



The 8 Mobile Device Personas:

Flexibility Is a Protection Plan
Must-Have



INTRODUCTION

When it comes to mobile devices and tech, consumers are as diverse as their ringtone choices (yes, some people still customize them). From streamers who treat their phones like portable theaters to hardcore professionals who use them as mini offices, one thing is clear: No single device protection plan fits everyone. This ebook dives into eight unique personas, showing how flexible device protection plans are the secret sauce to keeping everyone happy — and loyal.



ADDRESSING CONSUMER NEEDS

So why does this matter in the mobile device protection world? From sustainability to cybersecurity and wellness, consumers are making digital buying decisions based on what they care about most — and how they stay connected is at the top of that list.

STUDY METHODOLOGY

We didn't just guess at these personas. We did our homework. Here's how.

Consumers Reached

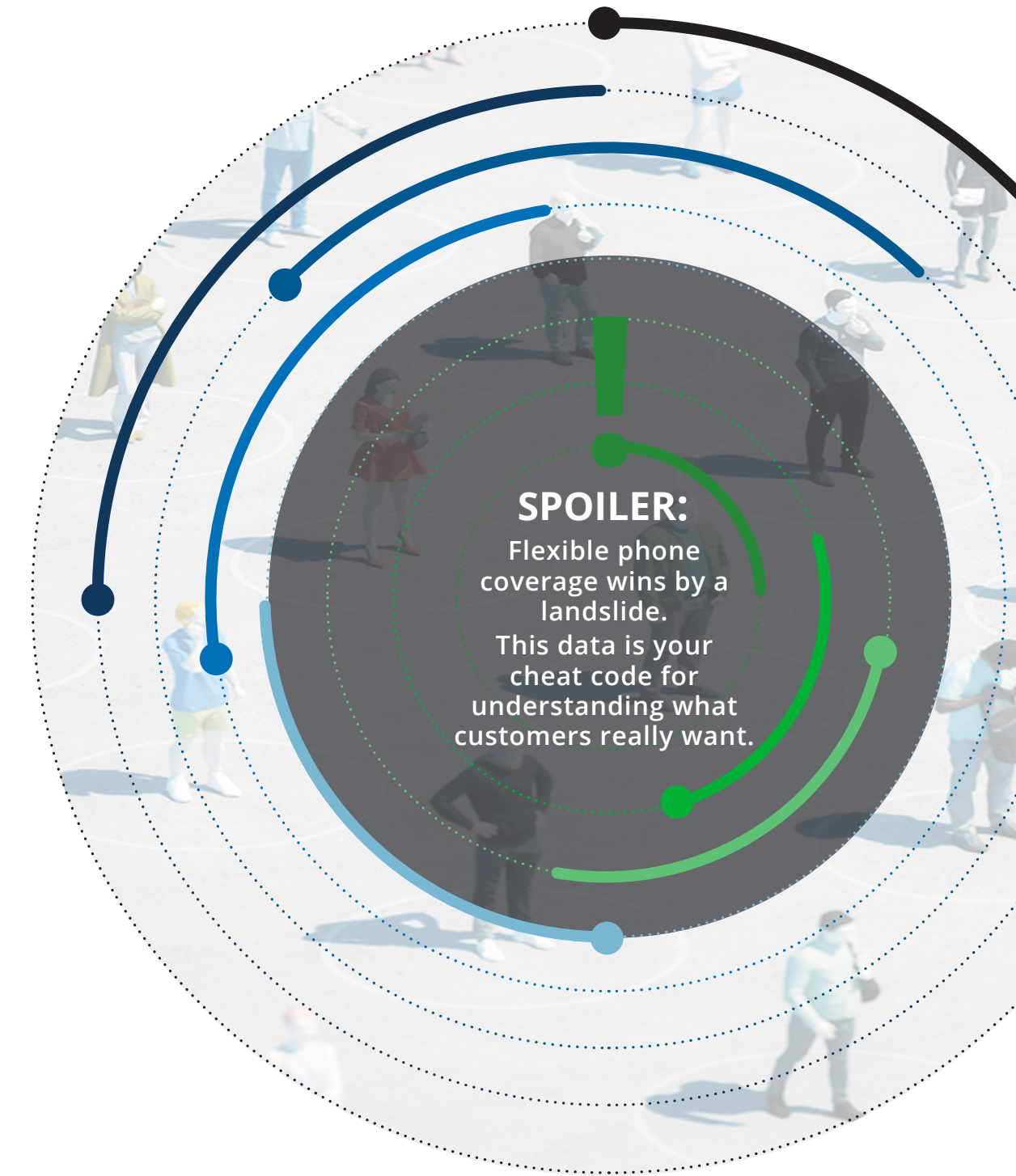
- Over 2,500 people from across the U.S. — from serial binge-watchers to spreadsheet aficionados — shared their mobile habits, quirks, and wish lists.

Research Methods

- In-depth interviews to get the scoop.
- Surveys asking everything from shopping habits to how they order coffee.
- Statistical wizardry (cluster and factor analysis, for you data nerds) to sort them into neat personas.

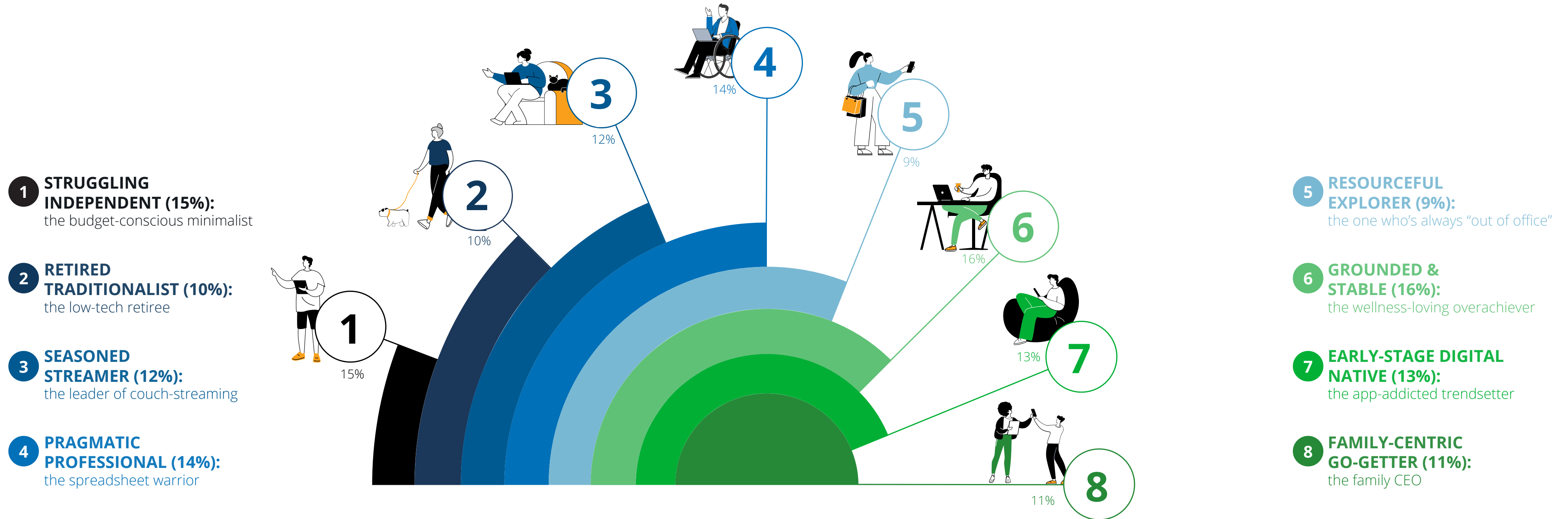
VALIDATION

We tested real-world preferences for flexible versus fixed mobile device protection plans.



INTRODUCING THE **EIGHT** PERSONAS

Meet the U.S. mobile market's most interesting characters and the percentages they represent.



CHAPTER 1

THE STRUGGLING INDEPENDENT

DEMOGRAPHIC PROFILE

- Young, male-heavy (**58%**), single (**73%**), and budgeting like it's a sport
- Lower income (**76% earning < \$80K**) and unlikely to splurge on unnecessary expenses

PSYCHOGRAPHIC TRAITS

- Probably doesn't know what a "membership program" is and isn't interested
- Minimal engagement with apps and streaming because, hey, Wi-Fi costs money

Analysis

The Struggling Independent needs a mobile plan as no-frills as their bank account — and flexibility isn't a motivator. They're skeptical of anything that screams "extra cost" but might warm up to plans that save them money in the long run.

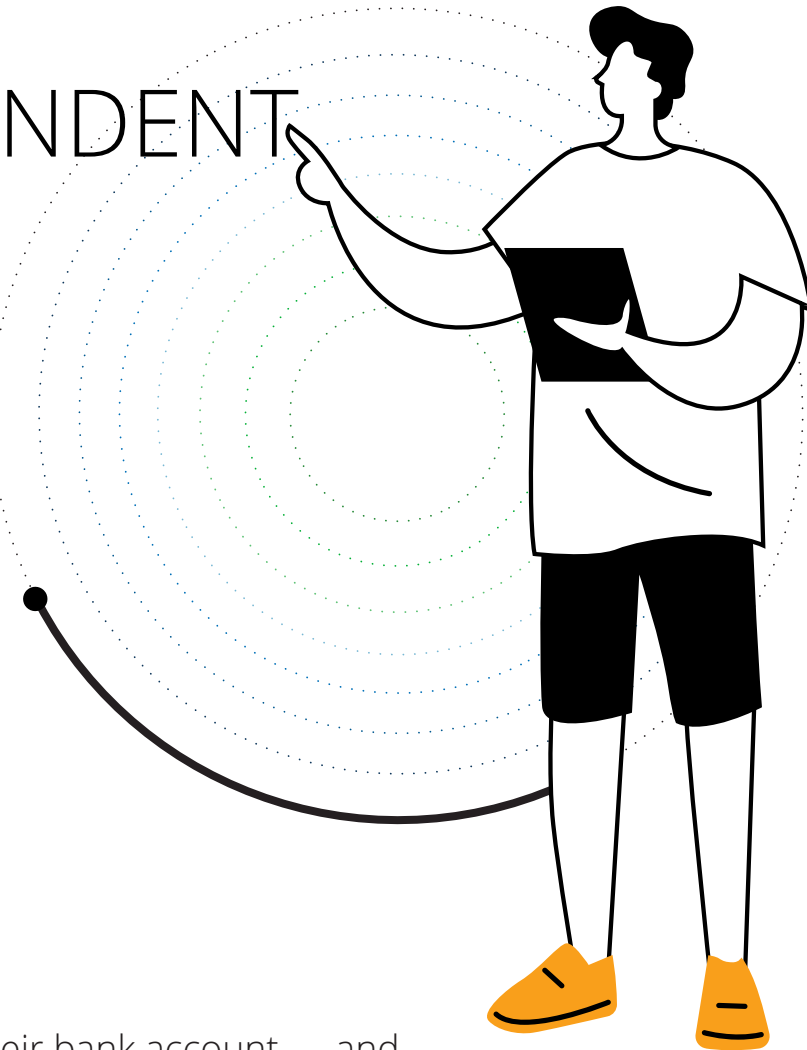
Opportunities

Bare-Bones Plans: Give them the basics — they're not here for the frills.

Budget-Friendly Perks: Highlight repairs that cost less than their rent.

Financial Literacy Campaigns: Show them how small investments (like protection plans) avoid big headaches.

Gamification: Incentivize them with free ad-ons.



CHAPTER 2

THE RETIRED TRADITIONALIST

DEMOGRAPHIC PROFILE

- Older, retired (**8%**), and blissfully out of the workforce
- Prefers their phone to be reliable, not "smart"

PSYCHOGRAPHIC TRAITS

- Likes their memberships like their TV: predictable and low maintenance
- Prefers Android over iOS — because green bubbles are just better
- Minimal engagement with apps and social media because they're out enjoying life

Analysis

The Retired Traditionalist isn't here for complexity. They want plans that work without a PhD in tech support. Keep it simple and you'll win them over.

Opportunities

No-Nonsense Plans: Easy, reliable, and ready to roll.

Customer Support MVPs: Help them understand their plan without making them feel like they're in tech detention.

Loyalty Rewards: A little thank-you for sticking around goes a long way.



CHAPTER 3

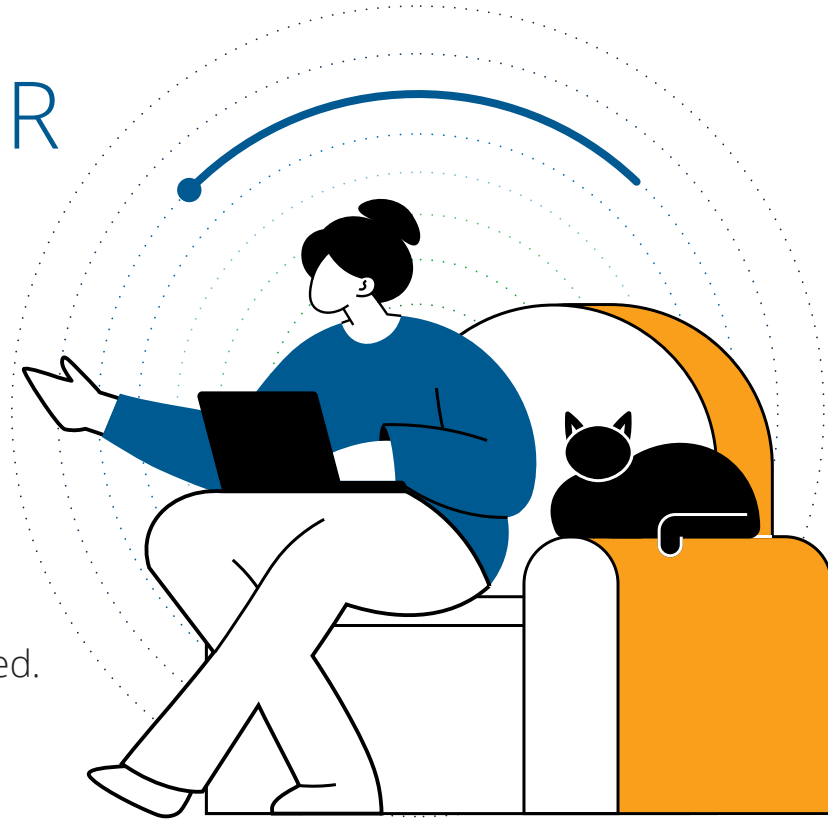
THE SEASONED STREAMER

DEMOGRAPHIC PROFILE

- Older, often female (**61%**), and streaming more than most teenagers
- They know their device is basically a TV, and they're fine with that

PSYCHOGRAPHIC TRAITS

- Streaming platforms? Yes. Social media? Meh. Travel? Overrated.



Analysis

The Seasoned Streamer treats their device as a gateway to entertainment heaven. If your plan doesn't come with perks that make binge-watching better, they're not interested.

Opportunities

Streaming Credits: Let them watch their favorites guilt-free.

Subscription Swaps: They love to change up their streaming options.

Entertainment-First Messaging: Show how your plan enhances their downtime.

CHAPTER 4

THE PRAGMATIC PROFESSIONAL

DEMOGRAPHIC PROFILE

- Married (**33%**), high-income (**26% earning > \$100K**), and addicted to to-do lists
- Less likely to be retired because nobody has time for that

PSYCHOGRAPHIC TRAITS

- Focused on productivity and "doing it all." Sustainability and wellness are cherry-on-top perks.



Analysis

For the Pragmatic Professional, their device is their personal assistant, and they're not here to waste time. They want efficiency and reliability, not gimmicks.

Opportunities

Efficiency Features: Apps that help them juggle work, wellness, and life.

Priority Repairs: Because downtime isn't an option.

Green Credentials: Eco-friendly plans for a bonus halo effect.

CHAPTER 5

THE RESOURCEFUL EXPLORER

DEMOGRAPHIC PROFILE

- Well-educated (**62% bachelor's degree or higher**), high-income (**30%**), and always on the go
- Replaces their phone often because life's too short for outdated tech

PSYCHOGRAPHIC TRAITS

- Obsessed with travel perks and protecting their gadgets



Analysis

The Resourceful Explorer's life is an Instagram story waiting to happen. They need plans as adventurous and adaptable as they are.

Opportunities

Travel-Ready Perks: International coverage and repair services.

Customizable Features: Let them pack (or swap) benefits for their next trip.

Premium Tiers: Offer high-end plans for their high-end lifestyle.

CHAPTER 6

THE GROUNDED & STABLE

DEMOGRAPHIC PROFILE

- Married (**34%**), high-income earners (**36%**), well-educated (**61% bachelor's degree or higher**)
- Values wellness and long-term stability

PSYCHOGRAPHIC TRAITS

- Engages with health and wellness apps
- Financially secure and risk averse



Analysis

For the Grounded and Stable, their focus on stability makes them an ideal candidate for long-term plans with built-in wellness benefits.

Opportunities

Wellness Bundles: Add fitness and mindfulness app subscriptions.

Sustainability Features: Offer eco-friendly recycling and upgrades.

Retention Programs: Reward long-term plan retention with exclusive perks.

CHAPTER 7

THE EARLY-STAGE DIGITAL NATIVE

DEMOGRAPHIC PROFILE

- Youngest persona, often students **(19%)**, lower income **(78% earning < \$80K)**
- Heavy engagement with gaming and social media apps

PSYCHOGRAPHIC TRAITS

- Adopts new technologies quickly
- Born to explore and adventure with a suitcase in hand
- Prefers low-cost, flexible plans

Analysis

The Early-Stage Digital Native's tech-driven lifestyle makes flexibility essential. Carriers can attract them with gamified plans and affordable trials for premium services.

Opportunities

- Gamification:** Reward usage with credits or benefits.
- Affordable Trials:** Provide temporary access to premium features.
- Social Bundles:** Tie plans to popular platforms for younger users.



CHAPTER 8

THE FAMILY-CENTRIC GO-GETTER

DEMOGRAPHIC PROFILE

- High-income professionals **(31% earning > \$100K)** with children at home **(31%)** and a degree **(62%)**
- Values family needs and productivity equally

PSYCHOGRAPHIC TRAITS

- Focused on wellness and achievement
- Prioritizes family-friendly services

Analysis

The Family-Centric Go-Getter seeks plans that cater to their family's diverse needs. Multidevice coverage and customization options will resonate with them, and they're more likely to replace their mobile device within two years or sooner.

Opportunities

- Family Plans:** Provide options for all household members.
- Customizable Perks:** Allow individual selection of features.
- Health Add-Ons:** Include wellness tools for children and parents.



FINAL THOUGHTS

So there you have it! The eight mobile device personas show just how important having flexible mobile device protection plans is. Whether you're targeting a budget-conscious Struggling Independent or a tech-savvy Early-Stage Digital Native, everyone has their own unique needs and preferences. As tech continues to evolve, it's essential to keep understanding and adapting to the ever-changing needs of mobile device users and where they are in their buyer journey. By offering customizable and adaptable device protection plans, you can keep happy and loyal customers — for the long haul.



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