

By the numbers

Nearly 80% of digital and print media stories about companies in crisis cited the CEO as a source of blame when the company's leader was a woman ... That compared with 31% of stories assigning blame to male CEOs in stories about companies in similar situations.

Of the stories about female CEOs, 16% discussed the subject's personal life and 78% of those mentioned her family and children. By contrast, 8% of stories about male leaders touched on personal life, and none of them mentioned family and children.

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