

SME Digital Health Index 2018

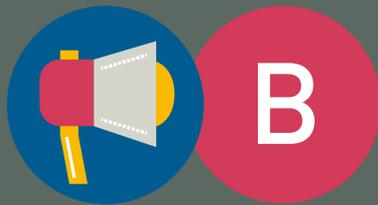
Regional factsheet – Ulster (ROI)



IE Domain Registry

ULSTER (ROI) DIGITAL SKILLS ASSESSMENT

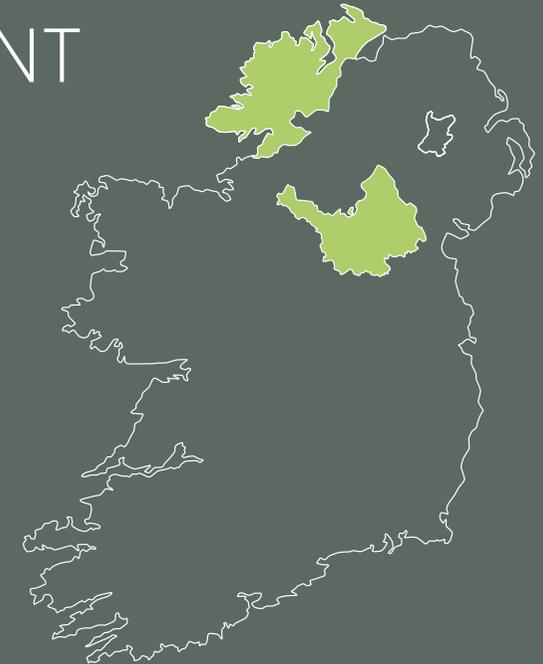
AVERAGE GRADE
COMMUNICATING



AVERAGE GRADE
TRANSACTIONING



AVERAGE GRADE
BOOSTING



ULSTER (ROI) KEY FACTS

75%

of Ulster SMEs have a website

vs 72% national average

34%

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

vs 32% national average

73%

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

vs 68% national average

27 jobs

a year, on average, are generated by Ulster and Connacht SMEs through their website, worth €954 each

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

29%

of Ulster SME owners prefer to go to a friend, relative or colleague for digital skills advice

vs 27% national average