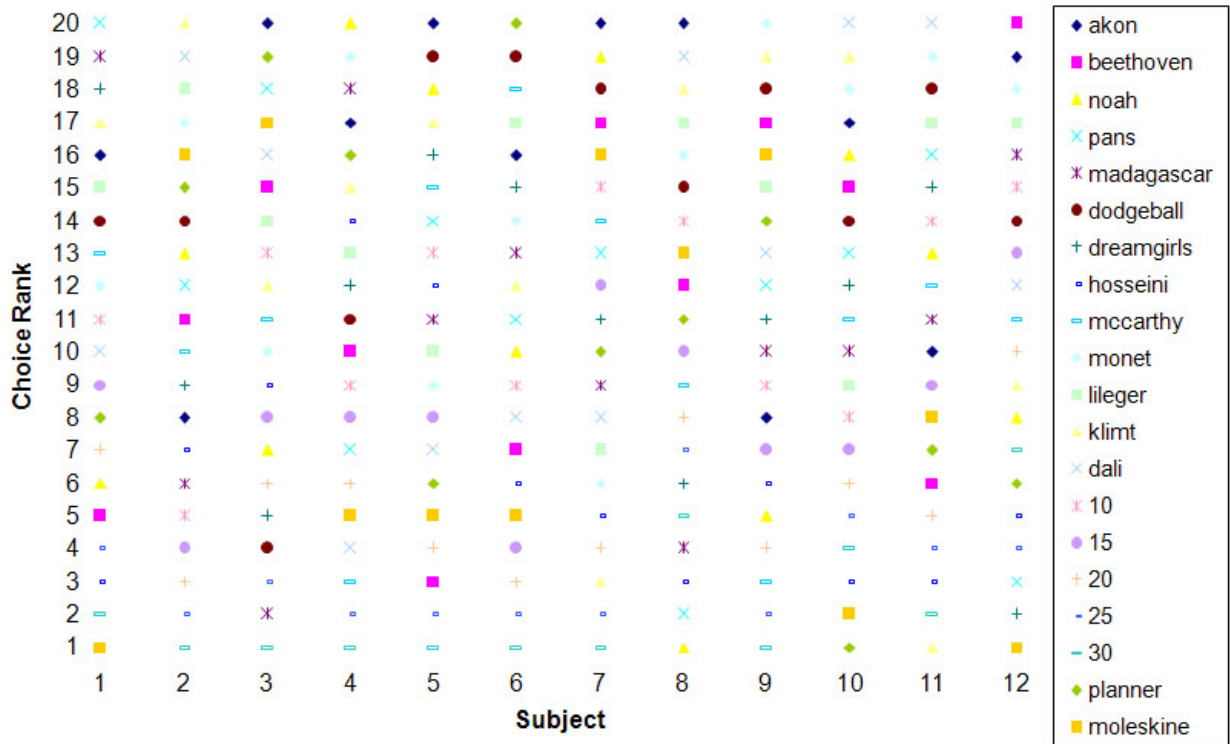
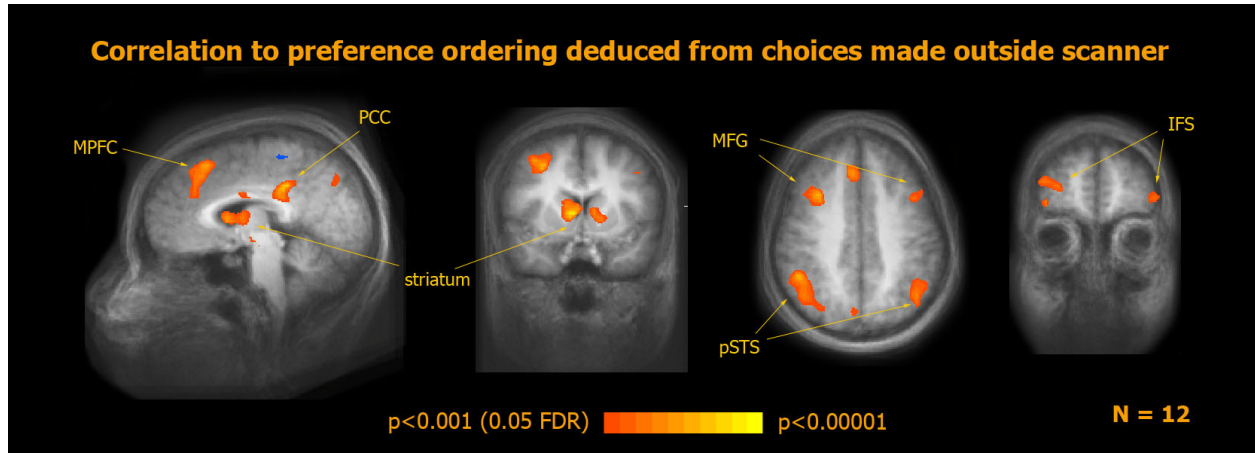


Figure S1



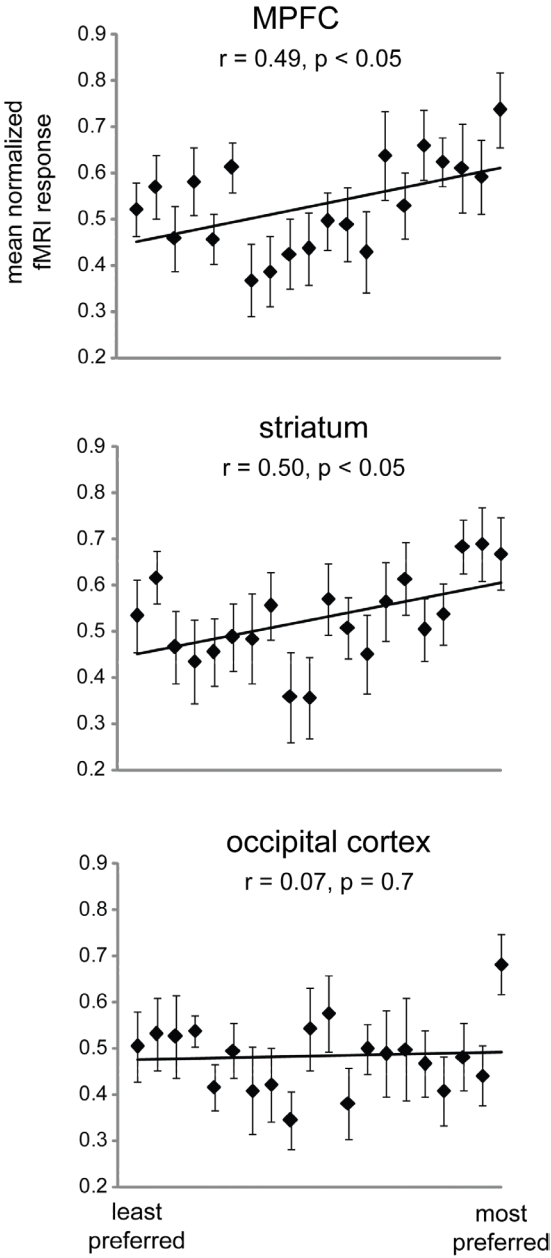
**Figure S1.** Choice rank of each good for each of the 12 subjects. Choice rank was determined by the number of times each good was chosen. A good with a choice rank of 1 means it was the most frequently chosen good, and a good with a choice rank of 20 means it was the least chosen good.

Figure S2



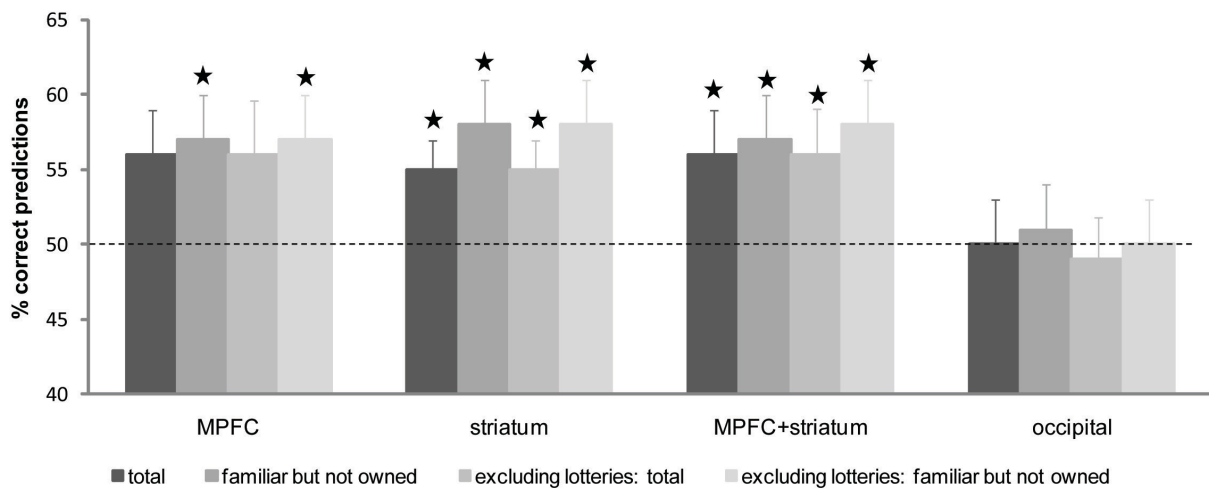
**Figure S2.** Activation in value-related areas during the goods task is correlated with preference ordering deduced from choices made outside of the scanner. MPFC, medial prefrontal cortex; PCC, posterior cingulate cortex; MFG, middle frontal gyrus; pSTS, posterior superior temporal sulcus; IFS, inferior frontal sulcus.

Figure S3



**Figure S3.** Mean normalized BOLD response as a function of the ranking order. Responses to items that were ranked similarly in the choice task were averaged across subjects. Significant linear correlations were observed in the MPFC (top) and striatum (middle), but not in occipital cortex (bottom).

Figure S4



**Figure S4.** Percent of correct choice predictions using the activation from the ROIs localized in the functional localizer task. Predictions based on MPFC and striatal activity were significantly different from chance, while predictions based on occipital activation were at chance level. Dashed line represents chance level (50%). Only comparisons in which subjects made the same choice twice were included ( $172 \pm 6$  (std) out of a possible total of 190). Asterisks denote a significant difference from chance ( $p < 0.05$ ).