

# Supporting Information

Gross et al. (2014). Value Signals in the Prefrontal Cortex Predict Preferences Across Categories. *Journal of Neuroscience*, 34(22). doi: 10.1523/jneurosci.5082-13.2014.

## Instructions given to the participants

In every trial of the following experiment, one item will be presented to you on the screen for approximately 3 seconds. An item can be a food item, such as “muffin”, or an activity you can engage in, such as “playing tennis”.

In every trial, please *imagine how much pleasure you would derive from this item right now*. That is, for food items please imagine the pleasure you would have while eating this food item, for activities please imagine the pleasure you would have while engaging in it.

## Stimuli list

### Activities

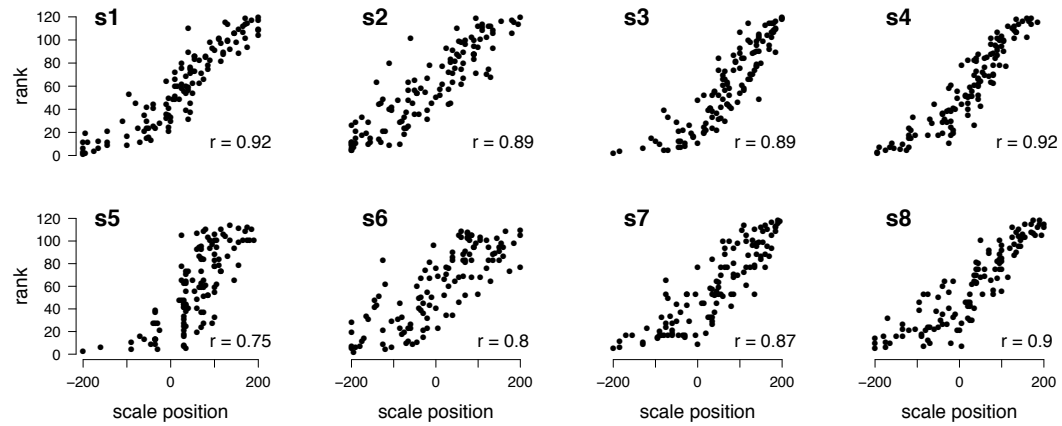
“playing tennis”, “jogging”, “horse-riding”, “hiking”, “riding a bike”, “playing soccer”, “fitness training”, “having a nap”, “sitting in the sun”, “listening to music”, “observing animals”, “daydreaming”, “sitting in a park”, “watching the sundown”, “having a smoke”, “shopping”, “going for a walk”, “reading a book”, “reading a newspaper”, “reading a magazine”, “drawing”, “painting”, “playing computer games”, “playing an instrument”, “watching a movie”, “watching a play”, “working in the garden”, “cooking”, “baking”, “cleaning the house”, “programming”, “gossiping”, “playing board games”, “playing cards”, “dancing”, “making jokes”, “going to a party”, “going out for drinks”, “talking on the phone”, “playing billiard”, “playing with children”, “going on a date”, “flirting”, “sight-seeing”, “going to a lecture”, “solving puzzles”, “visiting a museum”, “debating”, “internet-surfing”, “writing a letter”, “driving a car”, “washing dishes”, “doing laundry”, “studying”, “giving a presentation”, “fixing a bike”, “cleaning windows”, “vacuuming”, “solving Sudoku’s”, “taking an exam”.

### Snack foods

“strawberry sorbet”, “crepes with cinnamon”, “croissant”, “waffle”, “doughnut”, “blueberry muffin”, “chocolate muffin”, “cupcake”, “pancake”, “stroopwafel”, “chocolate brownie”, “chocolate cookie”, “speculaas”, “gingerbread”, “butter cookie”,

“milk chocolate”, “dark chocolate”, “white chocolate”, “mousse au chocolat”, “truffles”, “nougat”, “mint chocolate”, “peanuts”, “pistachios”, “cashews”, “chocolate ice”, “vanilla ice”, “strawberry ice”, “wasabi nuts”, “raisins”, “dried plums”, “salty popcorn”, “sweet popcorn”, “apple pie”, “cheesecake”, “lemon cake”, “tiramisu”, “crème brulee”, “vanilla pudding”, “rice pudding”, “tortilla chips”, “salt sticks”, “cheese crackers”, “sourcream potato chips”, “paprika potato chips”, “jelly beans”, “gummibears”, “wine gums”, “candy cane”, “bubblegum”, “lollipop”, “sour candy”, “cotton candy”, “marshmallow’s”, “marzipan”, “fried banana”, “madeleine”, “cinnamon roll”, “liquorice”, “salmiak”.

### Consistency across preference measures



**Figure S1:** Consistency across preference measures. Scatterplots showing the association between preference ranks, inferred by binary decisions, and the pleasure ratings made on a visual analogue scale for each participant.