

# Your views

We respond to some of your common requests and comments about your magazine

**W**hich? is all about giving you, our members, the information you want. Last November we sent a survey to 317,000 members to ask your opinion of Which? to help us make the magazine more useful and relevant to you. Many thanks to the

61,354 of you who completed it.

Almost a third of you (30 per cent) thought no improvements were needed. However, nearly 14,000 of you made specific comments and suggestions. Below, we highlight the three most common themes and tell you what we're doing about them.

## 'Which? should test more products'

**More products, more brands, cheaper prices**

In the past three years we've more than doubled the number of products tested, from 1,250 in 2004 to 2,600 in 2008. And in every magazine we include a low-cost everyday item, such as batteries or, next month, toilet rolls.

As well as testing brands that are widely available and have a large market share, we always aim to include cheaper and own-brand products. But some are available for only a few weeks, so we can't buy, test and publish the results in time. However, as some supermarkets have launched catalogues (like Tesco Direct), we can buy cheaper electronics and test them quickly.



## 'I'd like to see more in-depth information'

**We've got more pages – and more info online**



We test more products more thoroughly and spend far more money on testing and research than any other UK publication or organisation. Areas where our depth of coverage is greater than anyone else's include TVs, digital cameras, mobile phones, cordless phones, SLR cameras, MP3/MP4 players, digital radios, large domestic appliances, vacuum cleaners, microwave ovens, in-car satnavs, pushchairs and TV recording equipment.

As the number of products we test has increased, so has the number of pages in the magazine every month, from 60 in 2004 to 84 in 2008. And if you want even more detail, there's extra information online, including advice on a large number of brands, how to get the best out of your products and choose the right one for you, and detailed descriptions of how we test. All magazine subscribers have access – see [www.which.co.uk/loginhelp](http://www.which.co.uk/loginhelp) if you're not sure how to log in.

We are also developing helpful online interactive tools, such as the TV connection wizard showing how to connect all those boxes under your TV. And online video guides show you how to use your camcorder and how to fit a car child seat – watch out for more coming soon.

## 'Your information is out of date/ products are no longer available'

**We check the price and availability of more than 3,000 products every month**

Where new products are launched regularly, we now test every month – for example, with cars, digital cameras, mobile phones, TVs and recording equipment, washing machines, MP3/MP4 players, refrigeration appliances, digital radios, satnavs and pushchairs. We publish the results online as soon as they are available, and we include significant products in 'First look' in the magazine.

We continuously review our test programmes, aiming to shorten the time

for testing without affecting the quality.

We also check the price and availability of more than 3,000 products every month and remove them from the website if their availability in major retailers is limited. In the magazine, we publish only results of products that are widely available at the time of publication, or we will highlight if the product was tested previously and now has limited availability.

**Number of product prices and availability checked every month**

**3,000+**

