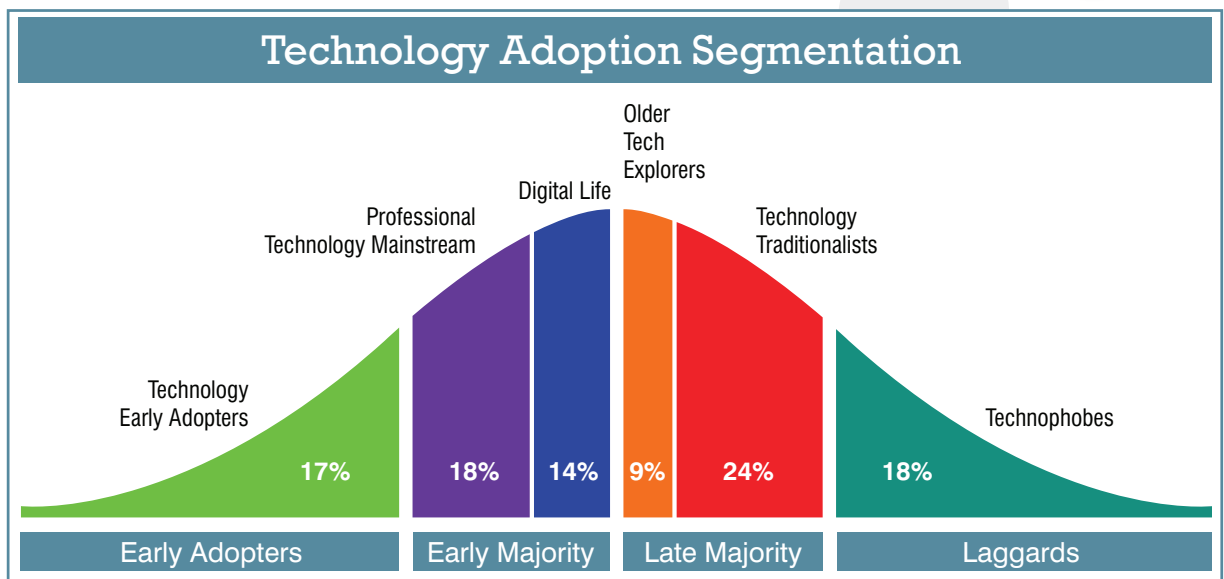


# Our Technology Adoption Segmentation can help you target your best prospects.

Whether you are looking to launch a new product, target a new customer, expose your existing customers to new technologies, or develop digital marketing strategies, Roy Morgan's Technology Adoption Segmentation can help.

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



Roy Morgan Technology Adoption Segmentation defines the Australian population into those who are more or less inclined to adopt technologies, whether the technology is internet-related (such as online retail or social media), mobile phone related (such as apps) or consumer-based technologies (such as in-store kiosks, GPS-enabled cars or Blu-ray players).

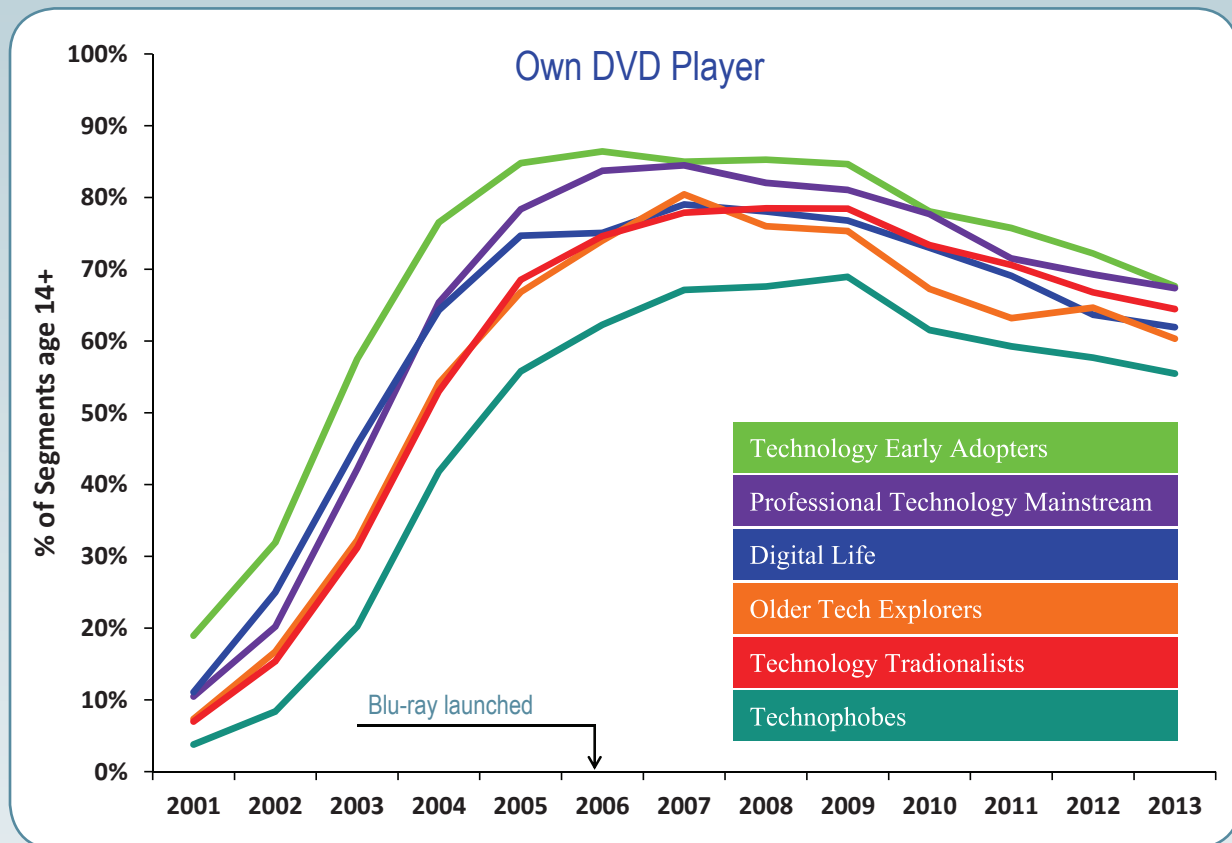
*Roy Morgan Technology Adoption Segments are defined on psychological characteristics, not behaviour.*

So an Early Adopter would have been the 1st to buy a DVD player when it was launched and will be the 1st to buy the latest mobile device when it is launched.

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



## An example of Technology Adoption Segmentation



The Technology Adoption Segmentation is a module which can be purchased stand-alone or added to an existing Single Source subscription.

*Early Adopters are Trusted Advisors and, hence, a great source of word of mouth. They influence the adoption of technology by the other Segments.*

### It pays to understand Early Adopters:

- 40% are Trusted Advisors for home entertainment or electronics and 43% for computers
- 72% have visited Facebook in a 4 week period
- 58% agree with the statement 'I go out of my way to learn everything I can about new technology'
- 84% live in a household that has a laptop/notebook
- 51% are 'attracted to new things and new ideas'
- 29% own a Blu-ray player (compared to 18% of the general population)
- 71% agree 'Success is important to me'

*The Technology Adoption Segmentation will assist your business to implement new technologies and maximise the return on this investment.*

*The key elements of the module are:*

1. Access to the Technology Adoption Segments
2. Single Source Technology Usage and Ownership variables, including:

- Smartphone ownership, intention to buy or upgrade mobile phone
- Functions used on mobile phone in last 4 weeks (e.g. downloaded application, taking videos, playing music, GPS)
- Use of VoIP services (e.g. Skype) the internet
- Ownership/intention to purchase tablet
- Ownership of game console/playing
- Consumer technology in the house (e.g. DVDs, Smart TV's, Blu-ray, etc.)
- Internet activities on PC and/or mobile (e.g. video streaming, banking)
- Online retail activities
- Selection of technology-related attitudes (e.g. 'I need a mobile phone to help me juggle my work and personal life', 'I only buy from Australian online stores')



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