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Zoopla Leads the Way with New Electric Vehicle Search Features in Property Listings

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Zoopla has introduced a pioneering new feature that allows users to search for homes based on electric vehicle (EV) charging availability, becoming the first UK property platform to offer this functionality. The tool was launched in collaboration with Vauxhall, aiming to support the growing demand from EV owners for better access to charging infrastructure when choosing a new home.

As part of Vauxhall's Electric Streets of Britain campaign, the new search filter allows prospective buyers and renters to narrow down property listings that either have a home EV

charger or are situated close to public charging stations. This move comes as the shift toward electric vehicles continues to gather pace, with charging accessibility playing a more prominent role in property decisions.

According to Vauxhall's recent research, 40% of UK motorists now consider the proximity of EV charging points a key factor when relocating. More notably, one in three drivers said they would be discouraged from moving into a property without nearby EV charging access. Among current EV owners, that number rises sharply to 84%, indicating a significant shift in buyer expectations.

Despite this increasing interest, data from Zoopla shows that only 1.6% of property listings on the platform currently mention EV charging in their descriptions. The company sees this as a missed opportunity for estate agents to highlight a feature that is fast becoming a priority for many prospective buyers and renters.

Visitors to the Zoopla website and mobile app can now use a new filter to view only properties with home EV chargers installed. Additionally, the platform provides details on the distance to the nearest public EV charging point for each property. This data is powered by Octopus Electroverse, a charging network operated by energy firm Octopus Energy. The new functionality mirrors how Zoopla already displays nearby amenities such as schools and train stations.

More than half of respondents (54%) in Vauxhall's study said they would find it helpful if property platforms included information about the nearest on-street EV charging locations. This feedback shaped the new features now live on Zoopla's platform.

Rich Hayes, chief operating officer at Zoopla, said: "We're proud to be the first property website to offer consumers the ability to find the nearest on-street chargers to a property, and filter properties with home-charging. By improving Zoopla's search functionality, our aim is that we will empower more confident moving decisions, particularly for current and future EV owners."

The move reflects broader changes in buyer behaviour as environmental concerns, rising fuel prices, and upcoming legislation around combustion engine vehicles drive demand for electric alternatives. However, with infrastructure still catching up to consumer demand, location-specific tools like Zoopla's new filter can provide practical solutions for house-hunters navigating the shift.

While the government continues to roll out plans for improved EV charging infrastructure across the UK, private sector partnerships like this one between Zoopla and Vauxhall suggest that digital innovation could play a key role in bridging the current gap in on-the-ground accessibility. It also marks a turning point in how digital property platforms align their tools with the real-world concerns of modern buyers.