

About Which? *No advertising, no bias, no hidden agenda*



- About Which? home
- Who we are
- What we do
- What we offer
- Press
- Careers
- Contact us

1. You are here:

2. [About Which? home](#)
3. Overview

Who we are

- **Overview**
- Our structure
- Which? annual reports
- Membership
- Our history
- Celebrating 50 years of Which?
- Council elections 2008

Overview

Which? exists to tackle the issues that matter to all consumers

Which? is proud to be celebrating its 50th anniversary this year, and we have certainly come a long way from our humble beginnings in 1957 when the first Which? magazine was published from a converted garage in Bethnal Green.



Today, we are the largest consumer body in the UK, with over 650,000 members (check out the latest [Which?](#) advert for how we're encouraging even more people to sign up for Which? Online and Which? Magazine). We are a registered charity and we plough everything back into consumer interests and services for our members.

Which? is completely independent - we have no owners, shareholders or Government departments on our back: we work on behalf of you, the consumer, and nobody else so you're assured you're getting the very best advice that's available.

At Which?, we're known for testing household products like washing machines and digital cameras. But that's not all we do. Confronting important consumer issues is also a key part of our work. Tackling everything from mis-selling to hospital food, our commitment to providing unbiased advice to consumers is still at the heart of everything we do, including some great new initiatives such as our Best Buy Icon and the inaugural Which? Awards.

This section of the website gives a fuller understanding of who Which? is and why we're much more than washing machine testers. You will find information on our publications, campaigns, websites and services.

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