

SME Digital Health Index 2018

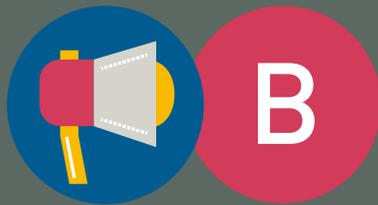
Regional factsheet – Leinster (excluding Dublin)



IE Domain Registry

LEINSTER DIGITAL SKILLS ASSESSMENT

AVERAGE GRADE
COMMUNICATING



AVERAGE GRADE
TRANSACTIONING



AVERAGE GRADE
BOOSTING



LEINSTER KEY FACTS

70%

of Leinster SMEs have a website

vs 72% national average

31%

of Leinster SMEs allow consumers to purchase their products, make appointments, or book a service or reservation online

vs 32% national average

67%

of Leinster SMEs believe that their website contributes to their offline or face-to-face sales

vs 68% national average

20 jobs

a year, on average, are generated by Leinster SMEs through their website, worth €1,015 each

vs Dublin average of 48 jobs worth €1,220 each

28%

of Leinster SMEs owners prefer to go to a friend, relative or colleague for digital skills advice

vs 27% national average