

# Newspaper readership

## Dimension - Politics

Associated Key Factor:

### Political attitudes

#### Data Source:

The World Association of Newspapers.

World Press Trends

[www.wan-press.org](http://www.wan-press.org)

[www.wan-press.org/](http://www.wan-press.org/)

#### General Availability:

Reporting unit:

Reporting level:

Reporting period: annually

Data available from 1995 to 2003

### The indicator:

Average circulation of newspapers per 1000 adult population in different European countries

### Description

Shows changes in newspaper readership over time.

### How is it measured?

Figures collected by WAN (World Association of Newspapers) as reported by publishers.

### What are the advantages of the indicator?

A worldwide database of newspapers in 180 countries over 5 continents. Data is easily comparable.

### What is the policy relevance of the indicator?

With regard to political attitudes this indicator helps to gauge the role of the media in forming political attitudes.

### The Indicator is relevant for the following pathways of the FORESIGHT FOR TRANSPORT exercise:

	Transport Impact	External Determining Variable	Intermediate Variable	Contextual Information
More openness and participation in decision-making	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>