online Right

Proportion who agree with each statement



Source: More in Common, February 2026

It would be a mistake to conflate the attitudes of some of the loudest voices on social media with the views of the majority of the country - or even of the populist right. It is noteworthy how the views of Dissenting Disruptors who do spend considerable time online differ from those who don't.

Use of the platform X is a useful point of comparison here, given its role in the sharing and debate of political content. Around a quarter of Dissenting Disruptors (24 per cent) say they use X most days, and those who are active on X stand out in their tendency to hold considerably more right-wing views, particularly when it comes to gender roles. Almost half (44 per cent) think raising children should primarily be women's responsibility, compared to 29 per cent of Dissenting Disruptors who don't use X most days. Dissenting Disruptors who use X are also more than twice as likely to think that abortion should be illegal in all circumstances (40 compared to 19 per cent), and more likely to think the #MeToo movement went too far.

However, on most other issues - including economic views and attitudes to migration - frequent X users are not outliers. They hold very similar views on policies relating to deportation or integration as those not on X. Indeed, even on issues around violence or bypassing parliamentary democracy, there are no major differences.

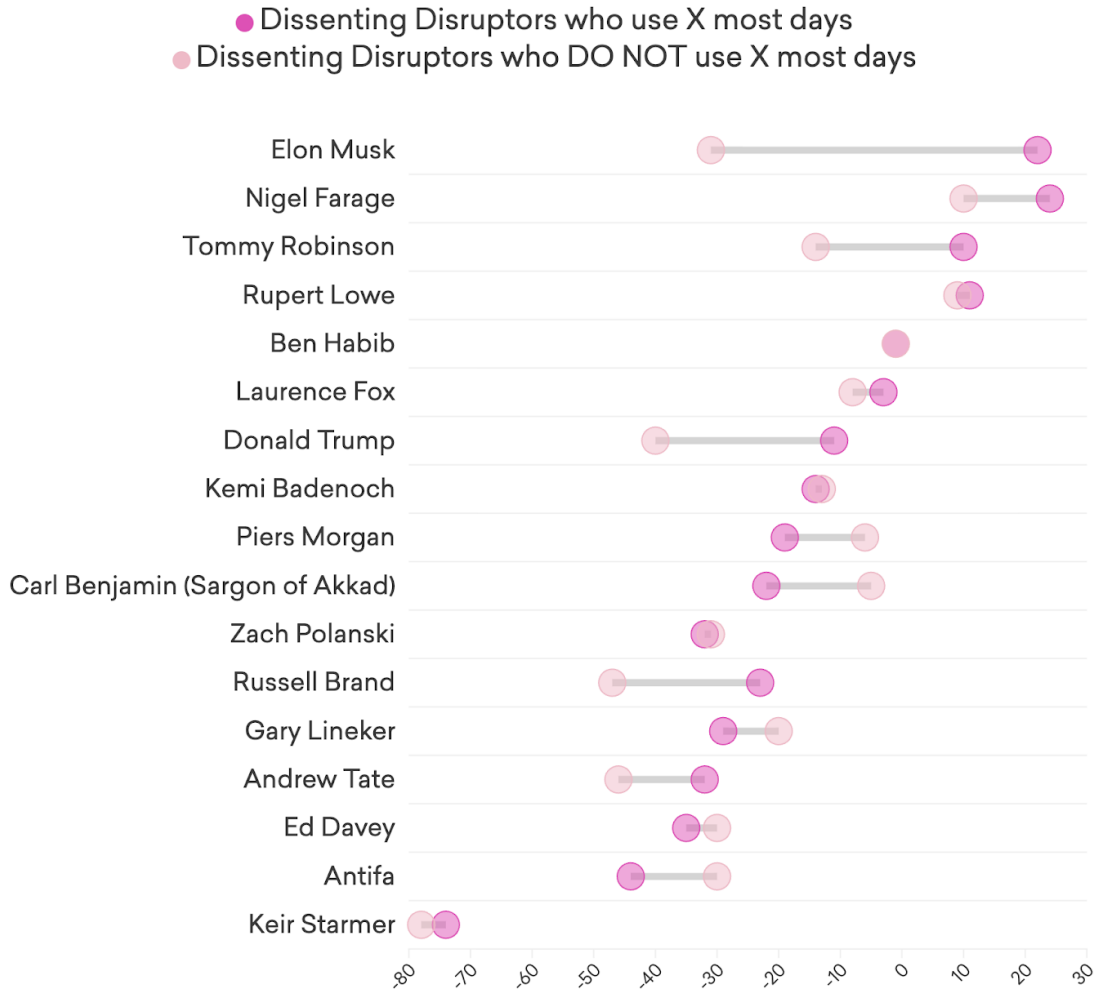
When it comes to attitudes toward controversial figures on the Right, online Dissenting Disruptors do diverge significantly from the rest of the segment. Among those who are active on X, Donald Trump holds a net favourability rating of -11; among those who are not active on X, this drops to -32.

Beyond Trump, awareness and approval of various figures is high among the most online and engaged, but low among the segment as a whole. While those who know about Rupert Lowe tend to view him positively, only a third of Dissenting Disruptors (34 per cent) express a view on him either way, while most answer "neither positive nor negative" or "don't know". Frequent X users are significantly more likely to have a positive view of Rupert Lowe than those who don't, by 26 per cent to 20 per cent. While only 4 per cent of non-online Dissenting Disruptors hold a positive view of Andrew Tate, this rises to 17 per cent among those who are active on X.

In other words, the Dissenting Disruptors most visible on platforms like X are a more engaged and more hard-edged subset, and risk obscuring the fact that many in the wider segment hold less unusual views on many social issues, disapprove of Donald Trump, and are more broadly far less enthusiastic about the figures and narratives that dominate online spaces.

# Dissenting Disruptors who use X have a more positive view towards figures on the Online Right

Net positive view of each individual



## Chapter 3 | Three archetypes of Dissenting Disruptors

So far, this research has shown what Dissenting Disruptors believe, what shapes their thinking and how these views differ from the wider public. Yet as a fifth of the UK's population, Dissenting Disruptors are not a monolithic bloc. While there are underlying values that are central to their worldview, their views and attitudes diverge across a range of issues.

There are two primary axes for understanding these divergences:

- **Ideology:** their beliefs on a range of topics such as multiculturalism, immigration, free speech, the economy and social issues.
- **Intensity:** how strongly they believe in their views on these issues and the radical solutions they feel are needed to effect change.

Attitudes toward migration exemplify this. While most Dissenting Disruptors are united by a belief that most illegal migrants should be deported, there is some divergence over the implications of this belief when confronted with a range of hypothetical scenarios - such as whether this applies to a woman and child who may face torture or persecution. What's more, while most Dissenting Disruptors want the government to do whatever it takes to stop the boats in the Channel, even if it breaks international law or is perceived as harsh, some feel this a lot more strongly and stridently than others.

Data analysis reveals three distinct archetypes within Dissenting Disruptors, each with a relatively distinctive set of beliefs and strength of feeling about those beliefs. These archetypes are useful to illuminate the extent and extremes of Dissenting Disruptors' disillusionment from mainstream institutions. Particularly on the prospect of a multi-ethnic society in Britain, these archetypes are helpful in understanding where Dissenting Disruptors stand. Each has been shaped by different life experiences and has slightly different priorities, and so each will be explored in turn.

**Reluctant Radicals** are disillusioned and anti-system, frustrated with the status quo, but uneasy about the most radical solutions. While most think multiculturalism has not worked, they are not opposed to a multi-ethnic Britain in principle.

**Defiant Traditionalists** are culturally conservative and anti-elite, seeking to restore traditional norms and order rather than overturn the system entirely. They have little faith in the capacity of the current political system to meet the public's priorities, particularly in areas such as migration.

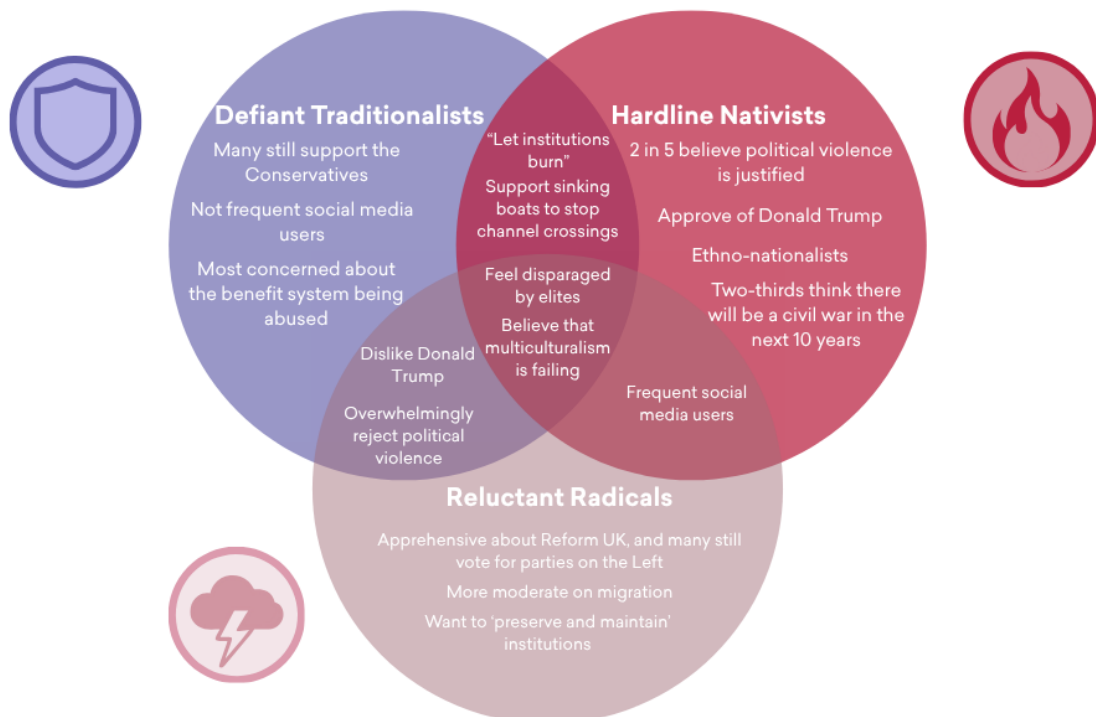
**Hardline Nativists** are the most radical and absolutist, deeply distrustful of institutions and willing to back extreme measures to fundamentally reshape the country. Most outright

reject a multi-ethnic Britain, and don't think people from ethnic minority backgrounds can be British. Many hold actively racist views.

The two key characteristics that all three subsegments hold strongly in common are a belief that multiculturalism is not working in Britain today, and a sense that elites and politicians do not respect people like them.

On other issues, they diverge: Hardline Nativists stand out as the only group who approve of Donald Trump and the only group among whom a significant minority endorse political violence. Defiant Traditionalists are the least online and the most likely to feel some affinity towards the Conservative Party. Meanwhile, Reluctant Radicals are the most apprehensive about Reform UK and the most measured in their attitudes toward migration and institutions.

## Three Dissenting Disruptor archetypes



## Reluctant Radicals

These are the most tempered and, in some ways, conflicted wing of the Dissenting Disruptors. Comprising a quarter (24 per cent) of Dissenting Disruptors - and so roughly five per cent of the UK population - they hold the same core disillusionment with elites and concern about immigration and national decline, but are less ideologically motivated than others and so less attracted to radical solutions.

***Yeah, (Britain's) in a mess. And it's the worst mess we've ever known. And it's getting worse.***

*Ryan, caseworker, Chigwell*

Reluctant Radicals tend to be slightly younger than other archetypes, with over a third (37 per cent) under 35. They are also slightly more likely to feel financially comfortable than other Dissenting Disruptors - two in five (43 per cent) are. Nonetheless, they feel the country is changing too fast and worry about what Britain will look like in the future. While they want strong action on migration and to make sure that migrants have to integrate into British society, they retain some discomfort with harsh policies and remain open to arguments about fairness and compassion.

### Who are Reluctant Radicals?

Unlike other Dissenting Disruptors, it is likely that many Reluctant Radicals were previously loosely committed or engaged voters whose politics have changed as they have perceived the failure of any major party to deliver the changes they think the country needs.

Their disillusionment is likely relatively recent: only a quarter say they did not vote in the 2017 General Election, compared to two in five other Dissenting Disruptors. Two thirds (66 per cent) of Reluctant Radicals say they voted in the 2019 General Election, but this fell to just under half (45 per cent) in 2024.

Reluctant Radicals have a more ideologically-diverse past than other Dissenting Disruptors, with the largest proportion of professed Remain voters in the 2016 Brexit referendum - a third (32 per cent) say they cast their ballot this way, compared to 40 per cent who say they voted to Leave. In 2019, their party preferences were relatively split, with almost a quarter (23 per cent) voting for Jeremy Corbyn's Labour Party and 28 per cent voting for Boris Johnson's Conservatives. What may unite these seemingly polarised choices is the belief that radical action is needed, and when this failed to materialise, their disillusionment grew.

As with other Dissenting Disruptors, the key issue they cite from the last few decades in shaping their worldview is the rising cost of living, with the majority (56 per cent) of Reluctant Radicals saying it has shaped their worldview a great deal. In focus groups, it is

clear that for many life has just been a bit too hard for too long - their political disappointment is closely linked to personal struggle.

***I think people are really lonely. They're just missing that care, that love, that closeness. And I think people are kind of forgetting that and that's so key to everything, that closeness and that chat, all of that.***

*Harriet, Payroll Worker, Surrey*

The 2024 General Election may then have been yet another disappointment in their hopes for this to be addressed: the Reluctant Radicals who voted were more likely to choose Labour than any other party (unlike other Dissenting Disruptors, whose 2024 voters overwhelmingly voted Reform). For these Reluctant Radicals now, their palpable anger and disappointment with Labour is clear.

While in many ways, Reluctant Radicals are the least extreme of the three archetypes, they are defined by a sense of fear and suspicion. In focus group conversations, they describe their sense of anxiety about the future of the country and that secret elites are steering the direction of the country.

***The lack of transparency in the government and hidden agendas, false narratives. There is talk of another COVID or another lockdown. There is a smart city conversation. There's so many things happening that you can either worry or you can deal with things head on. And either way, it just feels very scary and uncertain times***

*Ryan, caseworker, Chigwell*

Recent online discourse and cultural flashpoints may also have played a role in shaping their worldview; Reluctant Radicals are 'more online' than other archetypes, though not on X. Most Dissenting Disruptors say they never post about politics on social media, but Reluctant Radicals are the most likely to do so. A majority (59 per cent) say they actively seek out political content on social media or engage with it when they see it, compared to a minority of other Dissenting Disruptors. To take one figure as an example, a quarter of Reluctant Radicals (26 per cent) say they know quite a bit or more about Ben Shapiro, an American conservative political commentator, twice the proportion of the other archetypes.

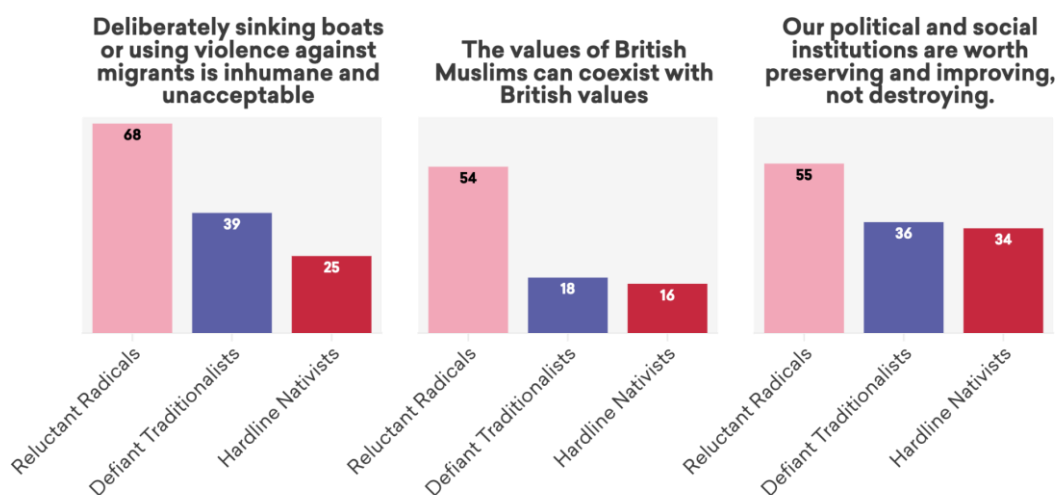
However, in online habits they are more likely to be on 'mainstream' platforms such as TikTok and Instagram, and less likely than others to use X. Their information eco-system is not completely cut-off from mainstream outlets. More than six in ten (62 per cent) say that BBC News is one of their most frequently used news sources - double the proportion of Hardline Nativists who do so.

Reluctant Radicals' disillusionment and disengagement is slightly less pronounced than other Dissenting Disruptors, and they are therefore exposed to some traditional media and mainstream politics. More than others they feel in a bind - convinced that radical change is needed, but averse to more risky or extreme measures to effect this change.

### What distinguishes them from other Dissenting Disruptors?

While all Dissenting Disruptors think that multiculturalism has not worked and that immigrants receive more support than ordinary Britons, the implications of these beliefs vary across archetypes. Reluctant Radicals tend to favour restrictive migration policies, but are less open to more extreme measures. Only a third (34 per cent) think a woman and child who entered the country illegally should be deported if they face a risk of torture, compared to a majority of other Dissenting Disruptors. Reluctant Radicals are outliers on policies to tackle illegal immigration - they tend to oppose the sinking of boats carrying asylum-seekers - whereas clear majorities of other archetypes support this. Unlike other Dissenting Disruptors, many are amenable to the prospect of the co-existence between British Muslim values and British values.

## Reluctant Radicals are more moderate on migration, Islam and institutions



Whereas most Dissenting Disruptors believe that migrants take more than they contribute, Reluctant Radicals are split on this question. Their views on migration are therefore more moderate than other archetypes and they are more amenable to the possibility of a multi-ethnic society working. Less than half (46 per cent) think that the values of British Muslims are incompatible with British values, compared to more than eight in ten among other Dissenting Disruptors. Indeed, unlike other Dissenting Disruptors, they are more likely than

not to have a positive view of Gary Lineker, someone who has spoken out in favour of migrants' rights in recent years.

For Reluctant Radicals, there is a clear distinction between legal and illegal migration - and they believe the benefits of the former shouldn't be overlooked. Indeed, in focus groups, some contrast the positive contribution of migrants who have played by the rules and worked hard with those who have come to the UK illegally. Unlike other Dissenting Disruptors, Reluctant Radicals are much more amenable to the prospect of some level of immigration, if properly managed.

***The real issue is illegal immigration and how that's managed. And then most of the time in terms of media and presence, all we see is that element of it, we don't see an overarching picture of actually there's some positive immigration that has happened for people that follow the right channels to come to the UK and the impact that they've made. Ibrahim, council worker, Leicester***

The slightly weaker intensity of their anti-system beliefs distinguishes them from other archetypes. They are very concerned rather than angry - frustrated with politics but not yet fully convinced that "burn it all down" populism is the answer. They are less convinced by populist leaders who say they will upend the system such as Nigel Farage. A majority (61 per cent) still have some trust in the Civil Service, compared to only a quarter of Hardline Nativists. Unlike the other archetypes, only a minority (37 per cent) think that civil war is likely in the next ten years.

Fundamentally, Reluctant Radicals are not nihilists, nor are they as deeply populist as other Dissenting Disruptors. On issues such as climate change, they are more likely to be concerned that it is not being taken seriously than it should not, and unlike other archetypes, are divided on whether net zero is a good or bad goal for Britain (two thirds of the other archetypes believe net zero is taking the UK in a negative direction). Both in terms of the direction and strengths of their beliefs, they are less deeply entrenched than other Dissenting Disruptors.

## Defiant Traditionalists

These are the traditionalist, culturally conservative Dissenting Disruptors. They share the deep distrust of elites and strong anti-immigration sentiment of other Dissenting Disruptor archetypes, but their worldview is more anchored in conventional right-wing cultural politics rather than populist revolution. As the largest archetype - 41 per cent of Dissenting Disruptors, and roughly 8 per cent of the UK population - they form the core of the segment. They tend to be older than other archetypes, with almost half aged over 55, and are the only archetype where a majority (59 per cent) own their own home.

They are particularly animated by anti-woke backlash politics: opposition to cancel culture, net zero, and progressive social change. They are relatively socially conservative and many still feel some residual affinity with the Conservative Party even if they believe the political system is broken.

***Quite like Kemi. I think she is coming over a lot better, a lot clearer now, and I think she's gaining more confidence in her role and given a little bit more time, she could be quite good. I say all the others I'm really not sure about, but she's believable, Kemi. And I don't know. I think for me, she looks like she's got the country first and that's what I'm interested in.***

***Declan, semi-retired, Manchester***

### **Who are Defiant Traditionalists?**

There are some similarities between Defiant Traditionalists and other conservative Britons: they share a strong sense of pride in Britain, oppose government redistribution of wealth, feel that Britain has changed too quickly and - overwhelmingly - believe that immigrants should fully adopt British culture.

While almost half (43 per cent) say they did not vote in the 2019 General Election, a third (34 per cent) voted for Boris Johnson's Conservatives. However, they tend to be less politically engaged than other conservatives - particularly the Traditional Conservative segment, which comprises 8 per cent of the public, of which only 16 per cent say they did not vote in 2019.

What overridingly makes them Dissenting Disruptors, rather than other conservative Britons, is that they tend to be heavily populist and anti-expert. More than eight in ten believe people understand the country's problems better than experts. They are likely to be less well-off - only one in three (31 per cent) say they are financially comfortable. Moreover, they believe that immigration has undermined British culture and society more strongly than other Dissenting Disruptors - with 97 per cent of this archetype holding this view. Defiant Traditionalists also stand out for their perception of how elected governments of all political stripes have handled immigration in recent years. In focus groups, many cite their loss of trust in the political system to deliver arising from migration policy; with this failure having precipitated their disillusionment with mainstream politics.

***We've had illegal immigration issues and things like that through, I don't know, five years of the Tories at least. That hasn't changed. It's increased, but I'm not sure it's some ... I suppose technically it is worse than ever. I don't know. I guess a lot of people were promised Brexit would fix this, it doesn't appear to have done.***

***Paul, project coordinator, Leeds***

The Covid-19 pandemic was a formative experience. Most Dissenting Disruptors (68 per cent) think this was definitely or probably exaggerated by the government to control people, but it had particularly paradigm-shifting implications for Defiant Traditionalists. Almost nine in ten (88 per cent) say it considerably shaped the way they view the world, a significantly higher proportion than other archetypes. The pandemic is an example of the more conspiratorially-minded thinking that underpins how many Dissenting Disruptors see the political system, its legacy perhaps the final straw in any remaining trust they had in the government to deliver for ordinary people.

***I think COVID was the thing that lifted the veil with all these legal cases going on and everything, again, looking at the amount of money and the amount of people that got killed and all of the rest of it, that says something that.***

***Noel, events manager, London***

This had deepened by 2024, when around half say they did not vote in the General Election. They are united in their belief that the country needs radical change - but the most likely of all the archetypes to think that nothing ever really changes with voting (72 per cent). This sense of nihilism may be informed by their older average age and having seen many political parties and politicians make promises which they do not believe have been delivered.

***They all talk a good game, promise the earth and deliver nothing. Obviously Labour came in with their manifesto, this that and the other. They went back on it at the first budget. I think it's just a cycle like someone else says: Conservatives come in, they did well. It started going downhill. Labour say, "Yeah, yeah, we'll fix it. We'll do all this, do that." They come in, make things a million times worse. So then Tories come back in, they'll fix it a little bit, but it'll go pete tong towards the end. So Labour will say again "Yeah, yeah, we'll fix it. We'll make it all good." And they come in and make it worse. And it's just a never ending cycle.***

***Jason, energy worker, Leeds***

### **What distinguishes them from other Dissenting Disruptors?**

Unlike other Dissenting Disruptors, they are not attracted to Trump-style populism or chaotic disruption. Indeed - as with the Reluctant Radicals but unlike Hardline Nativists - they are not fans of Donald Trump himself.

Their politics is rooted in restoring traditional norms rather than overturning the whole system. For many, the vision of Britain they seek to return to is the 1970s or 1980s. Core to their worldview is the idea that it is too easy to free-ride nowadays, whether that is children not contributing at home or benefit claimants not seeking work. Defiant Traditionalists are the most likely archetype to think that too many people abuse the welfare system, with eight in ten (78 per cent) believing this to be true.

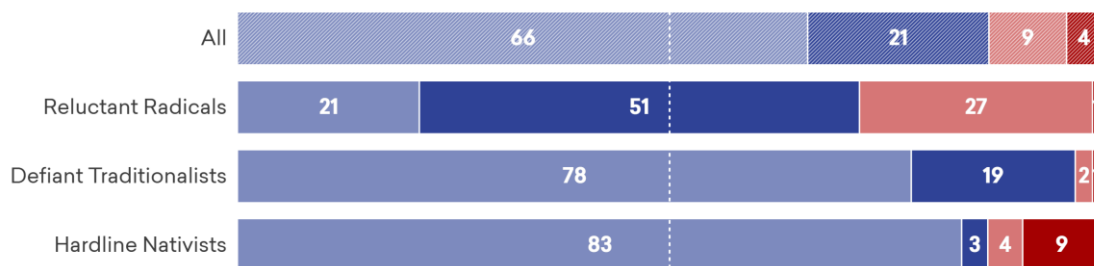
Despite their opposition to redistributive policies, on other measures they are more strongly economically populist: they are the most likely subsegment to believe that key industries should be nationalised (72 per cent support nationalisation, compared to 60 per cent of Hardline Nativists and 61 per cent of Reluctant Radicals). This is a crucial distinction from other more conservative Britons, particularly Traditional Conservatives, who tend to be opposed to nationalisation.

They share many of the same beliefs about migration and multiculturalism as Hardline Nativists, but with two key differences. Firstly, they have slightly less enthusiasm to enact extreme policies to address these issues (six in ten believe in sinking boats in the Channel, compared to three quarters of Hardline Nativists). Secondly, there is more of a cultural rather than economic underpinning to their concerns. Their worries are less to do with jobs or the potential strain on public services and more about the changing fabric of the country and the perceived 'special treatment' of some groups. Almost all (97 per cent) think that immigration has undermined British culture and society - more than the other archetypes (Hardline Nativists on 87 per cent and Reluctant Radicals on 72 per cent). Indeed, Defiant Traditionalists overwhelmingly believe that ethnic minorities get special treatment over white people (94 per cent) - more so than any other archetype.

### Defiant Traditionalists are the most likely to say that immigration has undermined British society and culture

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 1 - Immigration has undermined British society and culture
- 2 -
- 3 -
- 4 - Immigration has enriched British society and culture



Crucially, Defiant Traditionalists want a government that can do things - unencumbered by perceived barriers. Almost nine in ten (88 per cent) believe human rights laws stop us dealing with criminals and terrorists, higher than other archetypes. This may reflect Defiant Traditionalists' particularly pronounced concern about crime and anti-social behaviour. They also want strong action against those perceived as cheating the system - whether that is welfare claimants or corrupt elites.

***I think to be British has lost its meaning. I mean, back in '80s, I'm British, it meant queuing, it meant cups of tea and bulldog spirit never said attitude and it's been lost. Hard workers fighting for the rights and it's just gone by the wayside. The current generation of kids, they ain't hard workers. They ain't got the first idea about having a strong backbone and putting hard days grafting.***

***Jason, energy worker, Leeds***

Defiant Traditionalists are considerably less likely than other Dissenting Disruptors to use social media. Only 19 per cent say they use X most days, compared to 30 per cent of Hardline Nativists and 26 per cent of Reluctant Radicals.

One area where Defiant Traditionalists stand out is in their attitudes toward Ukraine. Seven in ten (69 per cent) of this archetype sympathise with Ukraine in the conflict, compared to 56 per cent of Reluctant Radicals and just 41 per cent of Hardline Nativists. This is not the pro-Russia Right; if anything, this segment thinks about Britain's role in the world – its allies and enemies – on more traditional lines.

## **Hardline Nativists**

These are the ideological extreme of the Dissenting Disruptor segment – the most distrustful, radical and politically disaffected faction. Comprising 35 per cent of Dissenting Disruptors, and around six per cent of the country as a whole, they feel deeply alienated from mainstream institutions and are convinced the system is rigged against ordinary people and controlled by secretive elites.

Hardline Nativists tend to be middle-aged, with almost half (46 per cent) aged 35–55. They are the most likely to say they would not vote at a future General Election (28 per cent), but also have the highest proportion of likely Reform voters. They are highly receptive to populist narratives and strongman leadership and view disruptive political movements – particularly Reform UK – as vehicles for overturning the status quo.

While most disapprove of political violence, many feel that civil war is now inevitable in Britain – with two-thirds saying it is likely to happen within the next ten years – and they are more willing than other archetypes to believe extreme measures may be justified.

***It's going to be a breaking point in my opinion.(...) whatever powers that be, they seem to want civil war. (...) I don't think violence is the way in general at all, but something's got to change. (...) Do we live in a democracy if no one actually gets what they vote for?***

***Pete, music producer, Manchester***

## Who are Hardline Nativists?

Hardline Nativists' disengagement from electoral politics is long-standing. Around half say they did not vote in the 2017 and 2019 General Elections (50 and 47 per cent), climbing to a majority (60 per cent) in 2024. This distrust and disillusionment with mainstream politics is strongly held: they are the most populist of the archetypes, with the largest proportion (88 per cent) believing that people understand the country's problems better than experts.

***When I see the establishment running this country into the ground, I don't want to sound like a conspiracy theorist, but it appears to me as if there are some forces that are there to destroy Western civilization.***

***Sani, taxi driver, Northampton***

Underpinning some of Hardline Nativists' radicalism is financial insecurity. More than a third (37 per cent) struggle to - or say they can't - make ends meet, significantly higher than other archetypes. Of a range of issues from the last 20 years the rising cost of living is most frequently cited as having shaped how they see the world - with seven in ten saying it shaped their worldview a great deal. Their concern about cost-of-living pressures is readily apparent, a strength of feeling that differentiates them from other Dissenting Disruptors. Almost all (93 per cent) select the most extreme option when asked whether further government action is needed on the cost-of-living, compared to a minority of Reluctant Radicals.

The other key worldview-shaping event from the last few decades is migration, which has also played a key role in hardening their beliefs. Six in ten (59 per cent) say it shaped how they see the world a great deal, a higher proportion than the other archetypes.

Hardline Nativists also feel more strongly disconnected from society around them than other Dissenting Disruptors. Strikingly, they are the most likely to say that they never talk about politics with friends or family and thus their sense of social isolation is acute. Their sense of victimhood is also stronger, with over three quarters believing things are harder for them compared to others, considerably higher than for other Dissenting Disruptors.

## What distinguishes them from other Dissenting Disruptors?

Hardline Nativists may be disengaged from mainstream electoral politics, but this does not mean that they are politically disengaged altogether. They are more likely to be highly immersed in alternative online political ecosystems where distrust of mainstream media, hostility to immigration and multiculturalism, and admiration for anti-establishment figures reinforce one another. As such, they are more likely both to have heard and approve of new political parties on the right of Reform such as Restore Britain and Advance UK.

***I used to be a member of Reform. I went to a few meetings, but I didn't really need my membership this time because I don't like the fact we've got so many Tories***

*in the party now. I'm just not a fan of that. I think there is someone from my neck of the woods, I do quite like Rupert Lowe. I think he means what he says more than Farage* **Lionel, Tech Salesman, London**

*I think Nigel Farage has got a chance. If it happened in America and Donald Trump came back and is cleaning the swamp, I think we need somebody like that, in the person of Nigel Farage to help us in the United Kingdom. Nobody's perfect. We just have to support him. If Nigel and Rupert Lowe can combine together and form a formidable force, we'd be smiling, we'd be laughing. We get rid of these two, what do you call them, the establishment parties to get them out of the way.* **Sani, taxi driver, Northampton**

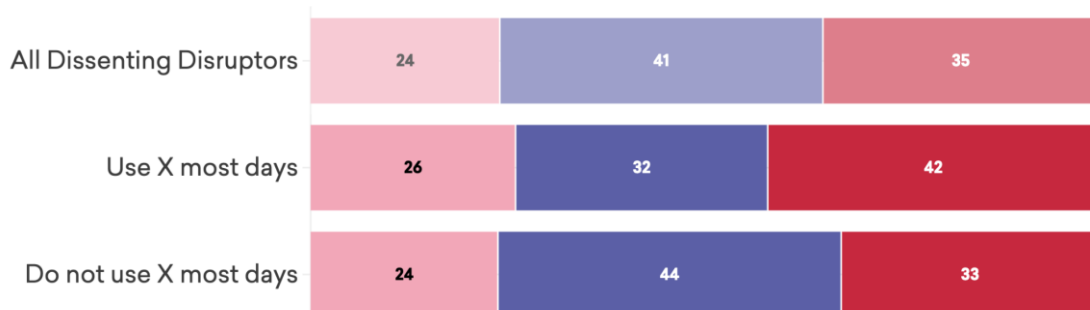
Core to the worldview of Dissenting Disruptors is the notion that the system is rigged against ordinary people and that elites play by different rules. For Hardline Nativists, even more so than other archetypes, this means that the wealthy can always avoid accountability.

Less than a third (32 per cent) of Hardline Nativists use BBC News frequently, half the proportion of Reluctant Radicals, and considerably lower proportions watch Sky News or ITV News too. However, Hardline Nativists are the heaviest social media users - particularly Facebook - but are much more likely to use X most days than other Dissenting Disruptors.

Hardline Nativists are overrepresented on X. While they are a smaller archetype than Defiant Traditionalists, they are the largest among those who use X most days, comprising 42 per cent of this group.

## **Hardline Nativists** are the largest archetype among Dissenting Disruptors who are active on X

● Reluctant Radicals ● Defiant Traditionalists ● Hardline Nativists

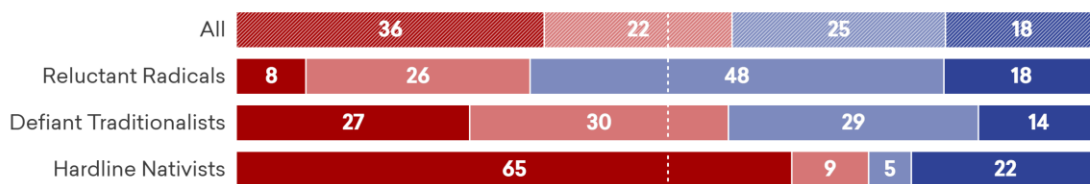


Hardline Nativists are the most ardently ethno-nationalist of all the archetypes; many hold openly racist views, being significantly more likely to discriminate and generalise based on ethnicity. Three quarters believe that people who are not ethnically English, Scottish, Welsh

### Three quarters of Hardline Nativists believe that people from ethnic minority backgrounds will never be British

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 1 - People who aren't ethnically English/Scottish/Welsh/Irish will never be British
- 2 -
- 3 -
- 4 - A person can be British regardless of their ethnic background.



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or Irish will never be British - significantly higher than other Dissenting Disruptors.

Hardline Nativists hold more anti-Muslim and anti-Semitic views than other archetypes. Almost half (49 per cent) think most or all Muslims in the UK support terrorism, compared to less than one in six of other Dissenting Disruptors. Unlike the other archetypes, only a minority (29 per cent) think the UK should be an accepting place for both Jewish and Muslim people. Almost two in five (37 per cent) think that Jewish people use the Holocaust as an argument to get what they want, considerably higher than other archetypes. These attitudes towards Jewish people separate Hardline Nativists from other Dissenting

### Almost 2 in 5 Hardline Nativists think Jewish people use the Holocaust as an argument to get what they want

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 4 - Jewish people speak about the Holocaust to commemorate loss and prevent future atrocities
- 3 -
- 2 -
- 1 - Jewish people use the Holocaust as an argument to get what they want



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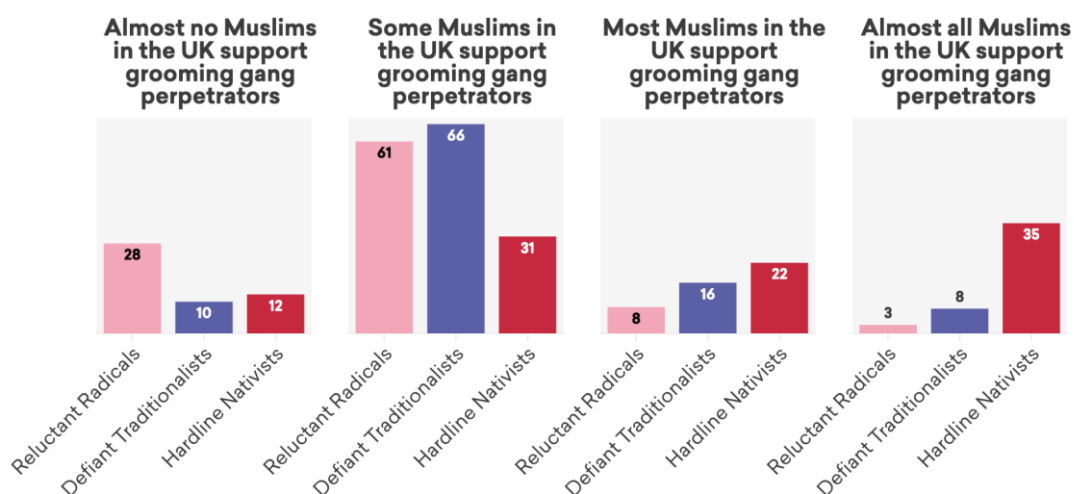
Disruptors, of whom most (70 per cent) tend to believe that when Jewish people speak about the Holocaust it is to commemorate loss and prevent future atrocities.

***For me, I've never been racist at all. Going to secondary school, played football with different nationalities, different origins, different backgrounds. And I can hands down now say the way the social media, the government have handled everything, I am racist towards Islam.***

***Matt, estate agent, Harrogate***

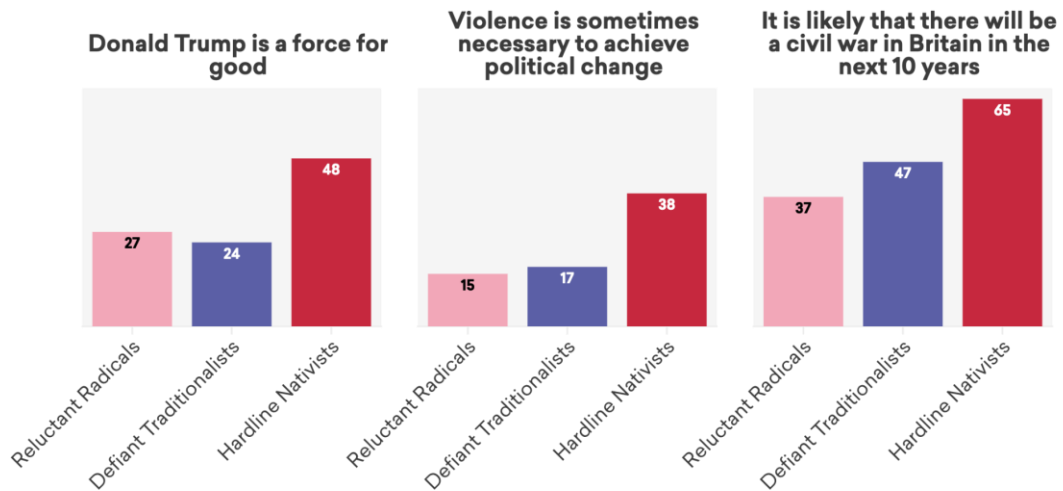
Their beliefs about migration, integration and ethnicity are much more strongly pronounced than other archetypes: they are more than twice as likely as other Dissenting Disruptors to believe that most Muslims in the UK support the grooming gang perpetrators, with 57 per cent believing this compared to 24 per cent of Defiant Traditionalists and 11 per cent of Reluctant Radicals.

## **Hardline Nativists stand out in their views on Muslim support for grooming gang perpetrators in the UK**



Their views on foreign affairs also differ from other Dissenting Disruptors. They are the only archetype to have a positive view of Donald Trump, and unlike others, are more split on the conflict in Ukraine. However, foreign affairs are not a priority to them - in fact Hardline Nativists are significantly less likely to cite the conflict in the Middle East or the war in Ukraine as one of the top issues facing the country than other Dissenting Disruptors. Their priorities are firmly at home.

## Hardline Nativists stand out in their views on Donald Trump and political violence



Source: More in Common • Fieldwork: March 2026

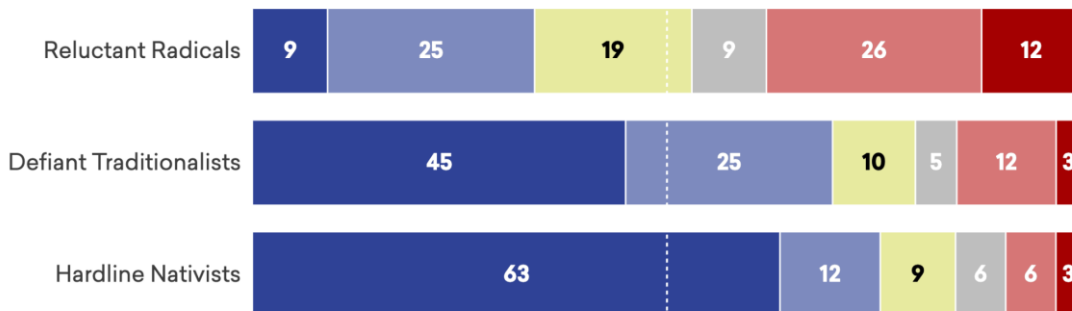
Hardline Nativists are distinguished not just by their beliefs, but also the intensity with which they hold them. Dissenting Disruptors are characterised by a distrust of political elites, but the strength of feeling varies across archetypes. For Hardline Nativists, this is fundamental to their worldview: nine in ten (88 per cent) select the most extreme option on a scale asking whether politicians do what's best for themselves (as opposed to the country). In contrast, only 14 per cent of Reluctant Radicals select this option.

## Three quarters of Hardline Nativists support an absolute zero immigration system

To what extent do you support or oppose...

An 'absolute zero' immigration system, which would not permit new arrivals to the UK

- Strongly support
- Somewhat support
- Neither support nor oppose
- Don't know
- Somewhat oppose
- Strongly oppose



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On tackling illegal migration, Hardline Nativists are the most likely to strongly back the most extreme measures. They are not just the most likely supporters of an 'absolute zero' migration policy, with 75 per cent supporting no new arrivals at all, but are also the most fervent supporters of such a policy, with 63 per cent supporting it strongly compared to just 9 per cent of Reluctant Radicals.

From this it follows that they are also the most likely to be explicitly anti-democratic - almost half (48 per cent) think Britain needs a strong leader who doesn't have to bother with parliament. While only a minority of Dissenting Disruptors think that political violence can ever be justified, Hardline Nativists are the most likely to do so, with almost four in ten (38 per cent) believing violence is sometimes necessary. In focus groups, some Hardline Nativists describe civil war not just as a threat, but an inevitability - something that needs to happen in order to bring about the change that Britain needs. If there is an archetype with the most insurrectionary potential and zeal, it is Hardline Nativists.

***We're going to give 357 million to the NHS every week if we pull out of Europe with our money' - again, another bold lie by the people in London. The last person that spoke a bit of truth that walked in the houses of Parliament died, and he nearly done a good job there. His name was Guy Fawkes. It's the last person that walked into Parliament with any sort of real intention.***

***Sam, Marketing manager, Newport***

## Chapter 4 | What could it take to rebuild trust among Dissenting Disruptors?

A growing proportion of the public is losing faith in Britain. Institutional trust is at an all time low, with nine in ten Britons (87 per cent) saying they have very little or no trust in politicians. Indeed, only one in five say they would trust any of the main party leaders to watch their bag while they use the toilet. Failures of consecutive governments to tackle small boat crossings in the Channel, address the cost-of-living crisis or to improve the UK's defence and security have led many to feel that we lack control over our country's destiny. Dissenting Disruptors feel this most acutely.

Restoring faith in Britain - and the capacity of its institutions to deliver the change that so many Britons badly want - is no small undertaking. In conversation with Dissenting Disruptors it is clear that their discontent and disenchantment runs deep. When asked to think of the last politician they respected, Margaret Thatcher and Winston Churchill are the go-to choices, followed by silence and uncertainty. Some wonder whether David Cameron before Brexit or Gordon Brown before the 2008 financial crisis deserved greater respect, but otherwise no figures from the twenty-first century are forthcoming.

***It's as bad as I can remember it in sort of, well, the past 30 years I've been kind of knowledgeable. It's really bad at the minute.***

***Jason, energy worker, Leeds***

The intensity of their distrust of politicians, elites and mainstream media means that rebuilding trust in the system cannot be conceived of as a short-term project. It will also look different for each of the archetypes: some will be easier to reach than others. Nonetheless, from the thousands of individuals surveyed for this research, some key themes emerge for where some, if not all, Dissenting Disruptors could have their faith restored.

These themes are written with **civil society and political leaders** in mind. They represent not just a starting point for how to engage - and potentially rebuild trust - with some Dissenting Disruptors, but also a rejoinder not to disavow them all or lump together their beliefs. Generalising about one in five Britons is, of course, ill-advised for those wishing to build coalitions to change our social and political landscape, but many have conflated the fringe concerns of the hardened extreme with the more widespread views of this segment. This research, and the themes outlined below, are partly intended to make it easier to distinguish between these views. Leaders who ignore this nuance do so at their peril.

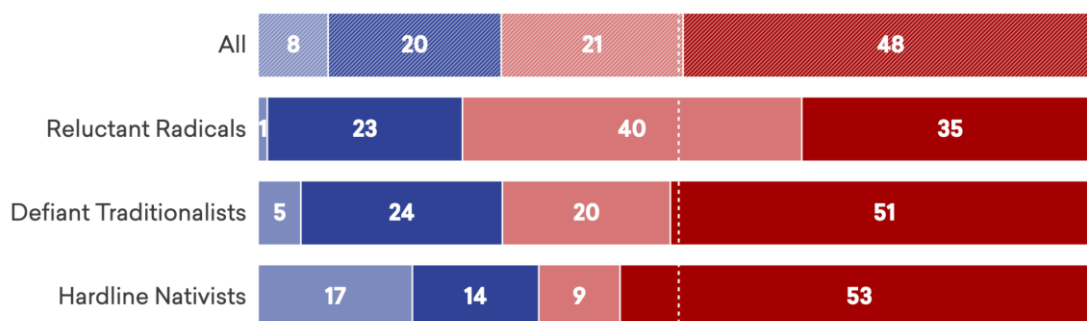
**Distinguishing between the disillusioned majority and the insurrectionary extreme**

Most Dissenting Disruptors are not nihilists. There is a large, albeit disillusioned, majority (71 per cent) which still believes that Britain's problems can be solved with the right political leadership. An even higher proportion wholly reject any political violence (76 per cent) and tend to back parliamentary democracy.

## 7 in 10 Dissenting Disruptors say violence is never justified in politics

Using the scale below, please indicate which of the following statements comes closest to your view - where 1 means you agree with the first statement and 4 means who agree with the last statement.

- 1 - Political violence is sometimes necessary to defend our way of life
- 2 -
- 3 -
- 4 - Violence is never justified in politics



It would be a mistake to treat Dissenting Disruptors as fringe insurrectionaries - not least because they make up one fifth of the population. The majority are angry and frustrated at mainstream politics and disillusioned with current institutions, but still abhor violence. A majority also take the view that Britain could be a multi-ethnic society, but reject how multiculturalism has played out in recent years. In particular, the vast majority of Reluctant Radicals and Defiant Traditionalists do not take anti-democracy, pro-violence and anti-pluralist positions.

These are the Dissenting Disruptors for whom trust could be rebuilt - who do sometimes watch mainstream news channels, even if they tend to think they are biased; who want to see a stop to illegal migration but are not sure about policies such as sinking boats which could see the loss of life.

Their faith will not be restored without radical change on the issues they care about. A majority still have some trust in certain institutions such as the NHS, the armed forces and scientists - and this trust means they are not yet wholly cut-off from mainstream society. Ignoring the concerns of Dissenting Disruptors risks the radicalisation of this disillusioned group.

For political parties such as Reform UK, for which a majority of Dissenting Disruptors say they will vote in an upcoming general election, distinguishing between the disillusioned majority and the insurrectionary extreme in this segment is all the more vital, so as not to conflate fringe concerns with more widespread ones. Strong measures to tackle illegal migration may command significant support, but an ICE-style armed border force less so.

### **Separating the priorities of the 'online right' from more widespread concerns**

It has become a truism in recent years that some of the loudest voices on social media do not necessarily reflect the wider population. In this research too, the differences between more online Dissenting Disruptors and others in the segment are clear. It would be a mistake to conflate Dissenting Disruptors with some on the 'online right', for which restoring traditional gender roles has been a key priority. Influencers like Andrew Tate, and the rise of the so-called 'manosphere', have generated significant coverage and concern.

Yet this research makes clear we should distinguish the two. As explored earlier, most Dissenting Disruptors do not think, for example, that raising children should primarily be women's responsibility - only a third (32 per cent) do. However, this rises to almost half (44 per cent) who use X most days. Regular X users or YouTube watchers are the most likely to think that the #Metoo movement went too far, a topic on which Dissenting Disruptors are relatively split.

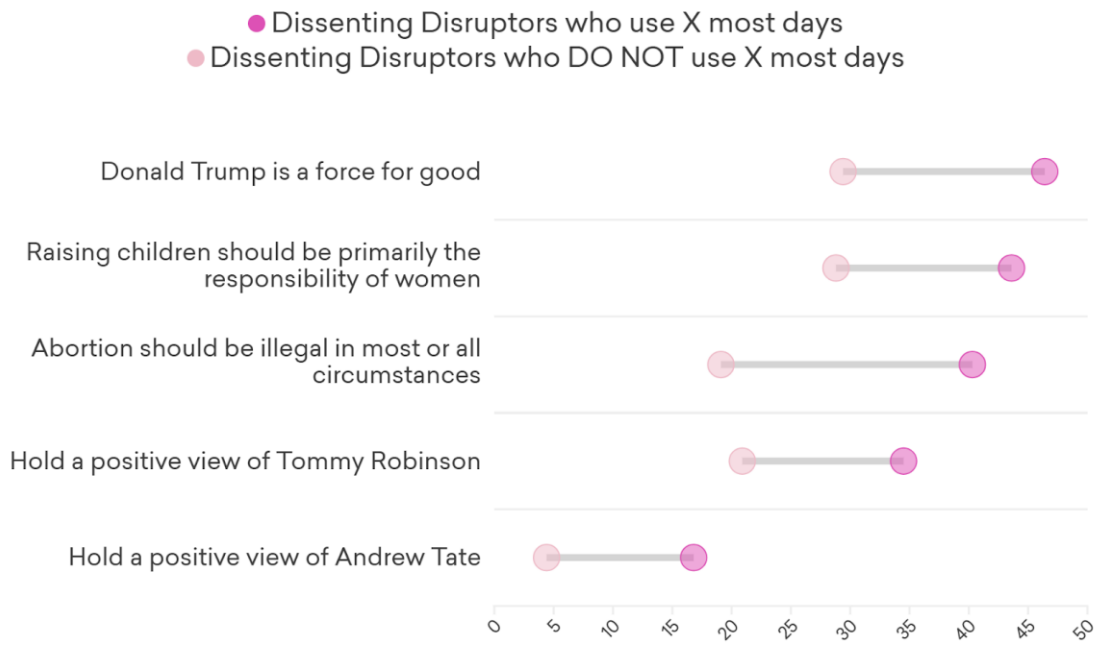
Andrew Tate himself is a prime example of the difference between the online right and most Dissenting Disruptors: regular X users are more than twice as likely to have a positive view of him than other Dissenting Disruptors, 17 per cent of the former compared to only 8 per cent of the latter.

Those seeking to engage these Dissenting Disruptors should seek to address their primary concerns: tangible action on the cost of living, reducing levels of immigration, getting illegal migration under control and supporting the NHS. These are not drastically out of step with the wider public. Focusing on the broadly-supported priorities - rather than the fringe, inflammatory issues which attract more attention and debate - may prove more fruitful in the long run to restoring faith in the political system.

The challenge for political parties who seek to tap into Dissenting Disruptors' desire for radical change will be remembering that the hardline, online and actively racist fringe does not represent either the majority of this group, and certainly not the median voter. Policies which are designed to appeal to the fringes of this segment will likely alienate others within it, as well as other right leaning segments and the wider public.

# Dissenting Disruptors who use X tend to be more radical on gender roles, abortion, and figures on the Online Right

Proportion who agree with each statement



Source: More in Common, February 2026

## Showing that the government can, rather than can't, do things

The last year has seen a number of interventions from government officials lamenting their lack of power, the inability to pull the 'levers' of state and see change happen. These narratives reinforce Dissenting Disruptors' perceptions that nothing will really change with the current political system and elites.

Dissenting Disruptors want to see government action on a whole host of issues - from the economy to channel crossings, to protecting high streets and tackling antisocial behaviour. Yet they have very little faith in politicians to deliver, and nine in ten (89 per cent) think politicians make promises to win votes with no intention of following through.

Dissenting Disruptors want decisive, bold steps from the government to get the issues they care about under control. More than four in five (81 per cent) say the government should do whatever it takes to stop the boats, even if some people say it is harsh or breaks international law. Dissenting Disruptors want to see that migration routes are under control and that the government manages legal migration whilst tackling illegal migration.

It is a similar story with cost-of-living pressures. Almost all (91 per cent) say that the government needs to do much more to bring down the cost of everyday essentials such as food and energy. Few Dissenting Disruptors believe that prices are solely at the discretion of the market, or that there's nothing the government can do to make bills cheaper. Until they see - and feel - real change here, and believe that the government has things under control, their lack of faith in the political system will continue. This is both about delivering real change and communicating these measures in way which shows that government can, rather than can't, take on these core issues.

### **Defending how a multi-ethnic Britain could work**

It's clear that, for most Dissenting Disruptors, multiculturalism has failed. Yet this does not mean that most think a multi-ethnic Britain is not possible or potentially desirable. Here, it's vital to distinguish between those who do think a multi-ethnic Britain could work and those who don't, those who hold racist views and those who don't. Two in five (43 per cent) say that regardless of background, individuals can be British, with Reluctant Radicals particularly likely to believe this.

Dissenting Disruptors' views can almost be conceived of via a 'Russian doll' model: all have concerns about illegal immigration and want more to be done to encourage integration, some want a multi-ethnic society but believe that Islam is incompatible with British values, and some simply don't want a multi-ethnic Britain.

For most Dissenting Disruptors greater support - as well as an obligation - for migrants to integrate into communities is vital. This means conscious, proactive efforts, rather than accepting that communities can live separate lives from each other so long as they obey the law. Politicians showing they understand and prioritise such action will be vital to restoring some of these Dissenting Disruptors' faith in the political system. Indeed, many would strongly reject the notion that they are ethno-nationalists and cite their own backgrounds as proof.

***So I think there's a whole culture that's growing of worklessness. And I think I know a lot of people that have moved here. I've employed people in a previous career when I worked in HR who moved from Poland. They are some of the hardest working people I know.***

***Florence, business owner, Wiltshire***

***I'm Jewish also. I'm not religious, and my family escaped from the Nazis and all of the rest of it. And I went to a Jewish school, but I'm very fortunate that I'm not stuck in a system. I have Jewish friends, but I've got a lot of different friends from all different backgrounds, Brazilian, Eastern European, et cetera. But again, it goes to what most people are saying here is that people come here because they want to integrate, they want to contribute, but of course there is a side that really***

***doesn't want to integrate and want to put everything in their hands.***

***Noel, events manager, London***

For these Dissenting Disruptors, a workable multi-ethnic Britain is feasible but requires decisive action on illegal migration and strong efforts to ensure integration of different groups into British society.

However, a sizeable group simply do not want to live in a multi-ethnic society in any circumstances and are fundamentally opposed to all immigration. One in three (33 per cent) support a forced remigration policy under which British citizens of migrant origin would be compelled to emigrate. These Dissenting Disruptors are typically Hardline Nativists, of whom two in five (41 per cent) strongly support this policy compared to fewer than one in ten other Dissenting Disruptors. There is a clear divide here: the prospect of these Hardline Nativists accepting the prospect of a multi-ethnic society is slim and efforts to engage with them about this are likely futile.

Political parties seeking to engage Dissenting Disruptors should be careful of conflating the loudest and most extreme voices with the majority of the segment and other right-leaning groups. Greater control of immigration holds mainstream public support, but forced remigration policies are a fringe belief and an anathema to most Britons. While those with more actively prejudiced views on race dominate much of the discourse, the policy prescriptions they advocate do not align with the values of the wider public.

### **Championing and de-polarising freedom of expression**

Concerns about free speech are core to Dissenting Disruptors' worldview. Scandals such as the grooming gangs significantly undermined not just trust in the establishment but also faith in the idea that difficult issues could be confronted openly and publicly. This is frequently brought up, unprompted, in focus groups: cases such as that of Lucy Connolly are perceived as examples of ordinary Britons being punished by speaking up about the truth.

***People aren't allowed to speak their views on things, but they know where the problems lie all the way through everything.***

***Arthur, semi-retired, Rochdale***

The vast majority of Dissenting Disruptors (77 per cent) do not believe free speech exists in Britain today. Many cite cases where they perceive mainstream institutions crack down on right-wing beliefs and ideas more than left-wing ones, particularly on social or cultural issues - such as immigration.

Here it is worth distinguishing between the absolutists - more likely to be Hardline Nativists - who do not believe in any restrictions on speech, however harmful to individuals or

groups, and those who recognise potential harms but wish the balance tilted more in favour of free speech from where they currently perceive it to be.

While it may be implausible to restore trust for the former, the latter do recognise the trade-offs but seek an approach that champions freedom of expression and protest, while applying restrictions in a neutral and even handed way.

### **De-rigging the economy**

Dissenting Disruptors' views on the economy transcend the traditional left-right divide: the majority believe people should keep what they earn, rather than the government redistributing wealth, but tend to prefer a government that actively intervenes to help people and invest in services rather than getting out of people's way. What unites them is a sense that the system is rigged, with seven in ten believing that however hard you work, it's too hard to live a good life.

The economy represents a key area for rebuilding Dissenting Disruptors' faith in Britain today. It is striking that a clear majority (56 per cent) think the country would be better with stronger trade unions, and this pro-union stance reflects a deeper belief that many working Britons aren't getting their fair share.

***When you've got the government so tightly in bed with the media and politicians working for their own game, not democratic opinion at all, I don't know how we, thinking about money and media and corruption, I don't know how we get back to a level playing field.***

*Florence, business owner, Wiltshire*

Dissenting Disruptors want to see political leaders standing up for ordinary people and making sure the system isn't rigged against them. This means tangible action on cost-of-living pressures and tackling areas of perceived profiteering - hence the two-thirds of Dissenting Disruptors who support the nationalisation of key utilities such as energy and water. Yet it also means tackling areas of wasteful government spending, which nine in ten want to see addressed.

### **Demonstrating respect for ordinary people**

Dissenting Disruptors feel actively disparaged by elites. Almost all - 94 per cent - feel politicians don't respect people like them. In conversations, the intensity of their anger and frustration comes through strongly.

Demonstrating respect for ordinary Britons, and their concerns, should be a central focus for all political parties - even those not targeting Dissenting Disruptors. While there are some Dissenting Disruptors who simply have no faith left in any part of the political system, some - particularly Reluctant Radicals - have more recently entrenched roots to their

estrangement. For any attempt to restore their faith in the power of politics, it is worth heeding the core themes they cite for what they are looking for from politicians: honesty, particularly about difficult issues, authenticity, relatable life-experiences and a willingness to engage with ordinary people.

# Methodology

## Quantitative research

Polling in this report was conducted by More in Common, a member of the British Polling Council.

Most of the analysis in this report draws on two sources: nationally representative polling of the Great British public, and an additional sample of Dissenting Disruptors.

**Nationally representative polling:** More in Common's polls are weighted and allocated to be representative of the adult population of Great Britain.

Most of the polling used in this report was conducted on the following dates:

- 14th March - 7th April 2025, N= 13,464
- 24th November - 16th December 2025, N = 8,921

**Dissenting Disruptor sample:** Additionally, More in Common polled 1,161 people previously identified as Dissenting Disruptors between 18-26 February 2026.

The three Dissenting Disruptor archetypes were created using K-means clustering segmentation of this sample.

## Qualitative Research

Alongside drawing on focus groups from over the past year, More in Common conducted five focus groups specifically for this project: two were held with Dissenting Disruptors of different ages, genders and backgrounds; three were held with the archetypes identified in the segmentation for this project.