



Electric car 'myths' are putting drivers off from making the switch



Why are 88% of people dissatisfied with public charging ?

Electric vehicles have never been more visible, but across the UK, perceptions remain divided. According to our new report *What Everyone Should Know About EVs* which we conducted with YouGov, we found that misconceptions continue to shape how people think about EV's.

In this case study, we are exploring three important questions:

- Why are 88% of people dissatisfied with public charging?
- What change would make the biggest impact?
- What is the biggest obstacle stopping people from making the switch to an EV?

These questions reveal the challenges facing the EV transition and the opportunities for improvement. That is why we are combining clear data from the *What Everyone Should Know About EVs* report with expert insight from Courtney, char.gy's Partnership Success Manager, to explore each one directly.

Hear from Courtney,
char.gy's Partnership Success Manager

The map shown in the report, *What Everyone Should Know About EVs*, shows a clear divide in EV readiness. The belief that "electric cars are the future of the motor industry" is strongest in London's central and inner boroughs, where net belief scores exceed 80%. These are areas with greater numbers of public charge points, greater climate awareness, and higher incomes.

But in rural and remote areas such as the Hebrides, belief falls to minus 45%, with only 8% agreeing that EVs are the future. Lower charger visibility, fewer options for public charging, and reliance on older vehicles reinforce the idea that EVs are not the future.



"If people can't see EVs where they live and don't see themselves reflected in the transition, myths take root fast."

Source: What Everyone Should Know About EVs



What change would make the biggest impact?

The findings from the report, *What Everyone Should Know About EVs*, show that cost is still one of the top barriers to adoption. In sceptical regions, lower incomes and higher reliance on petrol or diesel cars add to the perception that EVs are unaffordable.

Courtney explains why that perception does not tell the whole story:



One of the biggest obstacles is this idea that EVs will always cost more. When you factor in running costs, that just isn't true. Cutting VAT on public charging would make it even fairer for drivers without off-street parking.

At present, VAT on public charging sits at 20% compared to 5% for domestic energy. This means that drivers without private parking pay more for the same power. Adjusting that rate would create fairer access to charging and reduce the overall cost of running an EV.

What is the biggest obstacle stopping people from making the switch to an EV?

Across the UK, public confidence in charging access mirrors the strength of local infrastructure. Urban areas with consistent charger availability show higher optimism, while rural and less connected regions report much lower confidence.



Cost, convenience, and availability shape how people feel about charging. If you have to travel further and then find a broken charger, it reinforces the idea that the system does not work."

Reliable, well-maintained on-street charging can help rebuild trust and encourage drivers to make the switch.

Why Myth Busting Matters

Our report shows a postcode divide in EV readiness, meaning that the socio-economic divide is ever-present. Urban, affluent, and well-served regions are already on board. Rural, underserved areas remain sceptical.

Strategic solutions highlighted in the report include:

- Hyperlocal myth-busting campaigns in low-belief areas
- Expanding on-street charging access
- Peer-led messaging from trusted local figures



EV myths don't survive when people see reliable chargers on their street. Access and trust go hand in hand."

Conclusion

What Everyone Should Know About EVs shows that while EV technology has moved forward, public perception has not always kept up. Myths around cost, access, and who EVs are "for" continue to shape how people feel about the transition.

Courtney's insights reveal that these perceptions stem from genuine concerns around cost fairness, reliability, and visibility. Yet they also demonstrate that clear information and dependable infrastructure have the power to reshape the narrative.

Watch the video

