

# 12

## **AWARENESS OF TASKFORCE AND OTHER INITIATIVES**

### **THIS FINAL SECTION OF THE REPORT LOOKS**

at awareness amongst SMEs of some of the Business Finance Taskforce commitments, together with other relevant initiatives.

## KEY FINDINGS

In order to make space for the Covid-19 and other new questions already reported, many of the metrics in this section were rested after Q1 2020. This chapter therefore includes some older data (from when awareness was last measured for a given metric) but the summary below is of those measured in 2021.

### **6 in 10 SMEs (excluding PNBs) were aware of crowd funding/peer to peer lending, but usage remains very limited:**

- 58% of such SMEs had heard of either of these two forms of funding in Q4 2021 and awareness has been stable since Q4 2019.
- Less than 1% said they were using this form of finance, but 1 in 5 of those aware would consider doing so in future, typically smaller SMEs.

### **4 in 10 SMEs were aware of either of the two new funding initiatives:**

- 30% were aware of Pay as you Grow and the same proportion were aware of the Recovery Loan scheme.
- 42% were aware of either of these initiatives, ranging from 39% of those with 50-249 employees to 50% of those with 10-49 employees. Amongst those using external finance, 51% had heard of either of them.

### **4 in 10 had heard of one or more of the support initiatives tested:**

- 37% of SMEs had heard of the Financial Ombudsman Service, but awareness was somewhat lower of the Standards of Lending practice (13%) or the Business Banking Resolution Service (7%).
- Overall, 38% of SMEs had heard of one or more of these, with little variation by size (35-39%) with the exception of those with 50-249 employees (50%).

### **1 in 5 SMEs was aware of the British Business Bank and/or its Finance Hub:**

- 21% were aware of the Bank in Q4 2021 and 8% of the Finance Hub.
- Overall awareness of 22% in Q4 was in line with the rest of 2021.

In October 2010, the Business Finance Taskforce agreed to a range of initiatives with the aim of supporting SMEs in the UK. This final section of the report looks at awareness amongst SMEs of some of those commitments, together with other relevant initiatives. This part of the survey has been revised several times as new initiatives were developed

In order to create space for the Covid related questions, many of these core tracking questions were rested from Q2 2020. This chapter provides details of those core measures that remain, as well as other newer initiatives that have been added to the questionnaire.

The table below details awareness of the British Business Bank (which has been tracked over 2020 but was moved to a new question from Q2 2020). A stable 1 in 5 SMEs were aware of BBB:

| <b>Awareness of BBB</b>                  | <b>Q1</b>   | <b>Q2</b>    | <b>Q3</b>   | <b>Q4</b>   | <b>Q1</b>   | <b>Q2</b>   | <b>Q3</b>   | <b>Q4</b>   |
|--|-------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Over time – all SMEs</b>              | <b>2020</b> | <b>2020*</b> | <b>2020</b> | <b>2020</b> | <b>2021</b> | <b>2021</b> | <b>2021</b> | <b>2021</b> |
| <b><i>Unweighted base:</i></b>           | <b>4505</b> | <b>2693</b>  | <b>4334</b> | <b>4252</b> | <b>4263</b> | <b>4250</b> | <b>3888</b> | <b>4085</b> |
| The British Business Bank*               | 11%         | 23%          | 23%         | 25%         | 24%         | 21%         | 19%         | 21%         |
| The BBB's Finance Hub                    | 8%          | -            | 15%         | 18%         | 19%         | 6%          | 6%          | 8%          |
| <b><i>Aware of BBB / Finance hub</i></b> | <b>16%</b>  | <b>23%</b>   | <b>24%</b>  | <b>26%</b>  | <b>24%</b>  | <b>21%</b>  | <b>19%</b>  | <b>22%</b>  |

QAw1 from Q2 2020

| Any awareness:<br>Over time<br>By date of interview – row percentages | BBB/Hub    |            |            |            |
|---|------------|------------|------------|------------|
|   | Q3<br>2020 | Q4<br>2020 | Q2<br>2021 | Q4<br>2021 |
| All SMEs  | 24%        | 26%        | 21%        | 22%        |
| 0 emp   | 22%        | 24%        | 20%        | 22%        |
| 1-9 emps  | 29%        | 31%        | 24%        | 23%        |
| 10-49 emps  | 34%        | 34%        | 30%        | 26%        |
| 50-249 emps   | 39%        | 35%        | 33%        | 25%        |
| Minimal external risk rating  | 28%        | 31%        | 27%        | 21%        |
| Low   | 25%        | 30%        | 19%        | 22%        |
| Average   | 27%        | 23%        | 20%        | 22%        |
| Worse than average  | 21%        | 28%        | 22%        | 24%        |
| Agriculture   | 18%        | 22%        | 17%        | 20%        |
| Manufacturing   | 19%        | 25%        | 27%        | 26%        |
| Construction  | 20%        | 23%        | 13%        | 18%        |
| Wholesale/Retail  | 34%        | 31%        | 27%        | 20%        |
| Hotels & Restaurants  | 26%        | 26%        | 28%        | 22%        |
| Transport   | 32%        | 18%        | 24%        | 15%        |
| Property/ Business Services   | 25%        | 32%        | 24%        | 28%        |
| Health  | 22%        | 15%        | 19%        | 25%        |
| Other   | 15%        | 31%        | 17%        | 22%        |
| PNBs  | 22%        | 23%        | 18%        | 20%        |
| All excl PNBs   | 25%        | 28%        | 24%        | 24%        |
| Starts  | 27%        | 35%        | 17%        | 31%        |
| 2-5 years trading   | 24%        | 27%        | 23%        | 20%        |
| 6-9 years   | 29%        | 24%        | 23%        | 20%        |
| 10-15 years   | 21%        | 21%        | 25%        | 20%        |
| 15 years+   | 23%        | 24%        | 21%        | 20%        |

AW1 and BBB1 All SMEs

As the table above shows, 1 in 5 SMEs were aware of the British Business Bank in Q4 2021. Larger SMEs, those with a better external risk rating, those in Property/Business Services and Starts were the most likely to be aware of the BBB.

The rest of this chapter looks at the awareness of other initiatives that have been included in 2021. Changes were made during the year, but all were asked in Q4 2021 and so are reported on that basis here.

## AWARENESS OF SUPPORT INITIATIVES 2021

Respondents were prompted with the names of a range of different initiatives relating to pandemic funding. As the table below shows, 42% of SMEs in Q4 2021 were aware of either or both of these specific schemes, with slightly higher awareness for those with 10-49 employees:

| <b>Awareness of funding initiatives</b> |              | <b>0</b>   | <b>1-9</b>  | <b>10-49</b> | <b>50-249</b> |
|---|--------------|------------|-------------|--------------|---------------|
| <b>Q4 21 – all SMEs</b>                 | <b>Total</b> | <b>emp</b> | <b>emps</b> | <b>emps</b>  | <b>emps</b>   |
| <b><i>Unweighted base:</i></b>          | <b>4085</b>  | <b>817</b> | <b>1389</b> | <b>1288</b>  | <b>591</b>    |
| Pay as you Grow                         | 30%          | 28%        | 35%         | 36%          | 33%           |
| The Recovery Loan scheme                | 30%          | 29%        | 34%         | 38%          | 30%           |
| <b><i>Any of these</i></b>              | <b>42%</b>   | <b>41%</b> | <b>46%</b>  | <b>50%</b>   | <b>39%</b>    |
| <b><i>None of these</i></b>             | <b>58%</b>   | <b>59%</b> | <b>54%</b>  | <b>50%</b>   | <b>61%</b>    |

### AW1 All SMEs

Amongst those with employees, 46% were aware of either of these initiatives, while amongst those using external finance, 51% had heard of either initiative (37% Pay as you Grow and 34% the Recovery Loan scheme).

A number of schemes have been developed to support SMEs in their relationships with their bank. Over 1 in 3 had heard of the Financial Ombudsman, which has a wider role with consumers, but awareness of the other initiatives was limited, increasing slightly by size:

| <b>Awareness of support initiatives</b> |              | <b>0</b>   | <b>1-9</b>  | <b>10-49</b> | <b>50-249</b> |
|---|--------------|------------|-------------|--------------|---------------|
| <b>Q4 21 – all SMEs</b>                 | <b>Total</b> | <b>emp</b> | <b>emps</b> | <b>emps</b>  | <b>emps</b>   |
| <b>Unweighted base:</b>                 | <b>4085</b>  | <b>817</b> | <b>1389</b> | <b>1288</b>  | <b>591</b>    |
| The Financial Ombudsman Service         | 37%          | 38%        | 34%         | 38%          | 47%           |
| The Standards of Lending practice       | 13%          | 13%        | 13%         | 17%          | 23%           |
| The Business Banking Resolution Service | 7%           | 7%         | 7%          | 7%           | 12%           |
| <b>Any of these</b>                     | <b>38%</b>   | <b>39%</b> | <b>35%</b>  | <b>38%</b>   | <b>50%</b>    |
| <b>None of these</b>                    | <b>62%</b>   | <b>61%</b> | <b>65%</b>  | <b>62%</b>   | <b>50%</b>    |

AW1 All SMEs

Exporters were asked if they were aware of the General Export Facility from UK Export Finance. In order to provide robust analysis the figures quoted below are for H2 2021:

- 19% of exporters had heard of this facility.
- Awareness increased from 17% of exporters with 0 employees to 22% of those with 1-9 employees and 26% of exporters with 10-49 or 50-249 employees.
- Of the two main international sectors, 29% of exporters in Wholesale/Retail were aware of the General Export Facility and 20% of those in Manufacturing.
- Those who were importing as well as exporting (typically larger SMEs) were only slightly more aware (20%) than those who only exported (18%).
- Awareness levels were the same amongst exporters using external finance as those who weren't.

## AWARENESS OF ALL INITIATIVES BY KEY GROUPS

The table below brings together all these initiatives and looks at awareness of them in Q4 2021 by key demographics.

| <b>Awareness:</b><br>Q4 2021 row percentages | PayG | Recy Ln | BB<br>Resln | Finl<br>Omb | Lending<br>Sta'ds |
|--|------|---------|-------------|-------------|-------------------|
| All SMEs                                     | 30%  | 30%     | 7%          | 37%         | 13%               |
| 0 emp  | 28%  | 29%     | 7%          | 38%         | 13%               |
| 1-9 emps                                     | 35%  | 34%     | 7%          | 34%         | 13%               |
| 10-49 emps                                   | 36%  | 38%     | 7%          | 38%         | 17%               |
| 50-249 emps                                  | 33%  | 30%     | 12%         | 47%         | 23%               |
| Minimal external risk rating                 | 31%  | 29%     | 3%          | 36%         | 13%               |
| Low  | 24%  | 38%     | 11%         | 35%         | 16%               |
| Average                                      | 27%  | 28%     | 8%          | 35%         | 12%               |
| Worse than average                           | 33%  | 30%     | 6%          | 41%         | 14%               |
| Agriculture                                  | 29%  | 22%     | 6%          | 37%         | 19%               |
| Manufacturing                                | 29%  | 25%     | 8%          | 31%         | 12%               |
| Construction                                 | 27%  | 28%     | 6%          | 36%         | 11%               |
| Wholesale/Retail                             | 25%  | 22%     | 4%          | 37%         | 12%               |
| Hotels & Restaurants                         | 33%  | 31%     | 7%          | 33%         | 10%               |
| Transport                                    | 34%  | 30%     | 5%          | 39%         | 19%               |
| Property/ Business Services                  | 35%  | 35%     | 9%          | 43%         | 14%               |
| Health                                       | 21%  | 30%     | 7%          | 37%         | 13%               |
| Other  | 24%  | 31%     | 7%          | 29%         | 10%               |
| Starts                                       | 31%  | 35%     | 9%          | 38%         | 12%               |
| 2-5 years trading                            | 29%  | 25%     | 6%          | 34%         | 14%               |
| 6-9 years                                    | 29%  | 31%     | 4%          | 40%         | 9%                |
| 10-15 years                                  | 32%  | 29%     | 5%          | 37%         | 15%               |
| 15 years+                                    | 28%  | 29%     | 7%          | 37%         | 14%               |

AW1 All SMEs

The table above shows limited variations with few consistent patterns across the various initiatives tested:

- The larger SMEs were typically somewhat more likely to be aware of these initiatives, but there was no clear pattern by risk rating
- Those in Property/Business Services were slightly more likely to be aware, as were Starts

The table below looks at awareness by future plans around growth and finance, as well as current use of finance:

- Those with plans to grow in the coming year were slightly more likely to be aware of these initiatives than those with no such plans
- Those with plans to apply for finance were slightly more likely to be aware of Pay as you Grow and the Recovery Loan scheme, as were those already using external finance

| <b>Awareness:</b><br>Q4 2021 row percentages | PayG | Recy Ln | BB Resln | Finl<br>Omb | Lending<br>Sta'ds |
|--|------|---------|----------|-------------|-------------------|
| All SMEs                                     | 30%  | 30%     | 7%       | 37%         | 13%               |
| Plan to grow                                 | 33%  | 34%     | 8%       | 39%         | 16%               |
| No plans to grow                             | 27%  | 27%     | 5%       | 36%         | 11%               |
| Plan to apply for finance                    | 33%  | 35%     | 4%       | 32%         | 12%               |
| Future would-be seekers                      | 28%  | 21%     | 6%       | 34%         | 14%               |
| Future Happy non-seekers                     | 30%  | 31%     | 7%       | 38%         | 13%               |
| PNBs   | 25%  | 29%     | 7%       | 37%         | 12%               |
| All excl PNBs                                | 33%  | 31%     | 6%       | 37%         | 14%               |
| All using external finance                   | 37%  | 34%     | 7%       | 40%         | 16%               |

AW1 All SMEs

Given the changes to the list of initiatives being tested, analysis over time is too limited to report at this stage.



## CROWD FUNDING AND OTHER FORMS OF FINANCE

Questions on crowd funding have been through several iterations in the SME Finance Monitor since they were originally included in Q2 and Q3 2012, when awareness of the concept was 18%.

The question was revised most recently in Q1 2017 when SMEs were asked specifically if they were aware of either 'equity crowd funding platforms' or 'peer to peer lending platforms'. In 2021 this question was asked in Q4 only due to space being needed for Covid related questions.

The table below looks at awareness of these two forms of funding plus some others which were also included in the questionnaire when that change was made. Results are shown here for Q4 2021 with the PNBs excluded as has been standard practice in the past.

Awareness was highest for Venture Capital and equity crowd funding (around half of these SMEs), with around 4 in 10 aware of peer-to-peer lending or Business Angels. Overall, 7 in 10 had heard of one or more of these forms of funding:

### Awareness of finance sources

| All SMEs excl PNBs<br>Q4 2021 | Total       | 0<br>emps  | 1-9<br>emps | 10-49<br>emps | 50-249<br>emps |
|-------------------------------|-------------|------------|-------------|---------------|----------------|
| <b>Unweighted base:</b>       | <b>2416</b> | <b>430</b> | <b>878</b>  | <b>900</b>    | <b>208</b>     |
| Venture Capital               | 51%         | 52%        | 49%         | 54%           | 53%            |
| Equity crowd funding platform | 53%         | 53%        | 55%         | 57%           | 49%            |
| Peer to peer lending platform | 44%         | 44%        | 43%         | 49%           | 47%            |
| Business Angels               | 36%         | 37%        | 35%         | 32%           | 41%            |
| <b>Any of these</b>           | <b>69%</b>  | <b>69%</b> | <b>69%</b>  | <b>68%</b>    | <b>58%</b>     |
| Not aware                     | 31%         | 31%        | 31%         | 32%           | 42%            |

Q111 (238a3x) All SMEs excl PNBs and DK

Amongst those with employees, 69% were aware of one or more of the forms of funding tested.

The table below shows awareness of crowd funding/ peer to peer lending over time, initially under a more generic question and then (from Q1 2017) calculated as awareness of either 'equity crowd funding platforms' and/or 'peer to peer lending platforms'. Given the reduced frequency with which this question is asked, the analysis focusses on Q4 of each year for which comparable data is available.

Overall awareness of these forms of funding has been around 6 in 10 since Q4 2019, due to awareness amongst 0 employee SMEs being stable. Awareness amongst those with 1-9 or 10-49 employees has increased slightly, while those with 50-249 employees have seen a drop in awareness:

### Crowd funding/peer to peer lending

| All SMEs excl PNBs<br>Row percentages | Q4<br>2018 | Q4<br>2019 | Q4<br>2020 | Q4<br>2021 |
|---------------------------------------|------------|------------|------------|------------|
| All                                   | 53%        | 57%        | 59%        | 58%        |
| 0 emps                                | 54%        | 59%        | 57%        | 57%        |
| 1-9 emps                              | 50%        | 50%        | 63%        | 60%        |
| 10-49 emps                            | 57%        | 56%        | 65%        | 62%        |
| 50-249 emps                           | 68%        | 64%        | 59%        | 51%        |
| All planning to apply                 | 61%        | 66%        | 60%        | 61%        |

Q111 (238A3) All SMEs excl PNBs \*QUESTION CHANGED IN Q1 2017

The table below provides more detail on use, awareness and consideration of ‘crowd funding’ ie equity crowd funding platforms and/or peer to peer lending, Q4 2021. Very few SMEs were using this form of finance (<1%) while 1 in 10 of those aware would consider using it in future (22% of those aware, the equivalent of 13% of all SMEs excluding the PNBs):

#### Awareness and use of crowd funding

| All SMEs excl PNBs<br>Q4 2021              | Total       | 0<br>emps  | 1-9<br>emps | 10-49<br>emps | 50-249<br>emps |
|--|-------------|------------|-------------|---------------|----------------|
| <b>Unweighted base:</b>                    | <b>2416</b> | <b>430</b> | <b>878</b>  | <b>900</b>    | <b>208</b>     |
| Aware of ‘crowd funding’                   | 58%         | 57%        | 60%         | 62%           | 51%            |
| - Using crowd funding                      | *           | *          | *           | 1%            | *              |
| - Unsuccessfully applied for crowd funding | *           | *          | *           | *             | *              |
| - Would consider applying in future        | 13%         | 14%        | 13%         | 7%            | 4%             |
| - Would <u>not</u> consider applying       | 44%         | 43%        | 46%         | 53%           | 47%            |
| Not aware                                  | 42%         | 43%        | 40%         | 38%           | 49%            |
| <b>% aware who would consider</b>          | <b>22%</b>  | <b>25%</b> | <b>22%</b>  | <b>11%</b>    | <b>8%</b>      |

Q111/112 (238a3x4) All SMEs excl PNBs

There was little difference in awareness by size of SME, with smaller SMEs more likely to consider applying for this form of finance in future.

As the table below shows:

- Awareness has increased steadily over time, to 58% of SMEs, excluding the PNBs, in Q4 2021
- The proportion of SMEs who would consider applying for such finance increased to 20% in H2 2019 but was back to 10% in 2020 and 13% in Q4 2021.
- As a result, 22% of SMEs aware of crowd funding in Q4 2021 said they would consider it as a form of funding, somewhat lower than the 1 in 3 more commonly seen up to H2 2019.

| <b>Awareness and use of crowd funding</b>  |             |             |             |             |              |             |
|--|-------------|-------------|-------------|-------------|--------------|-------------|
| All SMEs excl PNBs<br>Over time            | H2<br>2016  | H2<br>2017  | H2<br>2018  | H2<br>2019  | Q1&4<br>2020 | Q4<br>2021  |
| <b>Unweighted base:</b>                    | <b>5772</b> | <b>5891</b> | <b>5691</b> | <b>6085</b> | <b>5855</b>  | <b>2416</b> |
| Aware of crowd funding                     | 45%         | 44%         | 47%         | 52%         | 52%          | 58%         |
| - <i>Would consider applying in future</i> | 14%         | 13%         | 15%         | 20%         | 10%          | 13%         |
| <b>% aware who would consider</b>          | <b>31%</b>  | <b>30%</b>  | <b>32%</b>  | <b>38%</b>  | <b>19%</b>   | <b>22%</b>  |

Q111/112 (238a3) All SMEs excl PNBs

## EQUITY FINANCE

A new question introduced in Q3 2017 sought to provide a better understanding of attitudes amongst companies to equity finance. They were told that ‘Equity finance is where an external third party, like an angel investor but not friends, family or the directors, receives shares in the business in exchange for an injection of cash’ and then asked for their views on such funding.

This is another question that has been rested since Q2 2020 due to the additional Covid questions, so the table below is based on Q1 2020 only as a placeholder.

As the table below shows, two thirds of companies (66%) said that they knew nothing about this form of finance and most of the rest (19% overall) said they did not think it was a suitable form of finance for them. Only a small minority of companies were using, or planning to use, such finance (2%):

### Attitudes to equity finance

| All companies<br>Q1 2020                              | Total       | 0<br>emps  | 1-9<br>emps | 10-49<br>emps | 50-249<br>emps |
|---|-------------|------------|-------------|---------------|----------------|
| <b>Unweighted base:</b>                               | <b>3038</b> | <b>167</b> | <b>918</b>  | <b>1286</b>   | <b>667</b>     |
| <b>Know something of equity finance</b>               | <b>34%</b>  | <b>33%</b> | <b>34%</b>  | <b>33%</b>    | <b>47%</b>     |
| - <i>Use or plan to use in near future</i>            | 2%          | 1%         | 2%          | 3%            | 4%             |
| - <i>Reluctant to give up control of the business</i> | 11%         | 11%        | 11%         | 10%           | 17%            |
| - <i>Do not think it is suitable for us</i>           | 19%         | 19%        | 19%         | 18%           | 25%            |
| - <i>Wouldn't know where to start</i>                 | 2%          | 1%         | 2%          | 2%            | 1%             |
| Don't know anything about this form of finance        | 66%         | 67%        | 66%         | 67%           | 53%            |

Q113 (238a4) All SMEs that are companies

Larger companies with 50-249 employees remained more likely to know something about this form of finance (47%), and for them the main barrier was more likely than their peers to be a fear of losing control of the business (17%), alongside the suitability of equity as a form of funding (25%).

When this question was first asked in H2 2017, 4 in 10 (38%) of SME companies said that they knew something about equity finance and this proportion has changed relatively little since (34% in Q1 2020). Around 1 in 5 felt that this was not a suitable form of funding for them and 1 in 10 were reluctant to give up control of their business, again with little change over time:

| <b>Attitudes to equity finance</b>                    |            |            |            |            |            |            |
|---|------------|------------|------------|------------|------------|------------|
| All companies<br>Over time                            | H2<br>2017 | H1<br>2018 | H2<br>2018 | H1<br>2019 | H2<br>2019 | Q1<br>2020 |
| <i>Unweighted base:</i>                               | 5657       | 5611       | 5817       | 5860       | 6043       | 3038       |
| Know something of equity finance                      | 38%        | 32%        | 36%        | 37%        | 39%        | 34%        |
| - <i>Use or plan to use in near future</i>            | 3%         | 3%         | 2%         | 4%         | 4%         | 2%         |
| - <i>Reluctant to give up control of the business</i> | 8%         | 10%        | 12%        | 11%        | 14%        | 11%        |
| - <i>Do not think it is suitable for us</i>           | 22%        | 17%        | 20%        | 19%        | 18%        | 19%        |
| - <i>Wouldn't know where to start</i>                 | 4%         | 2%         | 3%         | 3%         | 3%         | 2%         |
| Don't know anything about this form of finance        | 62%        | 68%        | 64%        | 63%        | 61%        | 66%        |

Q113 (238a4) All SMEs that are companies

## AWARENESS AND USE OF THE OPEN BANKING INITIATIVE

From Q1 2018, all SMEs were read a description of the new Open Banking initiative:

‘Open Banking is an initiative led by the UK’s Competition and Markets Authority. It enables small businesses to share their banking transaction data securely with other banks and third parties, so that they can get tailored quotes and compare banking products on the basis of their own requirements.

At the moment, to get personalised advice, you often have to hand over your confidential banking information whereas under Open Banking this could be done automatically and securely through your bank with your permission.’

All SMEs were then asked two questions (which were rested from Q2 2020 as others were):

- Whether they had heard of this initiative: In Q1 2020, 10% had, with little variation by size of SME.
- Whether, based on this description, they would be happy to use the Open Banking service to share data with another provider: in Q1 2020, 12% said they would be with little variation by size.

This allows all SMEs to be allocated to one of the four categories below, depending on whether they were previously aware of Open Banking and/or happy to use it. This question was last asked in Q1 2020, so again is included here as a placeholder.

In Q1 2020 when this question was last asked, 8 in 10 SMEs (80%) were neither aware of the initiative, nor happy to use it:

### Awareness and use of Open Banking

| All SMEs<br>Q1 2020            | Total       | 0<br>emps  | 1-9<br>emps | 10-49<br>emps | 50-249<br>emps |
|--------------------------------|-------------|------------|-------------|---------------|----------------|
| <b>Unweighted base:</b>        | <b>4505</b> | <b>900</b> | <b>1450</b> | <b>1455</b>   | <b>700</b>     |
| Aware and happy to use         | 2%          | 2%         | 3%          | 2%            | 2%             |
| Aware but not happy to use     | 8%          | 8%         | 7%          | 10%           | 8%             |
| Not aware but happy to use     | 9%          | 9%         | 9%          | 8%            | 6%             |
| Not aware and not happy to use | 80%         | 81%        | 80%         | 80%           | 84%            |
| <b>All aware</b>               | <b>10%</b>  | <b>10%</b> | <b>10%</b>  | <b>12%</b>    | <b>10%</b>     |
| <b>All happy to use</b>        | <b>12%</b>  | <b>11%</b> | <b>12%</b>  | <b>10%</b>    | <b>8%</b>      |

Q114a/b All SMEs NEW

As this question was added more recently only limited analysis over time is possible. As the table below shows, awareness of and willingness to use Open Banking had been fairly stable to H2 2019, but were somewhat lower in Q1 2020:

| <b>Awareness and use of Open Banking</b> |             |             |             |             |             |
|--|-------------|-------------|-------------|-------------|-------------|
| All SMEs<br>Over time                    | H1<br>2018  | H2<br>2018  | H1<br>2019  | H2<br>2019  | Q1<br>2020  |
| <b>Unweighted base:</b>                  | <b>9000</b> | <b>9002</b> | <b>9000</b> | <b>9000</b> | <b>4505</b> |
| Aware and happy to use                   | 5%          | 5%          | 7%          | 5%          | 2%          |
| Aware but not happy to use               | 10%         | 9%          | 9%          | 9%          | 8%          |
| Not aware but happy to use               | 10%         | 10%         | 12%         | 10%         | 9%          |
| Not aware and not happy to use           | 75%         | 75%         | 72%         | 76%         | 80%         |
| <b>All aware</b>                         | <b>15%</b>  | <b>14%</b>  | <b>16%</b>  | <b>14%</b>  | <b>10%</b>  |
| <b>All happy to use</b>                  | <b>15%</b>  | <b>15%</b>  | <b>19%</b>  | <b>15%</b>  | <b>12%</b>  |

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