



Bridging the Gender Gap in Transport

Research Participants

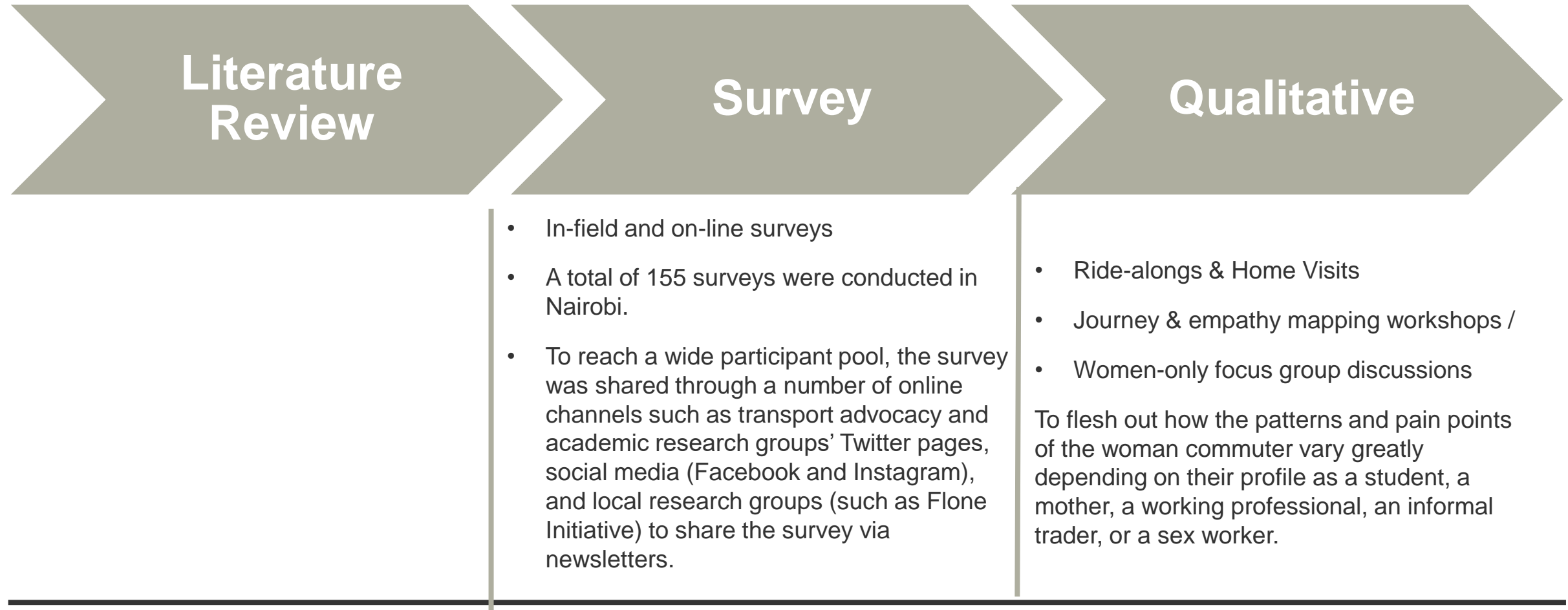
Drawn from the following groups in order to collect information on the diverse experience of women across the board:

- Students: attending tertiary education
- Working professionals, including working mothers
- Stay-at-home mothers
- Women working in public transport
- Informal traders, street vendors, or domestic workers
- Sex workers
- Expert working in public transport



Mixed Methods Research

To uncover deeper insights on the motivations and decision-making of women using public transport, and for different profiles of women.



Limitations, best practices and implications for future research

Note: The intent of this study was to bring to the fore new qualitative methods for collecting gender-sensitive data, and to shine a light on the voices of women more than on percentage figures

- The sample sizes used as part of this study are smaller than best practice might suggest
- Therefore the insights derived from are not significant enough to be used as a definitive conclusion on the state of affairs for women and transport
- But rather point towards trends in the space.

- Simple random sampling was applied for sourcing survey respondents.
- This was in part due to some of the surveys being conducted online, which meant that respondents could not be controlled for.
 - The in-field survey participants were selected based on availability and willingness to take part.
 - Going forward, our suggestion would be to use multi-stratified sampling to ensure that the respondents being targeted represent the gender and age groups in the correct proportions, and to avoid the risk of bias in selecting participants through convenience sampling

- Initially, the objective was to conduct the survey 50% online and 50% in-field.
- However we a low number of responses was received from the online surveys.
- We recommend focusing on in-person surveys as:
 - The digital forms are also likely to exclude those profiles that represent lower-earning or older profiles as they may lack access to the internet as well as digital literacy.
- Moreover the type of responses were more complete when in-person, and less risk of respondents misinterpreting the question.

Ride - Alongs - Informal trader using public transport



Ride - Alongs – The different types of matatus

Entering public transport poses challenges for those with ailments such as arthritis, back pains etc



A full-page background image showing a person's silhouette standing on a dark, rocky ridge. The person is looking up at a spectacular night sky where the Milky Way galaxy is visible in a vibrant, multi-colored band of light, ranging from yellow and orange at the bottom to purple and blue at the top. The sky is densely packed with stars.

Thank You!