

# FOG READABILITY INDEX

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1. Count about 100 words (stop at the nearest sentence end).  
For short brochures, use entire content.
2. Count the number of sentences.
3. Count the number of words with three or more syllables (hard words). Do not include verb forms in which the third syllable is merely the ending (for example, computing).

4. Find the average number of words per sentence:

$$\frac{\text{Number of words}}{\text{Number of sentences}} = \text{Average sentence length}$$

5. Find the percentage of hard words:

$$\frac{\text{Number of hard words}}{\text{Number of total words}} \times 100 = \% \text{ Hard words}$$

6. Find the reading level:

$$\% \text{ Hard words} + \text{Average sentence length} = \text{Sum}$$

$$\text{Sum} \times 0.4 = \text{Reading level}$$

FYI:

Gunning's method is some 40 years old and was dubbed the Fog Index by newspaper and magazine editors who used it to measure their reporters' abilities to write at their readers' levels.

If writing did not exhibit accuracy, brevity, and clarity, readers might term such writing "foggy".

*Source: Gunning.*