

Willingness-to-pay in physical activity: how much older adults value the community-wide initiatives programs?

1 **Table 1. Demographic and socioeconomic characteristics of survey respondents ($n = 472$).**

Variable	Total sample (%)
Sex	
Male	52 (11%)
Female	420 (89%)
Age group (years)	
45-59	205 (43%)
60 or older	267 (57%)
Marital status	
Single	59 (12%)
Married	291 (62%)
Widowed	97 (21%)
Divorced/separated	18 (4%)
No answer	7 (2%)
Education	
Primary	178 (38%)
Secondary	152 (32%)
Higher	140 (30%)
No answer	2 (0+%)
Occupation	
Private enterprise	155 (33%)
Formal employee	76 (16%)
Informal employee	46 (10%)
Agriculture	39 (8%)
Unemployed	146 (31%)
Health volunteer	8 (2%)
No answer	2 (0+%)
Income	
No income	20 (4%)
Below 3,500 baht	80 (17%)
3,500 - 10,000 baht	151 (32%)
10,001 - 15,000 baht	63 (13%)
15,001 - 30,000 baht	48 (10%)
30,001 - 50,000 baht	23 (5%)
50,001 - 100,000 baht	13 (3%)
100,001 - 300,000 baht	2 (0+%)
No answer	72 (15%)
Disability/NCD	
Yes	248 (53%)
No	224 (47%)
Difficulties with ADLs	
Yes	102 (41%)
No	146 (59%)
Not applicable	224

2 Abbreviations: NCD = non-communicable diseases, ADLs = Activities of Daily Living.

3 **Table 2. Respondents' WTP for community PA programs (n = 472).**

WTP (in baht)	Frequency	%
0 (0-24)	256	54.2
25 (25-49)	43	9.1
50 (50-74)	47	10.0
75 (75-99)	6	1.3
100 (100-124)	68	14.4
150 (150-174)	8	1.7
125 (125-149)	0	0.0
175 or more	44	9.3
Total	472	100.0

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5 **Table 3. Debriefing questions (n = 472)**

Variable	Frequency	%
How sure are you that you would be willing to pay this amount in a real situation? (if WTP>0)		
Very unsure	0	0.0
Unsure	12	2.5
Sure	106	22.0
Very sure	100	21.0
Not applicable (WTP=0)	254	54.0
When you decided on your WTP, did you believe that your community authorities will be successful in ensuring the continuous offering of community PA programs?		
Yes	335	71.0
No	137	29.0
When you decided on your WTP, did you agree with the idea that you will pay through your monthly electricity bill?		
Yes	234	50.0
No	238	50.0
Do you think the city government would use the results of this study to set new tariffs and implement the new plan?		
Yes	300	64.0
No	172	36.0
What is the main reason why you are not willing to pay anything?		
I cannot afford the additional monthly payment	20	7.8
I am not sure about the sustainability of the plan	6	2.3
I don't like the additional charges to be added to my electricity bill	21	8.2
I don't like our community authorities or other government authorities managing these community PA programs.	2	0.8
I don't see the need for funding for the continuous offering of community PA programs	18	7.0
It is the government's responsibility, not mine, to pay for the community PA programs	20	7.8
The informant can pay support from 1-24 baht	187	73.0

6 Note: n=472, except for last question which was only asked of respondents who chose the zero WTP bid level (n=256).

7 Abbreviations: WTP = willingness to pay, PA = physical activity.

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10 **Table 4. Tobit regression results on WTP for community PA programs**

Variable	Model 1				Model 2			
	Coefficient	<i>P</i> > <i>t</i>	95% CI		Coefficient	<i>P</i> > <i>t</i>	95% CI	
			Lower	Upper			Lower	Upper
Age	-1.337*	0.06	-2.73	0.05	-2.121**	0.02	-3.91	-0.33
Gender	8.728	0.68	-32.61	50.07	-3.249	0.91	-58.68	52.18
Education	3.322	0.68	-12.45	19.09	-10.442	0.28	-29.63	8.75
Monthly income	0.001**	0.02	0.00	0.00	0.002**	0.01	0.00	0.00
Marital status								
Married	6.799	0.70	-27.66	41.26	-18.341	0.37	-58.74	22.05
Divorced/separated	31.009	0.14	-10.72	72.74	8.793	0.73	-41.49	59.08
Widowed	11.651	0.70	-47.82	71.12	17.796	0.62	-52.49	88.08
Difficulties with daily activities	-28.564*	0.05	-57.53	0.40	-4.961	0.78	-40.38	30.46
Participation in PA programs	58.271***	0.00	32.57	83.97	60.357***	0.00	28.20	92.51
Occupation								
Formal employee	-4.158	0.83	-41.31	32.99	3.527	0.89	-47.57	54.62
Informal employee	-29.400	0.16	-70.53	11.73	-28.762	0.36	-90.93	33.41
Agriculture	-23.058	0.34	-70.62	24.50	-14.843	0.57	-66.99	37.30
Unemployed	-7.731	0.60	-36.67	21.20	6.426	0.70	-26.66	39.51
Health volunteer	27.492	0.52	-56.09	111.08	-2.138	0.95	-76.29	72.01
Rural	36.201***	0.01	-61.79	-10.68	-46.845***	0.00	-78.02	-15.67
Intercept	70.721	0.30	-62.99	204.44	217.151***	0.01	59.72	374.58
Estimated variance	9255.796				5490.060			
Pseudo R2	0.0251				0.0340			
Number of observations	395				156			

11 Abbreviations: model 1 = Full sample; model 2 = Reduced sample without cases of uncertainty, protest answers, and
 12 scenario rejection. *** *p* < 0.01, ** *p* < 0.05, * *p* < 0.1

13 **Table 5. Mean and total WTP for community PA programs**

	WTP (in baht)	WTP (in US\$)
Monthly mean per resident	72	2
Annual mean per resident	868	25
Total annual per district		
<i>Scenario 1 (full population 45+)</i>		
District A	21,410,837	620,058
District B	26,750,527	774,695
District C	102,690,084	2,973,905
<i>Scenario 2 (adjusted population 45+)</i>		
District A	8,029,064	232,522
District B	10,031,448	290,511
District C	38,508,781	1,115,214

14 Abbreviations: WTP = willingness to pay, PA = physical activity.