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Understanding Visitor Risk Perceptions of Lyme Disease in Acadia National Park

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Research Questions

- R.Q. 1: What are the visitor health risk perceptions as associated with ticks and Lyme disease, and likely behavioral responses to perceived risks?
- R.Q. 2: Which visitor segments are at high risk of tick bites?



What are we trying to figure out?

- Increase in ticks¹ + Increase in visitation³= Potential problems
- Social Science
- Front and Back End Surveys²



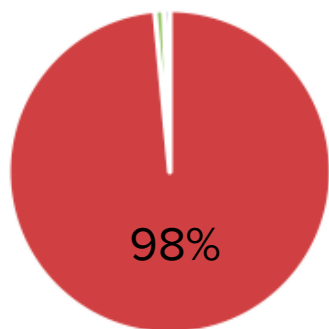
Are you a full-time resident of the state of Maine?



N= 860

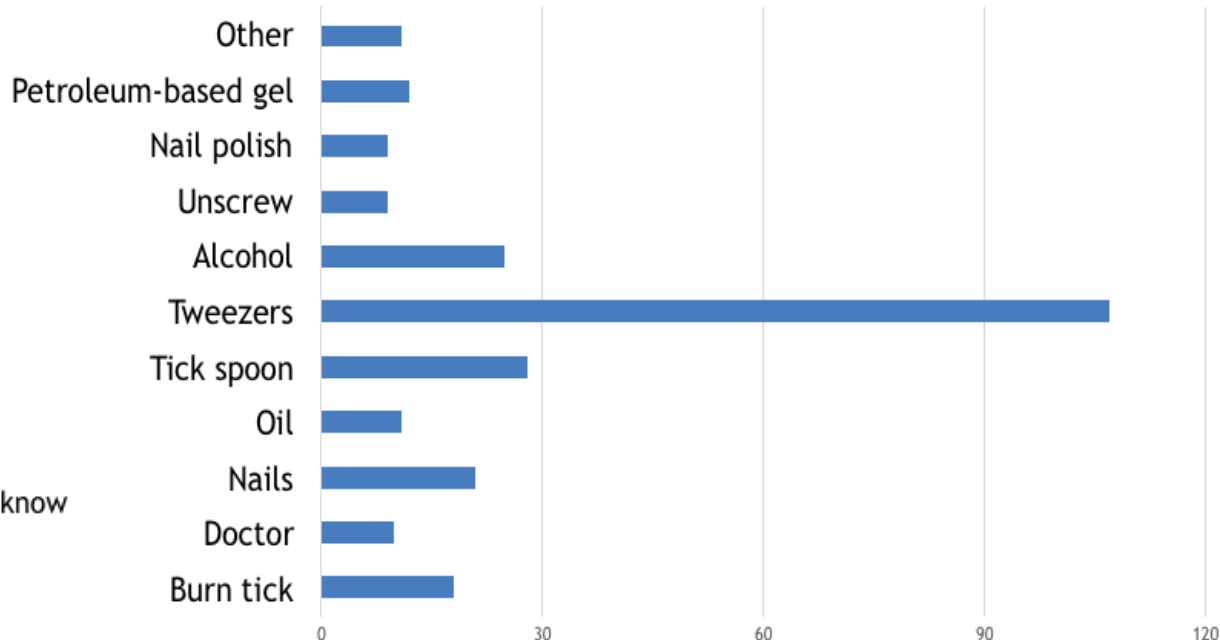
Visitor's Knowledge About Ticks

Do you know if
ticks spread
diseases in
humans?



● Yes
● No
● I do not know

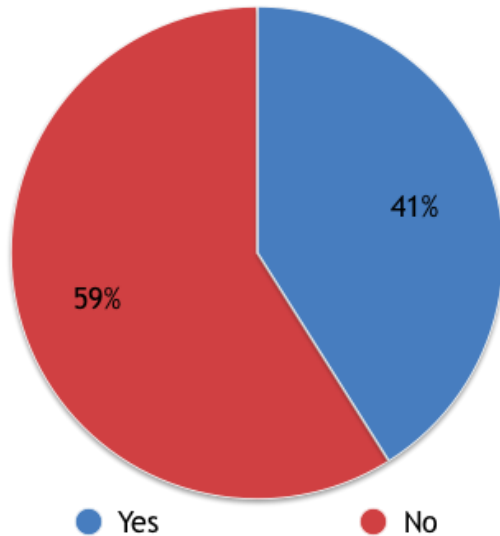
When finding a tick on self or family member...



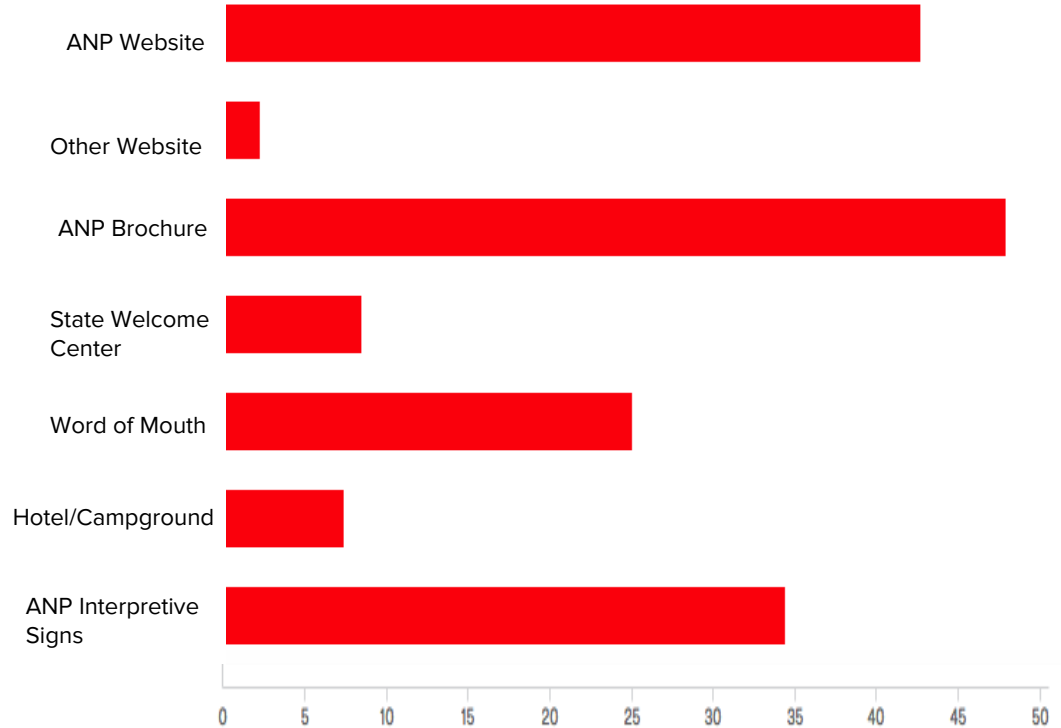
N= 382

Preliminary Results

During this visit, did you obtain any information about ticks and tick-borne diseases?



From which sources did you receive information about ticks and tick-borne diseases?



My Experience

- Opportunities
- Learned how to improve the survey
- What did I learn?
- Great Team



Citations

1. Bracale, E. (2015, July, 17). Lyme disease is only getting worse. *Mount Desert Islander*. Retrieved from <https://www.mdislander.com/opinions/lyme-disease-is-only-getting-worse>
1. Dillman, D.A., Smyth, J. D., & Christian, L.M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method* (4th ed). Hoboken, NJ: John Wiley & Sons, Inc.
1. National Park Service (NPS), 2018. ANP: Annual park recreation visitation (1904-2017). Accessed on March 21, 2018 [https://irma.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Annual%20Park%20Recreation%20Visitation%20\(1904%20-%20Last%20Calendar%20Year\)?Park=ACAD](https://irma.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Annual%20Park%20Recreation%20Visitation%20(1904%20-%20Last%20Calendar%20Year)?Park=ACAD)

