

Question	All	Friends	Public	Work	App
video of you unclothed	95% (1)	97% (4)	94% (10)	100% (1)	90% (2)
bank account information	95% (2)	94% (10)	95% (7)	100% (1)	90% (1)
social security number	94% (3)	100% (1)	100% (1)	93% (9)	88% (3)
video entering in a PIN at an ATM	92% (4)	100% (1)	93% (12)	87% (20)	88% (4)
photo of you unclothed	92% (5)	96% (6)	91% (16)	100% (1)	77% (6)
photo of you that is very embarrassing	91% (6)	94% (8)	100% (1)	94% (6)	78% (5)
username and password for websites	89% (7)	96% (5)	95% (9)	94% (7)	64% (14)
credit card information	88% (8)	100% (1)	93% (13)	95% (5)	65% (13)
video of you that is very embarrassing	88% (9)	91% (13)	94% (11)	94% (7)	71% (9)
photo of you at home	87% (10)	85% (19)	96% (5)	93% (10)	71% (10)
audio recording of work conversations	86% (11)	94% (9)	96% (6)	100% (1)	53% (24)
video of entering in a passcode to a door	85% (12)	95% (7)	89% (21)	81% (35)	75% (7)
audio recording of phone conversations	85% (13)	93% (11)	97% (4)	90% (14)	56% (20)
amount of money you have	84% (14)	90% (14)	100% (1)	93% (11)	63% (15)
video of you intoxicated	83% (15)	81% (26)	91% (16)	88% (17)	68% (11)
when you have sex	81% (16)	78% (31)	87% (23)	90% (15)	73% (8)
video of you at home	81% (17)	87% (16)	86% (24)	89% (16)	60% (17)
photo of you intoxicated	78% (18)	80% (27)	90% (18)	87% (23)	53% (25)
photo of you at random	78% (19)	82% (24)	83% (29)	81% (32)	66% (12)
audio recording of conversations	78% (20)	86% (18)	85% (26)	87% (20)	55% (21)
medical conditions	77% (21)	92% (12)	85% (25)	85% (27)	40% (37)
video of you at random	76% (22)	73% (40)	90% (19)	88% (19)	48% (31)
video of you off-guard	76% (23)	85% (21)	79% (34)	91% (13)	53% (23)
photo of your work or workplace	74% (24)	76% (33)	82% (31)	81% (32)	62% (16)
username for websites	73% (25)	90% (15)	74% (43)	84% (28)	50% (29)
address	72% (26)	62% (50)	93% (14)	81% (31)	51% (28)
audio recording you captured	72% (27)	87% (17)	75% (40)	72% (46)	50% (29)
photo of you off-guard	72% (28)	83% (23)	80% (32)	80% (37)	45% (33)
photo downloaded from internet	71% (31)	79% (29)	76% (38)	86% (25)	32% (47)
photo others sent you	71% (32)	85% (21)	84% (27)	75% (44)	41% (35)
video others sent you	70% (33)	82% (24)	95% (7)	80% (37)	30% (49)
video of your work or workplace	70% (34)	74% (36)	83% (28)	70% (49)	51% (26)
fingerprint	70% (35)	77% (32)	80% (32)	70% (48)	55% (22)
when you were lying nervous or stressed	69% (36)	74% (35)	74% (42)	91% (12)	41% (34)
audio recording of you % (voice notes)	69% (37)	80% (28)	78% (35)	88% (18)	38% (39)
medication taken	69% (38)	79% (29)	73% (44)	81% (34)	37% (40)
videos taken on device	68% (39)	58% (52)	82% (30)	79% (40)	51% (27)
photo of your signature	68% (40)	63% (48)	64% (51)	85% (26)	59% (19)
web history	66% (41)	74% (36)	70% (45)	86% (24)	37% (40)
photos already on device	66% (42)	75% (34)	77% (36)	79% (39)	27% (53)
home address	65% (43)	61% (51)	87% (22)	69% (50)	40% (36)
fine-grained location tracking (+/- cm)	63% (44)	73% (39)	76% (37)	78% (41)	30% (50)
photo of people at random	61% (45)	72% (41)	61% (54)	82% (30)	38% (38)
video downloaded from the internet	61% (46)	63% (47)	75% (40)	82% (29)	33% (45)
when you are alone	61% (47)	51% (55)	69% (46)	80% (36)	35% (43)
location tracking (+/- m)	61% (48)	57% (53)	92% (15)	63% (55)	25% (56)
videos of people at random	61% (49)	63% (49)	75% (39)	71% (47)	28% (52)
where you are currently going	60% (50)	74% (36)	68% (48)	65% (54)	35% (44)

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<b>Question</b>	<b>All</b>	<b>Friends</b>	<b>Public</b>	<b>Work</b>	<b>App</b>
recording of sound around you	60% (51)	71% (42)	64% (50)	75% (43)	35% (42)
people you spend time with	60% (52)	71% (42)	60% (55)	76% (42)	31% (48)
workplace address	58% (53)	69% (45)	64% (49)	57% (61)	46% (32)
sounds on device % (notifications, etc)	54% (54)	70% (44)	59% (56)	66% (52)	22% (58)
phone usage	51% (55)	67% (46)	56% (57)	68% (51)	15% (64)
purchased products	50% (56)	57% (54)	55% (58)	62% (57)	26% (54)
when you are sick or healthy	48% (57)	40% (64)	61% (52)	62% (58)	26% (55)
how close you are to interacting people	46% (58)	50% (57)	61% (53)	51% (62)	13% (66)
feelings (based on biometrics)	46% (59)	50% (57)	55% (58)	63% (56)	18% (61)
computer usage	44% (60)	51% (56)	52% (60)	45% (63)	28% (51)
eating patterns	42% (61)	41% (62)	45% (62)	75% (45)	12% (67)
name	42% (62)	50% (57)	68% (47)	26% (71)	32% (46)
sleeping patterns	40% (63)	43% (61)	41% (63)	62% (59)	21% (59)
eye patterns % (for eye tracking)	40% (64)	48% (60)	50% (61)	61% (60)	6% (71)
exercise patterns	38% (65)	33% (67)	34% (66)	66% (52)	16% (63)
when you are happy or having fun	34% (66)	40% (64)	32% (69)	43% (65)	24% (57)
television shows watched	30% (67)	38% (66)	33% (67)	36% (68)	11% (68)
when you are busy or interruptible	29% (68)	40% (63)	28% (70)	36% (68)	17% (62)
music on device	28% (69)	4% (72)	37% (64)	42% (66)	20% (60)
heart rate	27% (70)	21% (68)	36% (65)	44% (64)	9% (70)
age	24% (71)	17% (69)	33% (67)	36% (67)	14% (65)
language spoken	15% (72)	17% (70)	18% (72)	28% (70)	27% (2)
gender	15% (73)	15% (71)	19% (71)	15% (72)	9% (69)