

Categories of Adopters

People who accept and acquire a new personal technology are called adopters. Adopters can be grouped into the following categories.

Innovators: Innovators are extreme risk takers, willing to try an unproven product. Innovators represent the first 2.5% of people to adopt the product.

Early Adopters: Early Adopters embrace new technologies before the remainder of the population. Early Adopters are so eager to have the latest devices that they're willing to put up with bugs, flaws, and high prices in the early models. These people willingly test out new products and tell the manufacturers what works and what doesn't, and what they like and dislike. Early Adopters represent 13.5% of all consumers.

Early Majority: The Early Majority is made up of people who adopt technologies after they've been recommended by the Early Adopters. Only after these products have been approved by the Early Adopters is the Early Majority willing to try them. The Early Majority represents 34% of all consumers.

Late Majority: The Late Majority consists of people who adopt new technologies only after they've become very popular and the price has come down significantly. The Late Majority represents 34% of all consumers.

Laggards: Laggards are very slow to embrace new technologies because of skepticism, disinterest, or financial constraints. Sixteen percent of all consumers fall into this category.

This graph shows the cycle of adoption we just described. Where do you fit on the curve? Do you buy a new personal technology as soon as it hits the market, or do you wait a little while? Do you rely on other people to take the plunge then get on board after they tell you how good it is.