

Coefficients of Innovation (p), Imitation (q) and Market Potential (N) for Several Products

Product/Technology	Period of Analysis	p	q	N
Agricultural				
Tractors (units)	1920-1964	.000	.142	5,144.0
Hybrid corn	1926-1941	.000	.797	100.0
Artificial insemination	1942-1959	.028	.307	73.2
Bale hay	1942-1959	.013	.455	92.2
Medical equipment				
Ultrasound imaging	1964-1978	.000	.534	85.8
Mammography				
CT scanners (50-99 beds)	1979-1993	.036	.375	57.5
CT scanners (>100 beds)	1973-1993	.028	.292	94.5
Production technology				
Oxygen steel furnace (USA)	1954-1980	.000	.503	62.9
Oxygen steel furnace (France)	1960-1980	.013	.374	85.2
Oxygen steel furnace (Japan)	1958-1975	.044	.325	85.3
Steam (vs. sail) merchant ships (UK)	1810-1965	.006	.259	86.7
Plastic milk containers (1 gallon)	1963-1987	.021	.245	101.5
Plastic milk containers (half gallon)	1963-1987	.000	.280	25.5
Stores with retail scanners (FRG, units)	1980-1993	.001	.605	16,702.0
Stores with retail scanners (Denmark, units)	1980-1993	.076	.540	2,061.0
Electrical appliances				
Room air conditioning	1949-1979	.006	.185	60.5
Bed cover	1948-1979	.008	.130	72.2
Blender	1948-1979	.000	.260	54.5
Can opener	1960-1979	.050	.126	68.0
Electric coffee maker	1954-1979	.056	.000	127.6
Clothes dryer	1948-1979	.009	.143	70.1
Clothes washer	1922-1979	.000	.111	96.4
Coffee maker ADC	1973-1979	.077	1.106	32.2
Curling iron	1973-1979	.101	.762	29.9
Dishwasher	1948-1979	.000	.213	47.7
Disposer	1948-1979	.000	.179	50.4
Fondue	1971-1979	.166	.440	4.6
Freezer	1948-1979	.013	.000	129.7
Frypan	1956-1979	.142	.000	65.6
Hair dryer	1971-1979	.055	.399	51.6
Hot plates	1931-1979	.056	.000	26.3
Microwave oven	1971-1990	.002	.357	91.6
Mixer	1948-1979	.000	.134	97.7
Range	1924-1979	.004	.065	63.6
Range, built-in	1956-1979	.038	.014	32.6
Refrigerator	1925-1979	.017	.188	101.1
Slow cooker	1973-1979	.000	1.152	34.4
Steam iron	1949-1979	.033	.116	102.1
Toaster	1922-1979	.030	.000	123.8
Vacuum cleaner	1922-1979	.000	.066	120.3
Consumer electronics				
Cable television	1980-1994	.100	.060	68.0
Calculators	1972-1979	.145	.495	101.1
CD player	1987-1992	.157	.000	68.8
Home PC (units)	1981-1988	.121	281	25.8
Telephone answering device	1987-1992	.259	.041	53.6
Television, black and white	1948-1979	.106	.235	98.1
Television, color	1964-1979	.059	.130	103.1
VCR	1980-1994	.025	.603	76.3

Average across studies, including many not listed here
(Sultan et al. 1990)

0.03 0.38

Compiled by Christophe Van den Bulte

Unless indicated, the model was estimated on penetration data collected in the USA.