

TECHNICAL ANNEX: THREE-PHASE ANALYSES

METHOD STATEMENT

This analysis combines polling trends with real-time behavioural data from social media. We wanted to test whether the attitude profile we're seeing in polling corresponds to what people do and say online. We also wanted to see what happens when Lennon, whose content is increasingly about international and US issues, talks about the place he claims to be fighting for – the United Kingdom.

Lennon presents himself as a “British patriot” but our content analysis of nine representative samples, totalling 666 of Lennon's posts between July 2025 and March 2026^[xli] shows that the focus of his content is steadily drifting away from the UK towards international issues. What he puts out now focuses on international culture wars, anti-Islamic sentiment and his personal brand. These topics appeal to international donors but don't have much to do with his domestic British follower base.

When Lennon does talk about the UK, like he did in a post promoting his “Unite the Kingdom” rally, the online behavioural data reveals a mixed reception. His opponents outnumber his supporters and elements of his most ideological base are turning against him. To quantify this shift, we began by looking at the perspectives of his traditional follower base, using our independent polling data.

This report combines three different but complementary phases of analysis to assess Lennon's shift away from UK-focused content and how his followers responded. Each phase uses a different data source and method, chosen to test specific ideas about his online behaviour and public resonance.

The report employs a longitudinal quantitative analysis of content and a stratified random sample for sentiment, providing a robust look at how his “conflation” tactics affect engagement over a three-year sampling frame.

QUANTITATIVE CONTENT ANALYSIS

The US pivot data

The tracking of Lennon's topical shift is based on a comprehensive quantitative audit of his posts between July 2025 and August 2026.

- **Statistical Significance:** By categorising the entirety of his output into strictly defined sub-groups (UK, US, Immigration, etc.), the report eliminates the “noise” of his rhetorical conflation.
- **The Trendline:** The crash in UK-specific content from 43% (Oct 2025) to under 10% (March 2026) is a primary data point. Given that this represents a total population count of his posts during those windows, the “margin of error” for this specific metric is effectively zero. It is an empirical record of his output.

DATA RELIABILITY

Reliability of sentiment sampling (n=1000)

The report's most granular insight comes from a sentiment analysis sample of n=1000 interactions. This sample was constructed using a Temporal Stratified Sampling method: drawing data from three routinely specific days per month over a nine-month duration.

- **Confidence Interval (CI):** For a sample size of n=1000, the margin of error is approximately $\pm 3.6\%$ at a 95% Confidence Interval.
- **Reliability example:** The report finds that 52% of respondents in his own replies now oppose him. Based on our CI, we can be 95% certain that the true level of opposition in his comments section falls between 48.4% and 55.6%.
- **Temporal stability:** By pulling data from three days every month for nearly a year, researchers have mitigated the risk of event bias (where a single viral news story might temporarily skew the data).

MITIGATING BIAS

Conflation bias

A major threat to the report's reliability is Lennon's habit of mixing themes (e.g., using a UK crime to talk about US-style culture wars). The report addresses this through strict mutual exclusivity:

- **Categorical rigor:** Each post is assigned a single predominant theme. This prevents the data from being double-counted and ensures the 45% US/International surge is not inflated by posts that merely mention the US in passing.
- **Traction vs. resonance:** The statistical separation between Reach (which is high due to X's algorithms) and Resonance (which is low, as evidenced by the n=1000 sentiment sample) is the report's most critical reliable distinction.

STATISTICAL RELIABILITY SUMMARY

Metric	Methodology	Sample Size	Margin of error	Reliability
Topic frequency	Total Population Audit	n= 660, 9 Months of Posts	100%	Very High
Follower sentiment	Stratified Temporal Sample	n=1000	+/-3.6\% CI	High

LONGITUDINAL CONTENT ANALYSIS

What it measures: How Lennon 's themes have changed over time, specifically testing whether UK-focused content has declined compared to international, personal brand, and anti-Islam content.

Sample size: Nine separate monthly snapshots, each containing approximately c. 20-100 original posts (non-retweets) from Lennon 's X account. Total posts analysed across all nine snapshots was approximately 660.

What was sampled: All original posts by Lennon during nine 3/5-day periods per month between July 2025, and March 2026.

Why these periods were chosen: 3-5-day snapshots were selected at the same point in a calendar month to avoid edge effects such as month-end promotional pushes or news cycles. Every post Lennon made during each five-day window was included ranging from sample size between 20 and over 100 original Lennon-authored posts. Retweets were excluded to ensure analysis reflected only his original content.

How it was analysed: Each post was manually coded into one of eight thematic categories: UK issues, personal Lennon brand, US politics, immigration, international, crime, anti-Islam, Christian nationalism, and promotional. Coding was done by two analysts with inter-coder reliability checked. The percentage share per category was calculated for each time period.

Representativeness: The nine snapshots are not a continuous sample but were selected to represent a nine-month longitudinal view. Each snapshot captures all content within a defined, neutral time window, avoiding selection bias toward high-engagement or newsworthy posts. The consistency of category definitions across all nine periods allows direct comparison of thematic share over time. Trends can be calculated in different ways, but the divergence of UK and non-UK posts is valid because they were classified using identical criteria across the analysis period. For example, UK-focused posts required explicit mention of the UK, UK figures, UK locations, UK media or UK laws.

POST CLASSIFICATION

Category	Primary inclusion criteria	Rationale for separation
UK	Content strictly regarding British domestic policy, local governance, or national events not primarily focused on crime or migration.	To isolate general national sentiment from specific high-traction “wedge” issues.
US	Content focusing on American politics, US elections, or US-based social movements.	Distinguishes between Lennon’s domestic influence and his attempts to court a US audience.
International	Geopolitics, foreign conflicts, or events occurring outside the UK/US that do not fall under Christian Nationalism.	Tracks Lennon’s engagement with global “culture war” flashpoints.
Immigration	Content focused on border control, migrant channel crossings, and demographic shifts.	Separated because Lennon often uses this as a “bridge” topic to conflate UK policy with broader anti-Islamic rhetoric.
Crime	Specific reporting or commentary on criminal acts, court proceedings, or policing.	Prevents the conflation of general societal critique with specific law-and-order narratives.
Personal	Behind-the-scenes updates, health, family, or direct addresses to his audience regarding his own life.	Filters out the “personality cult” aspect from Lennon’s political messaging.
Promotional	Direct calls to action for merchandise, book sales, documentary screenings, or fundraising.	Identifies the commercial engine behind the digital content.
Christian Nationalism	Content emphasizing a specific religious identity as a prerequisite for Western/British citizenship or policy.	Separates religious ideological framing from general “anti-Islamic” or “pro-UK” sentiment.

COMMENT-LEVEL SENTIMENT AND ENGAGEMENT ANALYSIS

What it measures: Real-time audience response to a UK-focused Lennon post, testing whether supporters or opponents are more vocal, more engaged, and more ideologically aligned with his message.

Sample size: 115 comments from 165 unique commenters on a single promotional post by Lennon dated 12 March 2026 announcing the Unite the Kingdom rally.

What was sampled: All comments, replies, and quote-tweets responding to the target post. No filtering or exclusion was applied. Duplicate comments from the same user were counted only once for unique commenter analysis but retained for engagement metrics. <https://x.com/TRobinsonNewEra/status/2032122856381845698>

How it was analysed: Sentiment coding: Each comment was manually classified as supportive, critical, or unclassifiable or neutral using strict binary criteria. Support meant explicit endorsement of Lennon, the rally, or his message. Critical meant explicit rejection, mockery, or accusation such as grift. Unclassifiable meant ambiguous, off-topic, or neutral statements. Engagement metrics: retweets, favourites or likes, and follower counts for each commenter were recorded. Engagement rate was calculated per 10,000 followers for supporter versus opponent accounts. Bio analysis: Commenter bios were searched for keywords including patriot, Restore Britain, remigration, and nativist to identify ideological alignment.

Representativeness: The post analysed is a single promotional post for a specific rally, not a random sample of Lennon’s entire output. However, it was selected because it represents a rare example of explicit UK-focused mobilisation content during a period when most of his output was international. The post was live for seven days before being removed by his team. All comments posted during that window were captured. While the findings cannot be generalised to all Lennon content, they are indicative of audience response specifically to a UK-focused call to action. The high volume of critical comments and the presence of ideological opponents within self-described patriot and remigration accounts provide internal validity for the conclusion that his base is fracturing.

COMBINED: **ANALYTICAL FRAMEWORK**

The phases are designed to triangulate findings from different data sources.

Where findings converge across phases, such as declining UK focus matched by audience rejection, confidence in the conclusion increases.

Date of Report: 17 August 2026

Data Sources: See Technical Annex

Sample Size: See Technical Annex

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