

## **Willingness to pay for children's participation in physical exercise and sports in Saskatchewan**

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Physical inactivity is increasing drastically among children; only 30% to 40% of youth are sufficiently active. Children who are inactive have a higher chance of encountering health problems later in life, such as anxiety, depression, metabolic and cardiovascular disease and are generally less fit overall. There are not many programs, however, that can systematically encourage children's participation in exercise and sports. This paper is based on a survey called Taking the Pulse of Saskatchewan 2012 to examine the impact of the number of children in a household on their willingness to pay additional taxes for programs that encourage children's participation in exercise and sports. I used the probit and ordered probit methods to show that respondents' willingness to pay is affected by the number of children in their home, until the third child. Other major variables that influence willingness to pay include whether a respondent is young, aboriginal, a resident of Regina or those with one or two children.