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Our promise

Expert advice when you need it

Which? aims to help you choose the best goods and services – and avoid the worst. We're entirely independent – we take no ads, no freebies and everything we test is paid for at full price. Since

1957 we've informed, influenced and campaigned on behalf of all consumers in the UK.



Best Buys

These are products that achieve high total test scores.

Don't Buys

These are products that have performed extremely poorly in at least one of our key tests or that have achieved very low total test scores.



Exceptional Value

Our coveted award is given on those rare occasions to products that are of both superb quality and outstandingly priced.



HUNDREDS OF REPORTS NOW AVAILABLE ON WHICH? ONLINE: WWW.WHICH.CO.UK

Growing your own veg is simpler than you might expect. To get started, all you need is a couple of pots or a patch of soil **PAGE 22**



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Retail revolution?

Whisper it quietly – but our survey of high-street shops (p12) indicates that a minor retail revolution may be taking place among Which? members.

It will, of course, come as no surprise that John Lewis and Waitrose topped the poll. They both generally perform well in surveys of this kind, as do their products when we put them through our rigorous testing programmes. But look closely, and you'll see Aldi and Lidl in seventh and eighth position, well above shopping giants such as Tesco, Boots and WH Smith.

The discount supermarkets' tactics of low prices and a no-frills approach seem to be working. They appear to be appealing to a market that may once have ignored them.

Revolution or evolution? It's too early to draw firm conclusions, but for many retailers our results will provide food for thought. Low prices do affect the market – and competition is good for shoppers' purses.

Which? Money joins the fray

Which?'s goal over its 50-year history has been simple: a better deal for consumers. And as we prepare to enter our second half-century, this ambition remains undiminished. Hence this month we launch *Which? Money* – our new family finance magazine to enable you to make the most of your money.

We all want to find the best deal, whether it's a 25-year mortgage or insurance for a two-week holiday. But the profusion of products and information means it's all too easy to end up buying the wrong one – and spending too much cash.

Our totally independent research will give you the advice you can trust, untainted by any commercial interest. And it will not be complicated. We appreciate that time is vital, so our reports will be straightforward, free of jargon – and very usable.

Which? Money joins the great network of Which? magazines pushing for consumers' needs to be given priority. On p59 we explain how you can try it.

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THIS ISSUE IN NUMBERS

375

The number of pieces of music our experts listened to, to test the sound quality of our 15 digital radios. For their crystal-clear verdicts, see p56.

247

The number of hours' call time we amassed to measure the battery life of our 18 cordless phones. Find out which phones ran and ran by turning to p42.

352

The number of metres we covered in our combined drilling, screw-driving and battery tests on our 25 cordless drills. Results are on p61.