

Handset

Short Terms:

Save an average of £290 per year

Exact Number: £297.81

Pricing was compared across a 3-month (26/06/2026 – 18/09/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period. Average savings are calculated based on the pricing of new 24-month handset contracts. iD Mobile were cheaper for 99.2% 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 14,098 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 £290 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 (26/06/2026 – 18/09/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period.
- 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	£2,539,870	3664	£693.20	£28.88	2	0.1%	99.9%
O2	£1,990,474	3557	£559.59	£23.32	33	0.9%	99.1%
Three	£1,820,279	3637	£500.49	£20.85	21	0.6%	99.4%
Voda	£2,046,355	3240	£631.59	£26.32	59	1.8%	98.2%
Total	£8,396,978	14098	£595.61	£24.82	115	0.8%	99.2%

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

Promotion Terms and Conditions:

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combination. Comparing sample of 14,098 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
26-Jun	EE	£157,987.10	229	£689.90	100.00%	0
26-Jun	O2	£110,013.80	190	£579.02	100.00%	0
26-Jun	Three	£102,781.02	213	£482.54	98.12%	4
26-Jun	Voda	£118,134.36	199	£593.64	96.98%	6
03-Jul	EE	£186,962.80	265	£705.52	100.00%	0
03-Jul	O2	£139,641.56	233	£599.32	100.00%	0
03-Jul	Three	£120,917.30	245	£493.54	100.00%	0
03-Jul	Voda	£145,190.40	240	£604.96	98.33%	4
10-Jul	EE	£171,161.40	237	£722.20	100.00%	0
10-Jul	O2	£114,382.80	180	£635.46	100.00%	0
10-Jul	Three	£106,594.74	217	£491.22	100.00%	0
10-Jul	Voda	£125,064.04	194	£644.66	100.00%	0
17-Jul	EE	£172,068.90	255	£674.78	100.00%	0
17-Jul	O2	£135,426.24	236	£573.84	99.58%	1
17-Jul	Three	£119,321.60	256	£466.10	97.66%	6
17-Jul	Voda	£134,232.60	230	£583.62	99.13%	2
24-Jul	EE	£89,766.60	145	£619.08	98.62%	2
24-Jul	O2	£146,674.00	275	£533.36	99.64%	1
24-Jul	Three	£139,296.32	284	£490.48	99.65%	1
24-Jul	Voda	£159,426.80	260	£613.18	99.62%	1
31-Jul	EE	£206,240.40	295	£699.12	100.00%	0
31-Jul	O2	£131,273.00	251	£523.00	99.60%	1
31-Jul	Three	£131,833.16	278	£474.22	99.64%	1
31-Jul	Voda	£156,670.80	260	£602.58	99.62%	1
07-Aug	EE	£192,828.80	275	£701.20	100.00%	0
07-Aug	O2	£124,336.66	232	£535.93	96.98%	7
07-Aug	Three	£128,290.68	259	£495.33	99.61%	1
07-Aug	Voda	£149,214.44	250	£596.86	99.60%	1
14-Aug	EE	£191,041.92	283	£675.06	100.00%	0
14-Aug	O2	£178,167.98	308	£578.47	98.38%	5
14-Aug	Three	£146,285.68	294	£497.57	99.66%	1
14-Aug	Voda	£160,470.64	265	£605.55	99.62%	1
21-Aug	EE	£219,027.40	320	£684.46	100.00%	0
21-Aug	O2	£170,633.31	301	£566.89	97.67%	7

21-Aug	Three	£157,100.56	309	£508.42	99.68%	1
21-Aug	Voda	£186,572.60	290	£643.35	98.62%	4
28-Aug	EE	£216,731.20	315	£688.04	100.00%	0
28-Aug	O2	£179,741.69	307	£585.48	98.37%	5
28-Aug	Three	£162,141.16	309	£524.73	99.68%	1
28-Aug	Voda	£170,602.60	290	£588.28	89.31%	31
04-Sep	EE	£230,290.40	320	£719.66	100.00%	0
04-Sep	O2	£171,552.34	320	£536.10	100.00%	0
04-Sep	Three	£162,394.16	304	£534.19	99.67%	1
04-Sep	Voda	£172,925.48	236	£732.74	97.88%	5
11-Sep	EE	£242,404.00	345	£702.62	100.00%	0
11-Sep	O2	£185,995.13	350	£531.41	100.00%	0
11-Sep	Three	£166,132.56	319	£520.79	99.69%	1
11-Sep	Voda	£184,196.04	240	£767.48	100.00%	0
18-Sep	EE	£263,359.00	380	£693.05	100.00%	0
18-Sep	O2	£202,635.36	374	£541.81	98.40%	6
18-Sep	Three	£177,190.48	350	£506.26	99.14%	3
18-Sep	Voda	£183,654.04	286	£642.15	98.95%	3

SIMO:

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

- Exact number £132.85

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 (26/06/2026 – 18/09/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period.
- We compared total cost of ownership ranged by iD Mobile on like for like contract lengths. 12 & 24m SIM only contracts included. PAYG and data-only SIMs excluded
- We compared total cost of ownership (monthly cost x contract length + any upfront – any cashback, gift cards or half price line rental).
- 'Like-for like' match criteria consisted of contract length, 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	£7,780	30	£259	£8.64	30	0.0%	100.0%
O2	£53,567	64	£837	£13.08	64	0.0%	100.0%
Three	£69,169	88	£786	£8.93	88	0.0%	100.0%
Voda	£65,218	71	£919	£12.94	71	0.0%	100.0%
Total	£195,733	253	£2,801	£11.07	253	0.0%	100.0%

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

Terms & Conditions:

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

Pricing was compared across a 3-month (26/06/2026 – 18/09/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period. Average savings are calculated based on the pricing of new SIM only plans. iD Mobile were cheaper for 100.0% 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 contract length, minutes, texts and data combination. Comparing sample of 253 price comparisons. 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.

Date	Network	Total Save	Number of matches	Average TCO Save	Win %	No of loses
26-Jun	EE	£14.08	2	£7.04	100%	0
26-Jun	O2	£64.18	5	£12.84	100%	0
26-Jun	Three	£54.91	6	£9.15	100%	0
26-Jun	Voda	£41.20	3	£13.73	100%	0
03-Jul	EE	£23.12	3	£7.71	100%	0
03-Jul	O2	£52.16	4	£13.04	100%	0
03-Jul	Three	£54.91	6	£9.15	100%	0
03-Jul	Voda	£41.20	3	£13.73	100%	0
10-Jul	EE	£23.12	3	£7.71	100%	0
10-Jul	O2	£52.16	4	£13.04	100%	0
10-Jul	Three	£54.91	6	£9.15	100%	0
10-Jul	Voda	£41.20	3	£13.73	100%	0
17-Jul	EE	£23.12	3	£7.71	100%	0
17-Jul	O2	£52.16	4	£13.04	100%	0
17-Jul	Three	£53.28	6	£8.88	100%	0
17-Jul	Voda	£41.20	3	£13.73	100%	0
24-Jul	EE	£23.12	3	£7.71	100%	0
24-Jul	O2	£52.16	4	£13.04	100%	0
24-Jul	Three	£51.28	6	£8.55	100%	0
24-Jul	Voda	£115.44	9	£12.83	100%	0
31-Jul	EE	£19.08	2	£9.54	100%	0
31-Jul	O2	£52.16	4	£13.04	100%	0
31-Jul	Three	£51.28	6	£8.55	100%	0
31-Jul	Voda	£115.44	9	£12.83	100%	0
07-Aug	EE	£19.08	2	£9.54	100%	0
07-Aug	O2	£62.20	5	£12.44	100%	0
07-Aug	Three	£51.28	6	£8.55	100%	0
07-Aug	Voda	£42.20	3	£14.07	100%	0
14-Aug	EE	£20.08	2	£10.04	100%	0
14-Aug	O2	£97.20	7	£13.89	100%	0
14-Aug	Three	£70.28	8	£8.79	100%	0
14-Aug	Voda	£56.20	4	£14.05	100%	0
21-Aug	EE	£20.08	2	£10.04	100%	0
21-Aug	O2	£85.20	6	£14.20	100%	0
21-Aug	Three	£70.28	8	£8.79	100%	0
21-Aug	Voda	£53.20	4	£13.30	100%	0
28-Aug	EE	£20.08	2	£10.04	100%	0
28-Aug	O2	£85.20	6	£14.20	100%	0
28-Aug	Three	£70.28	8	£8.79	100%	0
28-Aug	Voda	£114.44	9	£12.72	100%	0
04-Sep	EE	£18.12	2	£9.06	100%	0
04-Sep	O2	£83.15	7	£11.88	100%	0
04-Sep	Three	£70.28	8	£8.79	100%	0
04-Sep	Voda	£80.28	7	£11.47	100%	0

11-Sep	EE	£18.12	2	£9.06	100%	0
11-Sep	O2	£54.90	5	£10.98	100%	0
11-Sep	Three	£67.53	7	£9.65	100%	0
11-Sep	Voda	£82.78	7	£11.83	100%	0
18-Sep	EE	£18.12	2	£9.06	100%	0
18-Sep	O2	£44.15	3	£14.72	100%	0
18-Sep	Three	£65.53	7	£9.36	100%	0
18-Sep	Voda	£93.78	7	£13.40	100%	0