

Co-op at the bottom - Again

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Ledbury's two supermarkets are at the bottom of the league yet again, according to the annual survey by Consumers' Association magazine Which?

For the last four years, both companies have vied with each other as being the worst supermarkets in the UK, with Co-op now being at the bottom for two years running. And the gap is widening...

Waitrose came top this year (at 73% customer satisfaction), narrowly pushing Aldi (72%) into second place. Third equal (at 69%) are Iceland, Lidl and M&S. The 'Big Four' are all in the low 60's (with Tesco at 60%). The Co-op brings up the rear with a miserable 49%.

Customer satisfaction comprises many aspects, including value for money, store environment, availability, choice and quality of goods.

Some of this is down to individual store management, and clearly this survey takes averages of many branches of each supermarket. To be honest, our Co-op isn't anything like as bad as some I've visited elsewhere in the country.

Tesco has the unenviable distinction of being the least trusted of the bunch.

Ledbury deserves better. Come on, Aldi and Lidl, what are you Wait(rose)ing for?