

# Handset

## Short Terms:

**Save an average of £300 per year**

Exact Number: £303.59

Average saving is based on pricing of a new 24-month handset contracts, between 28<sup>th</sup> Nov 2025 and 19<sup>th</sup> Feb 2026. iD Mobile were cheaper for 98.5% 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 6791 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 price on iD Mobile phone plans will increase by £1.80 each April. For more information, visit idmobile.co.uk/price-increase. Standard Network Terms and Conditions apply.

## Long Terms:

Save an average of £300 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 (28/11/2025 – 19/02/2026) 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           | £1,136,737        | 1636           | £694.83            | £28.95                 | 13         | 0.8%        | 99.2%        |
| O2           | £1,453,292        | 2763           | £525.98            | £21.92                 | 78         | 2.8%        | 97.2%        |
| Three        | £441,042          | 782            | £563.99            | £23.50                 | 0          | 0.0%        | 100.0%       |
| Voda         | £1,092,240        | 1610           | £678.41            | £28.27                 | 9          | 0.6%        | 99.4%        |
| <b>Total</b> | <b>£4,123,311</b> | <b>6791</b>    | <b>£607.17</b>     | <b>£25.30</b>          | <b>100</b> | <b>1.5%</b> | <b>98.5%</b> |

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 28<sup>th</sup> Nov 2025 and 19<sup>th</sup> Feb 2026. iD Mobile were cheaper for 98.5% 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 6791 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 price on iD Mobile phone plans will increase by £1.80 each April. For more information, visit 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 |
|--------|---------|-------------|-------------------|------------------|---------|-------------|
| 28-Nov | EE      | £76,581.88  | 121               | £632.91          | 99.17%  | 1           |
| 28-Nov | O2      | £126,149.83 | 229               | £550.87          | 99.13%  | 2           |
| 28-Nov | Three   | £32,006.00  | 62                | £516.23          | 100.00% | 0           |
| 28-Nov | Voda    | £72,275.76  | 129               | £560.28          | 99.22%  | 1           |
| 05-Dec | EE      | £73,804.44  | 114               | £647.41          | 99.12%  | 1           |
| 05-Dec | O2      | £86,871.10  | 162               | £536.24          | 98.15%  | 3           |
| 05-Dec | Three   | £33,431.92  | 63                | £530.67          | 100.00% | 0           |
| 05-Dec | Voda    | £88,311.64  | 130               | £679.32          | 100.00% | 0           |
| 12-Dec | EE      | £65,887.08  | 104               | £633.53          | 99.04%  | 1           |
| 12-Dec | O2      | £121,715.78 | 241               | £505.04          | 97.10%  | 7           |
| 12-Dec | Three   | £33,541.76  | 64                | £524.09          | 100.00% | 0           |
| 12-Dec | Voda    | £84,716.44  | 125               | £677.73          | 99.20%  | 1           |
| 19-Dec | EE      | £76,142.20  | 111               | £685.97          | 99.10%  | 1           |
| 19-Dec | O2      | £116,177.86 | 226               | £514.06          | 96.90%  | 7           |
| 19-Dec | Three   | £32,427.56  | 62                | £523.03          | 100.00% | 0           |
| 19-Dec | Voda    | £82,721.04  | 124               | £667.11          | 100.00% | 0           |
| 26-Dec | EE      | £89,291.68  | 127               | £703.08          | 99.21%  | 1           |
| 26-Dec | O2      | £111,357.95 | 220               | £506.17          | 96.82%  | 7           |
| 26-Dec | Three   | £31,812.96  | 60                | £530.22          | 100.00% | 0           |
| 26-Dec | Voda    | £84,248.28  | 125               | £673.99          | 100.00% | 0           |
| 02-Jan | EE      | £93,220.68  | 127               | £734.02          | 99.21%  | 1           |
| 02-Jan | O2      | £123,203.86 | 226               | £545.15          | 96.90%  | 7           |
| 02-Jan | Three   | £33,989.40  | 61                | £557.20          | 100.00% | 0           |
| 02-Jan | Voda    | £88,591.44  | 125               | £708.73          | 100.00% | 0           |
| 09-Jan | EE      | £92,587.24  | 123               | £752.74          | 99.19%  | 1           |
| 09-Jan | O2      | £117,597.37 | 218               | £539.44          | 97.25%  | 6           |
| 09-Jan | Three   | £33,787.68  | 58                | £582.55          | 100.00% | 0           |

|        |       |             |     |         |         |   |
|--------|-------|-------------|-----|---------|---------|---|
| 09-Jan | Voda  | £87,953.96  | 122 | £720.93 | 100.00% | 0 |
| 16-Jan | EE    | £91,654.52  | 123 | £745.16 | 99.20%  | 1 |
| 16-Jan | O2    | £111,790.22 | 218 | £512.80 | 97.20%  | 6 |
| 16-Jan | Three | £34,048.44  | 58  | £587.04 | 100.00% | 0 |
| 16-Jan | Voda  | £90,698.60  | 126 | £719.83 | 100.00% | 0 |
| 23-Jan | EE    | £90,566.36  | 123 | £736.31 | 99.19%  | 1 |
| 23-Jan | O2    | £57,843.17  | 129 | £448.40 | 95.35%  | 6 |
| 23-Jan | Three | £32,977.16  | 58  | £568.57 | 100.00% | 0 |
| 23-Jan | Voda  | £84,710.28  | 122 | £694.35 | 100.00% | 0 |
| 30-Jan | EE    | £91,232.76  | 140 | £651.66 | 99.30%  | 1 |
| 30-Jan | O2    | £117,316.10 | 234 | £501.35 | 97.40%  | 6 |
| 30-Jan | Three | £33,142.52  | 60  | £552.38 | 100.00% | 0 |
| 30-Jan | Voda  | £80,734.52  | 128 | £630.74 | 96.90%  | 4 |
| 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 |

# 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 £139.38
- 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         | £165   | 18      | £9.18          |
| O2         | £911   | 74      | £12.31         |
| Three      | £523   | 59      | £8.87          |
| Voda       | £700   | 47      | £14.89         |
| Total Save | £2,300 | 198     | <b>£11.62</b>  |
| 12M        |        |         | <b>£139.38</b> |

|       | Matches | Wins | Win %  |
|-------|---------|------|--------|
| EE    | 18      | 18   | 100%   |
| O2    | 74      | 74   | 100%   |
| Three | 59      | 59   | 100%   |
| Voda  | 47      | 47   | 100%   |
| Total | 198     | 198  | 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 28th Nov 2025 and 19th Feb 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 198 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<br>Save | Number<br>of<br>matches | Per<br>Month | Win % | Win no |    |
|--------|-----------------|---------------|-------------------------|--------------|-------|--------|----|
| 28-Nov | EE              | £7.13         | 1                       | £7.13        | 100%  | 1      | 30 |
| 28-Nov | O2              | £71.73        | 5                       | £14.35       | 100%  | 5      | 30 |
| 28-Nov | Three           | £37.00        | 3                       | £12.33       | 100%  | 3      | 30 |
| 28-Nov | Voda            | £44.25        | 3                       | £14.75       | 100%  | 3      | 30 |
| 28-Nov | Average<br>Save |               | 12                      | £13.34       | 100%  | 12     | 30 |
| 05-Dec | EE              | £7.08         | 1                       | £7.08        | 100%  | 1      | 31 |
| 05-Dec | O2              | £67.18        | 5                       | £13.44       | 100%  | 5      | 31 |
| 05-Dec | Three           | £36.24        | 4                       | £9.06        | 100%  | 4      | 31 |
| 05-Dec | Voda            | £60.20        | 4                       | £15.05       | 100%  | 4      | 31 |
| 05-Dec | Average<br>Save |               | 14                      | £12.19       | 100%  | 14     | 31 |
| 12-Dec | EE              | £21.12        | 2                       | £10.56       | 100%  | 2      | 32 |
| 12-Dec | O2              | £64.17        | 5                       | £12.83       | 100%  | 5      | 32 |
| 12-Dec | Three           | £36.24        | 4                       | £9.06        | 100%  | 4      | 32 |
| 12-Dec | Voda            | £46.20        | 3                       | £15.40       | 100%  | 3      | 32 |
| 12-Dec | Average<br>Save |               | 14                      | £11.98       | 100%  | 14     | 32 |
| 19-Dec | EE              | £8.08         | 1                       | £8.08        | 100%  | 1      | 33 |
| 19-Dec | O2              | £64.17        | 5                       | £12.83       | 100%  | 5      | 33 |
| 19-Dec | Three           | £31.24        | 4                       | £7.81        | 100%  | 4      | 33 |
| 19-Dec | Voda            | £45.20        | 3                       | £15.07       | 100%  | 3      | 33 |
| 19-Dec | Average<br>Save |               | 13                      | £11.44       | 100%  | 13     | 33 |
| 26-Dec | EE              | £8.08         | 1                       | £8.08        | 100%  | 1      | 34 |
| 26-Dec | O2              | £64.17        | 5                       | £12.83       | 100%  | 5      | 34 |
| 26-Dec | Three           | £31.24        | 4                       | £7.81        | 100%  | 4      | 34 |
| 26-Dec | Voda            | £45.20        | 3                       | £15.07       | 100%  | 3      | 34 |
| 26-Dec | Average<br>Save |               | 13                      | £11.44       | 100%  | 13     | 34 |
| 02-Jan | EE              | £8.08         | 1                       | £8.08        | 100%  | 1      | 35 |
| 02-Jan | O2              | £79.17        | 6                       | £13.20       | 100%  | 6      | 35 |
| 02-Jan | Three           | £39.24        | 5                       | £7.85        | 100%  | 5      | 35 |
| 02-Jan | Voda            | £31.16        | 2                       | £15.58       | 100%  | 2      | 35 |
| 02-Jan | Average<br>Save |               | 14                      | £11.26       | 100%  | 14     | 35 |
| 09-Jan | EE              | £8.08         | 1                       | £8.08        | 100%  | 1      | 36 |
| 09-Jan | O2              | £72.20        | 6                       | £12.03       | 100%  | 6      | 36 |
| 09-Jan | Three           | £42.24        | 5                       | £8.45        | 100%  | 5      | 36 |
| 09-Jan | Voda            | £46.20        | 3                       | £15.40       | 100%  | 3      | 36 |
| 09-Jan | Average<br>Save |               | 15                      | £11.25       | 100%  | 15     | 36 |
| 16-Jan | EE              | £8.08         | 1                       | £8.08        | 100%  | 1      | 37 |

|        |              |        |    |        |      |    |    |
|--------|--------------|--------|----|--------|------|----|----|
| 16-Jan | O2           | £86.23 | 8  | £10.78 | 100% | 8  | 37 |
| 16-Jan | Three        | £42.24 | 5  | £8.45  | 100% | 5  | 37 |
| 16-Jan | Voda         | £46.20 | 3  | £15.40 | 100% | 3  | 37 |
| 16-Jan | Average Save |        | 17 | £10.75 | 100% | 17 | 37 |
| 23-Jan | EE           | £8.08  | 1  | £8.08  | 100% | 1  | 38 |
| 23-Jan | O2           | £86.23 | 8  | £10.78 | 100% | 8  | 38 |
| 23-Jan | Three        | £39.68 | 5  | £7.94  | 100% | 5  | 38 |
| 23-Jan | Voda         | £46.20 | 3  | £15.40 | 100% | 3  | 38 |
| 23-Jan | Average Save |        | 17 | £10.60 | 100% | 17 | 38 |
| 30-Jan | EE           | £11.08 | 1  | £11.08 | 100% | 1  | 39 |
| 30-Jan | O2           | £71.98 | 7  | £10.28 | 100% | 7  | 39 |
| 30-Jan | Three        | £48.43 | 5  | £9.69  | 100% | 5  | 39 |
| 30-Jan | Voda         | £72.28 | 5  | £14.46 | 100% | 5  | 39 |
| 30-Jan | Average Save |        | 18 | £11.32 | 100% | 18 | 39 |
| 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 |