

HOPE



INSIDE TOMMY ROBINSON'S DIGITAL EMPIRE

A HOPE not hate Data Desk report – August 2026

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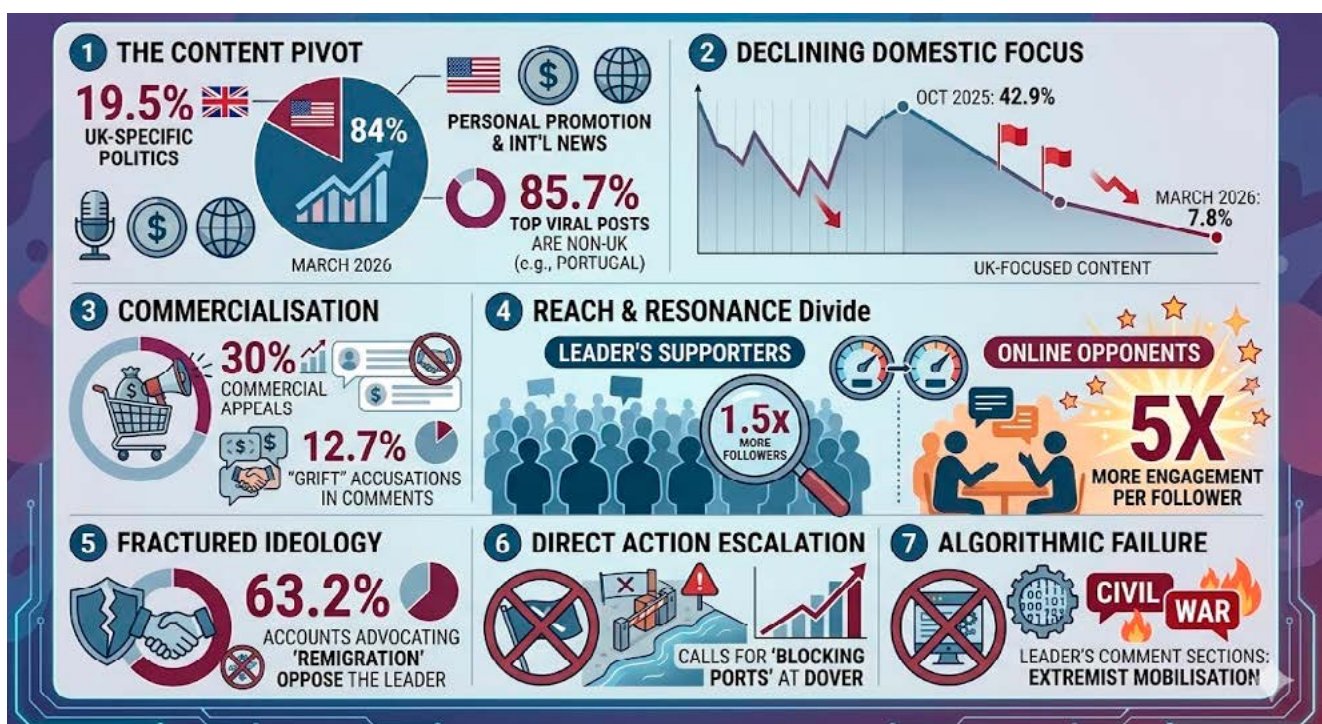
Executive Summary

OUR ANALYSIS of online behavioural data reveals a significant shift in Lennon's digital strategy. While he maintains a massive following of over 2.8 million across X, YouTube, and Telegram, his content seems increasingly disconnected from the UK-focused agenda. In the first half this year, Lennon moved away from his traditional "patriot" branding to embrace a role as a now re-platformed international figurehead, heavily influenced by US sponsors and compounded by his physical presence in the United States in March 2026.

This move has created significant friction with his core online British base. Data shows that while Lennon's online reach remains high, his

resonance is showing signs of failing. Between November 2025 and May 2026, engagement with his content trended downwards, and for the first time, organised online opposition frequently outnumbered his supporters.

His followers are increasingly vocal in their frustration, frequently labelling his operations a "grift" and rejecting his performative London rallies in favour of more radical, direct-action demands at the UK borders. Ultimately, the data suggests Lennon is prioritising personal commercial gain and US political access over the domestic audience he claims to represent. But as we outline below, this is an increasingly complex picture:



Data headlines:

- The US pivot: In March 2026, 84% of Lennon's content focused on personal promotion or US/international news. UK-specific politics accounted for just 19.5% of his posts.
- The engagement gap: Despite claiming to champion UK issues, Lennon's top viral posts are now routinely internationally focused; 85.7% of his most successful content in early 2026 focused on non-UK incidents (e.g., anti-Muslim sentiment in Portugal).
- Declining domestic focus: UK-focused tweets plummeted from a peak of 42.9% in October 2025 to 7.8% by March 2026.
- Content trends: Lennon's American connections may however serve, rather than supplant, his domestic political ambitions. What looks like a pivot away from the UK may, in practice, be a strategy to leverage US resources for UK ends.
- Commercialisation of content: Roughly 30% of Lennon's propaganda posts are direct commercial appeals for money or merchandise, leading to "grift" accusations in 12.7% of all user comments. However, our analysis shows this term is problematic.
- The reach advantage: Lennon's supporters currently hold approximately 1.5 times more followers than his active online opponents, and he enjoys boosts to his engagement and support during high profile events e.g. Unite the Kingdom rallies.
- Rising opposition: In a sample of over 1000 comments and replies, the ratio of opponents to supporters shifted to 5:3 up to March 2026. On high-profile posts, Lennon's critics generate around five times more engagement per follower than Lennon's supporters.
- Fractured ideology: Lennon is losing his most radical base; 63.2% of accounts advocating for "remigration" or nativist policies now explicitly oppose him.
- Direct action escalation: Disillusioned supporters are rejecting symbolic London with significant numbers now calling for the "blocking of ports" and a "human wall" at Dover.
- Algorithmic failure: Despite the UK Online Safety Act, platforms like X continue to host unmoderated content calling for "civil war," with Lennon's comment sections serving as a primary hub for extremist mobilisation.

Digital pivot and the “Grift” narrative

THERE IS no doubt that Stephen Lennon (aka Tommy Robinson) has an enormous digital presence, making use of X as his primary platform, in addition to YouTube and Telegram. Lennon's follower base is large and scattered across different social media platforms. With over 2.6 million followers who include 1.9 million from X, 691,000 from YouTube, and 90,000 from Telegram, Lennon has built himself a strong online presence that helps him avoid conventional media platforms altogether.¹

Our meta-data analysis reported in *State of Hate 2026*² found that while this scale can make Lennon's social media messaging feel relentless, in reality it's propped up by a small number of international and US sponsor accounts, automated posting, the perverse algorithms of X, and AI tactics. It's far more fragile than it looks, with Lennon mostly ranting into the same echo chamber, pushing opportunistic messages to a diminishing crowd of misled followers who already agree with him. For that report, we ran analysis at scale covering over 13,500 of his posts, replies and comments. This new analysis drills deeper into Lennon's expanding ecosystem in analysis spanning three years (2024 – 2026) to see how his messaging has evolved over time, and specifically here in the UK.

Lennon's conflation of UK and wider international themes

Our analysis classifies representative samples (comprising over 660) of Lennon's posts over a nine-month period by theme. While the specific methodology is detailed in the technical annex, it is important to note here that the “UK” category was strictly reserved for domestic politics and events. Other categories, like anti-Islamic content, Immigration, and Crime, often crosses borders, alongside a high volume of personal branding and promotional material. We've classified them as distinct categories to reflect the significant role of US and international figures, like Elon Musk, in amplifying this content. Lennon's messaging themes frequently overlap, so we adopted a precise classification system to ensure consistency e.g. Lennon often argues that Islam and migration are global issues affecting the UK, drawing parallels to support his narrative. To maintain analytical rigour, we only classified posts as “UK” when they were explicitly

domestic, sub-dividing other themes to capture the broader picture.



Source: X post exchange, Sep 2025, : <https://x.com/TRobinsonNewEra/status/1962947225882935576>



Source: <https://x.com/TRobinsonNewEra/status/2074176405366055238?s=20>

Increasingly, Lennon cynically and deliberately conflates UK and international examples to amplify his message using his sympathetic US and international audience. This blurring of themes makes analysis of discrete themes challenging; however, the data clearly shows a shift. By sub-dividing classification of his themes, it is possible to track how Lennon is increasingly framing his traditional content within an international context, a significant departure from his earlier, UK-centric focus but with some indications that this may be swinging back.

This tactic of blurring the lines between disparate issues is classic Lennon. As the data shows, purely domestic British concerns are increasingly being sidelined in favour of a broader,

international narrative, a shift that has become much more obvious in recent months. This pivot was bolstered by his recent US tour, where he's clearly trying to tap into a wider network of far right and populist sentiment regarding migration, crime, and anti-Islamic rhetoric. For his long-standing UK supporters, the local issues that originally brought them to him are now secondary to what looks like just another self-serving grift. To illustrate this, we've tracked the shift in engagement from 2024 through to August 2026.



Source: X post tagging Vance and Trump, 11 May 2026, <https://x.com/TRobinsonNewEra/status/2053777791422755233?s=20>

Historically, Lennon has always had his fair share of detractors in his comments section but even amongst his hard-line followers, support has steadily eroded. As he increasingly pushes content that fails to resonate with his core base, the friction in his comments and shares has grown.

To provide a rigorous analysis of Lennon's digital output, it is essential to look past this rhetorical conflation he often uses to drive engagement. While Lennon frequently weaves together disparate issues, linking UK domestic policy to global religious movements or international crime, our classification system isolates the predominant theme of each post. This methodology prevents narrative bleeding and ensures that traction-seeking tactics do not skew the data regarding his actual topical focus. A full theme classification table is provided in the technical annex.

What is Lennon talking about in 2026? – the shift towards US content

Lennon identifies as a UK patriot, yet his social media activity is filled with disinformation talking down the UK to line his pockets. In March 2026, analysis of over 90 of his posts on X revealed just 19.5% concern the UK. By contrast, in the same month, his primary focus, a mix of personal promotion and US or international news, accounted for 84% of his content, exceeding his posts on specific UK politics and crime combined.

“Lennon identifies as a UK patriot, yet his social media activity is filled with disinformation talking down the UK to line his pockets”.

Our independent polling in March 2026 showed that the threat of Islam and immigration into the UK were the top concerns among his followers; yet during the same period these only represented 6.3% and 5.8% of what Lennon posted about respectively, with almost a third (29.4%) devoted to his personal brand and promotion.³ This matches Al Jazeera's February 2026 report on his visit to the US State Department and meetings with Trump officials, suggesting a deliberate pivot to an American audience.⁴



Source: https://x.com/search?q=from%3ATRobinsonNewEra%20%22President%20Trump%20just%20cooked%20%40KeirStarmmer%22&src=typed_query

Some evidence suggests that while US-focused content remains more prevalent than it was a year ago, the pendulum may have swung back towards the UK in recent months with a renewed focus on voter registration in his post content.

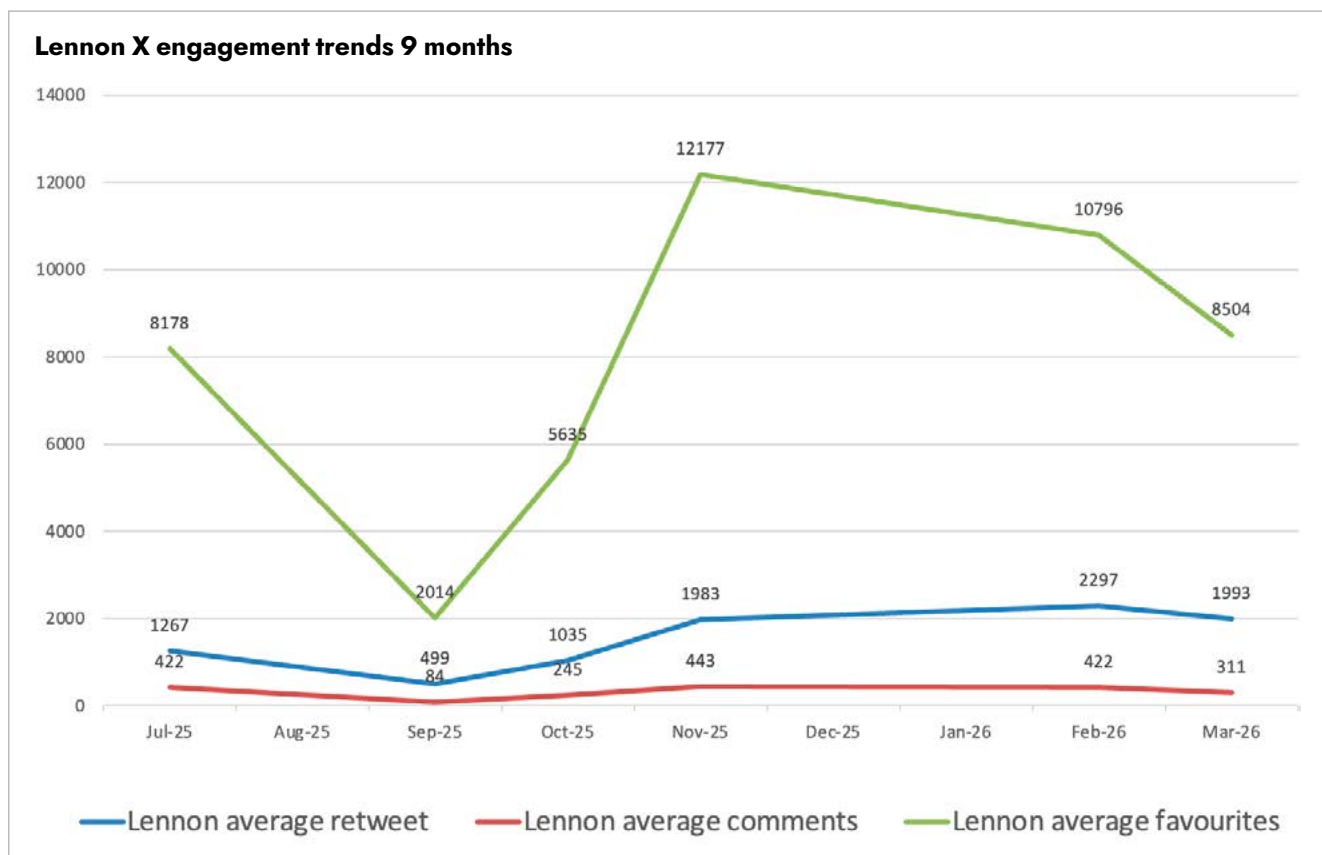


<https://x.com/TRobinsonNewEra/status/2077438655698727265?s=20>

If we take his stated intentions at face value, his declared priority for the next three years is a voter registration drive, an explicitly UK-focused project. Significantly, this initiative is likely to be bankrolled by US money, suggesting that his American connections may serve, rather than supplant, his domestic political ambitions. What looks like a pivot away from the UK may, in practice, be a strategy to leverage US resources for UK ends.

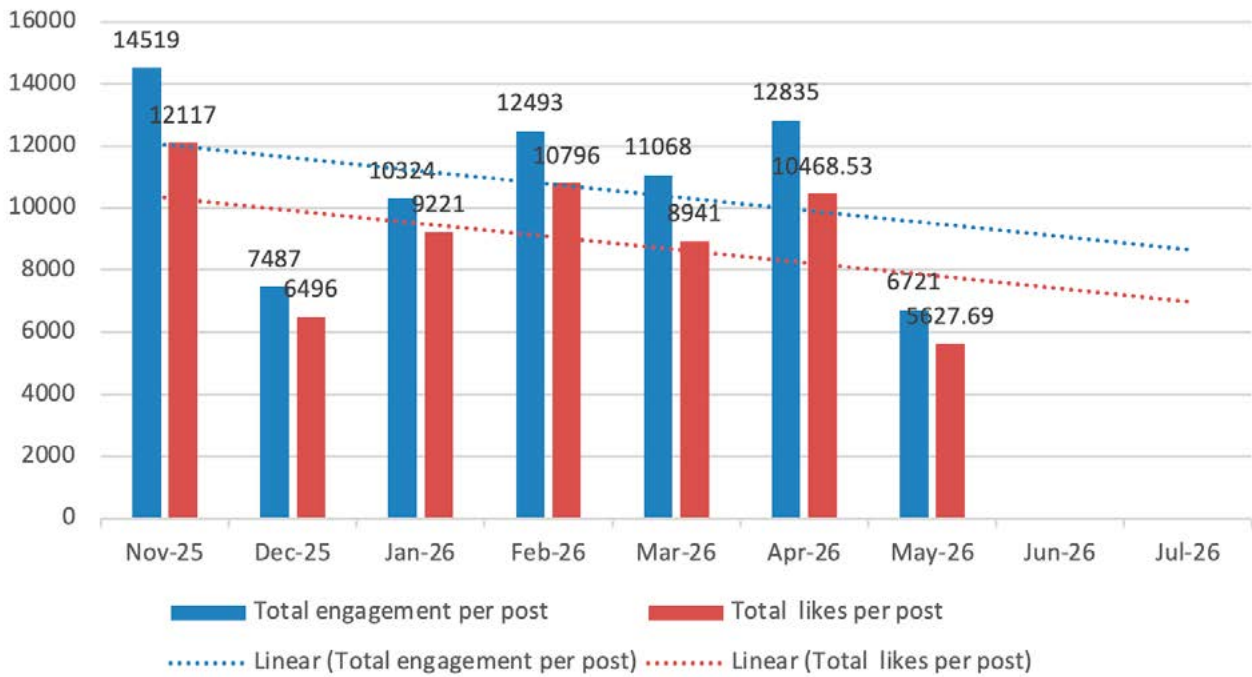
That said, data show that his biggest hits aren't about the UK anymore. Looking at Lennon's top seven posts in March 2026, six out of seven of them (85.7%) were focused on the US or international issues. Out of the 90 we analysed, his top three viral posts were all about international and US incidents; his #1 post, focused on anti-Muslim sentiment in Portugal,⁵ racking up a total engagement over 131,753 while his top UK-focused post didn't even make the top five.

Generally, Lennon's international and US politics content gets more traction than British issues and while his engagement is trending up overall, less people like what he's saying, with the actual 'likes' and agreements becoming much more hit-or-miss and since late 2025, trending downward.



Source: HNH Data Desk, April (2026)

Average engagement and 'likes' per Lennon posts – Forecast

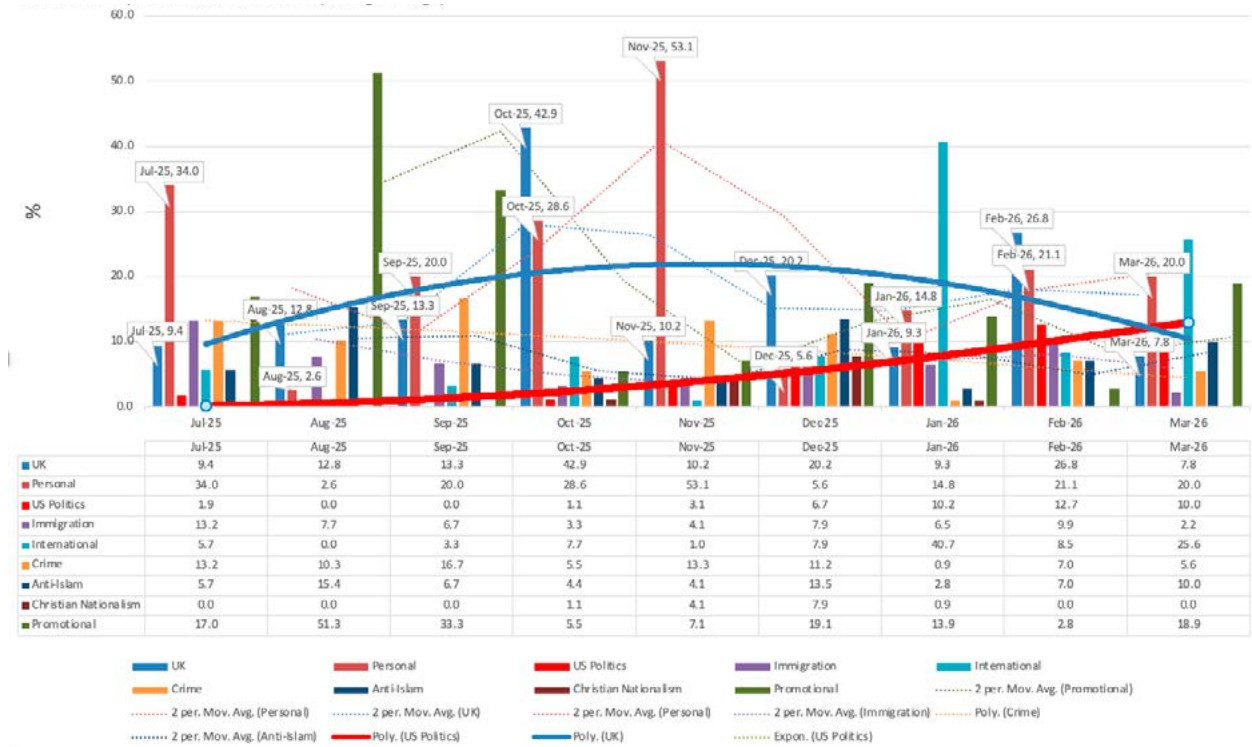


Source: HNH Data Desk, May (2026)

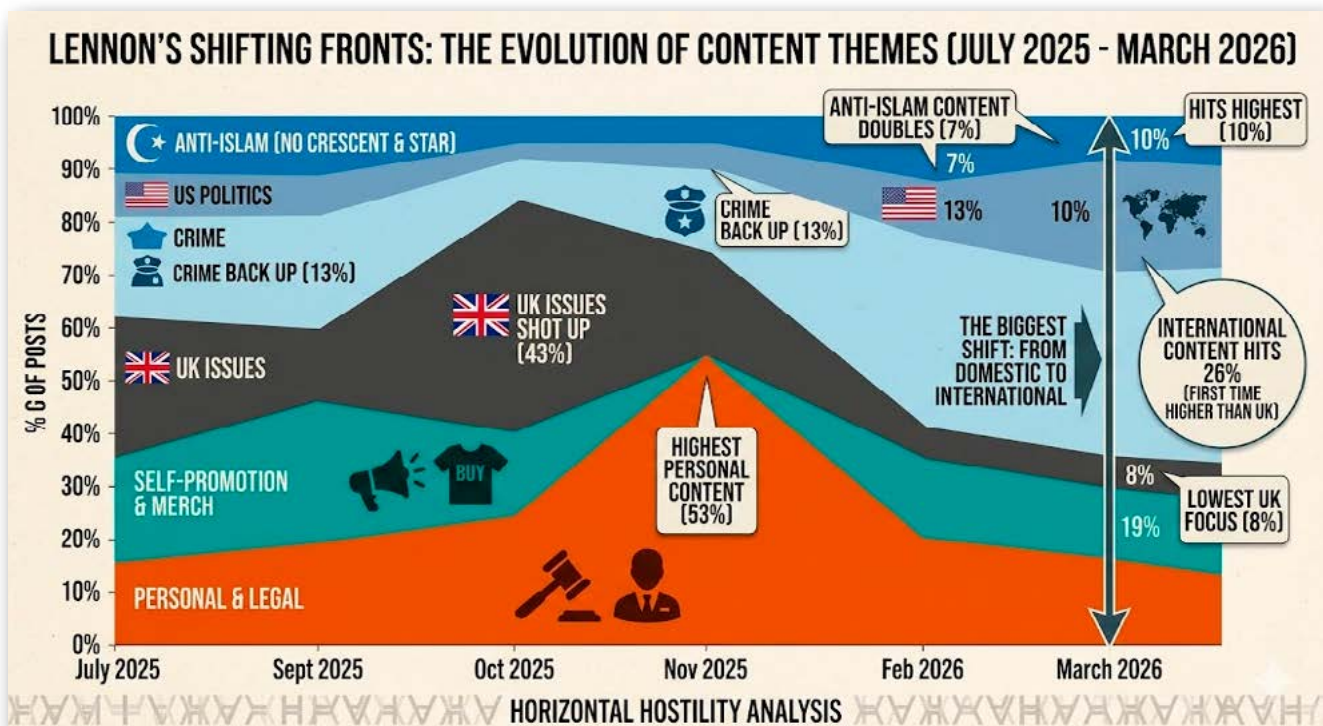
While Lennon’s engagement remains relatively stable over the analysis period, there is some evidence of a downward trend of those ‘liking’ his content, with our forecast above, based on

analysis of over 1 million comments,⁶ likes and reposts over a seven-month period showing this is expected to decline further going forward (dotted red line). In other words, he still has a large

Lennon all X post themes – 9 months (rolling average)



Source: HNH Data Desk, April (2026)



Source: HNH Data Desk, April (2026)

following but less people like what he's saying. Not even the weight of support from his U.S. backers, Elon Musk among them, has done much to validate his rhetoric or persuade his own followers to take him seriously.

Lennon's network is strongest internationally, amplified by US anti-Muslim and populist right audiences. His UK content generates less engagement and is increasingly shaped by the need to appease US sponsors rather than his UK audience. He focuses on topics that align with American megachurch evangelicals and right-wing US donors. This matches wider research on the 'internationalisation' of far-right movements.

To confirm the trend, we analysed a total cross-section of over 650 of Lennon's posts sampled monthly from July 2025 to March 2026. By looking specifically at the themes he pushed in late 2025 and early 2026, we were able to clearly map his pivot from British politics (solid blue line) to US and global grift (solid red line). See chart on page 9 to see how that shift looks in the data.

During these nine months, the themes of Lennon's 650 analysed posts moved around a lot depending on what was happening in the news and with his own legal battles. July was mostly personal posts (34%) and promotion (17%), with crime and immigration featuring in the background. In September the volume of his promotional posts jumped to 33%, a third of all his content on X. Then in October, UK issues shot up to 43%. His

personal posting volume also remained high at 29%, during the same period.

Then in November his focus changed completely. Personal content went to 53%, his highest ever. UK-focused posts declined to 10%. Crime came back up to 13%. In February, US politics began to feature more prominently for the first time at 13%, ahead of his US tour and his anti-Islam content doubled to 7%. March saw the biggest shift. International content hit 26%, the only time something other than UK issues got that high. UK issues dropped to just 8%, the lowest of the whole nine months. Anti-Islamic content hit 10%, US politics held at 10%, with self-promotion still around 19%.

To simplify this trend analysis, we next grouped Lennon's posts by UK focus, non-UK focus, crime and immigration and personal promotion themes. This shows the clear divergence away from his claimed area of focus up to March 2026. We have added rolling average trend lines (dotted line – chart p.11) to indicate the overall direction of travel. A linear trend (red solid line), clearly shows the dramatic increase in his US and international content. The same chart opposite, also shows UK and US, international content with personal promotion and the sub themes of crime and immigration which cut across geographical themes (see technical annex for theme classification logic).

Between July 2025 and March 2026, Lennon's thematic focus shifted notably away from

Lennon X posts — 9 months | UK | US & International | Personal promotion | Crime & Immigration — % of Total



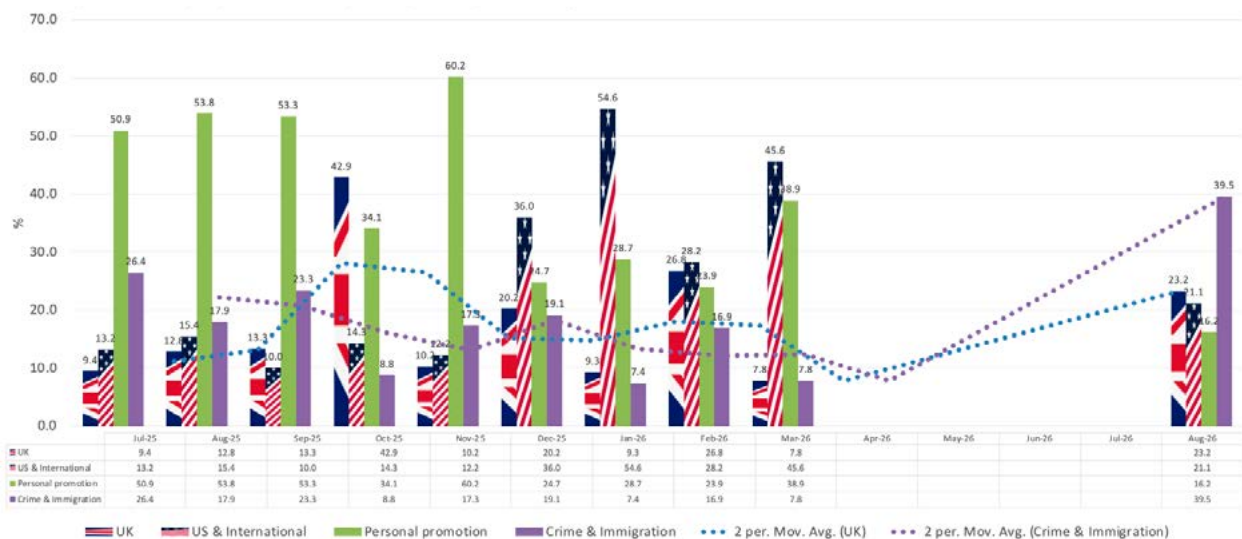
Source: HNH Data Desk, April (2026), X, https://x.com/search?q=from%3ATRobinsonNewEra%20until%3A2026-02-05%20since%3A2026-02-01&f=top&src=typed_query

UK-specific issues and Crime & Immigration content toward a sustained increase in US and international narratives. While this can in part be explained by his recent US tour, the move away from his traditional UK narrative is striking:

- UK-focused tweets fell from a peak of 42.9% in October 2025 to just 7.8% by March 2026.
- Crime & Immigration dropped from 26.4% in July 2025 to 7.8% by March 2026.

- US and international themes surged from 13.2% in July 2025 to 54.6% in January 2026, remaining high at 45.6% by March 2026.
- Crucially, personal promotion, despite declining from its peak of 60.2% in November 2025 to 28.7% in January 2026 and 38.9% by March 2026, remained consistently and significantly higher than all other themes across the entire nine-month period.

Lennon X posts — 9 months | UK | US & International | Personal promotion | Crime & Immigration — % of Total



Source: HNH Data Desk, August (2026), X,

Overall, Lennon's content consistently chased the most immediate crisis or opportunity. However, the data clearly show he is moving away from his old bread-and-butter, UK crime and immigration, and leaning much harder into US and anti-Islam messaging, possibly trying to line himself up more with global far-right movements, even if that means leaving some of his domestic audience behind.

Our main analysis concluded in March 2026, but to assess if there have been a recent swing back to UK issues in Lennon's focus, we analysed a further 185 of Lennon's posts between June and August 2026 (see chart p.11) which indicates an increase in UK specific issues (23.2%) overtaking US content, and a notable uplift in posts about crime, both in the UK and abroad (39.5%). Sentiment analysis of these posts reveal that Lennon continues to push the anti-Muslim line, falsely linking crime and grooming gangs to migrants.

Gaining traction

Our 'State of Hate' (2026) report analysed millions of data points across multiple platforms. Our polling told us what people say they think; online behavioural data captures people's immediate authentic reactions, with Lennon's support slipping from an admittedly concerning peak.

The signs are unmistakable: real-time pushback, dropping engagement, and a supporter base that is increasingly unwilling to buy his story.

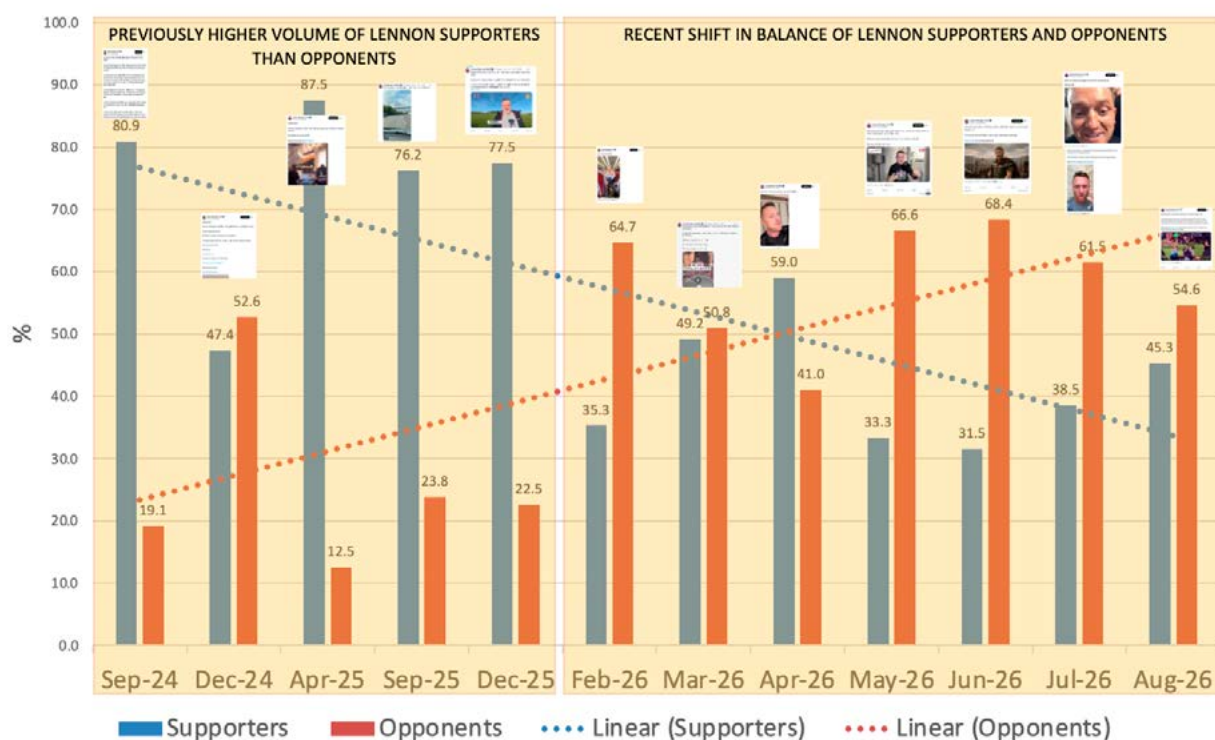
To test this, we next analysed a sample of over 1000 of the comments and replies to Lennon's content over three years between September 2024 and August 2026. The data show how Lennon has gone from having solid and high levels of support and few opponents during 2024 and 2025, to having a far more equal balance of supporters and opponents in 2026. So, while his overall supporter base has grown exponentially, so have his opponents who are, on some topics, now the majority group, (see May to August 2026 below). The trend lines on the chart below show the convergence over time and then the split where his opponents begin to outnumber his supporters by two to one.

To quantify further what this divide looks like in 2026, we looked more closely at a recent Lennon propaganda post promoting his latest rally in London.

Manufactured outrage as a business model

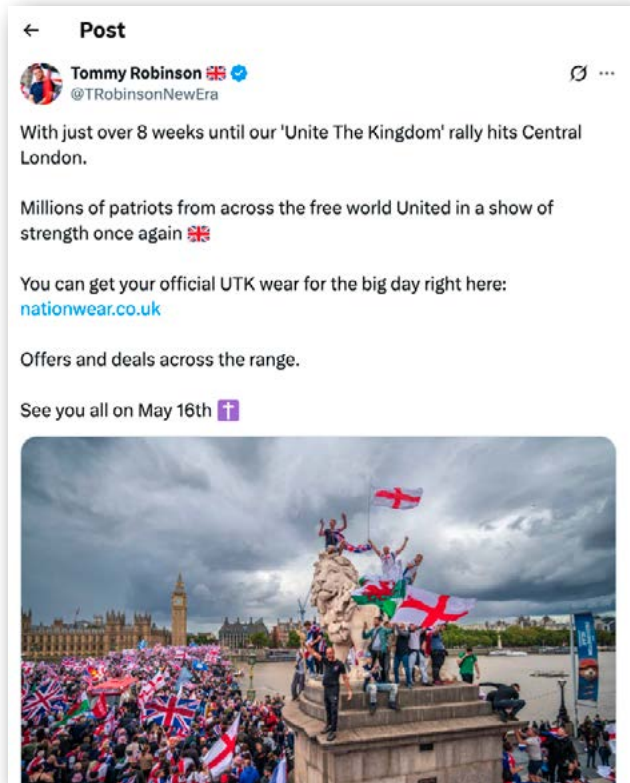
Lennon's post promoting the Unite the Kingdom rally (opposite) contains five sentences promoting his 'Unite the Kingdom' march. Of those, two are

% of Supporters and Opponents of Lennon's X posts September 2024 – August 2026



Source: HNH Data Desk, August (2026)., See Technical Annex section for link to original X posts.

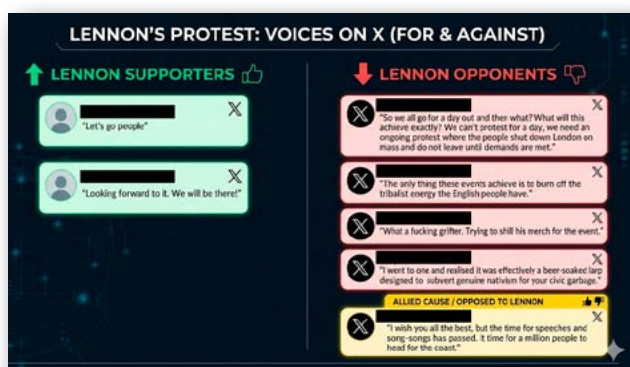
direct appeals for money, or pushing merchandise. This ratio is consistent across our analysis of his other propaganda posts which have mean-rate commercial content of 29.4%. What's more interesting however, is what his followers had to say about it.



Source: <https://x.com/TRobinsonNewEra/status/2032122856381845698>

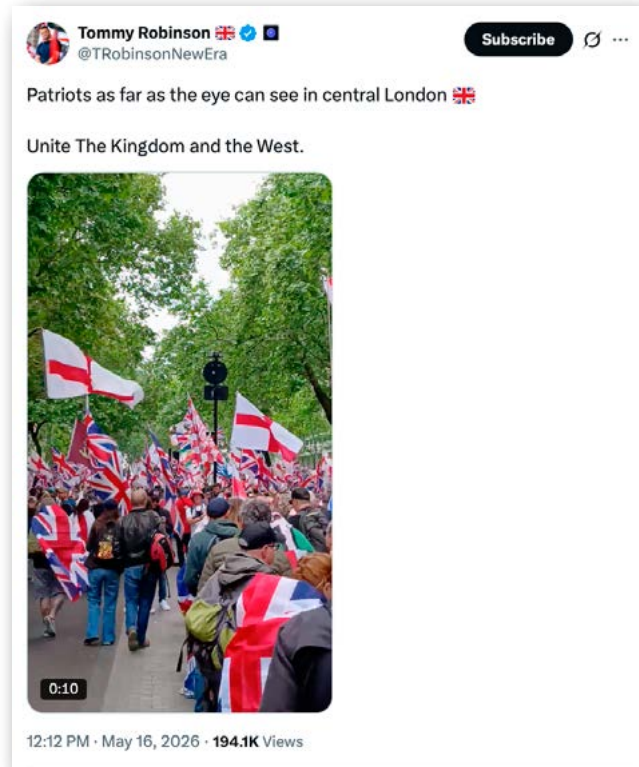
Sentiment analysis: opponents outnumber supporters

In this run-up period before the rally, we analysed all 115 responses, replies and comments from this single promotional post (above) calling his followers to action at his London rally. Using strict binary classification, 60 commenters (52.1%) expressed clear criticism of him. Only 40 (35.2%) expressed clear support, with the remainder neutral.



On the day

However, on the day of the rally, Lennon enjoyed a boost in support with almost two-thirds (66%) of the comments section showing direct support for his cause, perhaps enhanced by the scale and occasion of the event.



Source: <https://x.com/TRobinsonNewEra/status/2055607193693499517?s=20>

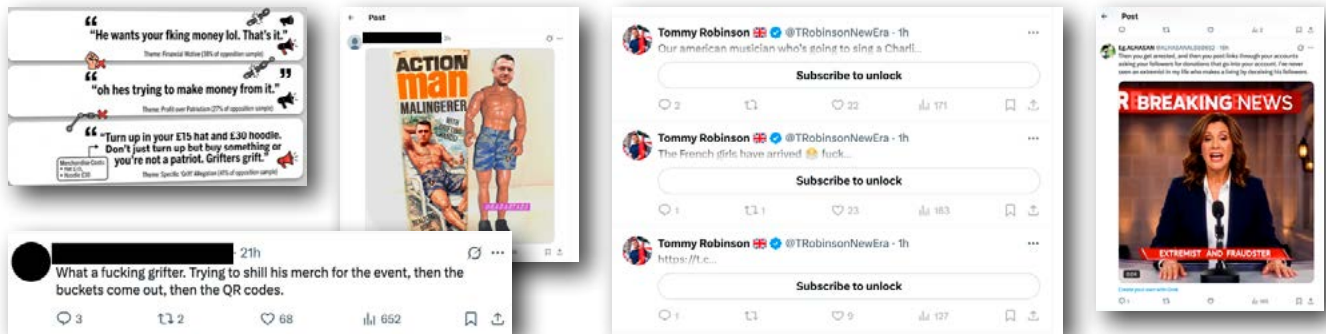
Either way, this type of data should be treated as indicative rather than definitive. Comment sections are not a representative sample of a follower base because they tend to attract the most engaged, and often the most polarised voices and are subject to “negativity bias” where critical voices are often more motivated to comment than supportive ones. The findings that opponents or supporters are in the majority therefore does not necessarily mean that Lennon has lost the support of the majority of his followers; it may reflect that his critics are more vocal. Nor does it suggest he is gaining in popularity.

The ‘grift’ accusation

In the replies and comments on this single post, we counted 21 separate mentions of ‘grift’ (12.7% of all comments) explicitly calling out the commercial nature of his operation. The “grifter” claim undoubtedly played a role in the reduced turnout in 2026, and its prominence on social media was notably greater than in the run up to previous rallies. However, it was unlikely to be the sole

factor. The September 2025 demo benefitted from a summer of sustained protest activity, including hotel and flag demonstrations, which built considerable momentum. By contrast, the May 2026 event lacked that same run-up. What looks like evidence of fracture may, in part, be explained by the simple absence of the same preparatory

conditions. Additionally, the word “grift” in comments is a useful proxy for a particular type of criticism, but it should not be over-interpreted. The term is used online loosely or ironically, and not every mention represents a sincere or deeply held criticism. There is however a clear increase in the use of the term to describe Lennon.



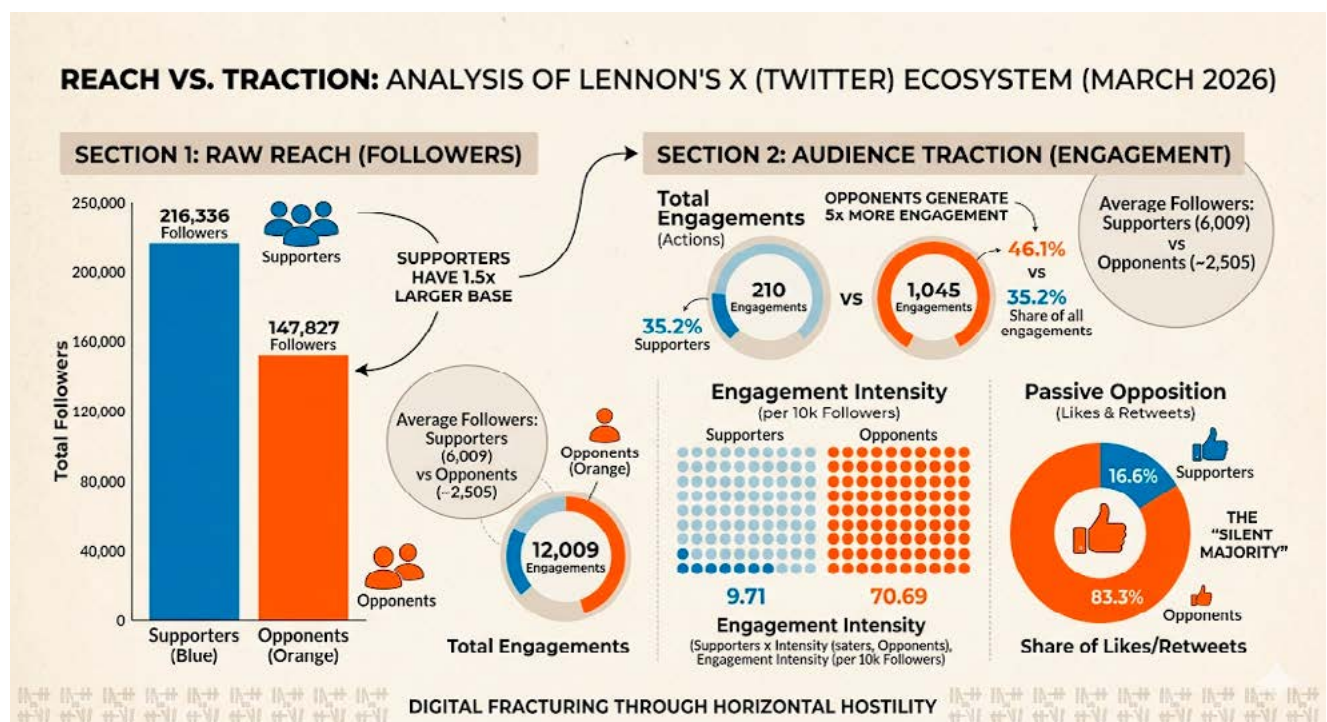
Source: HNH Data Desk, April (2026) <https://x.com/JonnyR01429554/status/2054111450268832086?s=20>

Reach or resonance

In addition to understanding how Lennon's supporters and opponents are reacting to his propaganda, we also wanted to understand whether these two factions were gaining any traction themselves. Again, looking at this UK specific 2026 post, we counted the numbers of followers and engagement with the post. By counting followers only, Lennon's supporters have more reach. The 40 supporter accounts have

216,336 followers (average 6,009 each). The 60 opponent accounts have 147,827 followers (average 2,505 each). So, his supporters have about 1.5 times more followers.

However, the graphic below shows the differences in reach (section 1 below) and resonance (section 2 below) of Lennon's supporters and followers. Importantly, those accounts opposing Lennon generated significantly more (1,045) engagements from their followers, while his supporters



Source: HNH Data Desk, April (2026)

generated only 210 from their larger base. In other words, for every one engagement the supporters received, the opponents received nearly five, accounting for 46.1% of all engagement on his post, compared to 35.2% from supporters. Engagement rate per 10,000 followers was 9.71 for supporters compared with much higher 70.69, per opponents.

Again, it is important to note some key confounding factors. A high reach figure may reflect algorithmic amplification, paid promotion, or engagement from hostile or bot accounts rather than genuine grassroots support. Conversely, low reach may reflect platform shadow-banning or audience fatigue rather than Lennon's diminished capacity.

Analysis must therefore look more closely at the quality of engagement, the demographics of those reached, the sentiment of the response, the extent of online engagement and the extent to which this translates to offline mobilisation. The finding that opponents generate more engagement than supporters may reflect algorithmic amplification of conflict rather than a genuine shift in public opinion. Moreover, engagement metrics do not capture the "silent majority" where followers who consume content without liking, replying, or sharing.

To quantify this further, we counted retweets and favourites which again show Lennon's opponents have a higher share (83.3%), compared with his supporters (16.6%). This suggests a silent majority of opponents liking critical comments without commenting themselves, a 'passive opposition' seen in other studies.

Shared identity, divided loyalty

Among accounts analysed with 'Restore Britain' or 'patriot' in their bios, we found 15 in total, 9 supporters and 6 opponents. This snapshot indicates around 40% of self-identified Restore Britain supporters oppose him. Among accounts advocating 'remigration' or 'nativist' policies, we found 19 in total, 7 supporters and 12 opponents. That means nearly two thirds (63.2%) of accounts explicitly advocating ethnic nationalism and mass deportation oppose Lennon. Further evidence in the data that Lennon's most ideological base has turned against him. Importantly, opposition to Lennon among this group may reflect a range of motivations, from ideological disagreement to personal grievance to performative critique, rather than an outright political rejection.

"He's a Zionist, he must put Israel first, you can't trust him with our countries [sic] future. His marches do nothing".

Reply to Lennon X post, March 2026

"I went to one and realised it was effectively a beer-soaked larp designed to subvert genuine nativism".

Reply to Lennon X post, March 2026

The demand for direct action

One of our key concerns is the potential for this online narrative to mobilise real-world disorder. Lennon's proposed action via a licensed, symbolic march, is being rejected by his own base in favour of more radical, potentially violent direct action. That said, calls for "direct action" on social media should be treated with caution. The gap between online rhetoric and offline action is well-documented in social movement research. The majority of those calling for extreme actions online do not follow through, and some may be engaging in performative radicalism rather than genuine mobilisation.

"We need an ongoing protest where the people shut down London on mass [sic] and do not leave. Civil war or mass deportation if you want a future".

Reply to Lennon X post, March 2026

The most consistent demand is to shift from London to the Kent coast:

"It [sic] time for a million people to head for the coast and make it clear that the UK borders are closed. A million people at Dover would be so much more powerful".

Reply to Lennon X post, March 2026

And "Should we move the march to Dover instead?" Worryingly, these calls to 'block ports' and create a 'human wall' represent escalation to direct action that would disrupt national infrastructure and lead to violent confrontation with police.

Some commenters explicitly recognise what is happening, with one writing:

"What do you think the march is for...it just gives people a vent to feel like they're doing something, so they all don't go off the rails and do what needs to be done"

Reply to Lennon X post, March 2026

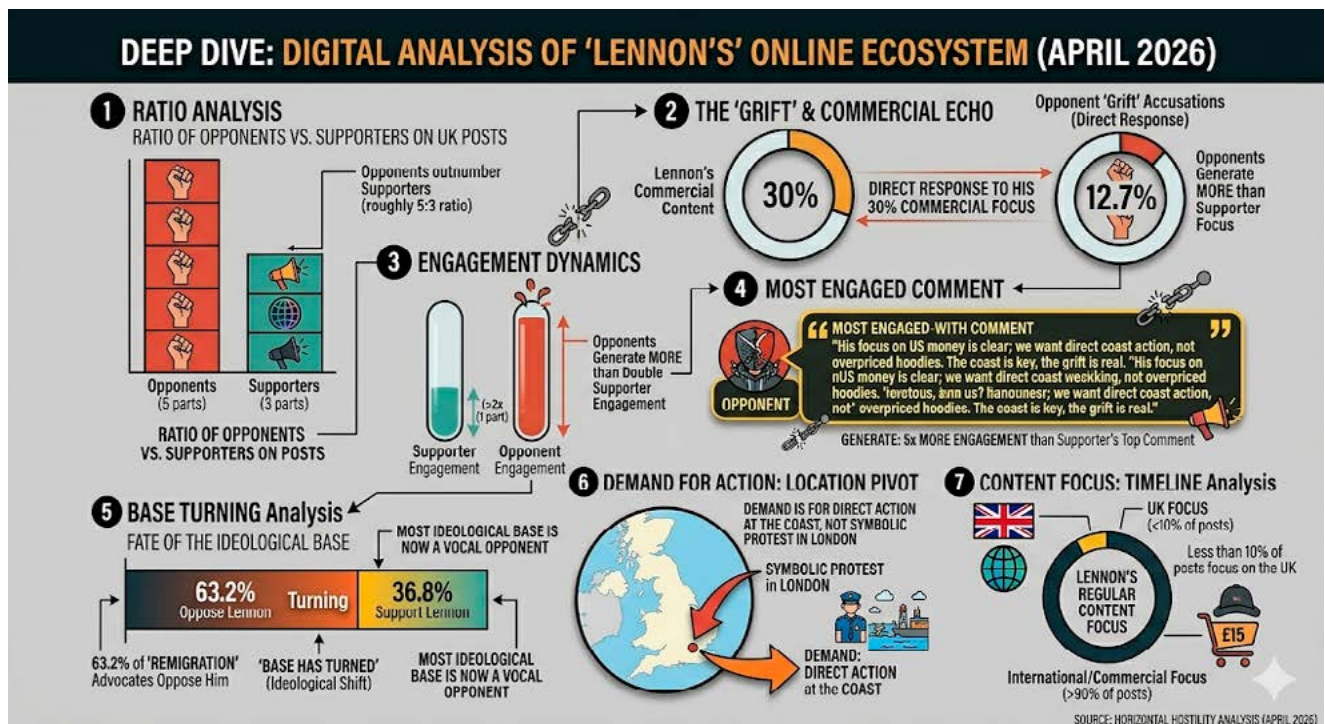
They know Lennon's model of performative protest combined with merchandise sales is designed to prevent, not enable, real change and they are rejecting it.

To test the real-world impact of this shift, HOPE not hate is launching new polling to see how Lennon's move to the US stage is actually being received by his follower base. We want to identify the growing fault lines between his hardcore extremist base and the more general Union flag-waving public, who might agree with his core messaging but are becoming increasingly wary of his international rebranding. By mapping these divides, we can determine whether his pursuit of American superstar status is ultimately alienating the very people he claims to lead in the UK.

Conclusions from the data

- First, in a high proportion of posts about the UK, Lennon's opponents now outnumber supporters at a ratio of roughly 5:3.
- Second, the 'grift' accusation appears in 12.7% of comments, a direct response to his 30% commercial content.
- Third, opponents generate more than double the engagement of supporters.
- Fourth, the most engaged-with comment is from an opponent.
- Fifth, 63.2% of 'remigration' advocates oppose him.
- Sixth, the demand is for direct action at the coast, not symbolic protest in London.
- And seventh, less than 10% of his posts regularly focus on the UK.

Lennon's follower base seems to be increasingly aware that they are being misled. They came for patriotic mobilisation; they got commercial appeals. They were looking for leadership; they found a 'grifter' courting American sponsors. They demanded direct action; they were offered a symbolic 'day out' while his attention drifted to topics that please US patrons.



Source: HNH Data Desk, April (2026)

A platform problem

From the outset, a key aim of our ongoing analyses has been to test if the UK Online Safety Act is working. Our research has already uncovered a massive amount of unmoderated, violent content on X, specifically aimed at migrants and the Muslim community. Lennon's comment sections alone prove that the Online Safety Act just isn't working yet. Between opaque fundraising that ignores UK disclosure rules⁷ and an algorithm that actively rewards the most toxic and reductivist arguments, the platform has turned a blind eye to the risks. When people are openly calling for 'civil war' and port blockades without any intervention from moderators or the police, it raises serious questions about whether the legislation is being leveraged effectively.

Platforms must enforce their policies consistently against high-profile figures like Lennon (and his extreme follower base), especially on monetisation of extremist content. The Online Safety Act needs stronger

enforcement mechanisms and meaningful penalties for platforms that fail to act. Law enforcement must monitor the shift towards direct action, particularly calls to target Dover and other ports. Counter-extremism efforts should engage with disillusioned supporters e.g. the 63% of 'remigration' advocates who now oppose him represent a real opportunity for intervention. Community cohesion programmes need additional resources in Kent and London. Our research also suggests that emotionally driven misinformation can encourage voters to support policies that may run contrary to their own economic interests by prioritising identity and grievance over evidence.

On the other hand, it is critical to highlight that the presence of extreme content on a platform does not necessarily mean that the platform is failing to act; it may reflect the scale of the problem, the speed at which content is posted, or the difficulty of distinguishing between protected speech and prohibited content.

"They were looking for leadership; they found a 'grifter' courting American sponsors".

The data shows Lennon does not resonate with half of his own audience. The most ideologically committed reject him at nearly two thirds. This is not a movement united behind its leader. It is a fractured collection of true believers who have recognised that he is, in their own words, designed to 'burn off tribal energy' while building a personal brand funded by international backing. Within this context, it is important to acknowledge the role of algorithmic amplification in shaping online discourse. Platforms like X are designed to surface content that generates engagement, and engagement is often driven by conflict, outrage, and polarisation. In other words, the patterns observed in Lennon's comment sections, the high proportion of opponents, the prevalence of "grift" accusations, and the calls for direct action, may be partly a product of algorithmic curation rather than a direct reflection of his follower base.

This works both ways however, with X's algorithm rewarding combative content, which may amplify the voices of critics and radicals while suppressing more moderate voices, Lennon supporters and opponents alike. While this does not invalidate the

findings, it does mean that they should be read as indicative of the visible discourse on the platform, not necessarily as a representative sample of Lennon's entire follower base or of the broader far-right movement.

While Lennon has successfully exploited unmoderated digital platforms to build an international brand and attract wealthy overseas backers, our analysis reveals a movement in profound crisis, one that is fracturing along ideological lines, losing domestic resonance, and potentially radicalising its most committed followers into more dangerous forms of direct action.

As our wider research shows, the sheer scale of these disinformation campaigns flooding social media is distorting informed choice and by extension our own democracy. Sustained exposure shapes public understanding and it's precisely this tactic that ensures these brands of manufactured hate propaganda travel faster than the truth or informed debate.

A key ongoing challenge for our research is to distinguish between surface-level noise online and genuine structural change. What we may be witnessing is a reconfiguration: Lennon's dominance may be attracting some challenge, but the broader pool of support is widening. In other words, his own base may be more resilient than the online attacks suggest. The relationship

between these two trends is not linear so online attacks by hardline racists may not translate into an erosion of Lennon's support longer-term.

It remains to be seen whether the increasing vocal opposition to Lennon is a precursor to his demise or just a feature of a larger, more volatile ecosystem. What is clear from the data is that while social media continues to be the main recruiting ground to broadcast far-right propaganda, our monitoring is ongoing to determine whether this is evidence of a new form of mobilised and growing far right activism by active participants or just the noise of volatile, passive consumers. Either way, the key implication of our findings is not just that Lennon's grip may be slipping, but that the movement he helped build is not going away. It is transforming and expanding. If it's not him, it will be someone else.

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Endnotes

- 1 You Tube: 691,000 subscribers <https://www.youtube.com/@TommyRobinsonOnline>
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X: 1,9,000,000 <https://x.com/TRobinsonNewEra>
- 2 State of Hate 2026, The Tommy Robinson Network in Numbers, HOPE not hate Data Desk, <https://hopenothate.org.uk/state-of-hate-2026/>
- 3 Lennon X posts between 3-11 March 2026, HNH Data Desk
- 4 AFP. (2026, February 26). UK far-right activist Tommy Robinson visits the US State Department. Al Jazeera / IndoPremier. <https://www.aljazeera.com/news/2026/2/26/uk-far-right-activist-tommy-robinson-talks-up-us-state-department-visit>

	A	B	C	D	E	F	G	H	I	J	K
1	date	tweet_text	uk_focus	primary	retweets	comments	favorites	author_followers	engagement_per_1000	followers	
2	07/03/2026 22:11	President Trump just cooked @Keir_Starmer	YES	UK POLITICS	8328	1914	58978	1921323	69220	36.03	
3	08/03/2026 00:29	NIPD confirm it was two Muslims who tried to blow up Jake Lang in bread daylight today. NO		US POLITICS	11402	830	32092	1921323	64924	33.48	
4	09/03/2026 11:18	Gang of invaders have hospitalised a young Belgian lad after attacking him and a young girl NO		INTERNATIONAL	8790	1858	32261	1921323	42859	22.81	
5	09/03/2026 14:23	Unin in France says Muslim men can't control themselves with women wearing perfume. NO		INTERNATIONAL	9176	2379	43862	1921323	52414	28.85	
6	09/03/2026 21:08	NIPD tell what Rishi Rishi said after bomb attack. "He requested paper and wrote, I played NO		US POLITICS	9585	856	47441	1921323	57932	29.89	
7	10/03/2026 21:59	This is Western Europe explained Alfonso, a Portuguese man, sits on a Portuguese street, and NO		INTERNATIONAL	22469	2166	107118	1921323	131753	68.58	
8	11/03/2026 00:09	Trump is to strip citizenship to Somalis and every other invader who defrauded the court NO		US POLITICS	8626	944	59734	1921323	69804	36.07	

- 6 Hope not hate, Data Desk online analysis, X (August 2026)
- 7 Consumer Protection from Unfair Trading Regulations: <https://assets.publishing.service.gov.uk/media/5a74d389e5274a3cb28677f4/oft1008.pdf#:~:text=The%20CPRs%20contain%20a%20general%20prohibition%20of,list%20in%20chapter%206%20on%20banned%20practices>



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