**Introduction**

Willingness to pay (WTP) provides information on the value of benefit that people attach to a commodity or service, thereby showing whether it is worthwhile for government to invest on the commodity/service. The contingent valuation methods (CVM) constitute a valuable tool for WTP. Immunization services in the public sector are offered free and do not reflect the real market situation, thus CVM will be very useful in valuing it. No study has estimated the value of benefit that people place on immunization services in Enugu state.This information is important for evidence based resource allocation decision, therefore this study intends to fill the gap by estimating the willingness to pay value for under 5 immunization services in Enugu state and compare the validity of two contingent valuation question formats.

**Methods**

A pre-tested Interviewer administered questionnaire was used to collect data from the respondents on their willingness to pay for childhood immunization. Their demographic and socio-economic characteristics were tabulated and compared across question formats. The average WTP estimates were computed and compared across the two groups. The validity of the elicited WTP for under five immunization was ascertained and compared using ordinary least square (OLS) regression and log OLS to ascertain which format performs better. Test of association was carried out between respondents’ demographic variables and willingness to pay for immunization for under five children.

**Findings**

The results from the study shows that 88% of the respondent in both groups stated positive willingness to pay for under 5 immunization, with the higher proportion of 93.8% coming from SH. The decision on WTP was statistically different across the two groups (p<0.05). The major reason that some people gave for not being willing to pay anything for under 5 immunization was lack of money. The mean WTP was higher in BG (N486.4) than in SH (N381.3). The distribution of the level of WTP across the two question format groups were shown to be statistically different. The median WTP value was higher in BG (N500) than SH (300). The maximum WTP value was also found to be higher in BG (N5000) than in SH (2000).

**Conclusion**

**B**oth CVQF were valid in eliciting WTP. However, it was very difficult to differentiate which format performed better, although the bidding game was found to elicit higher WTP value and SH had higher number of hypothesis obeying statistically significant variables than structure haggling.

Key words: Willingness To Pay, Contingent Valuation, Structured Haggling, Bidding Game, Immunization