GENDER-SEGREGATED TRANSPORT IN RIDE-HAILING: NAVIGATING THE DEBATE

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#DrivingEquality
Women consistently report demand for GST in ride-hailing.

“Seventeen percent of female riders surveyed say that not having a woman driver limited their use of the service... These women say they would take an average of 7.6 more trips a month — an increase of 69 percent — if guaranteed a woman driver. A further 44 percent of women surveyed say they would be more likely to use the service if they had the option of selecting a woman driver.” (IFC, 2018)

“90 percent of PickMe’s women riders would like the option of selecting a woman driver: of these, 25 percent would be willing to pay a surcharge to use this service.” (IFC, 2020)
An increasing number of companies are seeking to meet this demand.
Emerging Models of GST in Individual Transport

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Women Exclusive</strong></td>
<td>Female drivers match exclusively with female riders</td>
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<td><strong>Open Customers</strong></td>
<td>Registers female drivers only; both women and men can request rides</td>
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<td><strong>Driver Opt-in</strong></td>
<td>Offers female drivers the option to select riders based on gender</td>
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<tr>
<td><strong>Rider Opt-in</strong></td>
<td>Offers female riders the option to select drivers based on gender</td>
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<td><strong>Algorithmic Matching</strong></td>
<td>Female drivers and riders automatically matched if pick-up times are not effected</td>
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<td><strong>Limited Clientele</strong></td>
<td>Registers female drivers only to drive a specific group such as children or families</td>
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<tr>
<td><strong>Delivery and Logistics</strong></td>
<td>Female drivers for delivery and logistics services, such as food delivery, etc.</td>
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Emerging Models of GST: Operational Challenges

- Limited supply of female drivers
- Highly dynamic demand and supply
- Potential for increased wait time or reduced driver incomes
- Accurate identification of user gender
- Funding, scale, and profit
Emerging Models of GST: Operational Responses

- Enabling driver and rider opt-ins
- Limiting geographical coverage or hours of operations
- Focusing on reliable or high-value customer groups
- Increasing prices
- Addressing security concerns and social norms
- Investing in training and licensing