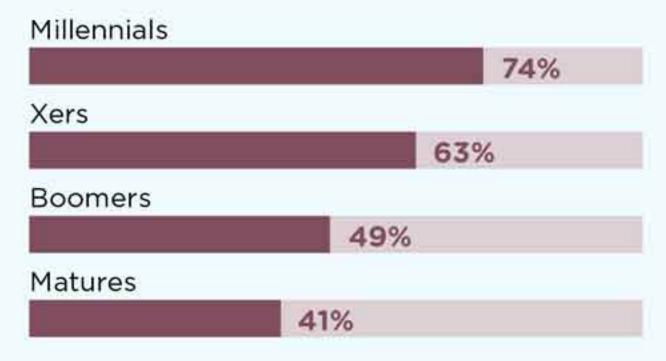
CENTER FOR CALIFORNIA REAL ESTATE

TECHNOLOGY TAKEOVER

It's undeniable that technology has impacted our lives in just about every way possible. From text messaging to paying for merchandise with a smartphone, consumers have their preferences, and they vary by generation.

Could not get by without their cell phone/smartphone:





Would like to be able to make payments by scanning their cell phone/smartphone:

			64%	
Xers				
		43%		
Boomers				
	25%			
Matures				
12%				



Would rather communicate via text message than talking on their cell phone/smartphone:

			72%
Xers			
		54%	
Boomers			
	31%		
Matures			
169	6		





