

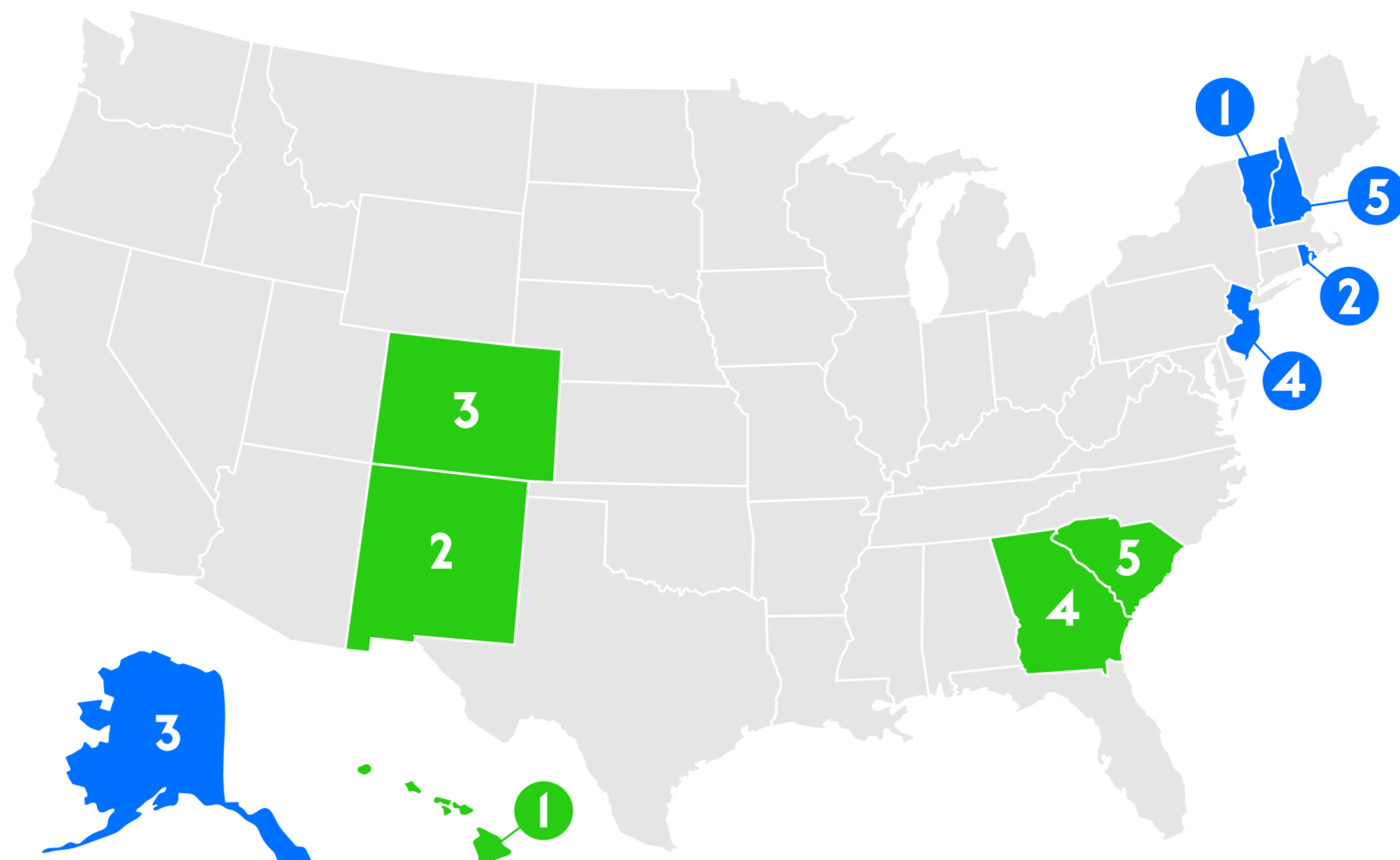
America's Speech Patterns Uncovered

Marchex Institute analyzes conversation trends across America



Who talks the fastest?

Marchex Speech Analytics technology reveals conversation trends across the U.S.



TALK THE FASTEST:

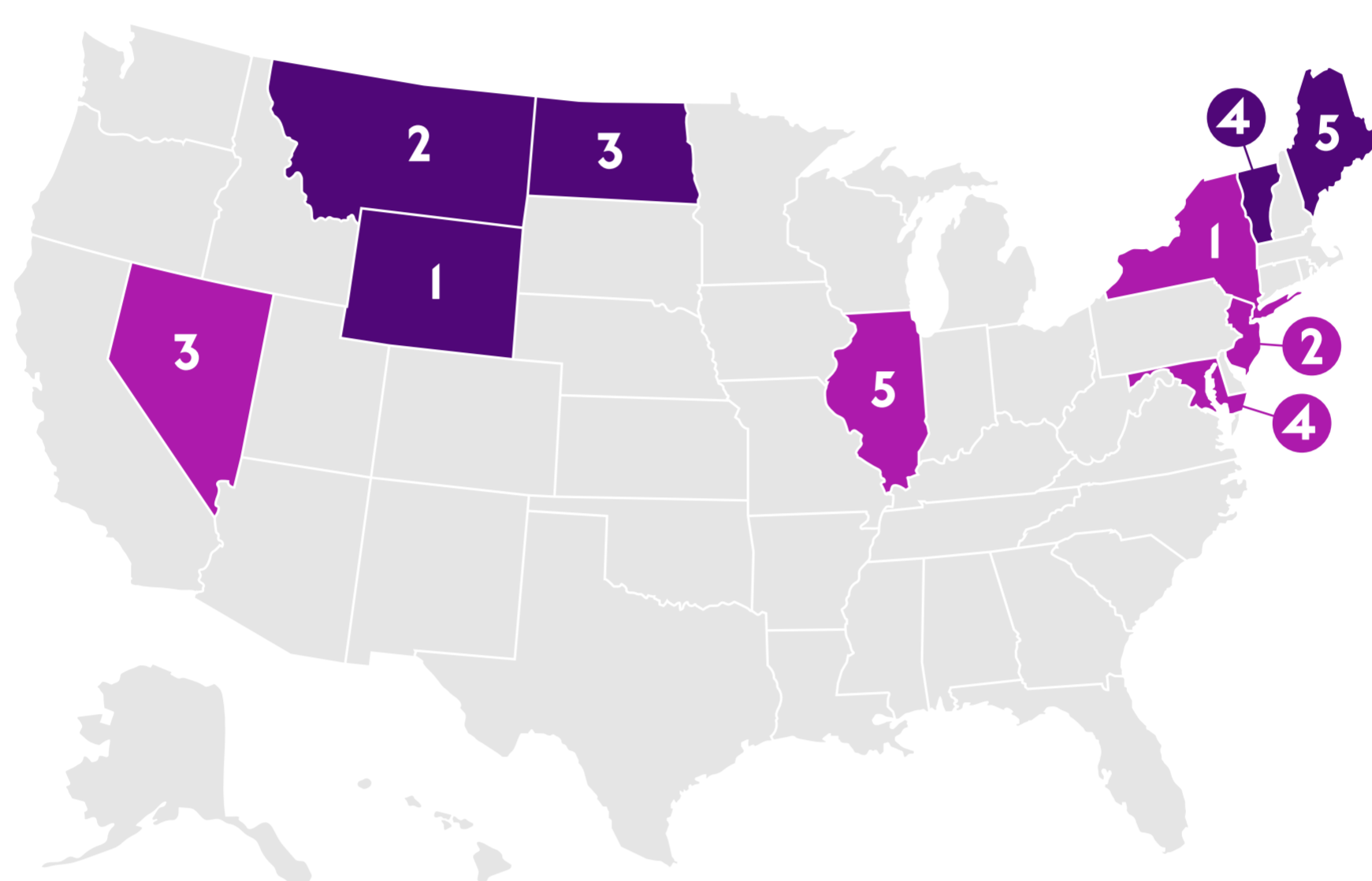
1. Vermont | 2. Rhode Island | 3. Alaska | 4. New Jersey | 5. New Hampshire

TALK THE SLOWEST:

1. Hawaii | 2. New Mexico | 3. Colorado | 4. Georgia | 5. South Carolina

Who talks the most?

Chatty Cathy to quiet Carl, Marchex Speech Analytics uncovers America's speech patterns



TALK THE MOST:

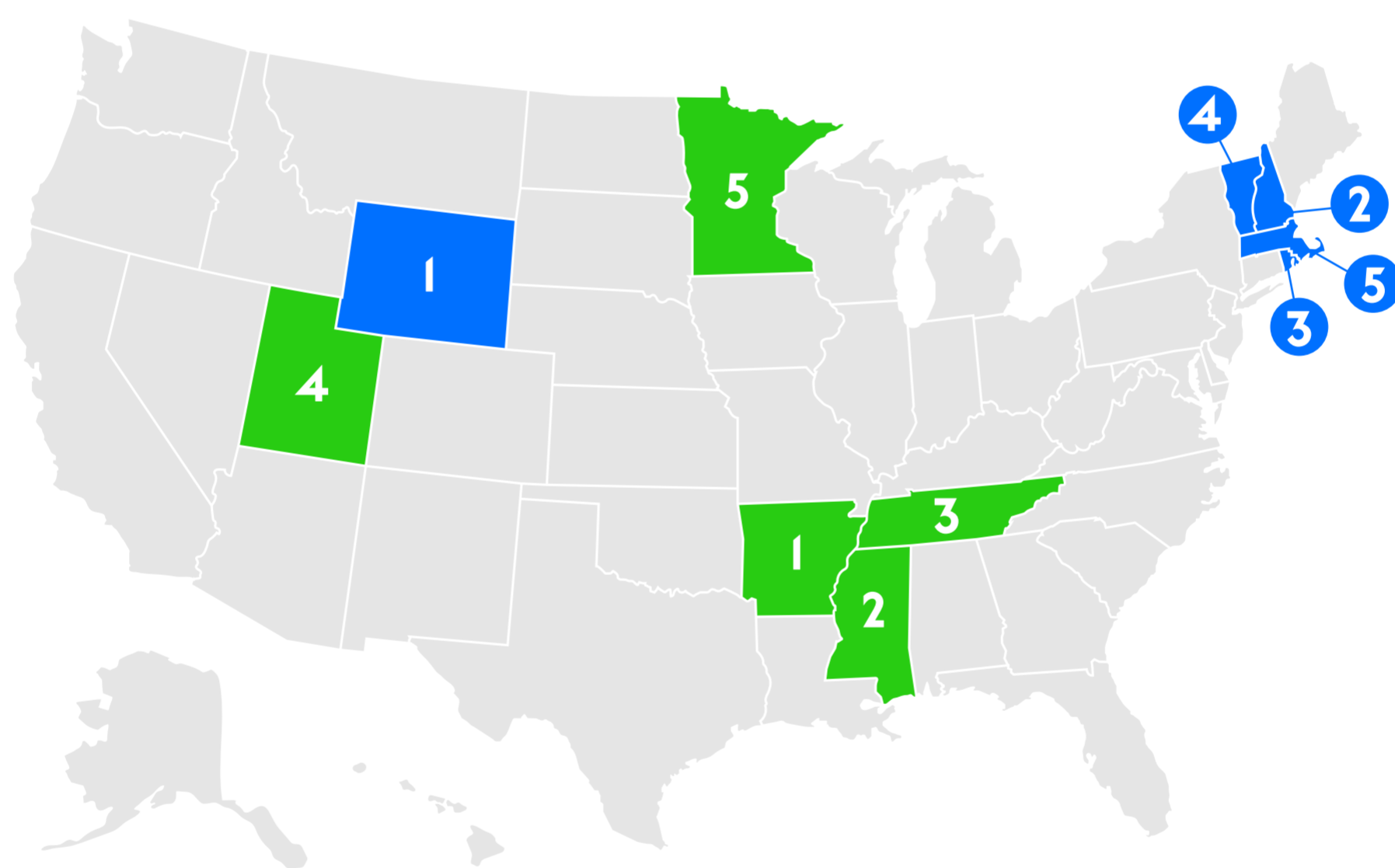
1. Wyoming | 2. Montana | 3. North Dakota | 4. Vermont | 5. Maine

TALK THE LEAST:

1. New York | 2. New Jersey | 3. Nevada | 4. Maryland | 5. Illinois

Which states curse the most?

Marchex Speech Analytics technology identifies speech patterns across America



CURSE THE MOST:

1. Wyoming | 2. New Hampshire | 3. Rhode Island | 4. Vermont | 5. Massachusetts

CURSE THE LEAST:

1. Arkansas | 2. Mississippi | 3. Tennessee | 4. Utah | 5. Minnesota

Top curse words across America

Marchex Speech Analytics uncovers America's speech patterns

TOP CURSE WORDS:

1. S**t | 2. A** | 3. F**k | 4. B**ch

Tips for agents in dealing with angry or cursing customers:

- Remain positive
- Be clear that you are trying to help the customer
- Avoid negative phrases
- Use apologies sparingly



Data from the Marchex Institute

What time of day do people curse the most?

Cursing becomes more likely as the day progresses

