

Rooted Patriots

20 per cent of the population

A patriotic but politically untethered group who feel abandoned by elites and yearn for leaders with common sense. They feel overlooked by politicians, and are deeply connected to their local communities, many of which feel left behind.

"I think we're lucky to be living in a country that is really, really good. Yeah, you could say it's getting worse or going downhill, but I'd still say it's probably one of the best countries in the world. We've got stuff like the NHS that yes, there's long waiting lists, but if there is a medical emergency you can get seen to pretty quickly still".
Charlie, Wrexham

"We're a generation where we've all worked, we've all been brought up respectfully and society has gone downhill in my view for lots of reasons. Whether it is money, whether it is immigrants, whether it is expectations, it's very hard to actually think. I can't think of something that has improved."
Susan, Bridgwater



Key words

Patriotic, nostalgic, cautious, overlooked, cautious, family-focused, disillusioned, common-sense, pessimistic.

What they worry about

Immigration levels and pressure on public services, the cost of living, politicians being out of touch, the decline of British culture and values, crime and antisocial behaviour, the NHS.

Where you might find them

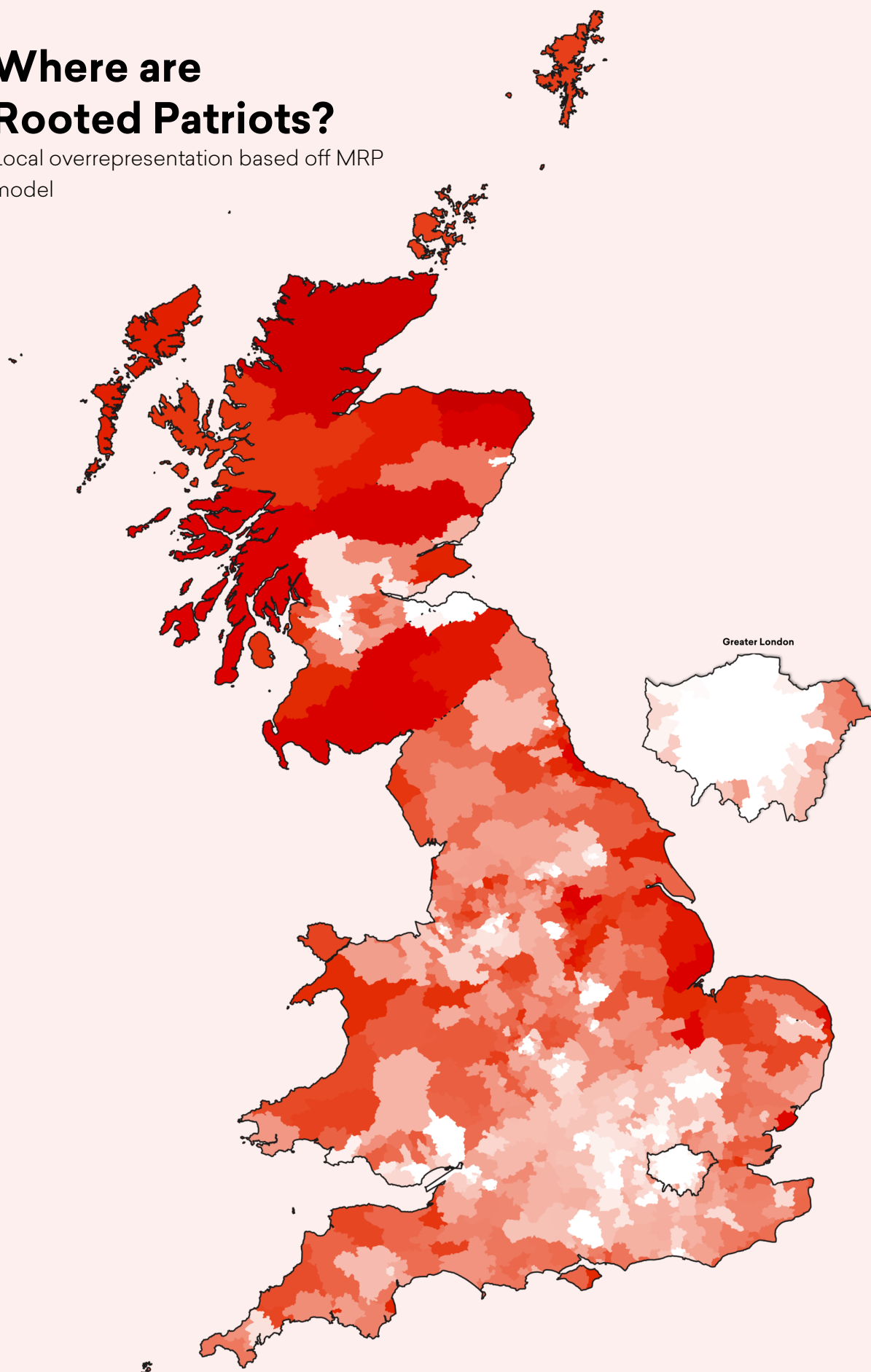
In villages and rural areas; living with their spouse in homes they own, ; working in practical jobs, retired or caring for grandchildren; often in post-industrial, 'Red Wall', or coastal towns; in constituencies such as Scarborough and Whitby, Merthyr Tydfil, Redcar, Hartlepool, North West Norfolk.

How they get their news

Facebook community groups and local news, BBC television news and local radio, occasional glances at newspaper headlines.

Where are Rooted Patriots?

Local overrepresentation based off MRP
model



Source: More in Common, June 2025

Rooted Patriots are a group who feel their families and communities have been overlooked and abandoned by the political establishment. They are proud to be British but believe the country's best years are behind us. Rooted Patriots' sense of loss shapes much of their political outlook. Unlike the Dissenting Disruptors, they are not attracted by the promise of radical institutional upheaval. Rooted Patriots remain cautious about rolling the dice on unknown political outsiders, but rather yearn for leaders who will prioritise the British people and exercise what they see as basic common sense.

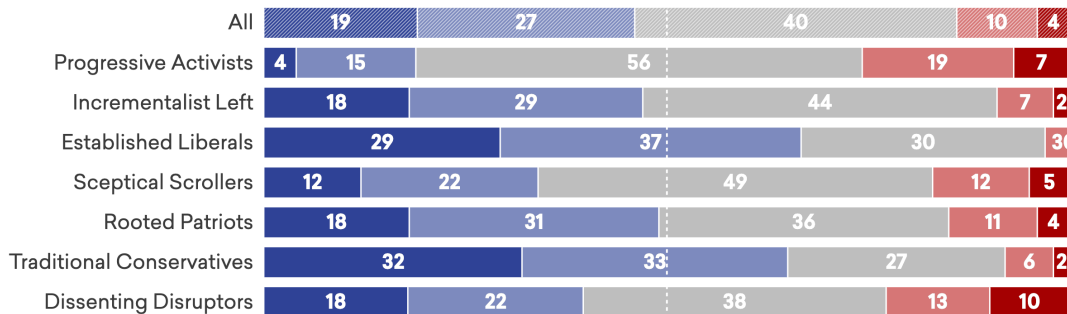
I love watching the guards and I love, I just love it. I do. I think it's really nice. It makes me feel like, yeah, I'm proud of our country. That's what makes me proud of our country when you look at them.

Mel, Rooted Patriot, Bridgwater

Figure 75 | British pride by segment

How proud or ashamed are you to be British?

- Very proud
- Quite proud
- Neither proud nor ashamed
- Quite ashamed
- Very ashamed



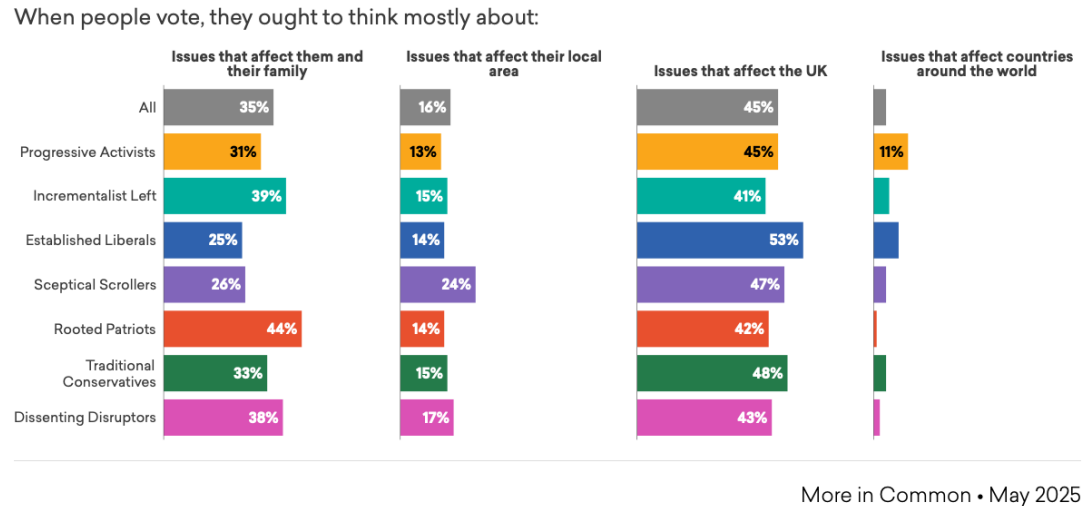
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I think our government's the worst ones actually. They don't respect the people that vote for them, and if they were to do that then it would be a lot better, but they don't. You try to get the best for everybody and the government just laugh at you.

Diane, Rooted Patriot

Compared to other segments, Rooted Patriots' concerns lie close to home – in their community and in their family. They are by some margin the group most likely to say that people should decide their vote based on the issues that affect them and their family and that it is important that economic growth is more evenly distributed across the country even if this means lower growth overall.

Figure 76 | Local or global responsibility by segment



Immigration is a major concern for Rooted Patriots, but the nature and expression of that concern is distinct from other migration-sceptic segments. Rooted Patriots' concerns are more likely to be centred around the economy and public services than other segments who focus more on cultural concerns with immigration. Rooted Patriots have a strong preference for putting British people first in policy making, which draws on the premium they place on the moral foundation for Loyalty. Being part of an in-group matters to Rooted Patriots and they think their responsibility extends to those in-groups – be it their family, community or British citizens as a whole. While deeply worried about immigration levels, they are also concerned about racism.

All this money is going on the immigrants and I am compassionate about them. I do feel sorry for them. I'm not a horrible person, but I really feel like we need to look after our own people.

Mel, Rooted Patriot, Bridgwater

On economic issues, Rooted Patriots are more interventionist and left-leaning, often aligning with Progressive Activists, supporting redistribution of wealth and greater government intervention in the economy. In part this is driven by their frustration towards economic elites they believe have rigged the system in their favour, but also, their strong sense of fairness and conviction that hard working people ought to be given more respect from the government for their contributions to society.

On social and cultural matters, however, they are much more conservative – they are much more likely than average to believe it is important to maintain British culture. They are more likely than any other group to say young people do not have enough respect for traditional values. They also take a tough approach to law and criminal justice issues. They are, by far, the segment most likely to think that some people who break the law should be given tougher sentences and to think that the death sentence is appropriate for some crimes.

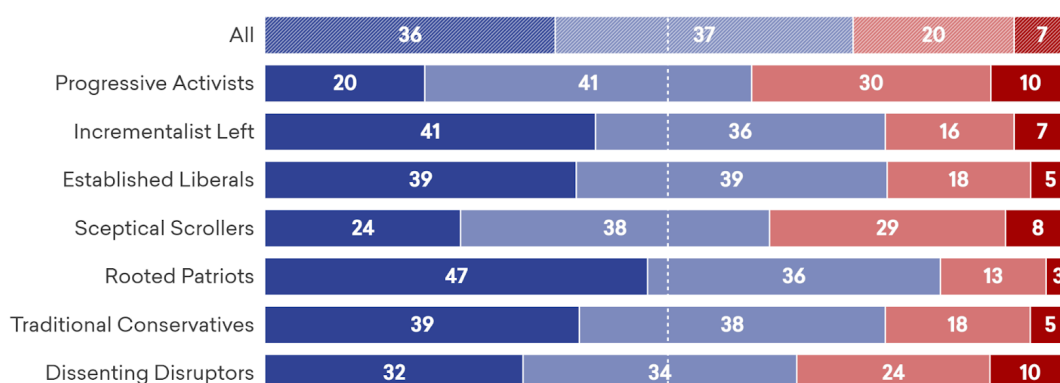
Other segments may sometimes see Rooted Patriots of having a victimhood mentality or a perception of precarity that does not match a relatively more secure financial status.

While many of their concerns are similar to the Dissenting Disruptors, they differ in a few key ways. Notably, they have a low risk appetite and prefer stability over dramatic change. Their caution informs the decisions they make at the ballot box. They also place a lower priority on free speech protections than other socially conservative segments and instead want the government to actively prevent hate speech.

Figure 77 | Risk tolerance by segment

Which most describes your likes or the way you feel?

- 1 - A sensible person avoids activities that are dangerous.
- 2
- 3
- 4 - I sometimes like to do things that are a little frightening.



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Rooted Patriots are among the least likely to follow political news on a daily basis and generally pay limited attention to politics. Asked why, they are most likely to say this is because all politicians are useless, but they are also the segment most likely to say they often find politics too confusing and complicated to follow.

We're a generation where we've all worked, we've all been brought up respectfully and society has gone downhill in my view for lots of reasons. Whether it is money, whether it's immigrants, whether it's expectations, it's very hard to actually think. I can't think of something that has improved.

Susan, Rooted Patriot, Bridgwater

So they always get in and say they are going to do this, they're going to do that. And you never trust them at all because I think they all talk a load of rubbish. Whoever gets in, I think they all talk a load of rubbish. They always promise, especially when they're

elected. They say they're going to do this for the country, they're going to do that for the country. And never trust any of them because it never comes off.

Caroline, Rooted Patriot, Bury

Unlike Progressive Activists and Dissenting Disruptors, who are more likely to enjoy talking about politics, this segment actively avoids political discussions, dislikes starting arguments, and are among the most likely to say they do not like talking about politics.

Rooted Patriots' distrust extends to experts and specialists, whom they believe ignore or sometimes actively stand in the way of what the public want. They believe that many of Britain's problems could be solved if leaders simply applied more common sense rather than listening to ever more expert advice. Furthermore, they strongly believe that politicians today are out of touch with ordinary people's concerns and are much more likely than the other segments to think that politicians do not listen to people like them. Rooted Patriots would like to see leaders who sound like their neighbours, or people like them, rather than management consultants or technocrats.

Rooted Patriots are now politically untethered but also play an outsized role in our politics. This group overwhelmingly voted Conservative in 2019, many for the first time, helping to power many of Boris Johnson's victories in the so-called 'Red Wall' of England's former industrial heartlands. In 2024 Rooted Patriots backed Labour narrowly - many were clear in their conviction the country needed change from the Conservatives, but they remained worried about whether Labour had truly moved on from Jeremy Corbyn and were uncertain about Reform UK.

However they have quickly soured on the new government, feeling let down in particular by decisions around the Winter Fuel Allowance, and since the election have shifted towards Reform. This is less out of ideological conviction and more out of a desperation to "roll the dice" on something new. Rooted Patriots are the segment most likely to say they do not support any political party, though when pressed they currently gravitate towards Reform or the Conservatives. This all makes them one of the most politically fluid segments in British politics.

I always feel like no matter who I voted for at that time, I just feel like nothing has changed and nothing has been fulfilled. I've tried a different party and it's just repeated itself again and again.

Jonathan, Rooted Patriot, Wrexham

While they do not follow news closely, they are far more likely than other segments to use Facebook for information, where many of them might enjoy engaging with local community groups. They also disproportionately consume television news and radio. Crucially, unlike populist segments, they still place more trust in established outlets such

as the BBC than in independent social media voices, suggesting a residual faith in traditional institutions even amid their broader disillusionment.

Demographically, this group skews more female than any other segment. A majority of Rooted Patriots identify as white (94 per cent), and this group is second only to Traditional Conservatives in the number that identify as Christian (53 per cent). They are the least likely to be university educated and the second most likely to live within a 30 minute drive of where they grew up. They disproportionately live in villages, rural areas and in coastal communities, though the majority are in suburbs or towns. Rooted Patriots tend to live with their spouse and are more likely to have older children who have now left home.

Sally

Sally lives in Whitby where she has worked as a cleaner for most of her adult life, though at 64 she has cut back to part-time and spends two days a week looking after her grandchildren while their parents work. She had hoped to be fully retired by now, but with bills rising faster than her pension prospects, she cannot afford to stop completely - even fish and chips from the town chippy, once a weekly treat, has become something she has to think twice about.

Sally takes real pride in keeping the holiday cottages she cleans spotless for the tourists, but it stings that she can barely afford to live in the town she has called home her whole life while people holiday there. She feels that politicians have forgotten about people like her who have worked hard for so long and just want basic respect and security in return. She voted Labour last year - for the first time since 1997 - hoping they would finally put working people first, but when they scrapped the Winter Fuel Allowance she felt like yet another politician's promise had been broken.

She catches up on news through Facebook while having her morning cup of tea, preferring the local community groups to complicated political debates that just leave her feeling more frustrated. Sally's relationship with social media reflects her broader approach to information - she trusts her neighbours' experiences more than expert analysis and finds the local Facebook groups more useful than national news sources that seem to speak a different language entirely.

Sally is frustrated that Whitby's high street is gradually filling up with gift shops and cafes aimed at tourists rather than locals like her. She is not against visitors coming to enjoy the town she loves, but it frustrates her that their needs seem to take priority over those of people who've lived here all their lives.

The political conversations Sally overhears at work or in the supermarket often echo her own disillusionment - friends who voted Conservative for decades feeling abandoned, others who tried Labour feel equally let down. She finds herself drawn to Reform UK not because she agrees with everything they say, but because they seem to be the only party acknowledging that ordinary people like her feel forgotten. She thinks that politicians these days seem more interested in impressing university graduates and foreign leaders than listening to people who just want common-sense solutions to everyday problems.

She is proud of Britain's history and traditions, but worried that the country her grandchildren inherit will bear little resemblance to the one that shaped her values of hard work, fairness, and looking after your own community first. She worries that the country has lost its way, and that in modern Britain hard work no longer guarantees security.

