

U.S. Mobile Device Insurance Forecast, 2011 – 2016: *Are you covered?*

Market Brief
Second Quarter, 2012





U.S. Mobile Device Insurance Forecast, 2011 – 2016: *Are you covered?*

A Market Study

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Abstract

This report provides an overview of U.S. consumers' adoption of insurance policies sold by their wireless/cellular service providers. Since most operators offer two levels of insurance, it is important to understand that *iGR's* study only addresses the insurance for lost, damaged or stolen devices. This report does not include the 'enhanced' packages that include data backup or support.

The data in this report is based on a Web-based survey of 1,014 U.S. consumers that *iGR* fielded during the first week of May 2012.

Key questions addressed:

- How big is the U.S. market for mobile device insurance through the mobile operators?
- How many subscribers purchase damage, theft and loss insurance through the mobile operators?
- How many devices (handsets, tablets and smartphones) are sold with damage, theft and loss insurance through the mobile operators?
- What is the perceived price paid by respondents for device insurance?
- What is the actual (average) price of device insurance, by cellular carrier?
- What is the tendency by age of respondent to purchase device insurance?
- What is the tendency by gender of respondent to purchase device insurance?
- What is the prevalence of insurance on current mobile phone by various demographics?
- What is the tendency by "primary use of phone" to purchase device insurance?
- What is the tendency by OS of device to purchase device insurance?
- What is the tendency by cellular service provider to purchase device insurance?
- What is the tendency by OEM brand of phone to purchase device insurance?
- What is the tendency by purchase price of phone to purchase device insurance?

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Who should read this report?

- Insurance companies offering mobile device insurance services
- Mobile operators
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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