

Asset Management Firms with the Most Readable Websites

By No Author Thu, Sep 5, 2019

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| Asset Management Firms with the <i>Most Readable Websites</i> (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. | |