

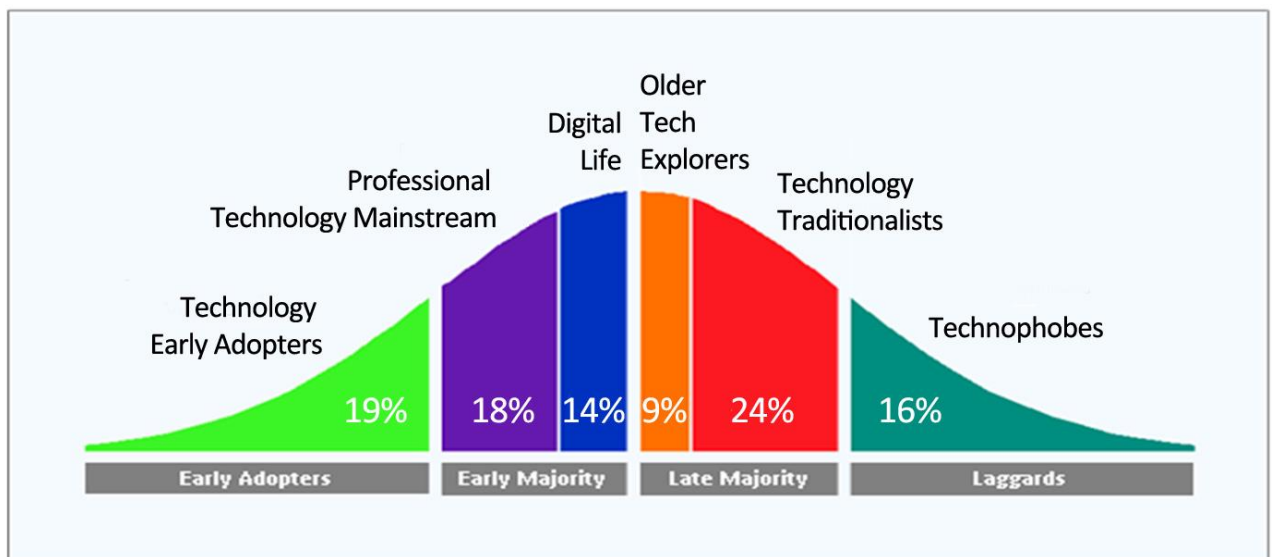
Discover your *edge*

Thursday, 1 September 2016

## Technology Early Adopters are pioneers for much more than just new technology

3.7 million Australians aged 14+ (19%) are 'Technology Early Adopters', as defined through Roy Morgan's psychographic [Technology Adoption Segments](#). While these techy types are (as expected) often the first to pounce on the latest electronics, computers, and mobile phones, the same pioneering spirit means they're also more likely to be early adopters of a range of non-tech products – from books and entertainment, food and restaurants, to home and finances, travel, cars, and clothes.

The Technology Adoption Segments curve



*This segmentation employs the well accepted Everett-Rogers' Technology Innovation model and recreates them for use in Single Source and ASTEROID.*

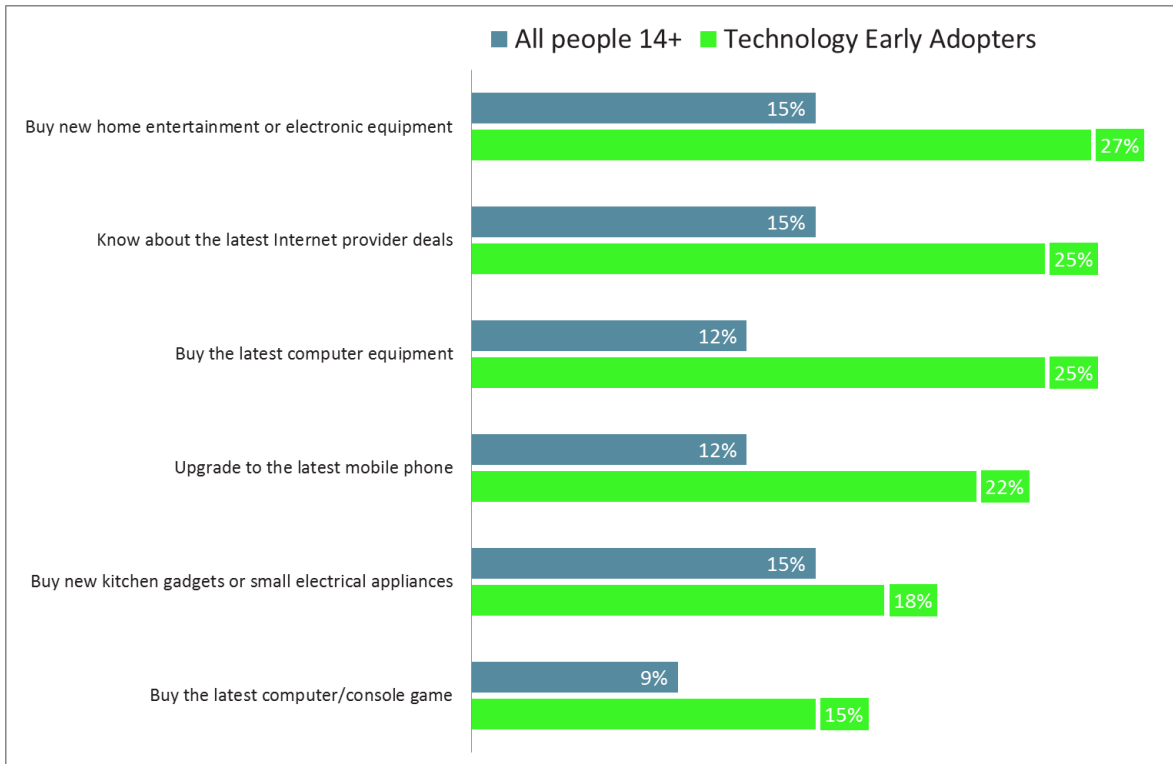
Always first to purchase and use new technologies, Technology Early Adopters (19% of Australians 14+) are well educated with high incomes and risk-taking tendencies. 27% of Technology Early Adopters agree they are often the first to buy new home entertainment or electronic equipment, compared with 15% of all Australians.

One in four Technology Early Adopters are up to speed with the latest internet provider deals (25%, compared with a norm of 15%), and one in four also say they're the first in line when new computer equipment comes out—the biggest different to the norm, at over double the 12% of all Australians.

Technology Early Adopters are also more likely than average to upgrade their mobile phone (22% vs 12%), to buy new kitchen gadgets and small appliances (18% vs 15%), or buy the latest computer/console games (15% vs 9%).

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Percent who agree, "I'm often first to..."



Sources: Roy Morgan Single Source Australia, July 2015 – June 2016, n = 50,712 Australians 14+

Roy Morgan Technology Adoption Segments are defined on psychological characteristics, not behaviour. So an Early Adopter would have been the first to buy a DVD player, a smartphone, a smart watch... and will be the first to buy whatever comes next.

If the segmentations were based on behaviour (e.g. 'use a smartphone') the segments would need to be constantly redefined and would be retrospective, rather than predictive of future behaviour.

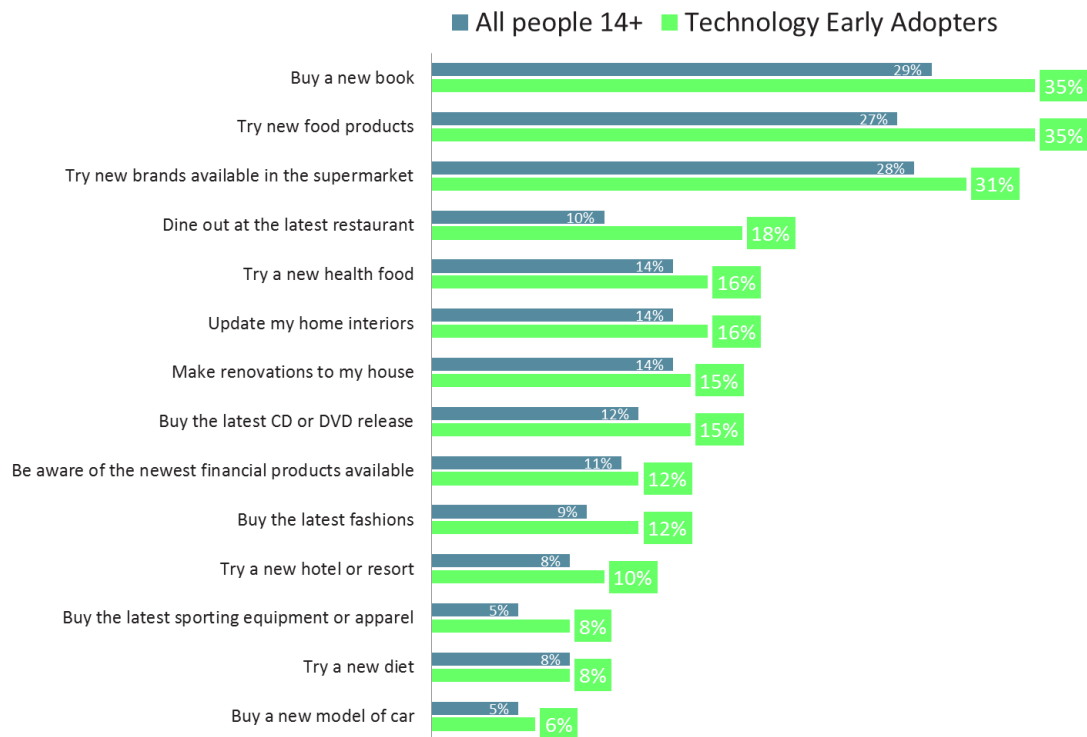
### *A pioneering spirit*

This means Technology Early Adopters may be at home playing DOOM on Ultra-Nightmare difficulty mode while waiting to pre-order the iPhone 7 next week, but the same attributes that drive this behaviour also make them trailblazers across a whole range of distinctly un-technological products and services.

35% of Technology Early Adopters are often the first to buy a new book or to try new food products, and 31% are early adopters of new brands in supermarkets. These are also the top three most common items for people overall to adopt quickly— but in each case (and for nearly all other topics too) the average is below that among Technology Early Adopters.

Technology Early Adopters are more likely than average to be early adopters of everything from new restaurants, health foods, home interiors, financial services, fashion, hotels, sporting equipment and cars. The only area where Technology Early Adopters are no different to anyone else is trying new diets.

Percent who agree, "I'm often first to..."



Sources: Roy Morgan Single Source Australia, July 2015 – June 2016, n = 50,712 Australians 14+

Michele Levine, CEO – Roy Morgan Research, says:

*"Roy Morgan Technology Adoption Segmentation classifies the Australian population into those who are more or less inclined to adopt technologies. It's a tool to monitor take-up of new technologies and behaviours from launch through to the mass market along the adoption curve – whether it's Uber rides to frictionless transactions.*

*"Technology Early Adopters lead the way when it comes to all new technologies, but it is interesting to see that they are also more likely than average to be trailblazers for virtually everything new, not just technology.*

*"Their outlook on things such as taking risks and trying new experiences, their sense of leadership and desire for challenge – plus a disposable income than allows them to buy new things – means they are often the voluntary guinea pigs for new products and services entering the market.*

*"The segments allow brands and marketers to tailor product launches, digital marketing campaigns and technology-led offerings to the most receptive audience, and to understand which barriers may be hindering progress along the adoption curve.*

*"As technology becomes increasingly entwined with all aspects of consumers' behaviours and desires, businesses across all categories can clearly benefit from using Technology Adoption Segments."*

To learn more about Roy Morgan's [Technology Adoption Segments](#) data call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

Please click on this link to the [Roy Morgan Online Store](#)

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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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