



Save an average of £13 per month 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 (29/11/21 – 21/02/22) period, taking the Monday morning price as indicative for the full week.
- We compared all handsets ranged by iD Mobile on like for like 24m contracts
- We compared total cost of ownership (monthly cost x24 + 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:

Competitor	Total TCO Saving	No. of matches	Average TCO saving	Average save per month
EE	£473,975	1,619	£292.76	£12.20
O2	£617,492	1,825	£338.35	£14.10
Three	£301,088	999	£301.39	£12.56
Vodafone	£508,099	1,401	£362.67	£15.11
Total	£1,900,655	5844	£325.23	£13.55

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

Promotion Terms & Conditions:

Average saving is based on pricing of a new contract between 29th November 2021 and 21st February 2022. iD Mobile were cheaper for 98.7% 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 5844 price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback.

Subject to credit check, eligibility and 24-month minimum term. Monthly cost may increase in line with Retail Price Index (RPI). Standard Network Terms and Conditions apply. See website for details:
<https://www.idmobile.co.uk/legal/terms-and-conditions>.

Pricing comparison by week:

Date	Competitor	Total TCO Saving	No. of matches	Average TCO Saving	Average save per month
29-Nov	EE	£31,693.57	117	£270.88	£11.29
29-Nov	O2	£47,277.44	139	£340.12	£14.17
29-Nov	Three	£23,289.50	76	£306.44	£12.77
29-Nov	Vodafone	£27,382.88	84	£325.98	£13.58
06-Dec	EE	£30,100.84	126	£238.90	£9.95
06-Dec	O2	£46,473.75	149	£311.90	£13.00
06-Dec	Three	£17,789.90	61	£291.64	£12.15
06-Dec	Vodafone	£34,224.47	89	£384.54	£16.02
13-Dec	EE	£39,822.84	134	£297.19	£12.38
13-Dec	O2	£49,014.29	145	£338.03	£14.08
13-Dec	Three	£17,116.40	59	£290.11	£12.09
13-Dec	Vodafone	£32,735.63	85	£385.13	£16.05
20-Dec	EE	£39,142.07	131	£298.79	£12.45
20-Dec	O2	£48,792.98	144	£338.84	£14.12
20-Dec	Three	£23,551.34	79	£298.12	£12.42
20-Dec	Vodafone	£32,534.45	84	£387.31	£16.14
27-Dec	EE	£33,109.57	121	£273.63	£11.40
27-Dec	O2	£49,008.98	144	£340.34	£14.18
27-Dec	Three	£23,745.34	79	£300.57	£12.52
27-Dec	Vodafone	£33,648.56	98	£343.35	£14.31
03-Jan	EE	£33,393.07	119	£280.61	£11.69
03-Jan	O2	£53,445.45	148	£361.12	£15.05
03-Jan	Three	£23,889.34	79	£302.40	£12.60
03-Jan	Vodafone	£34,573.52	102	£338.96	£14.12
10-Jan	EE	£33,088.57	117	£282.81	£11.78
10-Jan	O2	£53,829.48	151	£356.49	£14.85
10-Jan	Three	£24,198.34	79	£306.31	£12.76
10-Jan	Vodafone	£35,912.04	104	£345.31	£14.39
17-Jan	EE	£33,060.35	116	£285.00	£11.88
17-Jan	O2	£52,141.69	149	£349.94	£14.58
17-Jan	Three	£27,788.07	82	£338.88	£14.12
17-Jan	Vodafone	£35,708.75	107	£333.73	£13.91
24-Jan	EE	£33,666.81	118	£285.31	£11.89
24-Jan	O2	£51,641.60	154	£335.34	£13.97
24-Jan	Three	£23,761.83	81	£293.36	£12.22
24-Jan	Vodafone	£34,683.30	106	£327.20	£13.63
31-Jan	EE	£33,995.28	128	£265.59	£11.07
31-Jan	O2	£50,965.35	152	£335.30	£13.97
31-Jan	Three	£23,512.35	79	£297.62	£12.40
31-Jan	Vodafone	£33,135.98	88	£376.55	£15.69

07-Feb	EE	£32,926.28	124	£265.53	£11.06
07-Feb	O2	£33,902.50	103	£329.15	£13.71
07-Feb	Three	£22,884.85	77	£297.21	£12.38
07-Feb	Vodafone	£54,263.20	139	£390.38	£16.27
14-Feb	EE	£49,970.60	138	£362.11	£15.09
14-Feb	O2	£40,089.68	124	£323.30	£13.47
14-Feb	Three	£24,908.53	84	£296.53	£12.36
14-Feb	Vodafone	£58,349.29	155	£376.45	£15.69
21-Feb	EE	£50,005.53	130	£384.66	£16.03
21-Feb	O2	£40,908.99	123	£332.59	£13.86
21-Feb	Three	£24,652.47	84	£293.48	£12.23
21-Feb	Vodafone	£60,946.92	160	£380.92	£15.87
Total:		£1,900,654.81	5,844	£325.23	£13.55