This research aimed to obtain the willingness to pay (WTP) to improve air quality from the reduction of emissions of particulate matter produced by industries in the northeastern coast of Venezuela. Pollution was related to adverse health effects. A contingent valuation questionnaire was designed, validated and applied and the logistic model (LOGIT) was used to estimate the WTP. The LOGIT model proved to be reliable, with a holistic success rate of 91.7%. The WTP was 1.5 USD (month.person)-1, for a cost attributable to air pollution of USD 57.3 MM.year -1.

**Keywords:** willingness to pay; contingent valuation; air pollution; health; particulate matter; Venezuela.

**JEL:** Q20; Q00; C83; C42.