

Consumer Buzz

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Phone Addicts

Ann-Marie Vazzano

If you want to get in front of your customers, you'd better get on their smartphones. A recent Deloitte survey found Americans look at their smartphones more than 9 billion times daily, an increase of 13% from 2015. About nine in 10 (89%) use their phones while watching TV and almost half of those surveyed check their phones in the middle of the night. Of those insomniacs, more than 40 million are checking social media. In addition, 93% of consumers said they use their phones while shopping. **GP**