

**Bonneville Power Administration**<http://www.bpa.gov>[BPA Home](#) ► [EE Home](#) ► [Reports And Publications](#) ► [Program Evaluation Index](#) ► [Residential](#) ► **Evaluation**► [Program Evaluation Index](#)**RESULTS FROM AN ENERGY-EFFICIENT SHOWERHEAD FIELD STUDY****JUNE 1993****PREPARED BY PACIFIC NORTHWEST LABORATORY  
RICHLAND, WA**

The Bonneville Power Administration (Bonneville) initiated research to determine the energy saving potential of showerheads. The research was implemented in several phases by the Pacific Northwest Laboratory (PNL). The field study designed to identify field conditions associated with the installation of, and potential savings from, energy-efficient showerheads. Bonneville collected energy use data from field study participants concurrent with this field study second phase of energy savings analysis. This report is limited to the first phase field study.

A total of 150 single-family Regional End-Use Metering Program (REMP) sites were eligible for participation in this study (in REMP). The sites are located in Oregon, Washington, Idaho, and Western Montana, and, although probably not representative of the region, they include a cross section of residences and occupants. To recruit field-study participants, residents were offered a \$40 cash incentive, free showerheads, free professional installation, and a return of time for showerheads upon request.

Savings from energy-efficient showerheads depend on several program factors, including participation in a retrofit program, replacement of high-flow showerheads with energy-efficient showerheads, and use of the retrofit showerhead. Savings are dependent on field conditions, such as existing water flow rates, water pressure, and type of water heater. A summary of field study results on these topics is provided below.

**PROGRAM AND MEASURE RESULTS**

The savings from retrofit programs depend on both participation in the program and installation of measures. More than one shower. Consequently, results need to distinguish between number of homes in the program and number of showerheads.

**PROGRAM FACTORS**

**Program participation** rate is the number of showerheads distributed to the program participants. Of the 150 sites eligible to participate in this study, 111 elected to participate. However, seven withdrew, for a total of 105 who participated. Six homes dropped out during the site visits, resulting in a 65% program participation rate. Program participation is further explained in Table S.1.

**Program penetration** is defined as the fraction of participants who actually had showerheads installed. Ninety-one of 111 households who volunteered to participate were retrofitted with energy-efficient showerheads for an 88% program penetration rate.

**Program persistence** is based on the fraction of the households that installed showerheads, where at least one showerhead remained in service. After 15 months, 92 of the 98 homes that were retrofitted retained at least one showerhead for a 94% program persistence rate.

**Measure participation** is based on the actual number of showerheads distributed compared to the total number of potential participants. In this study, it is estimated that the original 150 potential participants had 240 showerheads. Of the 105 participants, 69 replaced for an approximate measure participation of 66%.

**Measure penetration is based** on the number of efficient showerheads installed compared to the number that were replaced. Of the total 161 showerheads in the 98 participant homes, 158 showerheads were replaced for a measure penetration of 98% for the 98 homes and 66% for the 150 original.

**Measure persistence** is based on the fraction of measures that remain in service compared to the number installed. Of the 158 showerheads that were installed in the 98 homes, 149 remained in service after 15 months for a 94% measure persistence rate.

TABLE S.1. Program Participation History

REMP Residential Program sites	154	
REMP '91 Survey Respondent sites	143	154 were surveyed by mail, 143 were returned (The REMP '91 is separate from the REMP '91 survey; however the same sites were used so data from REMP '91 comparisons in this report.)
REMP Showerhead Program Original Sample	150	4 of the 154 REMP sites were not eligible for program participation because they were not single-family homes or were known to have a gas water heater.
REMP showerhead sites recruited	111	111 of the 150 agreed initially to participate
Additional Ineligible homes	-6	6 of the 111 homes were dropped from the study before the site visits--either the homeowner changed their mind or we learned the home had a gas water heater.
REMP initial showerhead participants (homes visited)	105	105 sites were visited
Additional Ineligible homes	-7	At 7 homes the owners changed their minds about participating or we decided not to install a showerhead because we found nonstandard plumbing or a gas water heater
REMP showerhead participants (homes with showerheads installed)	98	98 sites had showerheads installed
REMP showerhead participants (homes with showerheads installed and in service after 15 months)	92	92 sites had showerheads installed and in service after 15 months

REMP showerheads	(a)	98	new showerheads were actually installed in 98 sites			
final participants		98				
Additional Ineligible homes	-7	3	had missing data and 4 had gas water heaters			
REMP energy-savings showerhead sites	(b)	91	sites had complete sets of useable data			

(a) Participation, penetration and persistence calculations are based on the 98 sample size. (b) All energy-savings are based on the sample size of 91.

FIELD CONDITIONS

Energy savings from retrofit showerheads result from reduced hot water use. This field study measured actual energy savings potential. Energy-efficient showerheads rated at 2.5 gallons per minute (brand name Ondine) (brand name ETL) were retrofitted in this study. Flow rates and changes are provided in Table S.2.

Energy-efficient showerheads effectively reduced water flows. However, the average 44% flow rate reduction varied by site. Variation that included flow increases at 15% of the ETL sites and 23% of the Ondine sites. Low water pressure was noted at some sites (<1.34 gpm).

Twenty percent of the participants had wells. The average water pressure for well-supplied homes was 37.9 psi (psi), as compared to 66.1 psi for city-supplied homes.

TABLE S.2. Average Water Flow Results (in gpm)

	Number of Showerheads (a)	Rating	Pre-Flow	Post-Flow	Change	%
ETL Sites	136	2.0	3.09	1.67	1.42	-46
Ondine Sites	22	2.5	3.89	2.55	1.34	-34
Overall	158	NA	3.21	NA	1.41	-44

(a) for 98 sites where showerheads were retrofitted.

Showering frequency is another key factor in showerhead savings. Survey responses indicate showering is the most frequent activity with 69% of the showers being used "frequently" (at least four times weekly). In sites that had 2 showers, 52% of those replaced were said to be used frequently. In sites that had 3 showers, 52% of those replaced were said to be used frequently.

MAJOR CONCLUSIONS

These specific field study results are not significantly different from results reported elsewhere in the Pacific Northwest. Showerhead savings potential appears to be less than initial expectations--especially the finding that pre-retrofit flows were close to 3 gpm rather than 5 gpm and that roughly 20% of retrofit showerheads actually show increased flows. The study used a very aggressive design yet managed to convert two-thirds of the potential showerheads instead of the one-third anticipated. The cumulative effect of lower-than-expected flow reductions and retrofit rates is savings that are 65-70% less than anticipated 2.5 gpm flow reductions and 85-90% retrofit rates initially expected.

This field study is based on a relatively small sample of single-family homes. Results from this study are not necessarily representative of the Pacific Northwest region or other types of residences. Nevertheless, this research is the most comprehensive undertaken in the region to date, and represents the best source of information for Bonneville's energy efficiency program and evaluation.

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