

**Barrier and Benefit Analysis Intercept Survey**

*Barrier*  - Real or perceived reason why a person does not engage in a desired behavior.

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| ***What is the main reason you don’t install and/or properly use a rain barrel?*** | |
| Barrier (list key words or phrases) | Frequency (number of times mentioned) |
| 1. I never thought much about rain barrels and/or I don’t know much about them. |  |
| 1. Misunderstandings or misconceptions about rain barrels (Aren’t they are just for show? Aren’t dry wells a substitute? I don’t have any plants to water.) |  |
| 1. Rain barrels cost too much. |  |
| 1. I don't know where to get one. |  |
| 1. It’s too much effort. |  |
| 1. I don’t have enough time for a rain barrel. |  |
| 1. I don't know how to install a rain barrel. |  |
| 1. I think rain barrels are unattractive. |  |
| 1. I don’t think that my small action can make a difference. |  |
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| 11. |  |
| 12. |  |
| 13. |  |



**Barrier and Benefit Analysis Intercept Survey**

*Benefit*  - Real or perceived reason why a person does engage in a desired behavior

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| ***What is the main reason you have/ would want to install and/or properly use a rain barrel ?*** | |
| Benefits/Motivators (list reason) | Frequency (number of times mentioned) |
| 1. use water for garden |  |
| 1. environmentally friendly |  |
| 1. emergency water supply |  |
| 1. capture runoff |  |
| 1. cuts down on water volume |  |
| 1. convenience |  |
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