

Asset Management Firms with the Most Readable Websites

By No Author *Thu, Sep 5, 2019*

Asset Management Firms with the Most Readable Websites (Plus other texts and benchmarks for comparison) Scores based on the Flesch Reading Ease Readability Formula (0-100)	
Texts average 5th grader can read	100
<i>Harry Potter</i> series by J.K. Rowling	73
Ideal 'plain English' reading level for the American consumer	60
<i>Moby Dick</i> by Herman Melville	58
Vanguard Asset Management	54
Federated Investors	53
Putnam Investments	53
Franklin Templeton Investment	48
RBC Global Asset Management	46
Fidelity Investments	44
American Century Investments	44
T. Rowe Price	43
M&G Investments	43
Dodge & Cox	42
Typical academic paper on chess	40
Harvard Law Review article	30
Texts college grads can understand	<30
Source: VisibleThread's 2019 Asset Management Website Clarity Index, September 4, 2019.	