



## Did you know these Flesch-Kincaid Reading Ease Scores?

|                           |           |
|---------------------------|-----------|
| Comics                    | 95        |
| Consumer Ads              | 82        |
| <i>Sports Illustrated</i> | 65        |
| <i>Time</i>               | 57        |
| <i>New York Times</i>     | 39        |
| Auto Insurance            | 10        |
| IRS Code                  | -6        |
| TOEFL tests               | 26.6-38.9 |

| Score      | Notes   |
|------------|---|
| 90.0–100.0 | easily understood by an average 11-year-old student |
| 60.0–70.0  | easily understood by 13- to 15-year-old students    |
| 0.0–30.0   | best understood by university graduates             |

Considered to be among the oldest and most reliable readability tests, the Flesch–Kincaid readability tests are designed to indicate how difficult a passage in English is to understand. There are two tests, the Flesch Reading Ease, and the Flesch–Kincaid Grade Level. Although both use the same core measures (word length and sentence length), they have different weighting factors.

The results of the two tests correlate approximately inversely: a text with a comparatively high score on the Reading Ease test should have a lower score on the Grade-Level test.

Global Vocabulary LLC’s products range from 19-59 on the Flesch-Kincaid Reading Ease Scale and Grades 9-23.