



**Factors Affecting Household Income Among Motorcycle Operators. A Case of Embu
County Residence, Kenya**

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Abstract

Kenya's population is predominantly youth with the age group of 15-35 years accounting to approximately 38% of the total population and lack of jobs is the single largest concern of Kenyans. Statistics show that more than 800,000 Kenyan youth enter the job market each year but only 10% of those jobs are in the formal sector while those of informal sector such as boda-boda operators are not fulltime or remunerative. However, a socio-economic benefit of the boda-boda industry is the considerable direct and indirect income generating opportunities it creates. The aim of this study was to highlight and determine some of the key factors that affects rural household income in case study of Embu county residence. These factors are age, marital status, education level of the motorcyclist. Other factors include the training, experience. Ownership as well as maintenance costs. Results found indicated that no significant relationship between demographic characteristics (age, marital status, education level) and motorcycle ownership on rural household income whereas training, experience and maintenance costs significantly affects daily income. Based on this result, the study concludes by stating that a motorcycle which was traditionally intended for private use, have been appropriated for a commercial activity as the motorbike taxi and has been a source of livelihood to many Kenyans. The commercial use of motorcycle can be explained by the combination shortage of transport supply, availability of factors of production and deficiencies in the regulatory framework and the enforcement of regulations.

Keywords: Motorcycle, Rural Household, OLS, Kenya.