New labour leader at forefront of positivity

Jeremy Corbyn David Cameron George Osborne Nicola Sturgeon Tim Farron 0 50 100 150 200 250

Volume and tone of coverage on U.K. political figures

Following the resignation of Ed Miliband as the leader of the U.K.'s primarily opposition, Jeremy Corbyn's appointment as head of the Labour Party generated high volumes of positive coverage. David Cameron was also visible but his media profile was characterised by notable negativity.

Basis: 509 reports on U.K. political figures out of a total of 33,213 on 3 U.K. TV news programs.

