

Stand out

Which?

With our endorsement

70%

Seven in ten consumers say the Which? endorsement logo is likely to influence the product they buy or service they choose*

We test products

Independent and impartial

Which? is funded by member subscriptions, not by advertisers, and we never accept freebies or favours from manufacturers. Our experts rigorously test products to find the facts that consumers need. We use these facts to write impartial reviews that tell the truth.

Sourcing products

We test products that consumers want to know about, including top sellers and ones with new and innovative features. We buy products from the same places that people do – the high street and online retailers. We don't accept submissions for testing.

Tests for real life

We go beyond the accepted standard and really put products through their paces, testing them for the way people use them in real life, not just the way manufacturers would like them to be used.

Scoring products

We record hundreds of results for every product we test, turning them into test scores that range from five stars to one. From these we calculate a total score.

Which? Best Buys

We only award our Best Buy endorsement to products that excel in our expert testing and represent the best in their category. As market standards improve, our tests get more rigorous and we withdraw an endorsement if a product fails to keep up with market improvements.

Our tests find the best and people trust our recommendations

Reliability surveys

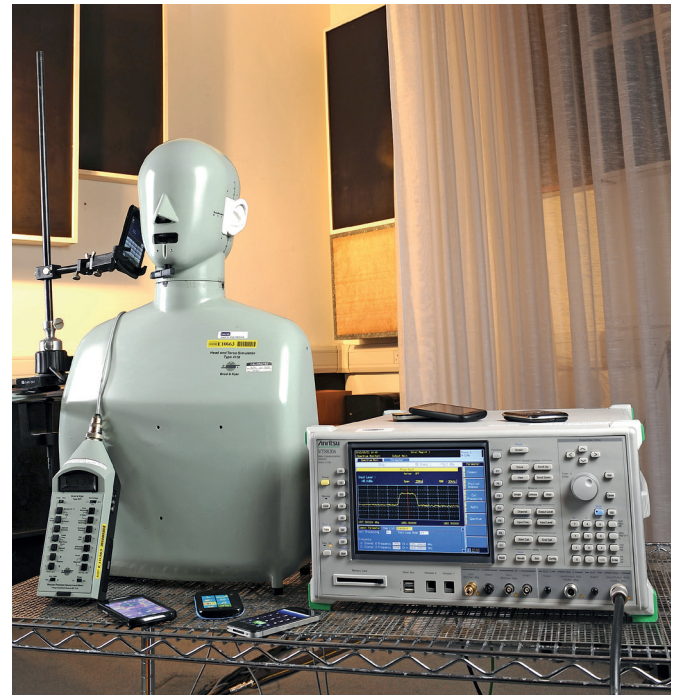
Sometimes we need consumers to tell us what lab tests can't – like how well a product stands the test of time – so we ask users for their experience of how reliable a product is and we use this feedback to assess reliability.

Comparing products

Our scores are readily comparable, making it easy for people to choose the best product for them.

Which? Don't Buys

We advise consumers not to buy any product that performs poorly. Serious safety failings get an automatic 0%, and we're not afraid to go public with our warning.



We rate services

Scoring and rating

We use stars to rate service providers based on customers' experiences of things like service and value. From these we get a customer score, which we combine with our expert assessment of policies to obtain a total score. Top scoring providers receive our Which? Recommended Provider endorsement.

63% of consumers say they'd feel safer using a Which? endorsed service provider*

Which? Recommended Providers

From insurance to energy, supermarkets to broadband, we rate everyday services and their providers. We can't lab-test services like we can products, so we ask consumers for their experiences, and we add our own expert criteria so that we can recommend the best providers and expose the worst.

CAR & HOME INSURANCE

We rate the quality of the standard policies offered by insurers. Providers must achieve a high customer score and an above-average policy score to qualify for Which? Recommended Provider status.

CAR INSURANCE WHICH? RECOMMENDED PROVIDERS

CLARITY OF POLICY	VALUE	CUSTOMER SCORE	POLICY SCORE	TOTAL SCORE
★★★★★	★★★★★	84%	84%	84%
★★★★★	★★★★★	76%	78%	77%
★★★★★	★★★★★	77%	74%	75%
★★★★★	★★★	73%	72%	73%
★★★	★★★	72%	70%	71%

HOME INSURANCE WHICH? RECOMMENDED PROVIDERS

CLARITY OF POLICY	VALUE	CUSTOMER SCORE	BUILDINGS POLICY SCORE	CONTENTS POLICY SCORE	TOTAL SCORE
★★★★★	★★★★★	81%	77%	80%	80%
★★★★★	★★★	74%	83%	81%	78%
★★★★★	★★★★★	73%	74%	73%	73%
★★★★★	★★★	74%	73%	70%	73%



Get the logo



A Which? Best Buy endorsement logo recognises products that excel in our independent, expert and rigorous tests.



A Which? Recommended Provider endorsement logo recognises service providers that customers and our experts judge to be the best.



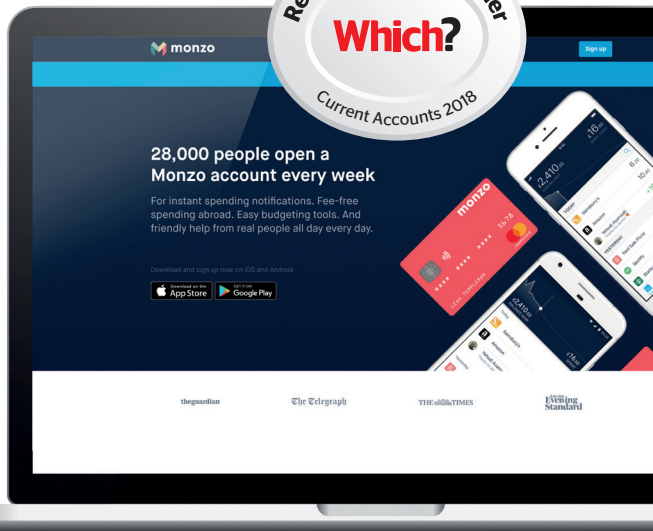
A Which? Best Buy Taste Test endorsement logo recognises food and drink products that top the taste tests with our panel of experts.

Stand out

The 'Best Banking
Brand of the Year'
isn't even a bank.
Again.



'The Which? logo on our marketing materials is an independent validation that consumers know and trust.' Nationwide



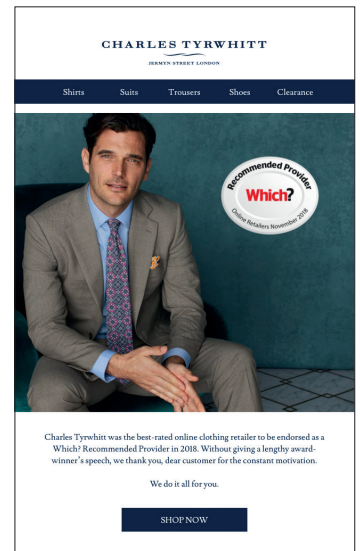
You deserve better.

Join the **only** Which?
Recommended Energy
Supplier

(Two years running, no biggy)



octopusenergy



I'M A CRUNCHER

Take your workout videos all over the home with TalkTalk's strongest Wi-Fi signal yet.

Best Buy
Which?
Smartest Wi-Fi Hub

Save 30% this January
Search TalkTalk Fibre

Offer ends 7 Feb. 24 month contract. T&Cs apply.

TalkTalk
For Everyone

'The logo gives us clout. Which? is independent so shoppers are confident that the tests are trustworthy and the reviews are impartial.' Talk Talk



Best Buy
Which?
Smart Thermostats Mar 2018

Hive Active Heating

Hive products require broadband. Terms apply. Offer ends 2nd January 2019.

Best Buy
Which?
Best Buy Taste Test
Mince Pies November 2018

WINNER
Of the special 25th Anniversary
of 25 years winning

WINNER
GROCER 33
EVERY YEAR

Christmas HOME

Extra Special mince pies
£1.39
6 pack

ASDA
Save money. Live better.

ASDA.COM

YOU WON'T BE LEAVING THESE OUT FOR SANTA.

It means the world to us.
Thanks to you.



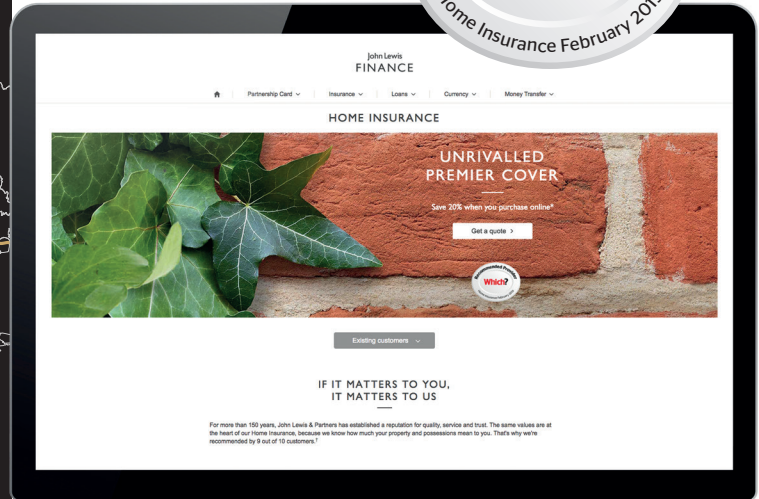
SCENIC NAMED WHICH? RECOMMENDED PROVIDER, RIVER CRUISES 2019

SCENIC[®]
LUXURY CRUISES & TOURS

www.scenic.co.uk



even removes
hidden grease
from your dishwasher pan



'We know consumers look for the Which? logo when choosing a product. For them it instantly says quality and performance.'
Proctor & Gamble

Win awards

At the annual Which? Awards we recognise consistently high performers. Winners can use our Which? Awards endorsement logo across their marketing material for 12 months for free.



W? WHICH?
AWARDS
2019

#WhichAwards2019 @WhichUK

We're not for profit

Which? is the UK's largest independent consumer body with more than 1.4 million members and supporters. We're not for profit and all for helping consumers make smarter choices.

**Which?
tests**



**Which?
advises**



**Which?
investigates**



**Which?
surveys**



**Which?
campaigns**



Email us

endorsementscheme@which.co.uk