



**Save an average of £260 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 (25/10/2023 – 17/01/2024) 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
- 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	£599,009	1017	£589.00	£24.54	0	0.0%	100.0%
O2	£635,421	1070	£593.85	£24.74	0	0.0%	100.0%
Three	£385,314	967	£398.46	£16.60	2	0.2%	99.8%
Voda	£446,537	908	£491.78	£20.49	17	1.9%	98.1%
<b>Total</b>	<b>£2,066,280</b>	<b>3962</b>	<b>£521.52</b>	<b>£21.73</b>	<b>19</b>	<b>0.5%</b>	<b>99.5%</b>

See the following pages for this data 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 25th October 2023 and 17th January 2024. id Mobile were cheaper for 99.5% 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 3962 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. Monthly payments will increase in April each year by the Consumer Price Index rate of inflation (CPI) +3.9%. Standard Network Terms and Conditions apply: <https://www.idmobile.co.uk/legal/terms-and-conditions>.

### Pricing comparison by week:

25-Oct	EE	£52,388.84	101	£518.70	100.00%	0
25-Oct	O2	£54,617.76	100	£546.18	100.00%	0
25-Oct	Three	£21,950.68	68	£322.80	100.00%	0
25-Oct	Voda	£43,310.96	103	£420.49	97.09%	3
03-Nov	EE	£51,926.40	95	£546.59	100.00%	0
03-Nov	O2	£52,172.08	93	£560.99	100.00%	0
03-Nov	Three	£24,386.88	64	£381.05	100.00%	0
03-Nov	Voda	£43,602.16	98	£444.92	93.88%	6
08-Nov	EE	£51,926.40	95	£546.59	100.00%	0
08-Nov	O2	£54,970.88	98	£560.93	100.00%	0
08-Nov	Three	£24,386.88	64	£381.05	100.00%	0
08-Nov	Voda	£41,453.12	93	£445.73	93.55%	6
13-Nov	EE	£57,962.08	95	£610.13	100.00%	0
13-Nov	O2	£53,277.88	95	£560.82	100.00%	0
13-Nov	Three	£24,202.88	64	£378.17	100.00%	0
13-Nov	Voda	£45,629.12	93	£490.64	97.85%	2
21-Nov	EE	£56,757.36	94	£603.80	100.00%	0
21-Nov	O2	£52,637.52	95	£554.08	100.00%	0
21-Nov	Three	£36,336.92	124	£293.04	98.39%	2
21-Nov	Voda	£47,585.72	90	£528.73	100.00%	0
01-Dec	EE	£33,646.48	54	£623.08	100.00%	0
01-Dec	O2	£36,682.16	60	£611.37	100.00%	0
01-Dec	Three	£34,715.12	79	£439.43	100.00%	0
01-Dec	Voda	£30,237.32	57	£530.48	100.00%	0
08-Dec	EE	£31,863.24	53	£601.19	100.00%	0
08-Dec	O2	£38,012.32	57	£666.88	100.00%	0
08-Dec	Three	£37,879.16	85	£445.64	100.00%	0
08-Dec	Voda	£24,691.76	43	£574.23	100.00%	0
13-Dec	EE	£31,863.24	53	£601.19	100.00%	0
13-Dec	O2	£38,012.32	57	£666.88	100.00%	0

13-Dec	Three	£38,755.56	87	£445.47	100.00%	0
13-Dec	Voda	£26,616.64	47	£566.31	100.00%	0
20-Dec	EE	£36,515.72	61	£598.62	100.00%	0
20-Dec	O2	£41,525.36	63	£659.13	100.00%	0
20-Dec	Three	£40,762.60	92	£443.07	100.00%	0
20-Dec	Voda	£29,837.24	54	£552.54	100.00%	0
29-Dec	EE	£54,707.72	85	£643.62	100.00%	0
29-Dec	O2	£55,014.80	88	£625.17	100.00%	0
29-Dec	Three	£26,391.80	61	£432.65	100.00%	0
29-Dec	Voda	£33,392.84	65	£513.74	100.00%	0
05-Jan	EE	£48,398.84	80	£604.99	100.00%	0
05-Jan	O2	£54,349.88	91	£597.25	100.00%	0
05-Jan	Three	£25,488.80	61	£417.85	100.00%	0
05-Jan	Voda	£31,629.26	64	£494.21	100.00%	0
12-Jan	EE	£44,670.16	73	£611.92	100.00%	0
12-Jan	O2	£52,905.12	88	£601.19	100.00%	0
12-Jan	Three	£24,967.40	59	£423.18	100.00%	0
12-Jan	Voda	£17,284.86	34	£508.38	100.00%	0
17-Jan	EE	£46,382.08	78	£594.64	100.00%	0
17-Jan	O2	£51,242.68	85	£602.86	100.00%	0
17-Jan	Three	£25,089.40	59	£425.24	100.00%	0
17-Jan	Voda	£31,265.56	67	£466.65	100.00%	0



**Save an average of £13 per month on SIM only plans at iD Mobile vs. going to a major network.**

**Methodology:**

- 1, 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	£940	69	£13.62
O2	£1,560	113	£13.81
Three	£833	95	£8.76
Voda	£1,407	82	£17.15
<b>Total Save</b>	<b>£4,739</b>	<b>359</b>	<b>£13.20</b>

	Matches	Wins	Win %
EE	69	69	100%
O2	113	113	100%
Three	95	95	100%
Voda	82	82	100%
<b>Total</b>	<b>359</b>	<b>359</b>	<b>100.0%</b>

**Terms & Conditions:**

**Save an average of £13 per month on SIM only plans at iD Mobile vs major network**

Average saving based on pricing of new SIM only plans between 25th October 2023 and 17<sup>th</sup> January 2024. 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 359 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.

25-Oct	EE	£59.13	5	£11.83	100%	5
25-Oct	O2	£119.98	9	£13.33	100%	9
25-Oct	Three	£58.50	9	£6.50	100%	9
25-Oct	Voda	£87.00	6	£14.50	100%	6

25-Oct	Average Save		29	£11.19	100%	29
03-Nov	EE	£73.00	5	£14.60	100%	5
03-Nov	O2	£99.97	7	£14.28	100%	7
03-Nov	Three	£40.50	4	£10.13	100%	4
03-Nov	Voda	£122.00	6	£20.33	100%	6
03-Nov	Average Save		22	£15.25	100%	22
08-Nov	EE	£73.00	5	£14.60	100%	5
08-Nov	O2	£99.97	7	£14.28	100%	7
08-Nov	Three	£40.50	4	£10.13	100%	4
08-Nov	Voda	£122.00	6	£20.33	100%	6
08-Nov	Average Save		22	£15.25	100%	22
14-Nov	EE	£73.00	5	£14.60	100%	5
14-Nov	O2	£99.97	7	£14.28	100%	7
14-Nov	Three	£40.50	4	£10.13	100%	4
14-Nov	Voda	£122.00	6	£20.33	100%	6
14-Nov	Average Save		22	£15.25	100%	22
22-Nov	EE	£73.00	5	£14.60	100%	5
22-Nov	O2	£97.97	7	£14.00	100%	7
22-Nov	Three	£62.00	6	£10.33	100%	6
22-Nov	Voda	£122.00	6	£20.33	100%	6
22-Nov	Average Save		24	£14.79	100%	24
01-Dec	EE	£55.25	5	£11.05	100%	5
01-Dec	O2	£130.97	10	£13.10	100%	10
01-Dec	Three	£80.00	11	£7.27	100%	11
01-Dec	Voda	£88.00	6	£14.67	100%	6
01-Dec	Average Save		32	£11.07	100%	32
08-Dec	EE	£63.00	5	£12.60	100%	5
08-Dec	O2	£134.97	10	£13.50	100%	10
08-Dec	Three	£80.00	11	£7.27	100%	11
08-Dec	Voda	£88.00	6	£14.67	100%	6
08-Dec	Average Save		32	£11.44	100%	32
14-Dec	EE	£63.00	5	£12.60	100%	5
14-Dec	O2	£134.97	10	£13.50	100%	10
14-Dec	Three	£80.00	11	£7.27	100%	11
14-Dec	Voda	£88.00	6	£14.67	100%	6
14-Dec	Average Save		32	£11.44	100%	32
21-Dec	EE	£63.00	5	£12.60	100%	5
21-Dec	O2	£134.97	10	£13.50	100%	10

21-Dec	Three	£80.00	11	£7.27	100%	11
21-Dec	Voda	£88.00	6	£14.67	100%	6
21-Dec	Average Save		32	£11.44	100%	32
28-Dec	EE	£83.13	6	£13.85	100%	6
28-Dec	O2	£126.61	9	£14.07	100%	9
28-Dec	Three	£67.63	6	£11.27	100%	6
28-Dec	Voda	£119.88	7	£17.13	100%	7
28-Dec	Average Save		28	£14.19	100%	28
05-Jan	EE	£83.13	6	£13.85	100%	6
05-Jan	O2	£126.61	9	£14.07	100%	9
05-Jan	Three	£67.63	6	£11.27	100%	6
05-Jan	Voda	£119.88	7	£17.13	100%	7
05-Jan	Average Save		28	£14.19	100%	28
12-Jan	EE	£89.13	6	£14.85	100%	6
12-Jan	O2	£126.61	9	£14.07	100%	9
12-Jan	Three	£67.63	6	£11.27	100%	6
12-Jan	Voda	£119.88	7	£17.13	100%	7
12-Jan	Average Save		28	£14.40	100%	28
17-Jan	EE	£89.13	6	£14.85	100%	6
17-Jan	O2	£126.61	9	£14.07	100%	9
17-Jan	Three	£67.63	6	£11.27	100%	6
17-Jan	Voda	£119.88	7	£17.13	100%	7
17-Jan	Average Save		28	£14.40	100%	28