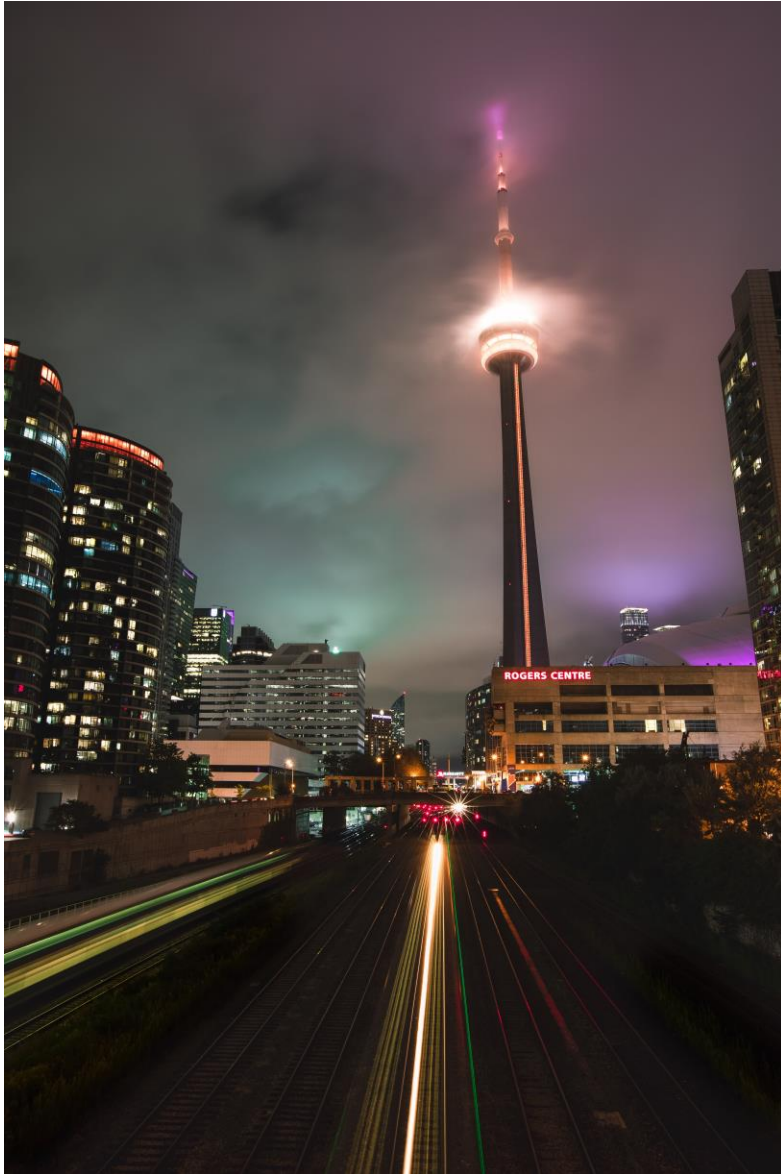


# Did the Rogers family feud affect consumer trust?



In March 2021, Rogers and Shaw announced they were merging. Valued at \$26 billion, the deal between two of the country's largest communications conglomerates would be the sixth-largest in Canadian history. With Rogers, Bell and TELUS together controlling more than 90 percent of the market, the potential deal drew regulators' and consumers' attention.

In May 2021, [controversy erupted when Suzanne Rogers posted a photo with Donald Trump](#). Some on social media called for a boycott of the Rogers network and condemned Rogers for posing with Trump, with many saying he shares opposing values to those rooted in the brand, including diversity and inclusion.

In October 2021, news of a Rogers Communications power struggle broke as Edward Rogers attempted to reshuffle the board without shareholder approval. Many in media circles shared the sentiment that the spectacle was very un-Canadian.

These developments may have had a negative impact on Canadian consumers' perceptions of trust in Rogers Communications. Based on our 2022 data, the brand lost eight points in its overall trust score, which marked the sharpest movement in the Telecoms category this year.