Quantification of categories

The 8th category (more than 3 hours) cannot be directly determined because there is no upper bound for this category. The solution we applied was to use information from the supplementary questionnaire in which respondents provided the total time spent on each of the media. The steps done to obtain a numerical value for the 8th category are detailed below:

- Respondents who mailed their questionnaire after the interview were deleted to avoid mode effects.
- Re-codification in the supplementary questionnaire: The original variable "test1a" from database expressed the total amount of hours watching television in a normal weekday, and "test1b" expressed the minutes. Therefore, in order to compute the total amount of minutes spent on television, the re-codification was $mnts_{TV} = hours_{TV} \times 60 + minutes_{TV}$. This was also done for *radio* and *newspaper*. After that, we removed 'impossible' values (larger than 960 minutes or 16 hours).
- We deleted respondents who chose more than 3 hours in the core questionnaire but did not report a response higher than 180 minutes in the supplementary questionnaire.
- Finally, we determined the value for the 8th category as the value that maximized the correlations between the transformed variable from the main questionnaire and the recodified minutes (*mnts*) variables from the supplementary questionnaire across the range of possible values (i.e. 180 to 960 minutes).