

Dissenting Disruptors

20 per cent of the population

A frustrated group who feel like they have been repeatedly overlooked by our elites on issues such as immigration. They want to tear down the establishment and start fresh, believing ordinary people understand solutions better than experts or politicians.

*"I think to sort the country out, we need politicians with a backbone and a pair of balls."
Tony, Wolverhampton*

*"Now I've seen my tax 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*

*"I think when I look back from when I was a kid, it feels like the country's lost its identity. We don't really know who we are anymore... Everyone feels that they have to caveat with saying I'm not racist."
Johnny, Wigan*



Key words

Frustrated, outsider, anti-establishment, disillusioned, worried, populist, distrusting, determined.

What they worry about

Immigration and cultural change, economic decline and lack of opportunities, political correctness silencing ordinary people, crime and social disorder, loss of British identity, crime.

Where you might find them

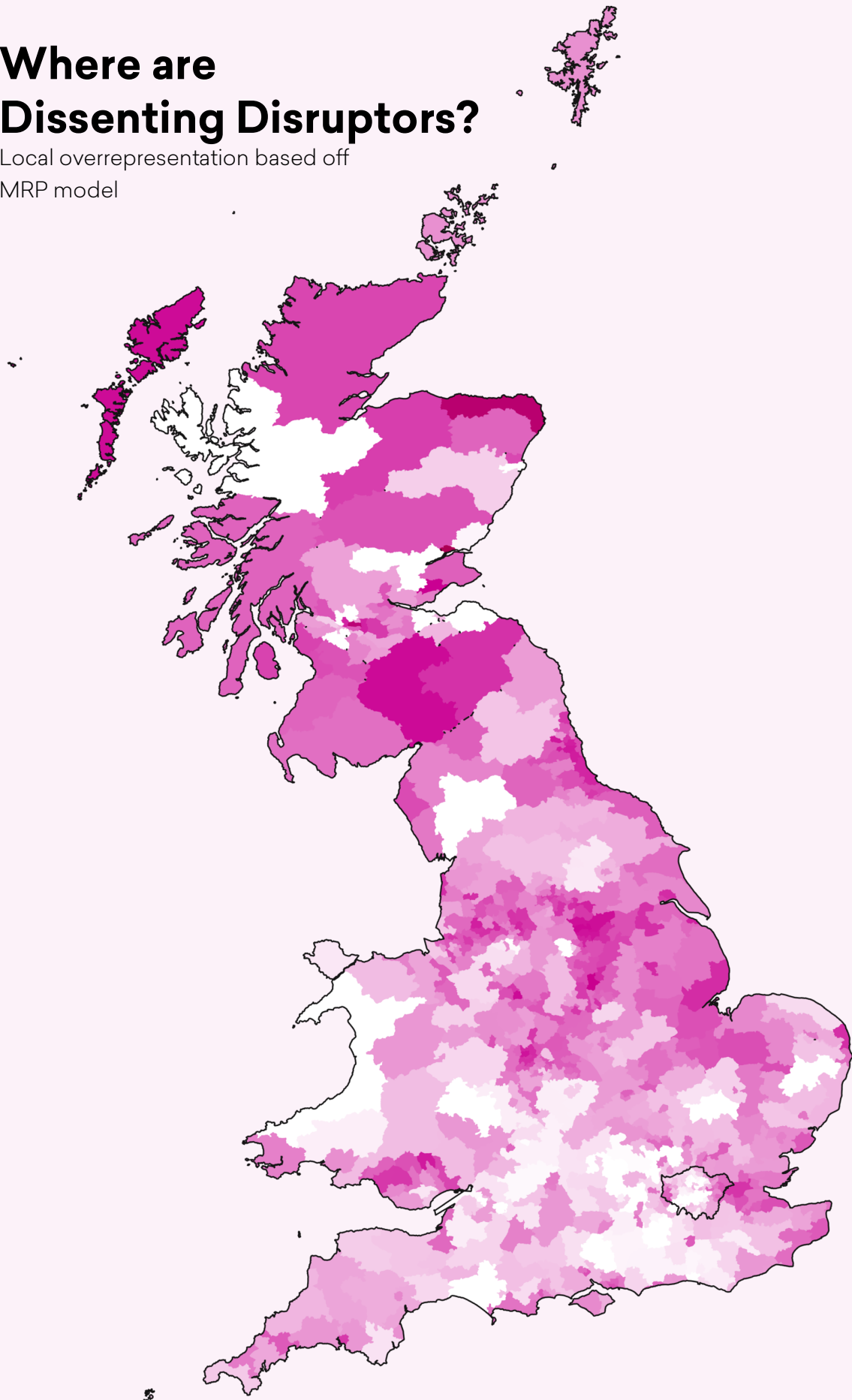
In post-industrial towns; in social housing or struggling with housing costs; working in manual or service jobs; in constituencies such as Blackpool South, Clacton, Ashfield, Dudley, Wolverhampton South East.

How they get their news

Older members of this group might tune into GB News, whereas the younger members are more likely to use social media and internet platforms such as YouTube, where they might hear directly from politicians such as Nigel Farage. Many avoid mainstream news entirely, seeing it as biased against people like them.

Where are Dissenting Disruptors?

Local overrepresentation based off
MRP model



Source: More in Common, June 2025

Dissenting Disruptors are deeply dissatisfied with the state of Britain today. They feel they lack purpose and that they are disconnected from society around them. This segment is the most likely to feel lonely, and the least likely to feel respected.

Most live in a town near where they grew up and did not go to university. Their economic prospects make them feel they are getting a raw deal. Ninety two per cent of this group is White, and over half (52 per cent) say they have no religion. They are the second most secular segment.

The changing demographic picture around them deepens their sense that the country is not working in their interests – they are the segment most likely to say they feel like a stranger or an outcast in Britain. They are the segment most likely to strongly believe that the system is rigged and, along with Progressive Activists, the most likely to believe that both big businesses and the ultra-wealthy do not pay their fair share and that there is one law for the rich and one for the poor. This sense informs much of Dissenting Disruptors' attitudes towards decision makers they see as 'elites'.

This segment supports greater protections for working people, but they are not in favour of radical redistribution – they believe in hard work and feel that the reward should be being able to keep more of your money.

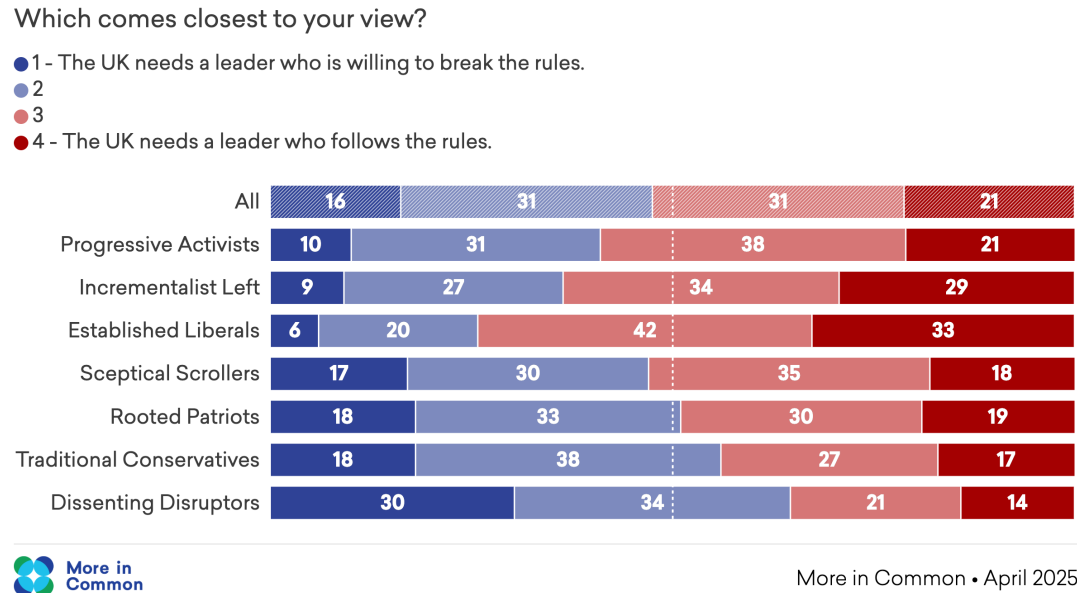
The money that I used to get taxed were a certain amount. Now I've seen it rise and rise and rise, but I don't see it getting spent on anything decent, like the roads are knackered, the town centres are knackered, the buildings are knackered, the people have had enough.

Damien, Dissenting Disruptor, Wigan

Dissenting Disruptors are frustrated with the establishment and crave something new. They do not believe that politics as usual can, or is even designed to, improve the country. To Dissenting Disruptors it's still the 'same old parties, same old promises'.

Promises of incremental change to improve existing institutions do not satisfy this group. Instead, many would like someone to tear it all down and start from scratch. What the Dissenting Disruptors want is 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 think it is selling out – Dissenting Disruptors would rather have a leader who sticks to their guns.

Figure 80 | Desire for a strongman leader by segment



I think to sort the country out, we need politicians with a backbone and a pair of balls.

Tony, Dissenting Disruptor, Wolverhampton

Many Dissenting Disruptors are disillusioned by how democracy functions. They do not think citizens can influence society the way it is set up today and feel people who agree with them are being silenced by ‘political correctness’. In most elections they simply sit it out - feeling unable to make a change. However, when they do see an opportunity to change the country, Dissenting Disruptors are likely to seize it - many of them voted in the 2016 EU Referendum for example, and again in the 2019 General Election.

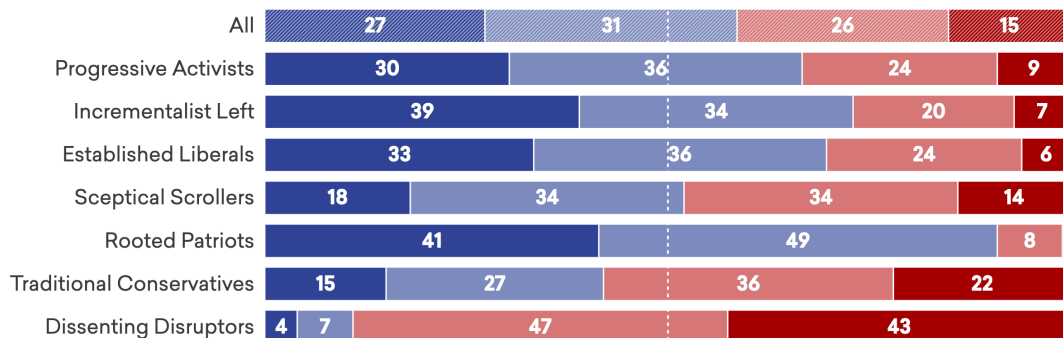
Dissenting Disruptors think it is up to ordinary people to defend British culture, including through more direct action. They are outliers in how many - 43 per cent - who say those participating in the riots which began in Southport in Summer 2024 were speaking for them. They are among the most likely to believe that increasing opportunities for minority groups will make things less rather than more fair and the most likely to strongly agree that multiculturalism threatens our national identity.

Other segments may perceive the Dissenting Disruptors as prejudiced and offensive in the way they express their views. However, Dissenting Disruptors have distinct views on free speech, which they feel is under threat in Britain today. They are easily the segment most likely to say that free speech needs to be protected, even if that means offending others, and they are also the group most likely to say they feel that they are silenced from speaking up on issues that they care about.

Figure 81 | Attitudes to free speech by segment

Which comes closer to your view?

- 1 - We need to protect people from dangerous and hateful speech.
- 2
- 3
- 4 - People should have the freedom to express their views, even if they are controversial or offensive.



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Populist ideas resonate with this segment. Dissenting Disruptors believe it should be people, not politicians, who make the big decisions. In their worldview, the problems facing the country have simple common-sense solutions - understood better by ordinary people than by so-called experts.

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

Paul, Dissenting Disruptor, Dudley

Within this group a minority are very highly engaged and embrace the more radical 'online right'. They speak out about political issues on social media, engaging with content from Donald Trump in the US and more fringe voices in Britain, such as Tommy Robinson. The rest of this segment is more disengaged. Many do not see the point in voting as, in their view, all politicians are corrupt and useless anyway.

Their disillusionment does not just extend to politics - the Dissenting Disruptors have the lowest institutional trust of any segment. Dissenting Disruptors believe you cannot trust what you hear in the news or mainstream media - they prefer to get their news from YouTube, GB News or switch off altogether. Their low trust in journalists and the people around them makes some of them susceptible to conspiracies. They think election gerrymandering and dishonest corporations are par for the course.

[Politicians] haven't got to worry about stuff like this because they can live in their posh little houses and they don't see this side of life. It's all affecting people in lower

income areas, do you know what I mean? Haven't got to worry about this, so it's all right for them taking the police off the streets and doing this, that and the other.

Tony, Dissenting Disruptor, Wolverhampton

Alex

Alex comes home from another long day driving deliveries around Middlesbrough and opens a bottle of cider in his small back garden as the sun sets behind the terraced houses.

At 48, he is tired of greeting customers that do not speak English when they answer the door - it happens more and more these days, and he cannot help thinking his dad never had to deal with this when he worked in the now shrunken steel industry. Alex misses the idea of Britain actually making things instead of just shuffling Amazon packages around, wondering how a country that once built ships and cars ended up employing people like him to deliver other countries' products to people who've just arrived.

During his shifts, Alex has talk radio on constantly - he does not like the BBC, which he thinks is biased, but finds the phone-ins refreshing, where ordinary people actually say what they think without worrying about offending anyone.

He is particularly drawn to Nigel Farage's common-sense take on things, feeling like finally someone understands that working people are getting a raw deal while politicians live in their bubbles. Alex does not bother voting most of the time because it never changes anything, but when he thinks about the future, he yearns for someone to sweep away the whole rotten system and start afresh - though he is not holding his breath that it will ever happen.

Alex gets most of his information about what's really going on in the country by scrolling through Facebook groups and YouTube channels that share videos the mainstream media will not show. He is particularly drawn to content that exposes what he sees as the establishment's lies - whether it's about immigration statistics, government spending, or the real reasons behind decisions that seem designed to benefit the elite. When his sister criticises him for sharing posts she calls "conspiracy theories," Alex gets frustrated because he knows she is just repeating what the BBC told her to think, while he is actually doing his own research and seeing the bigger picture.

The changes Alex has witnessed in Middlesbrough over the past decade have reinforced his sense that the country is being transformed without anyone asking ordinary British people what they want. Lots of barber shops have opened in his local high street, the pub he grew up visiting with his parents has closed down and half the houses on his street are occupied by people who seem to have no connection to the community he grew up in.

Alex does not consider himself racist - he has got nothing personal against immigrants - but he cannot understand why politicians prioritise newcomers over families like his who've been here for generations and are struggling to get by. Alex is drawn to strong leaders in politics who are not afraid to speak uncomfortable truths, even if it means breaking a few eggs along the way.

