

Date: 11th March 2026

Claim:

Vodafone Full Fibre plans are cheaper on average vs major competitors.

Verification:

This table explains that if you take up a Vodafone Full Fibre plan, you will save vs major other providers. Pricing information therein valid as of 11th March 2026 and sourced from competitors' publicly available pricing information.

| Full fibre plans: | FF74 | FF150 | FF500 | FF900 | Average MCPR over Contract (Mar-26 Acq) | Average price across the plans pm | Monthly average saving vs competitor | 24 months average saving vs competitor |
|-------------------|----------|----------|----------|----------|---|-----------------------------------|--------------------------------------|--|
| | price pm | price pm | price pm | price pm | | | | |
| Vodafone | £25.00 | £25.00 | £27.00 | £32.00 | £1.60 | £28.85 | - | - |
| Virgin Media | - | £23.99 | £28.99 | £31.99 | £1.83 | £30.15 | £1.30 | £31.28 |
| BT | £25.99 | £26.99 | £29.99 | £31.99 | £1.83 | £30.57 | £1.72 | £41.28 |
| EE | £23.99 | £25.99 | £32.99 | £34.99 | £1.83 | £31.32 | £2.47 | £59.28 |
| Plusnet | £22.99 | £24.99 | £28.99 | £31.99 | £1.83 | £29.07 | £0.22 | £5.28 |
| Sky | £24.00 | £24.00 | £28.00 | £33.00 | £2.88 | £30.13 | £1.28 | £30.72 |
| TalkTalk | £26.00 | £24.00 | £30.00 | £36.00 | £1.83 | £30.83 | £1.98 | £47.52 |

| | | | | | MCPR Average | Average Monthly Price |
|---------------------|--------|--------|--------|--------|--------------|-----------------------|
| Average tier price | £24.59 | £24.99 | £29.83 | £33.33 | £2.01 | £30.19 |
| Vodafone tier price | £25.00 | £25.00 | £27.00 | £32.00 | £1.60 | £28.85 |

| | |
|-----------------------|--------|
| Difference | £1.34 |
| On average 24m saving | £32.16 |

Therefore, if a customer takes out our Vodafone Full Fibre plans, they will save.