

Contingent Valuation Analysis of Households' Willingness to Pay for Environmental Safety in Ogbomoso North and South Local Government Areas of Oyo State, Nigeria

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ABSTRACT Urbanization is changing the nature and severity of environmental problems in some Nigeria's emerging cities. This paper analysed the factors influencing willingness to pay for some environmental problems and estimated the mean willingness to pay in Ogbomoso North and South Local Government Areas of Oyo state. Data were collected with structured questionnaires administered to 140 randomly selected households. Descriptive and inferential statistics were used for data analysis. The results show that average willingness to pay per household per month were ₦1000.6, ₦260.8, ₦626 and ₦299.1 for air-related, human-habitat-related, water-related and land-related environmental problems, respectively. It was recommended that policy instruments to increase people's income will accelerate eradication of urban environmental problems. Also, environmental education can be disseminated through market women and other functional unions in the form of talk-shop, workshop and lectures.