

Pharmaceutical production is estimated to be the UK's third most profitable economic activity PAGE 38



Rolled away: Caroline Pearce's Vauxhall

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Our promise

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





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Expert advice when you need it

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

Exceptional Value EXCEPTIONAL Our coveted



on those rare

occasions to products that are both of superb quality and outstandingly priced.

MEMBERS' HELPLINE Call 01992 822 800/0845 307 4000 EMAIL which@which.co.u



and campaigned on behalf of all

1957 we've informed, influenced Don't Buys

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Comment

A new market force

There's no doubt that the cost of higher education is rapidly evolving into the second highest financial outlay of many people's lives, after buying a house. And it affects not just individual students, but their parents, too. As the number of universities has grown, so has the government's need to ask students to help pay the cost. Anyone planning to go to university is recommended to do some careful financial planning.

When Which? started life back in the 1950s, savings were focused on a deposit for a house and trying to find a building society to offer you a mortgage. Now many parents will be going through a similar process of saving for university fees, with the aim of minimising the level of debt their children will be left with: our survey on p17 shows that 75 per cent of parents will help fund their children at college.

The increased accessibility of degrees has had two major outcomes. First, more and more people see university education as a consumer service – hence students suing institutions that they feel haven't provided them with the right quality of product. And second, there's a ripple effect on other areas of consumer spending. Some 20 per cent of parents in our survey would consider buying a second property for their children to live in at university – a significant factor in the housing market.

Thus the effect of higher education now extends far beyond what classes of degrees students attain. People are assessing it seriously in a much wider consumer context. So those involved in all aspects of university education should beware – the consumer has a lot of clout these days.

Why the awards will help all of us

Some Which? members may feel we are selling the family silver by launching awards after 50 years of dignified silence. But we are not. We've long campaigned for excellence in consumer goods and services and it is only right that we recognise the best of the best to the outside world. And these awards will encourage businesses to develop even better products. That can only be good for Which? members – and all other consumers, too.

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The number of

hours we spent

running our 15

generator and

steam irons for

For results, full

steam ahead

scale tests.

to p58.

our lime build-up

continuous

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THIS ISSUE IN NUMBERS

4,310 2,580

The number of premiums we gathered from 92 policies provided by 46 house insurance companies. You can find the Best Buys on p24 – but don't quote us on that.

440

The number of cuts we made in our lab tests besides an extensive user trial of 22 secateurs. Our Best Buys will help you keep you in trim, so turn to p68...