Introduction

Patience may be a virtue, but it is increasingly harder to find among U.S. consumers. In our hyper-connected culture, where our expectation is to purchase products or services on-demand, businesses that fail to adapt are at risk.

This study is the first of its kind to measure the patience (or lack thereof), chattiness and fast-talking of Americans in all 50 states.

Marchex Call DNA technology measured hold times, rate of speech and frequency of speech from a data set of more than four million phone calls placed by consumers to businesses across a wide variety of industries from 2013-2015.
Ranking the Nation’s 50 states on gabbiness, impatience and fast-talking.

If you’re at a party with 50 guests, one from each state, who is likely to talk the most? Who will be the most patient? Who will talk the fastest?

The analysts from the Marchex Institute studied more than 4 million phone calls placed from consumers to businesses from 2013 – 2015, using technology that automatically monitors speech, silence, ring tones and hold times, to uncover speech patterns from residents in all 50 states. Here is what we found:

WHO ARE THE “FAST TALKERS”?
Americans are talking faster than ever – on average Americans speak between 110 & 150 words per minute. And recent studies show that we’re talking faster... as texts, tweets and technology causes many of us to speak more quickly to try to fit it all in. Who is leading the charge?

<table>
<thead>
<tr>
<th>Fastest</th>
<th>Slowest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon</td>
<td>Mississippi</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Louisiana</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>South Carolina</td>
</tr>
<tr>
<td>Kansas</td>
<td>Alabama</td>
</tr>
<tr>
<td>Iowa</td>
<td>North Carolina</td>
</tr>
</tbody>
</table>

A clear pattern emerges when viewing the data on a map of the United States. The slowest talkers – as measured by words per minute – come primarily from the South. The fastest talking population comes from Oregon, and is followed closely by its neighbors in the Pacific Northwest, most of New England, the upper Midwest (states surrounding Minnesota and Iowa) and Florida.
You may notice that citizens of New York don’t talk the fastest… but they do talk the most… see next section for more details. How much faster is a fast talker? For every 5 words a slow talking state utters, a fast talking state will utter 6.

**WHO TALKS THE MOST?**

Just because you talk slow doesn’t mean you don’t talk a lot. Just ask the residents of South Carolina and North Carolina. These states make the top 10 list of “slow talkers” yet they also make the top 10 list for “most words in a phone conversation”. Who else is on this list? The entire Eastern seaboard from Maine to South Carolina speak the most words in a phone conversation!

The West and South from California to Texas also speak a lot on the phone, along with central states Illinois, Ohio and Missouri.

If you want to have a conversation that is straight to the point, then focus in on residents from the middle. Most states in between Idaho to the West, Wisconsin to the East, Oklahoma to the South and all the way up to Canada use fewer words to get the point across than everyone on the coasts.

How big is the difference? A New Yorker will use 62% more words than someone from Iowa to have the same conversation with a business, according to our data.

**WHO IS THE MOST IMPATIENT?**

No one likes to be put on hold, and it happens to us a lot. In fact, we predict Americans will waste more than 900 million hours waiting on hold in 2016, revealing an urgent need for businesses to improve their customer service over the phone.
Below, we look at how tolerant residents from all 50 states can stand being put on hold. The states in green below are those that hang up the most when being put on hold. Once again, the Eastern seaboard dominates this category,

but also the Upper Midwestern region of the United States is particularly nonplussed with being put on hold. The Southeast is fairly tolerant of being put on hold along with many other states in the middle of the country. Residents from Minnesota will hang up less than half as often as those from Ohio, North Carolina or New York.

**Most**
1. Kentucky  
2. Ohio  
3. North Carolina  
4. New York  
5. West Virginia

**Least**
1. Minnesota  
2. Illinois  
3. Florida  
4. Colorado  
5. Louisiana

Improving Customer Experiences

While this study uncovers America's speech patterns, it also begs the question of how businesses can improve consumer experiences. After all, the “impatience index” is based upon how often we’re willing to wait on hold before hanging up in disgust! Studies from the Marchex Institute have shown that businesses can grow revenue and improve advertising efficiency by making changes such as (a) greeting a customer in a friendly manner and (b) reducing hold times.

In February, 2016 we’ll be releasing a study on modern measurement of call centers which will provide insights into how large brands can create almost $100 million in incremental revenue based on our studies of millions of calls from consumers to businesses. Visit us at [www.marchex.com/insights/](http://www.marchex.com/insights/) or e-mail us at marchex-institute@marchex.com with any questions or feedback.

Marchex 2016. Marchex Call Analytics data on 4,000,000+ phone calls from 2013-2015.

Correction: An earlier version stated states marked in pink contained callers who hang up the most when on hold, this has been changed to accurately reflect those states as being marked in green. The previous version of this story had the bottom 5 lists for all categories listed as 46-50. They now accurately reflect the correct ranking of 50-46.
About Marchex

Marchex is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex’s products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex’s products to transform business performance.

Please visit www.marchex.com, marchex.com/blog or @marchex on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

Marchex Call Analytics®
Marchex Call Analytics, a real-time mobile advertising platform that measures sales and consumer intent from mobile, click-to-call campaigns.

Advertisers such as Time Warner Cable and agencies such as Resolution Media use Marchex Call Analytics to measure and grow mobile sales.

Marchex Call DNA®
Marchex Call DNA is the only conversational analytics technology that automatically classifies, scores and visually maps every phone automatically, even for advertisers that do not use call recording.

Advertisers such as ADT Home Security and T-Mobile use Call DNA to measure and optimize click-to-call campaigns.

Marchex Call Marketplace™
Marchex Call Marketplace is a click-to-call advertising network that enables advertisers to generate high-quality phone leads directly from mobile Web and in-app ads across hundreds of top publishers and apps.

Advertisers such as State Farm Insurance and Intercontinental Hotels Group use Marchex Call Marketplace to reach and acquire new customers.
Marchex Institute

JOHN BUSBY, Senior Vice President of Consumer Insights & Marketing

John Busby is Senior Vice President of Consumer Insights & Marketing at Marchex. Since 2010, John has run the Marchex Institute, a consumer insights group that publishes findings on mobile advertising, call analytics and online-to-offline commerce. The Marchex Institute also provides custom research and consulting services for key customers on their mobile and call-ready advertising campaigns. Previously, John served as Vice President, Product Engineering. Prior to joining Marchex in 2003, he held various product and program management roles at InfoSpace’s consumer and wireless divisions, Go2net and IQ Chart.

John has a bachelor’s degree from Northwestern University.

SABRINA GRAVLEE, Associate Analyst

Sabrina Gravlee is an Associate Analyst at the Marchex Institute. She’s responsible for providing multi-channel analytics consulting and strategic consumer insights to Marchex’s key clients, with the goal to help them optimize digital marketing efforts and improve ROI. Prior to joining Marchex, she spent 2 years working in the commercial lending department for Pacific Continental Bank, a community-based business bank with headquarters in Eugene, OR. She has a bachelor’s degree in Mathematics from the University of Washington.

ABOUT THE MARCHEX INSTITUTE

The Marchex Institute is a team of data scientists and senior analysts that deliver customized reports and insights for clients of our Call Marketplace and Call Analytics products. These findings inform business decisions and measurably boost ad campaign returns. The Institute’s insights and analyses have landed headlines in The Wall Street Journal, USA Today, Forbes and other national media outlets.