

## Consumer Buzz

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### Mobile Addiction

*Ann-Marie Vazzano*

If you want to get in front of your customers, you'd better reach them via cell phone. According to a Deloitte study, about four in 10 consumers look at their phones in the first five minutes after waking in the morning and they check their phones nearly 50 times a day. Additionally, more than 30% check their mobile devices within five minutes of turning in for the night and half look at their phones in the middle of the night. **GP**