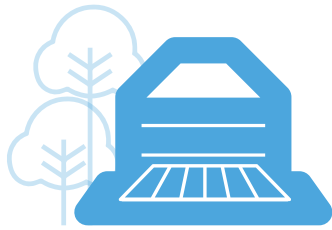


**#BOUNCE  
#SAFE**

*#BounceSafe Campaign*

# Key YouGov Research Statistics





## YouGov Research Statistics

The RPII and PIPA have joined forces to launch a new campaign called #BounceSafe.

As part of this campaign, research was commissioned to assess the level of safety knowledge held by the general public about what to look for when hiring a bouncy castle. We also carried out research amongst our RPII members to see how the industry was affected during the covid pandemic.

**YouGov**<sup>®</sup>

**rpii**  
Register of Play  
Inspectors International



[www.playinspectors.com](http://www.playinspectors.com)

## Result Statistics

1. 24 per cent of all UK adults will host a garden party during the May / June half-term holiday (31st May - 6th June)
2. 44 per cent of all adults will host a garden party during the June - September period - with 15% hosting 5 or more parties during this period.
3. Among those thinking about having a garden party this summer, 10% were interested or intend to hire a bouncy castle for their event – meaning as many as 2.2 million people could be set to hire a bouncy castle or other inflatable for their party this summer.
4. A quarter of those (23%) who have hired or interested in hiring are doing so to give their friends and family a treat after COVID. Over a third (38 per cent) think Inflatables / bouncy castles provide good entertainment for everyone and one in seven (15%) want to support their local inflatables business after the lockdown.
5. Bouncy castles are popular with parents with a quarter (28%) of all parents with children in the house stating they have hired a bouncy castle in the past.
6. And among the whole of the UK adult population, one in seven (14%) of us have hired a bouncy castle, equating to just over 7 million UK adults. Of those that have hired:
  - 28% (a quarter) did not check with the inflatable operator that the inflatable had been inspected prior to use.
  - 22% did not check with the inflatable operator that they had the correct insurance
  - 24% did not check with the inflatable operator that they had been trained in how to operate the inflatable.
7. When it comes to booking the bouncy castle:
  - 33% did not know what to ask regarding safety of inflatables/ safety checks at the point of booking with an inflatable/ bouncy castle company
  - 49% assume the hire company operator is up-to-date with all the necessary safety tests of an inflatable
  - 45% do not know what to look for to check an inflatable is safe
  - 47% assume the inflatable/ bouncy castle company is fully insured.

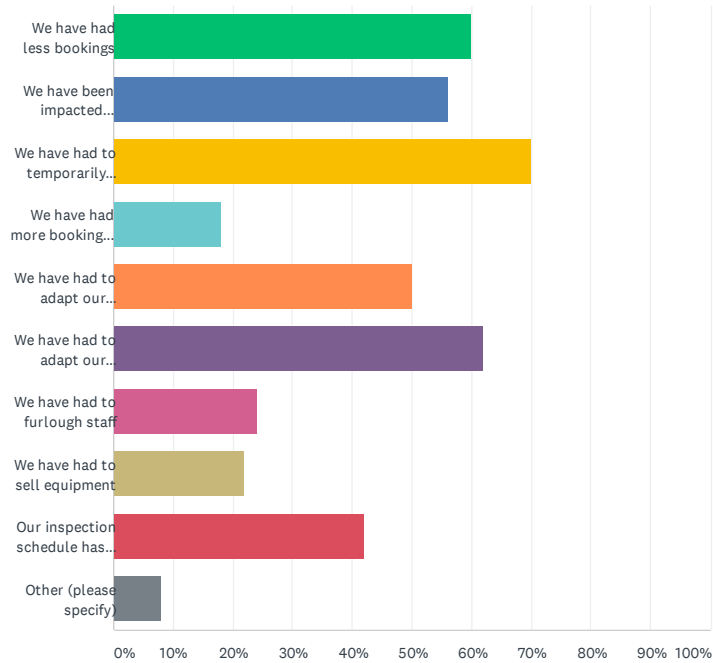
8. When it comes to supervision, almost three in 4 UK adults (73%) do not know that when the bouncy castle operator leaves the party or event after setting up an inflatable or bouncy castle, the person that hired the inflatable becomes fully responsible for children and adults that then use the bouncy castle.
  
9. When asked about an event they attended with a bouncy castle:
  - 24 per cent said the inflatable was completely unsupervised during the event whilst it was in use.
  - 26% said there were too many children on the bouncy castle/ inflatable at any one time.
  - 28% said children were not briefed on how to use the bouncy castle/ inflatable safely
  - 25% said they saw children climbing on the bouncy castle walls which is the most common cause of accidents
  - 9% said they saw an accident or injury taking place on the bouncy castle (this equates to 4 million people having seen an accident or injury on a bouncy castle).

**Aggregated figures: According to The Office of National Statistics there are 51,178,858 people in the UK over the age of 20 years old.**

# Inflatable Operators Survey Results

Q1 How has your inflatable business been impacted over the last year due to COVID? Tick all that apply...

Answered: 50 Skipped: 0



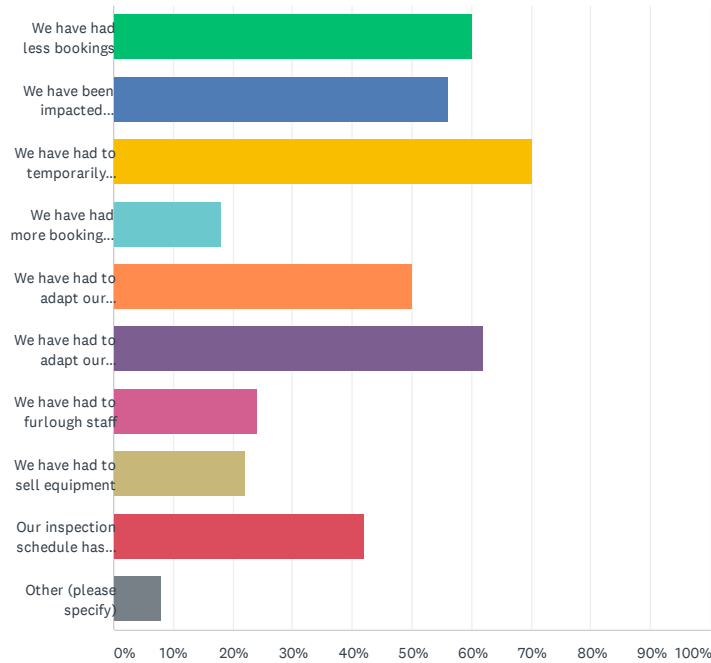
ANSWER CHOICES	RESPONSES
We have had less bookings	60.00% 30
We have been impacted negatively financially	56.00% 28
We have had to temporarily close the business	70.00% 35
We have had more bookings over the summer 2020 when the restrictions were lifted	18.00% 9
We have had to adapt our business model	50.00% 25
We have had to adapt our cleaning procedure of the inflatables	62.00% 31
We have had to furlough staff	24.00% 12
We have had to sell equipment	22.00% 11
Our inspection schedule has been impacted	42.00% 21
Other (please specify)	8.00% 4
Total Respondents: 50	



# Inflatable Operators Survey Results

Q1 How has your inflatable business been impacted over the last year due to COVID? Tick all that apply...

Answered: 50 Skipped: 0



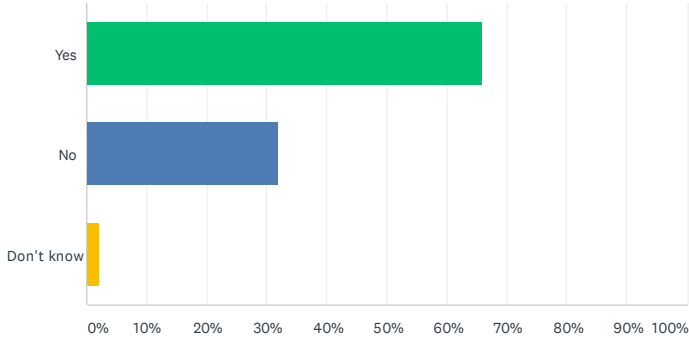
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We have had to sell equipment	22.00% 11
Our inspection schedule has been impacted	42.00% 21
Other (please specify)	8.00% 4
Total Respondents: 50	



# Inflatable Operators Survey Results

Q3 Are you up to date on the inspection schedule of your inflatable equipment despite the COVID lockdown?

Answered: 50 Skipped: 0



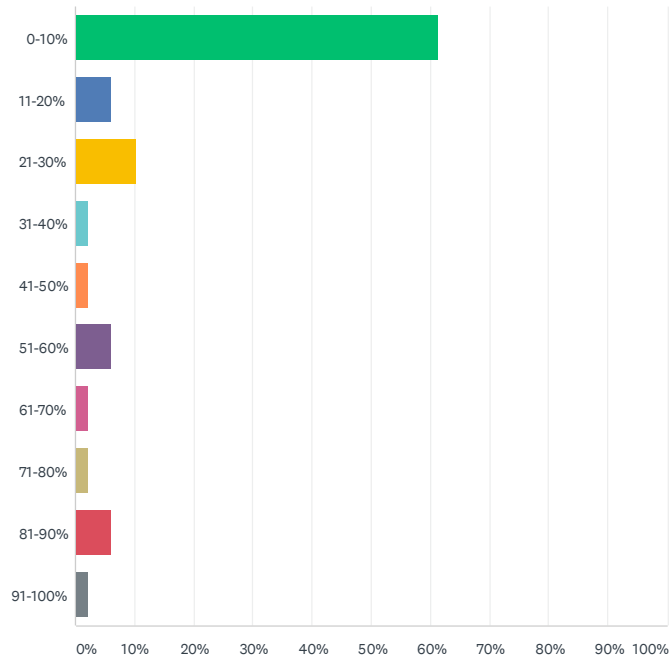
ANSWER CHOICES	RESPONSES	
Yes	66.00%	33
No	32.00%	16
Don't know	2.00%	1
TOTAL		50



# Inflatable Operators Survey Results

Q5 What approximate percentage of your customers ask about the safety of the inflatables when they book with you?

Answered: 49 Skipped: 1



ANSWER CHOICES	RESPONSES	
0-10%	61.22%	30
11-20%	6.12%	3
21-30%	10.20%	5
31-40%	2.04%	1
41-50%	2.04%	1
51-60%	6.12%	3
61-70%	2.04%	1
71-80%	2.04%	1
81-90%	6.12%	3
91-100%	2.04%	1
<b>TOTAL</b>		<b>49</b>

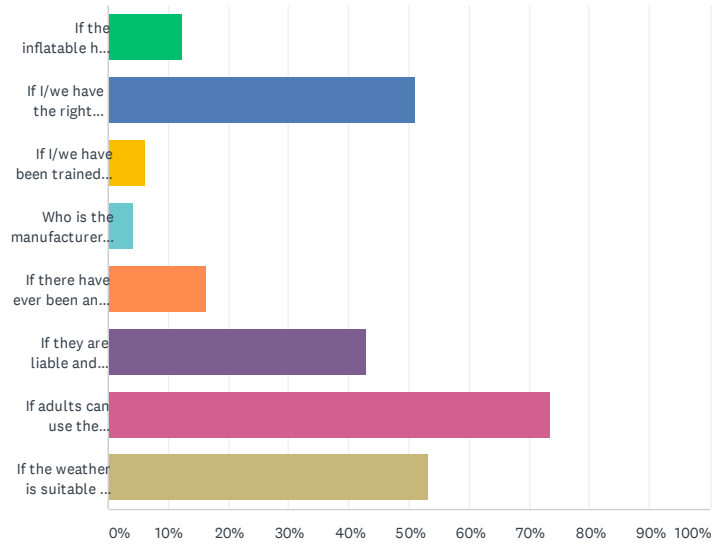




# Inflatable Operators Survey Results

Q6 Of those that do, what do the customers ask about? Tick all that apply...

Answered: 49 Skipped: 1



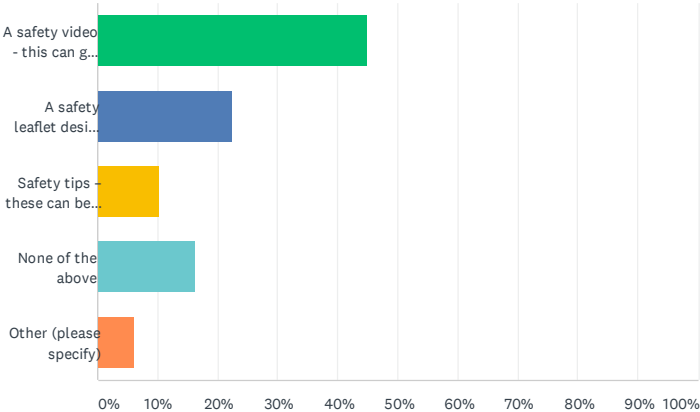
ANSWER CHOICES	RESPONSES
If the inflatable has been tested / inspected recently	12.24% 6
If I/we have the right insurance	51.02% 25
If I/we have been trained in how to operate and set up the inflatable	6.12% 3
Who is the manufacturer of the equipment	4.08% 2
If there have ever been any accidents on the inflatable	16.33% 8
If they are liable and responsible for their guests when the inflatable has been left	42.86% 21
If adults can use the inflatable	73.47% 36
If the weather is suitable for the inflatable.	53.06% 26
Total Respondents: 49	



# Inflatable Operators Survey Results

## Q7 What would be helpful for you when communicating about inflatable safety to your customers?

Answered: 49 Skipped: 1



ANSWER CHOICES	RESPONSES
A safety video - this can go on your website / social media channels / email confirmation to explain to children and parents how to bounce safe on the inflatable	44.90% 22
A safety leaflet design - this can be printed and distributed to customers or go on your website	22.45% 11
Safety tips – these can be uploaded directly to your website	10.20% 5
None of the above	16.33% 8
Other (please specify)	6.12% 3
<b>TOTAL</b>	<b>49</b>

