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Safety fears are shaping where women charge their EVs

Charging accessibility needs to improve as over half of female EV drivers avoid certain public charging locations

Global Women in EV Day - 10th February

New findings¹ released by Europcar to mark Global Women in EV Day highlight safety as a key factor in where women choose to charge their electric vehicles. 70% of female EV drivers say they consider personal safety when choosing where to charge; 54% avoid certain charging locations altogether.

The findings come as Global Women in EV Day is launched, a new industry initiative which aims to get more women driving EVs. The Europcar research underlines the importance of the location and design of EV charging infrastructure to make all EV drivers feel safe when charging their vehicle.

The research highlights a clear age divide, with younger women EV drivers far more concerned about safety when choosing where to charge.

- 75% of those aged 35–44 say personal safety influences their choice of charging location
- 65% of 55–65 year olds consider safety when choosing a charging location
- 63% of 25–34 year olds steer clear of specific locations, versus just 44% of those aged 55–64

Sarah Clarke, Consumer Marketing Manager at Europcar Mobility Group UK commented: “Our findings indicate a potential blind spot when it comes to mainstream EV adoption. Two thirds of women who drive EVs usually choose to charge their vehicle at home. While home charging is the cheapest, safest, and most convenient charging location, more needs to be done to help women feel more secure when charging their vehicles at public charging locations.

“Everyone feels safer at EV charging locations that are well-lit, open, and monitored. Visible CCTV, emergency buttons, and choosing locations near busy public areas help, while apps showing occupancy and safety ratings give extra peace of mind. With some thoughtful design and clear safety standards, there is so much that can be done to make EV charging more secure for all drivers. And that will be critical for greater EV adoption.”

With charging (40%) and battery range (48%) being key challenges that women cite when driving electric compared to driving petrol or diesel, it is no wonder that access to convenient and safe charging points was one of the main pieces of advice given. When sharing advice on charging and journey planning, women EV drivers overwhelmingly stressed the

¹ *Vypyr research tool surveyed 339 female drivers of electric vehicles between 5th to 12th February 2026

importance of checking real-world range and identifying safe, reliable public charging points in advance. Practical safety tips also featured strongly, including locking doors and choosing well-lit, secure locations when stopping to charge.

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Notes to Editors

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