

Home Charging Complexity is Holding Back EV Adoption, New Research Reveals

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More than a quarter of consumers considering an electric vehicle would not purchase one without guaranteed access to home charging, according to new research commissioned by [Easee](#), Europe's leading smart EV charger brand.

The survey, conducted by Opinion Matters, also found that 62% of respondents are put off by the perceived complexity of charger installation, highlighting a significant and largely overlooked barrier to EV uptake at precisely the moment the UK Government is acting to address it.

The findings coincide with the UK Government's latest reforms to planning rules around EV charger installation, which include removing the requirement for planning permission for the majority of domestic and commercial installations.

The changes are designed to make home charging accessible to a far wider proportion of the population, including renters, flat owners and the estimated 40% of UK households that do not have a private driveway.

Easee CEO, Anthony Fenandez welcomed the Government's direction of travel: "These reforms send exactly the right signal. For too long, installing a home charger has been perceived as complicated and bureaucratic, and our research shows that perception is still holding people back from making the switch to electric.

"Cutting planning red tape and making home charging more accessible are important steps in the right direction, and our role is to help ensure the experience is as simple and straightforward as possible."

While much of the public debate around EV infrastructure has focused on public charging networks, the new research from Easee reinforces how the home charging experience remains the primary consideration for most prospective buyers. With over one million smart chargers sold across Europe, Easee has built its reputation on designing hardware and software that is simple to install, easy to use and ready for the demands of the grid.

The company works closely with a nationwide network of trained installers, equipping them with a dedicated installer app that guides engineers through every step of the commissioning process. Easee's platform is designed to work across homes, apartment blocks and commercial sites from a single solution, reducing complexity for both installers and end-users - enabling faster, more affordable deployments in the process.

Fernandez added: "Home charging should be one of the simplest parts of owning an EV, not one of the things that puts people off. Our research shows complexity is still a barrier, which is why reforms that reduce friction matter. The opportunity now is to turn policy changes into a simpler real-world experience for drivers."