

Handset

Short Terms:

Save an average of £350 per year

Exact Number: £355.04

Average saving is based on pricing of a new 24-month handset contracts, between 6th Feb 2026 and 13th May 2026. iD Mobile were cheaper for 99.0% of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same handset, minutes, texts and data combination.

Comparing sample of 6600 price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback. For verification see idmobile.co.uk/save.

Pay monthly prices subject to credit check, eligibility, and minimum term of 24 months on selected tariffs. All 24 month Pay Monthly plans are subject to an annual price increase and the increase amount will be confirmed at point of sale, for more details visit <http://idmobile.co.uk/price-increase>. Standard Network Terms and Conditions apply.

Long Terms:

Save an average of £350 a year on your phone plan at iD Mobile vs. going to a major network.

Methodology:

- We compared iD Mobile (idmobile.co.uk) pricing versus MNO (EE, O2, Vodafone and Three) website pricing.
- Pricing was compared across a 3-month (06/02/2026 – 13/05/2026) period, taking Wednesday, Thursday or Friday morning price as indicative for the full week. Where the either day's data was incomplete, or due to seasonality and resource, we used an alternative day.
- We compared all handsets ranged by iD Mobile on like for like 24m contracts.
- We compared total cost of ownership (monthly cost x 24 + any upfront – any cashback).
- 'Like-for like' match criteria consisted of handset, minutes, texts, and data allowances.
- The average save was calculated by adding up the TCO delta (positive and negative) and taking the mean average.

Pricing comparison summary:

Network	TCO Saving	No. of matches	Average Save (TCO)	Average Save per month	Losses	Loss %	Win %
EE	£1,491,049	1954	£763.08	£31.79	10	0.5%	99.5%
O2	£1,513,265	2379	£636.09	£26.50	50	2.1%	97.9%
Three	£532,028	760	£700.04	£29.17	0	0.0%	100.0%
Voda	£1,150,130	1507	£763.19	£31.80	4	0.3%	99.7%
Total	£4,686,473	6600	£710.07	£29.59	64	1.0%	99.0%

See the following pages for this date split by week throughout the 3-month period tracked.

Promotion Terms and Conditions:

Average saving is based on pricing of a new 24-month handset contracts, between 6th Feb 2026 and 13th May 2026. iD Mobile were cheaper for 99.0% of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same handset, minutes, texts and data combination. Comparing sample of 6600 price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback. For verification see idmobile.co.uk/save.

Pay monthly prices subject to credit check, eligibility, and minimum term of 24 months on selected tariffs. All 24 month Pay Monthly plans are subject to an annual price increase and the increase amount will be confirmed at point of sale, for more details visit <http://idmobile.co.uk/price-increase>. Standard Network Terms and Conditions apply.

Pricing comparison by week:

Date	Network	Total Save	Number of matches	Average TCO Save	Win %	No of loses
06-Feb	EE	£91,200.48	142	£642.26	99.30%	1
06-Feb	O2	£111,050.67	224	£495.76	97.32%	6
06-Feb	Three	£31,698.40	59	£537.26	100.00%	0
06-Feb	Voda	£75,291.08	122	£617.14	99.18%	1
12-Feb	EE	£100,901.64	136	£741.92	99.26%	1
12-Feb	O2	£123,466.77	212	£582.39	97.17%	6
12-Feb	Three	£39,166.64	56	£699.40	100.00%	0
12-Feb	Voda	£85,457.04	113	£756.26	99.12%	1
19-Feb	EE	£103,666.08	145	£714.94	99.31%	1
19-Feb	O2	£128,751.77	224	£574.78	95.98%	9
19-Feb	Three	£39,011.44	61	£639.53	100.00%	0
19-Feb	Voda	£86,529.52	119	£727.14	99.16%	1
27-Feb	EE	£108,049.44	139	£777.33	99.28%	1
27-Feb	O2	£126,150.78	217	£581.34	95.85%	9
27-Feb	Three	£40,603.84	63	£644.51	100.00%	0
27-Feb	Voda	£84,730.08	112	£756.52	100.00%	0
06-Mar	EE	£120,533.32	161	£748.65	99.40%	1
06-Mar	O2	£153,771.23	241	£638.05	97.50%	6
06-Mar	Three	£45,972.48	72	£638.51	100.00%	0
06-Mar	Voda	£93,781.76	129	£726.99	100.00%	0
12-Mar	EE	£112,257.28	145	£774.19	99.31%	1
12-Mar	O2	£135,692.38	227	£597.76	96.04%	9
12-Mar	Three	£41,009.40	56	£732.31	100.00%	0

12-Mar	Voda	£85,446.56	112	£762.92	100.00%	0
20-Mar	EE	£127,776.28	163	£783.90	99.39%	1
20-Mar	O2	£135,534.19	192	£705.91	100.00%	0
20-Mar	Three	£46,477.76	64	£726.22	100.00%	0
20-Mar	Voda	£97,891.84	130	£753.01	100.00%	0
27-Mar	EE	£124,214.20	158	£786.17	99.37%	1
27-Mar	O2	£133,549.23	188	£710.37	100.00%	0
27-Mar	Three	£45,717.44	62	£737.38	100.00%	0
27-Mar	Voda	£93,064.96	124	£750.52	100.00%	0
03-Apr	EE	£133,500.00	157	£850.32	100.00%	0
03-Apr	O2	£131,684.62	177	£743.98	100.00%	0
03-Apr	Three	£46,568.48	58	£802.90	100.00%	0
03-Apr	Voda	£102,226.88	120	£851.89	100.00%	0
10-Apr	EE	£126,389.64	156	£810.19	100.00%	0
10-Apr	O2	£123,377.14	168	£734.39	100.00%	0
10-Apr	Three	£43,608.96	55	£792.89	100.00%	0
10-Apr	Voda	£98,328.96	116	£847.66	100.00%	0
20-Apr	EE	£118,433.48	145	£816.78	100.00%	0
20-Apr	O2	£76,013.89	101	£752.61	100.00%	0
20-Apr	Three	£40,397.56	50	£807.95	100.00%	0
20-Apr	Voda	£90,147.84	104	£866.81	100.00%	0
24-Apr	EE	£129,122.36	156	£827.71	100.00%	0
24-Apr	O2	£82,263.76	109	£754.71	98.17%	2
24-Apr	Three	£44,890.04	53	£846.98	100.00%	0
24-Apr	Voda	£95,494.40	104	£918.22	100.00%	0
13-May	EE	£95,005.00	151	£629.17	98.68%	2
13-May	O2	£51,958.70	99	£524.84	96.97%	3
13-May	Three	£26,905.88	51	£527.57	100.00%	0
13-May	Voda	£61,739.16	102	£605.29	99.02%	1

SIMO:

Save an average of £130 per year on SIM only plans at iD Mobile vs. going to a major network.

- Save on average £130 per year on SIM only plans versus the major networks
- Exact number £139.25
- Win 100% of 100%

Methodology:

- 12 & 24m SIM only contracts included. PAYG and data-only SIMs excluded
- iD Direct (idmobile.co.uk) versus MNO direct (EE, O2, Vodafone and Three)
- Comparing effective monthly cost (EMC) on like for like contract lengths
- EMC is calculated by multiplying monthly recurring cost by contract length, deducting the value of upfront cashback, gift cards or half price line rental, then dividing by the original contract length
- Match criteria: contract length, minutes, texts, and data (where iD Mobile has slightly more, comparison is still made. Where iD Mobile has lower inclusions than a competitor, comparison is not made)
- Average save is calculated by adding up the EMC delta (positive and negative), and taking the mean average
- Pricing is compared over a 3 month / 13-week period (taking Thursday or Friday morning price as indicative for the full week. Where the either day's data was incomplete, or due to seasonality and resource, we used an alternative day).

Pricing comparison summary:

13wk Total	Save	Matches	avg Save
EE	£272	29	£9.39
O2	£882	72	£12.24
Three	£717	82	£8.75
Voda	£1,041	68	£15.32
Total Save	£2,913	251	£11.60

12M **£139.25**

	Matches	Wins	Win %
EE	29	29	100%
O2	72	72	100%
Three	82	82	100%
Voda	68	68	100%
Total	251	251	100.0%

Terms & Conditions:

Save an average of £130 per year on SIM only plans at iD Mobile vs major network

Average saving based on pricing of new SIM only plans, between 6th Feb 2026 and 13th May 2026. Comparing the effective monthly cost of plans on idmobile.co.uk vs. network's direct price (Vodafone, O2, EE and Three). iD

Mobile were cheaper for 100.0% of the 251 like-for-like plans matched. Match criteria: same contract length, minutes, texts and data combination. Total cost of ownership is calculated by: ((monthly cost x contract length) – (discounted line rental x discounted months) – cashback) / contract length. For verification see idmobile.co.uk/save.

Week	Network	Total Save	Number of matches	Per Month	Win %	Win no	
06-Feb	EE	£20.08	2	£10.04	100%	2	40
06-Feb	O2	£68.92	5	£13.78	100%	5	40
06-Feb	Three	£48.43	5	£9.69	100%	5	40
06-Feb	Voda	£72.28	5	£14.46	100%	5	40
06-Feb	Average Save		17	£12.34	100%	17	40
13-Feb	EE	£20.08	2	£10.04	100%	2	41
13-Feb	O2	£54.17	4	£13.54	100%	4	41
13-Feb	Three	£45.62	5	£9.12	100%	5	41
13-Feb	Voda	£72.28	5	£14.46	100%	5	41
13-Feb	Average Save		16	£12.01	100%	16	41
20-Feb	EE	£30.12	3	£10.04	100%	3	42
20-Feb	O2	£60.93	5	£12.19	100%	5	42
20-Feb	Three	£45.62	5	£9.12	100%	5	42
20-Feb	Voda	£72.28	5	£14.46	100%	5	42
20-Feb	Average Save		18	£11.61	100%	18	42
27-Feb	EE	£26.12	3	£8.71	100%	3	43
27-Feb	O2	£79.18	8	£9.90	100%	8	43
27-Feb	Three	£36.87	5	£7.37	100%	5	43
27-Feb	Voda	£92.28	6	£15.38	100%	6	43
27-Feb	Average Save		22	£10.66	100%	22	43
06-Mar	EE	£26.12	3	£8.71	100%	3	44
06-Mar	O2	£83.18	8	£10.40	100%	8	44
06-Mar	Three	£36.87	5	£7.37	100%	5	44
06-Mar	Voda	£91.28	6	£15.21	100%	6	44
06-Mar	Average Save		22	£10.79	100%	22	44
13-Mar	EE	£26.12	3	£8.71	100%	3	45
13-Mar	O2	£60.17	5	£12.03	100%	5	45
13-Mar	Three	£39.87	5	£7.97	100%	5	45
13-Mar	Voda	£91.28	6	£15.21	100%	6	45
13-Mar	Average Save		19	£11.44	100%	19	45
20-Mar	EE	£26.12	3	£8.71	100%	3	46
20-Mar	O2	£67.20	7	£9.60	100%	7	46

20-Mar	Three	£48.91	6	£8.15	100%	6	46
20-Mar	Voda	£91.28	6	£15.21	100%	6	46
20-Mar	Average Save		22	£10.61	100%	22	46
27-Mar	EE	£27.12	3	£9.04	100%	3	47
27-Mar	O2	£79.20	6	£13.20	100%	6	47
27-Mar	Three	£59.91	7	£8.56	100%	7	47
27-Mar	Voda	£106.28	7	£15.18	100%	7	47
27-Mar	Average Save		23	£11.85	100%	23	47
03-Apr	EE	£11.08	1	£11.08	100%	1	48
03-Apr	O2	£79.20	6	£13.20	100%	6	48
03-Apr	Three	£73.72	8	£9.21	100%	8	48
03-Apr	Voda	£157.44	10	£15.74	100%	10	48
03-Apr	Average Save		25	£12.86	100%	25	48
10-Apr	EE	£11.08	1	£11.08	100%	1	49
10-Apr	O2	£79.20	6	£13.20	100%	6	49
10-Apr	Three	£73.72	8	£9.21	100%	8	49
10-Apr	Voda	£51.20	3	£17.07	100%	3	49
10-Apr	Average Save		18	£11.96	100%	18	49
17-Apr	EE	£11.08	1	£11.08	100%	1	50
17-Apr	O2	£73.54	5	£14.71	100%	5	50
17-Apr	Three	£73.72	8	£9.21	100%	8	50
17-Apr	Voda	£51.20	3	£17.07	100%	3	50
17-Apr	Average Save		17	£12.33	100%	17	50
24-Apr	EE	£11.08	1	£11.08	100%	1	51
24-Apr	O2	£55.54	4	£13.88	100%	4	51
24-Apr	Three	£72.72	8	£9.09	100%	8	51
24-Apr	Voda	£51.20	3	£17.07	100%	3	51
24-Apr	Average Save		16	£11.91	100%	16	51
13-May	EE	£26.12	3	£8.71	100%	3	2
13-May	O2	£41.16	3	£13.72	100%	3	2
13-May	Three	£61.34	7	£8.76	100%	7	2
13-May	Voda	£41.20	3	£13.73	100%	3	2
13-May	Average Save		16	£10.61	100%	16	2