



IE Domain Registry

SME Digital Health Index 2019

Supplementary Appendices



IE Domain Registry

Contents

SA 1. Report graphs	01
SA 2. Digital assets sub-index construction	29
SA 3. Quality of digital assets sub-index construction	30
SA 4. Historical Index scores	32

For full report and methodology, please view the
IE Domain Registry SME Digital Health Index 2019 report.



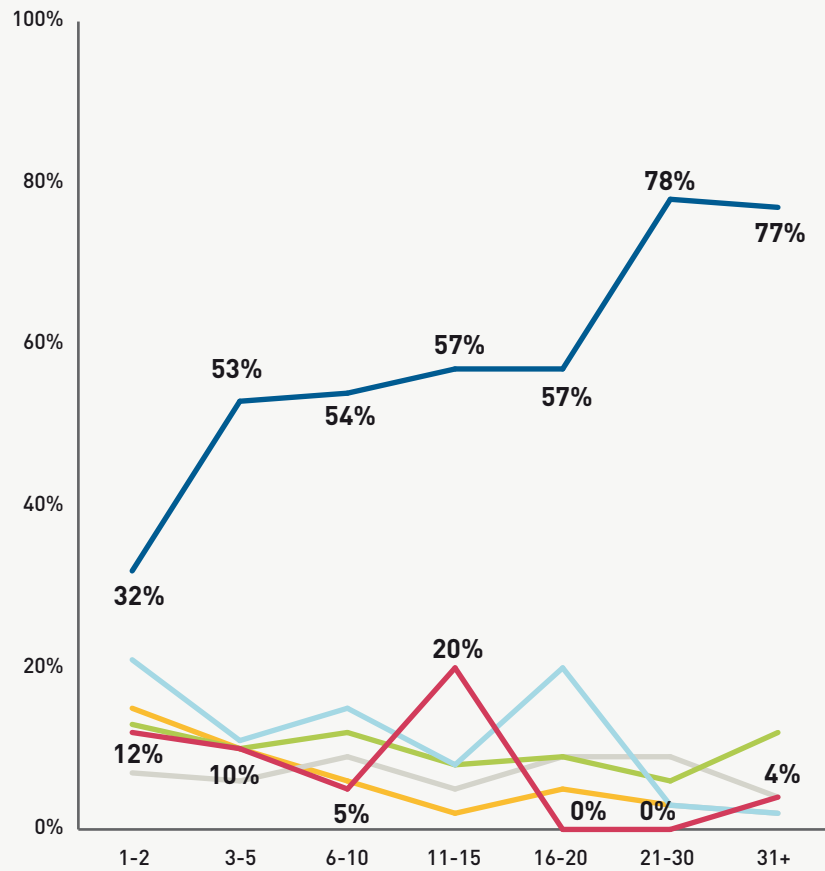
SA 1. Report graphs

SA 1.1 Chapter 1 – Digital Health Assessment

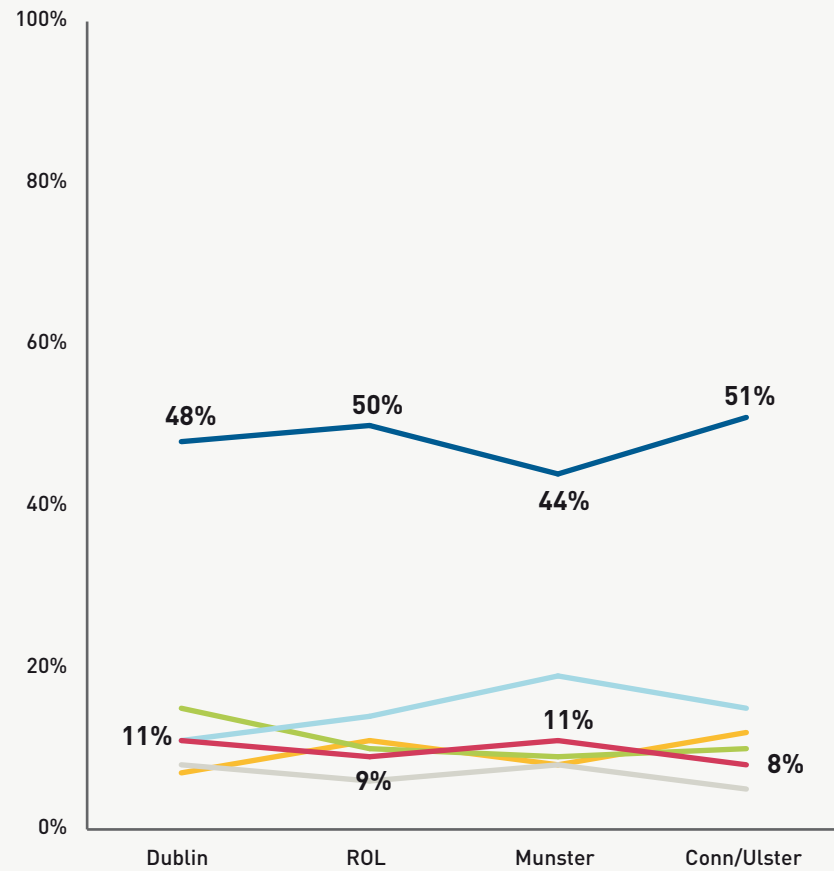
Communicating category profiles

Base: 1,003, all SMEs

Employee size



Region



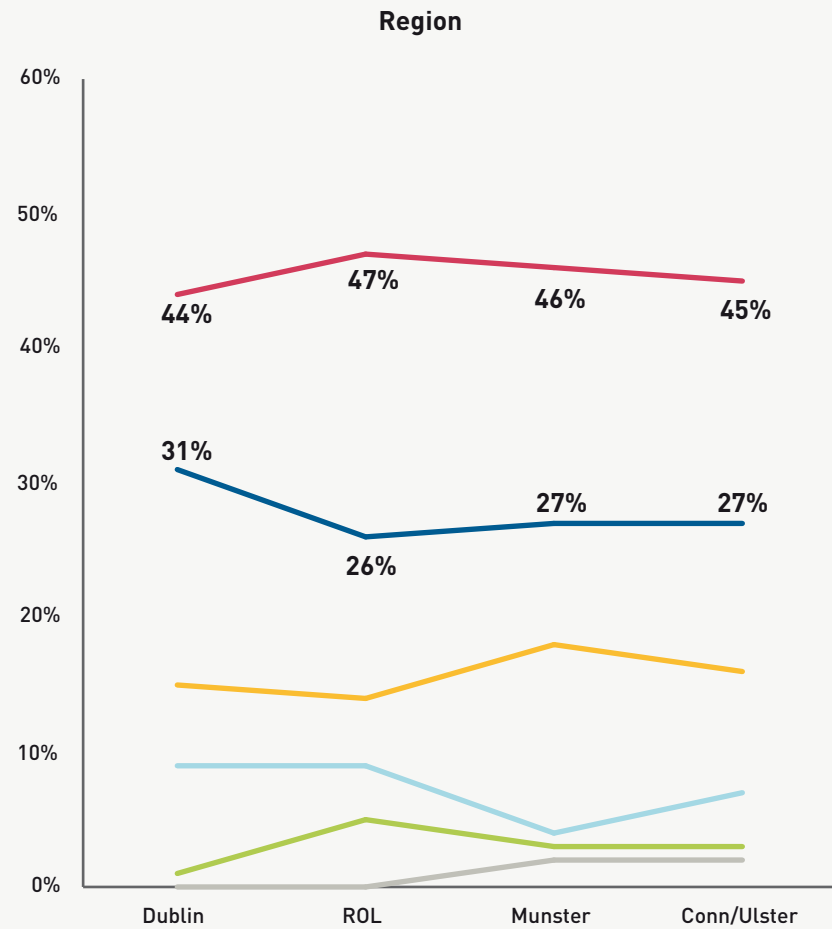
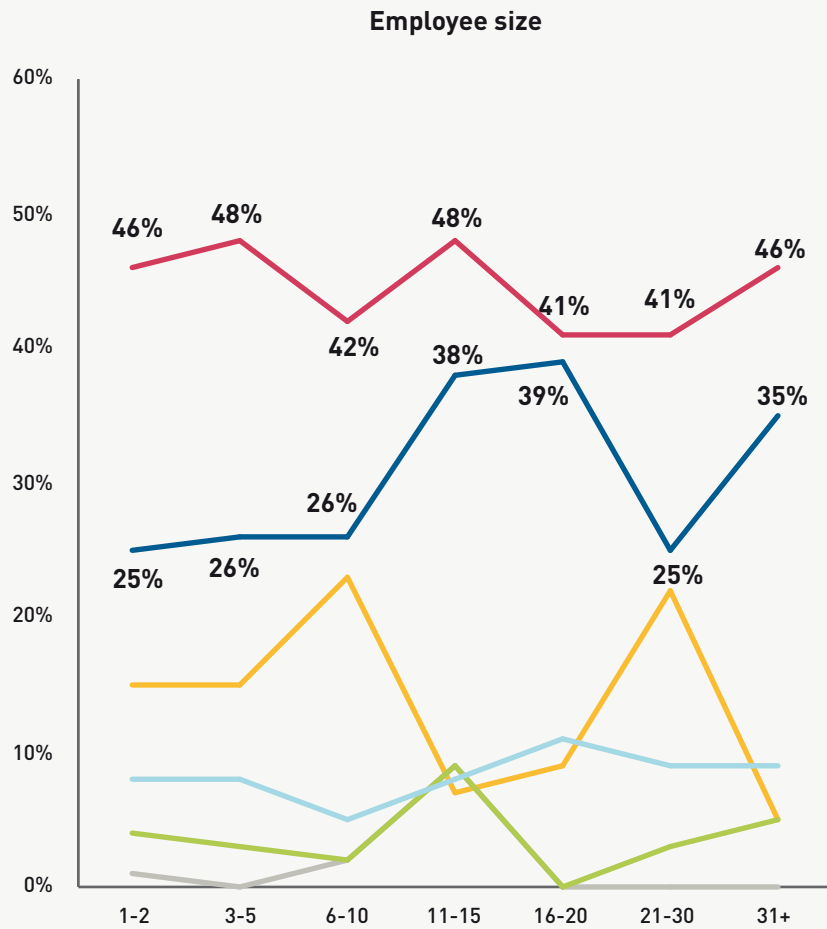
● A (81+)
 ● B (71-80)
 ● C (61-70)
 ● D (51-60)
 ● E (40-50)
 ● F (0-39)

SA 1. REPORT GRAPHS [CONTINUED]

SA1.2 Chapter 1 – Digital Skills Assessment

Transacting category profiles

Base: 1,003, all SMEs



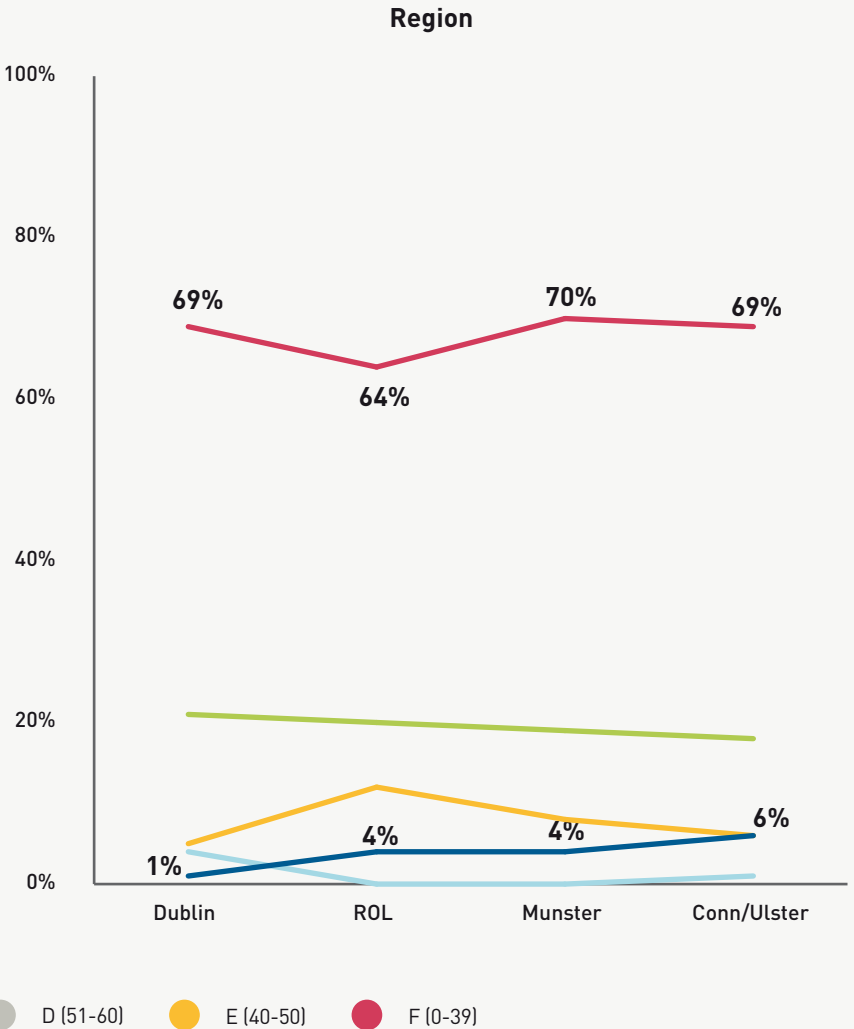
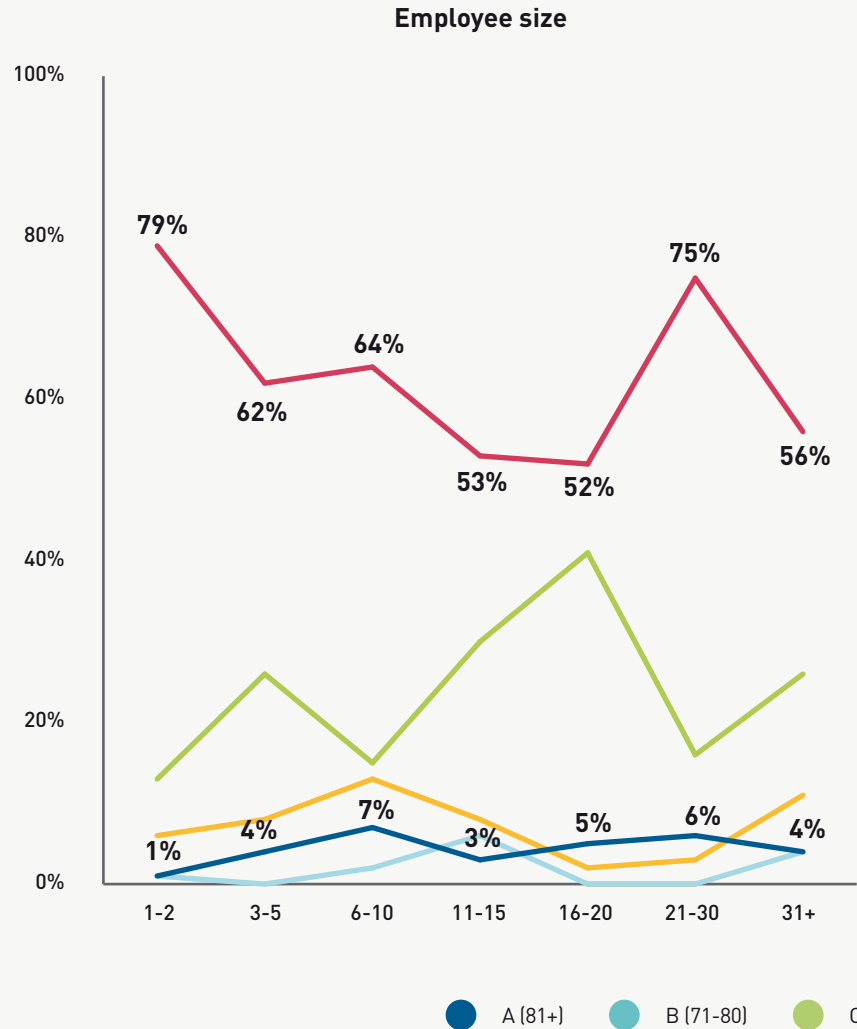
● A (81+)
 ● B (71-80)
 ● C (61-70)
 ● D (51-60)
 ● E (40-50)
 ● F (0-39)

SA 1. REPORT GRAPHS [CONTINUED]

SA1.3 Chapter 1 – Digital Skills Assessment

Boosting category profiles

Base: 1,003, all SMEs

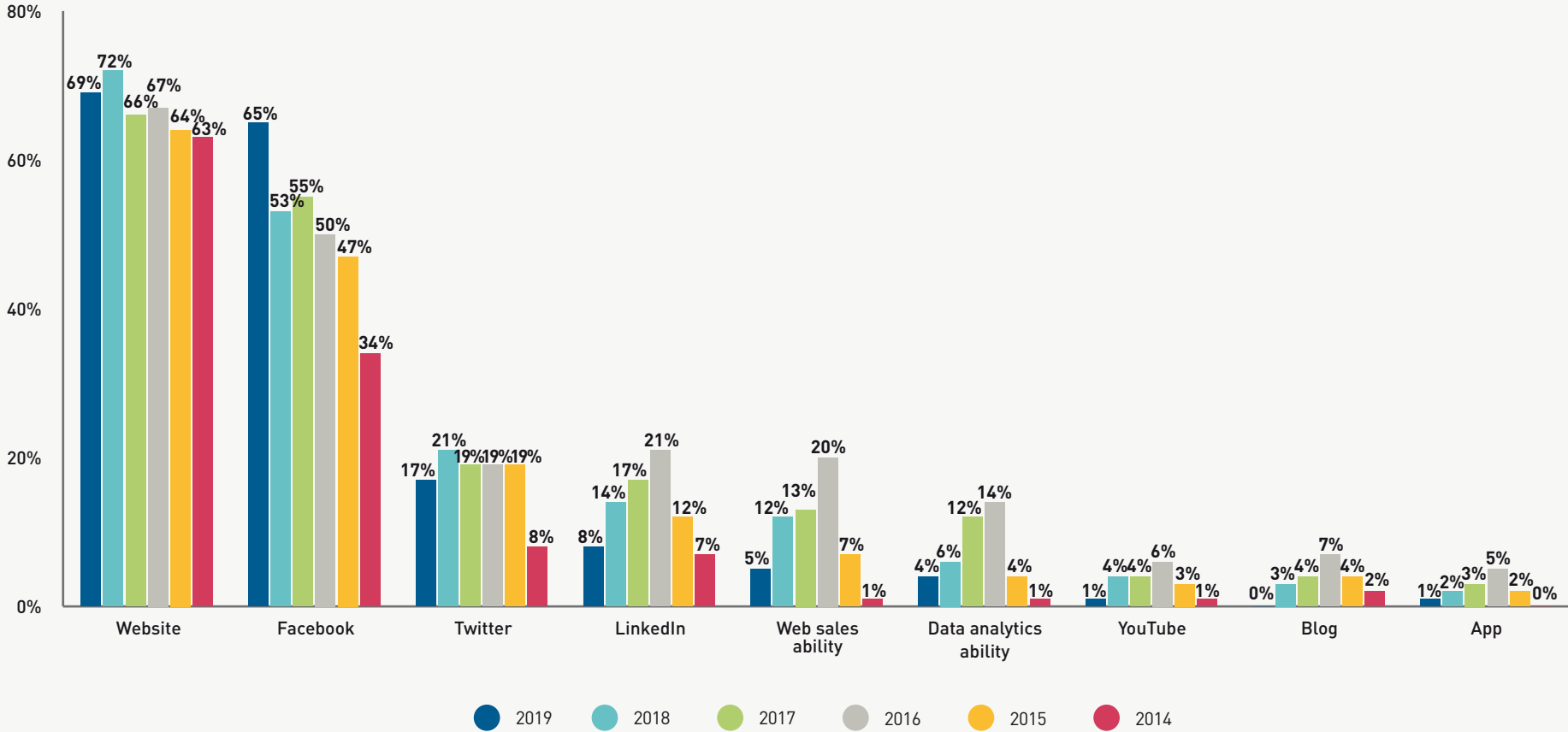


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.4 Chapter 2 – SME attitudes to digital

Which of the following does your business have?

Base: 1,003, all SMEs

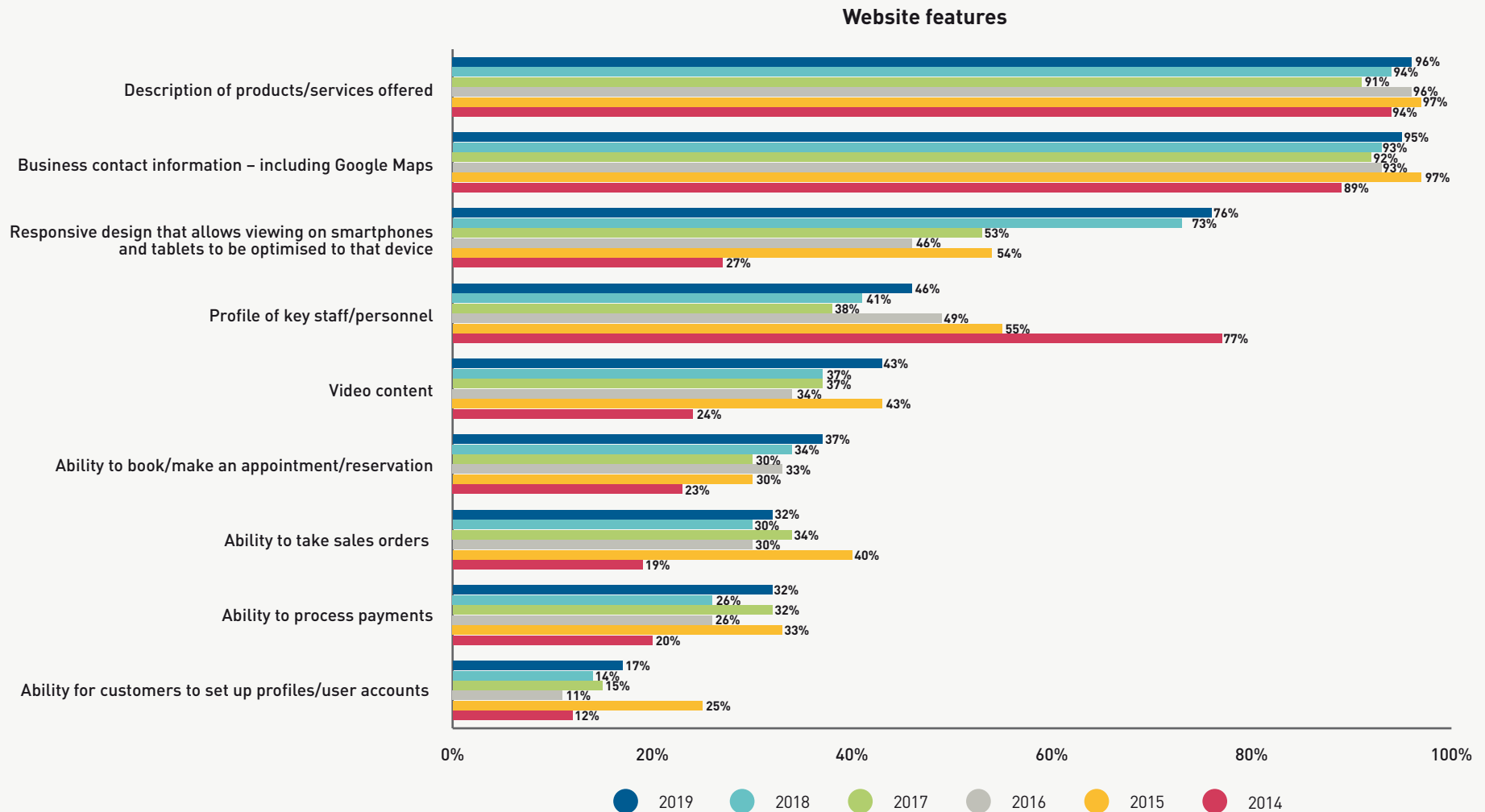


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.5 Chapter 2 – SME attitudes to digital

Considering your business website, which of the following does your website do/have?

Base: 695, all SMEs with a website

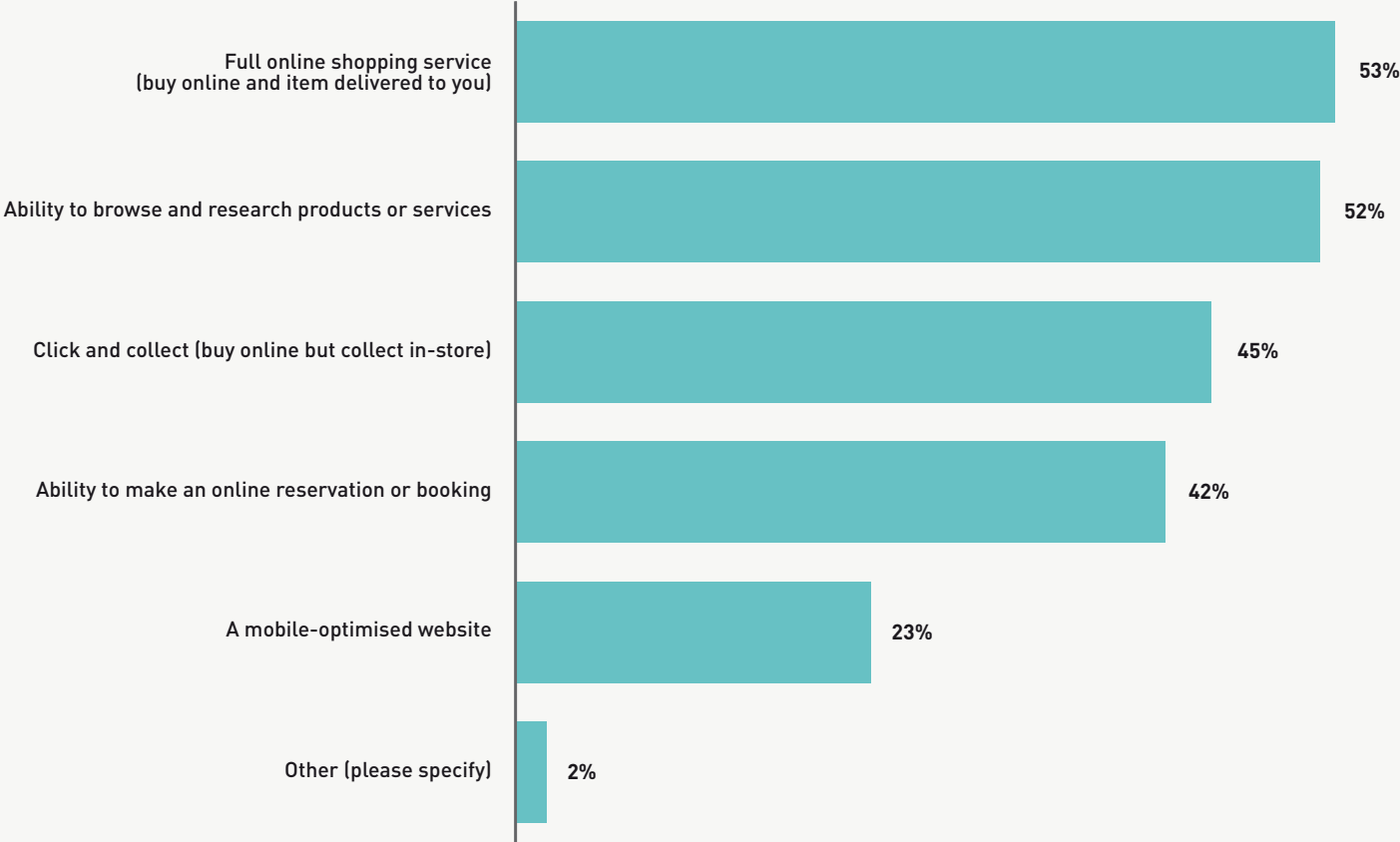


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.6 Chapter 2 – SME attitudes to digital

What online services would you most like your local high street stores and service providers to offer?

Base: 1,000, all consumers

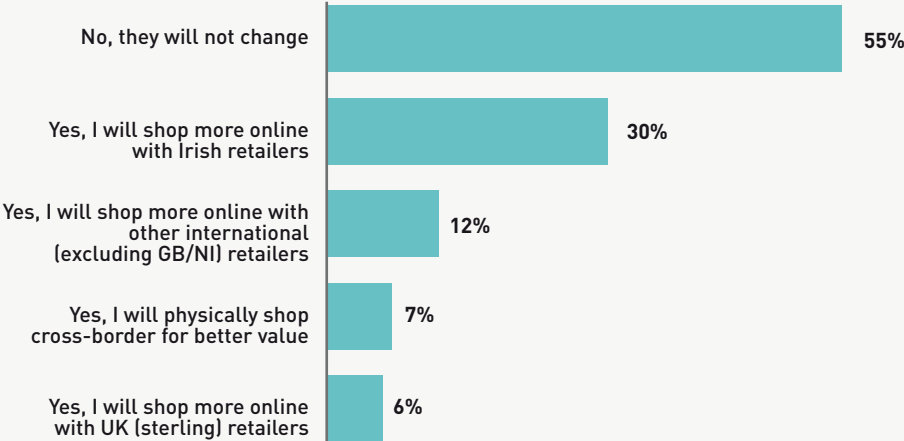


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.7 Chapter 2 – SME attitudes to digital

Do you think your shopping habits will change following Brexit?

Base: 1,000, all consumers

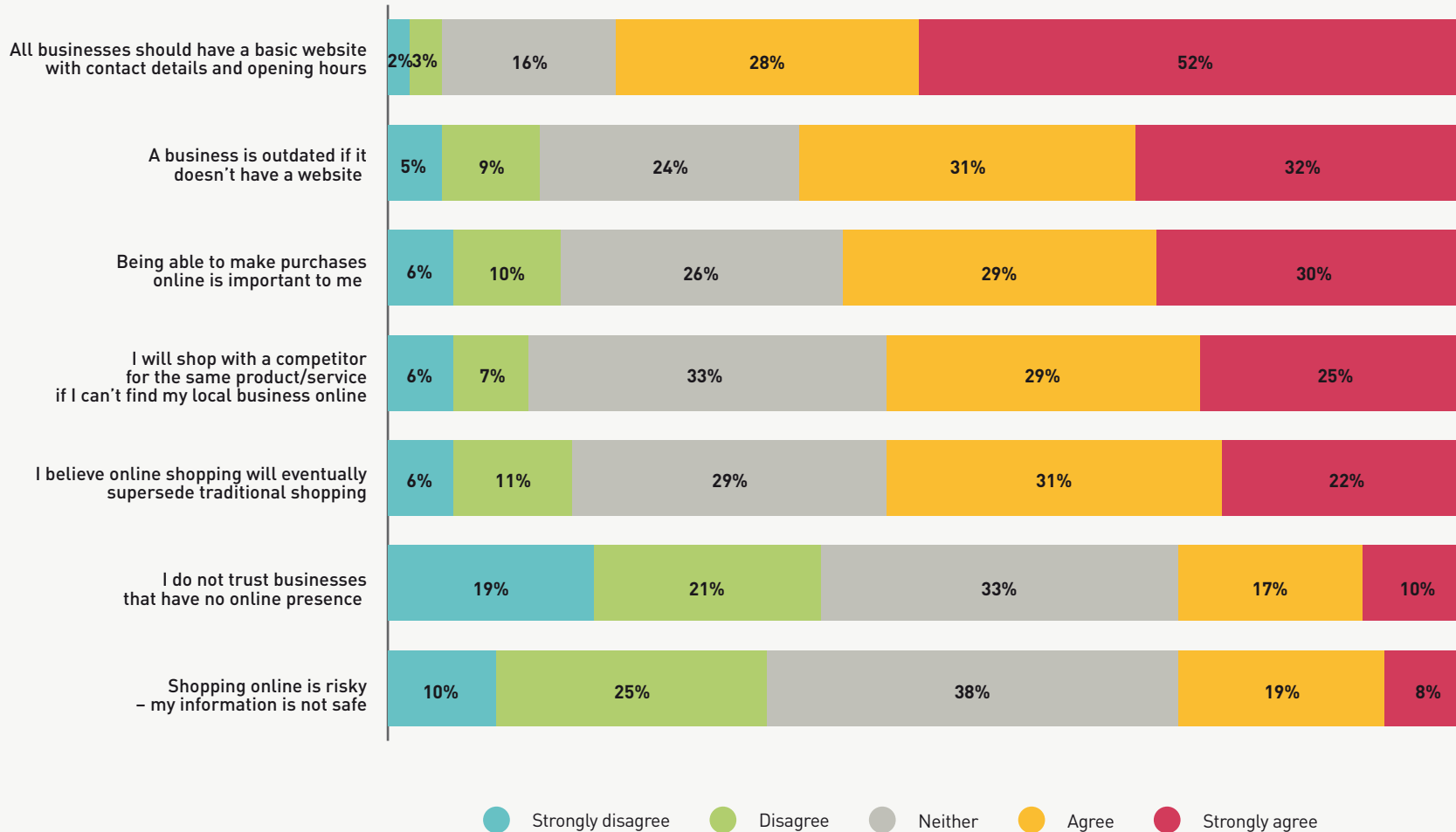


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.8 Chapter 2 – SME attitudes to digital

Using a 5-point scale where 5 is 'strongly agree' and 1 is 'strongly disagree', please tell us how you feel about the following statements:

Base: 1,000, all consumers

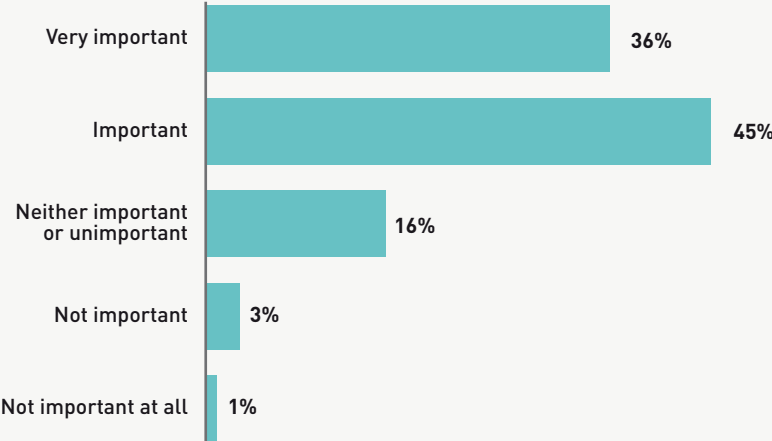


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.9 Chapter 2 – SME attitudes to digital

How important is buying Irish, or supporting Irish businesses, to you?

Base: 1,000, all consumers

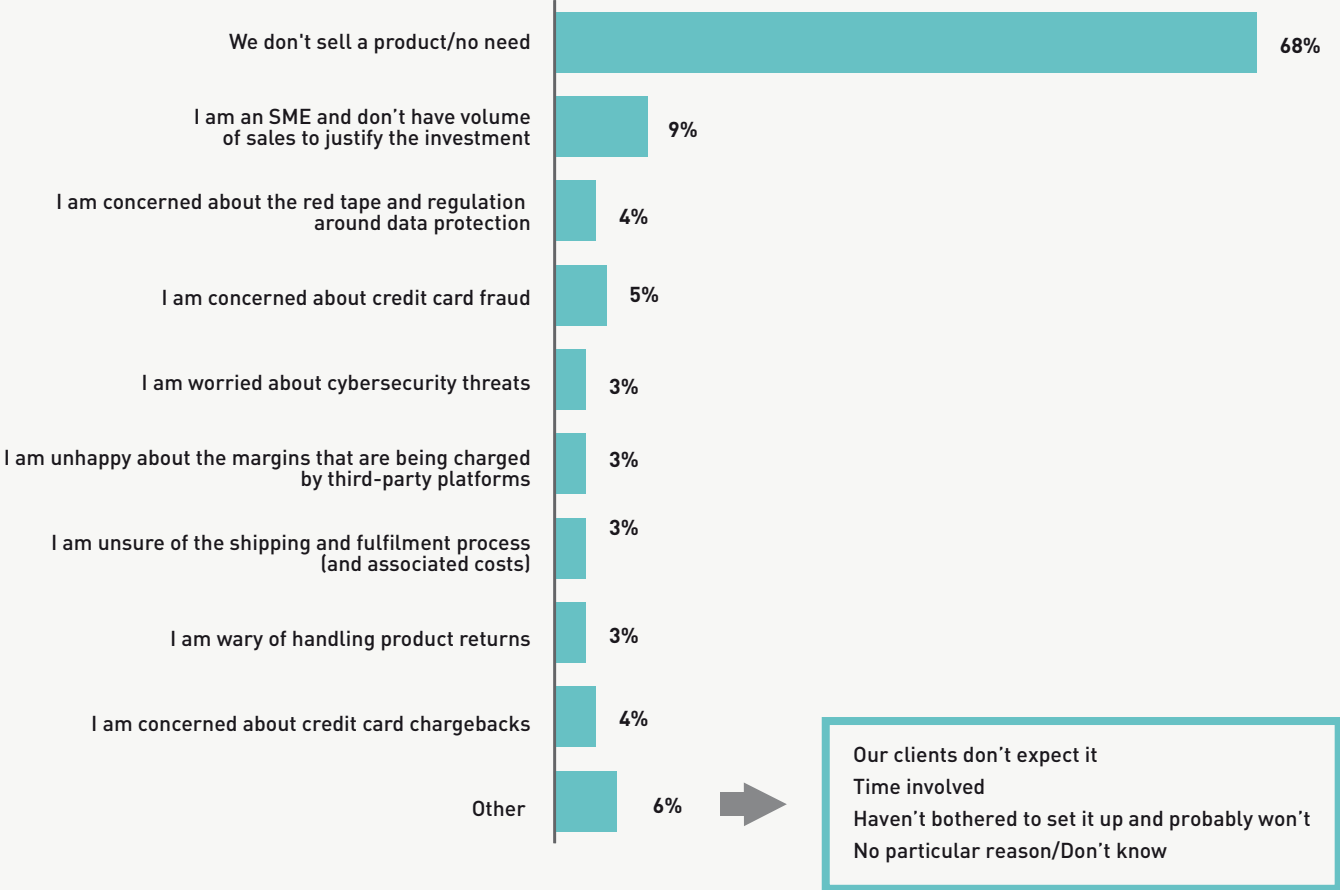


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.10 Chapter 2 – SME attitudes to digital

Why does your website not have e-commerce capabilities, for example ability to take payments online, process sales online, or take online reservations?

Base: 593, SMEs with a website but no ability to take payments through it

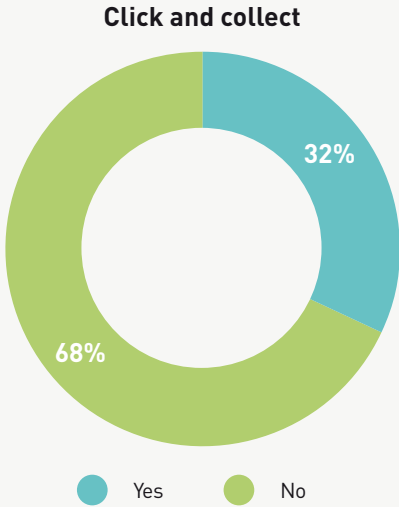
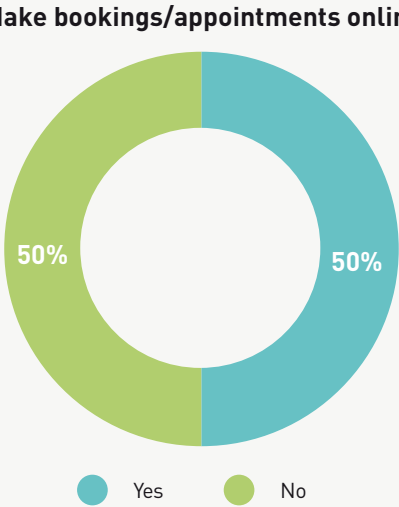
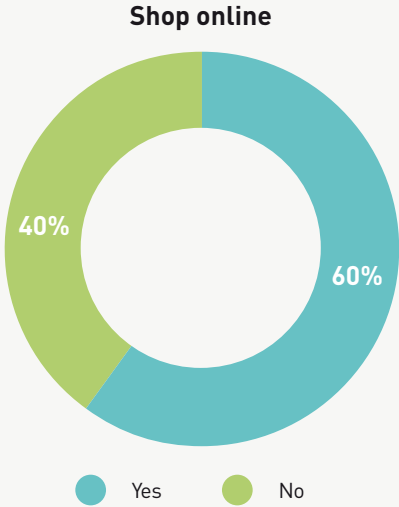
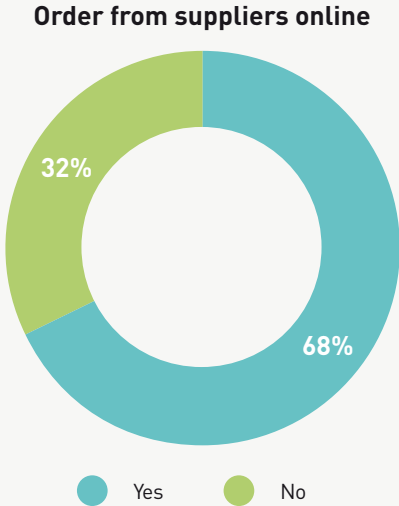
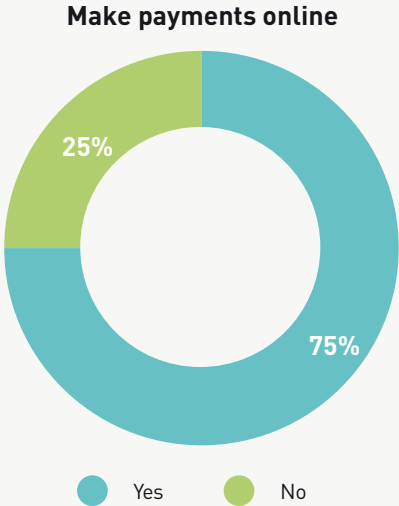
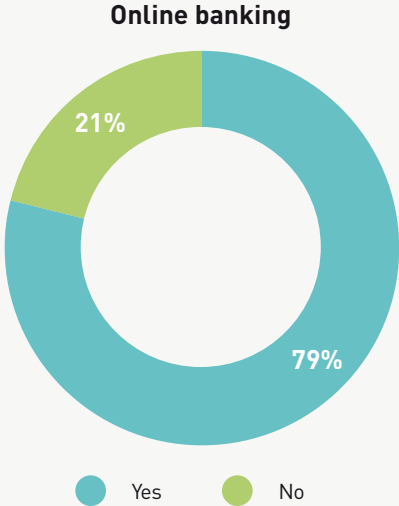


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.11 Chapter 2 – SME attitudes to digital

In your business role, do you do any of the following?

Base: 1,003, all SMEs

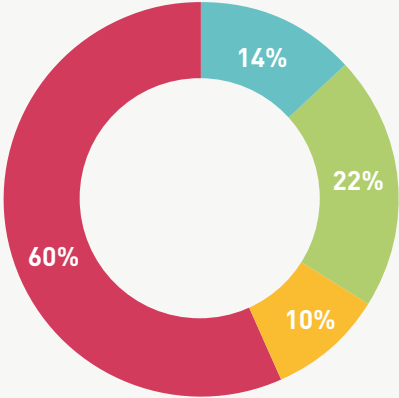


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.12 Chapter 2 – SME attitudes to digital

Do you promote your services online and how?

Base: 1,003, all SMEs



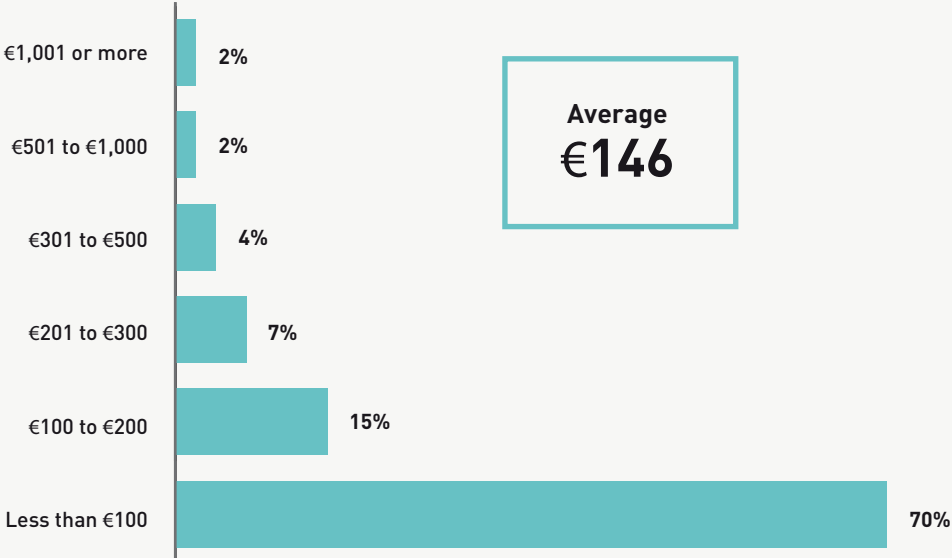
- I do not promote my services online
- Yes, through search engine optimisation (SEO)
- Yes, through paid advertising on other websites and social media
- Other

SA 1. REPORT GRAPHS [CONTINUED]

SA 1.13 Chapter 2 – SME attitudes to digital

What is the average cost of promotion per month?

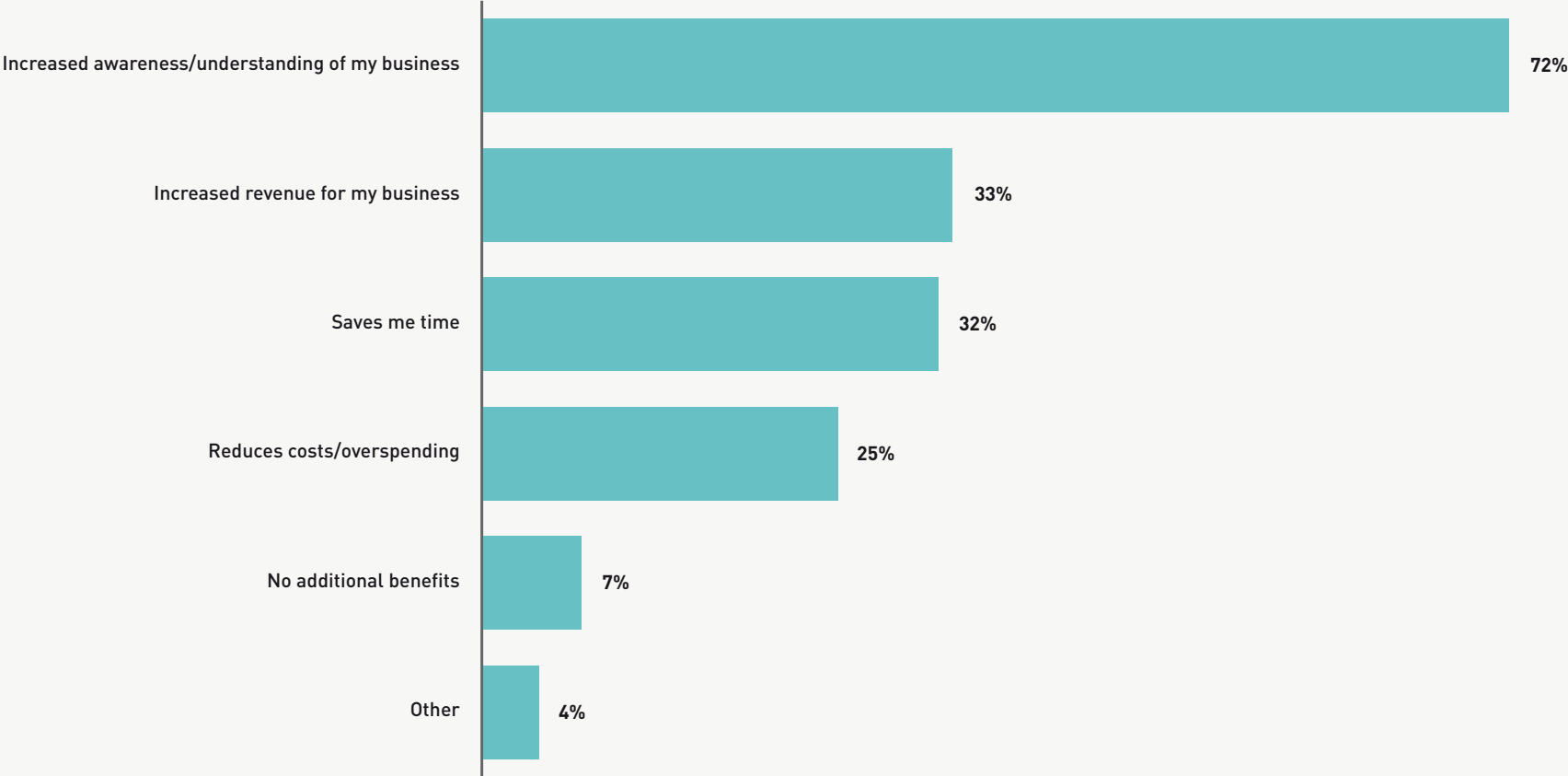
Base: 400, all SMEs that promote their services online



SA 1.14 Chapter 3 – The benefits of an online presence

What do you feel are the biggest benefits to being online and/or digitally savvy?

Base: 869, all SMEs with a digital asset

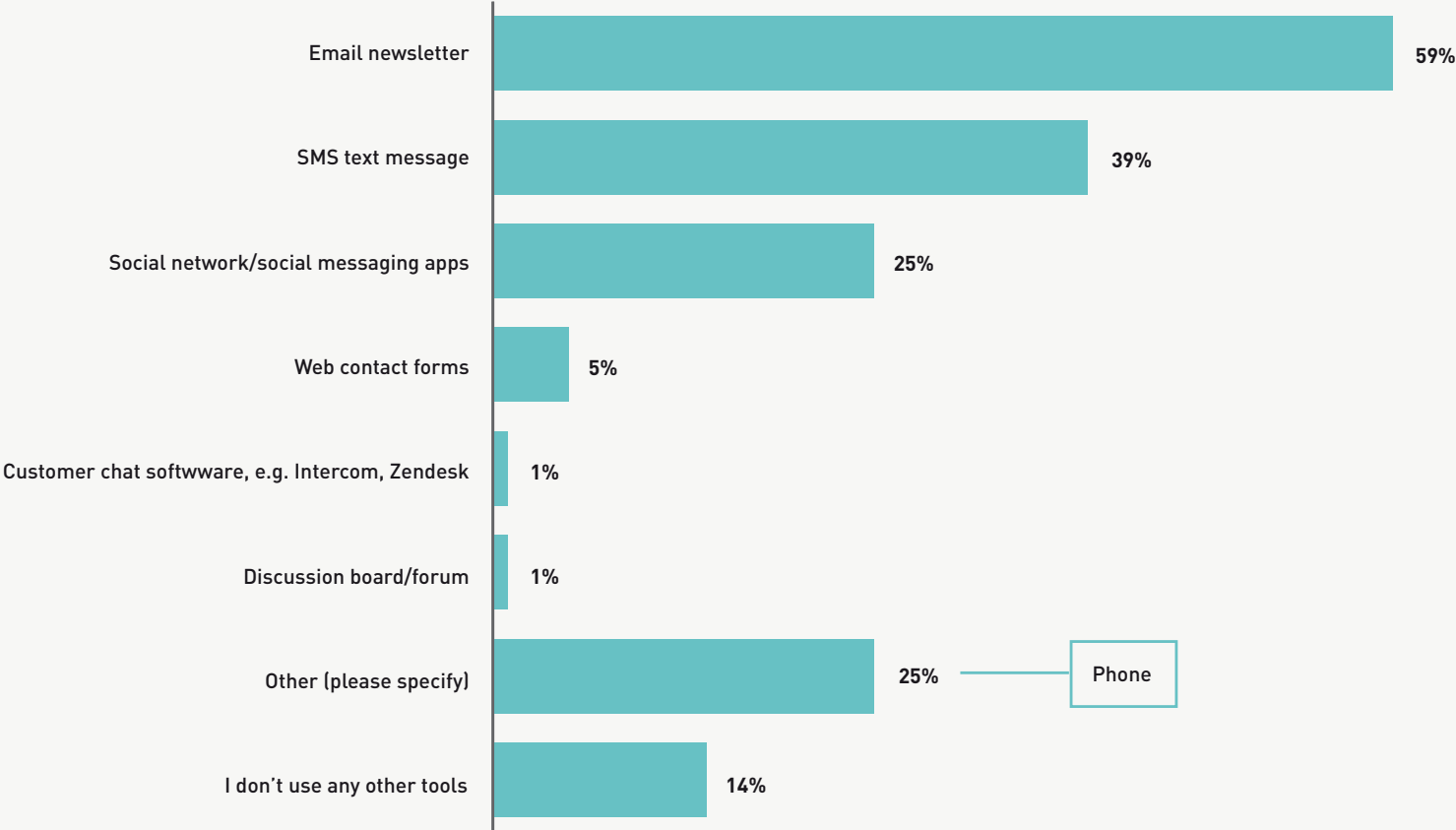


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.15 Chapter 3 – The benefits of an online presence

What digital tools do you use to stay in contact with your customers?

Base: 1,003, all SMEs

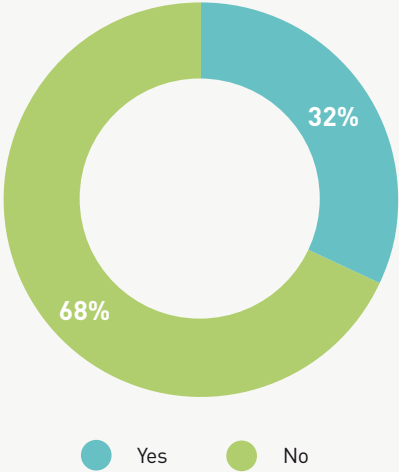


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.16 Chapter 3 – The benefits of an online presence

Do you gather/use online feedback from your customers to influence products and services (from Trustpilot, Trip Advisor etc.)?

Base: 1,003, all SMEs

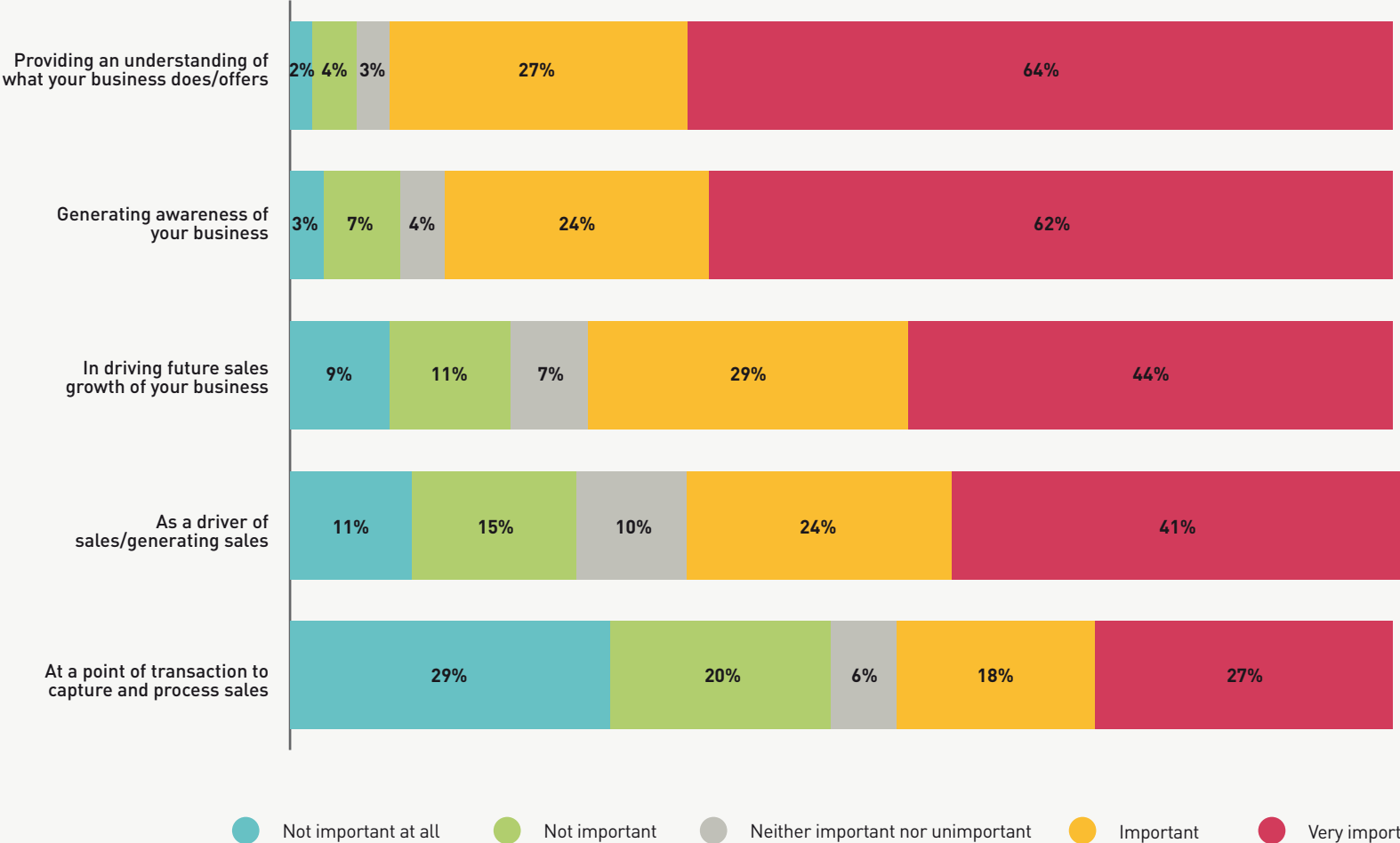


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.17 Chapter 3 – The benefits of an online presence

How important or not is your business’s website for each of the following:

Base: 695, all SMEs with a website

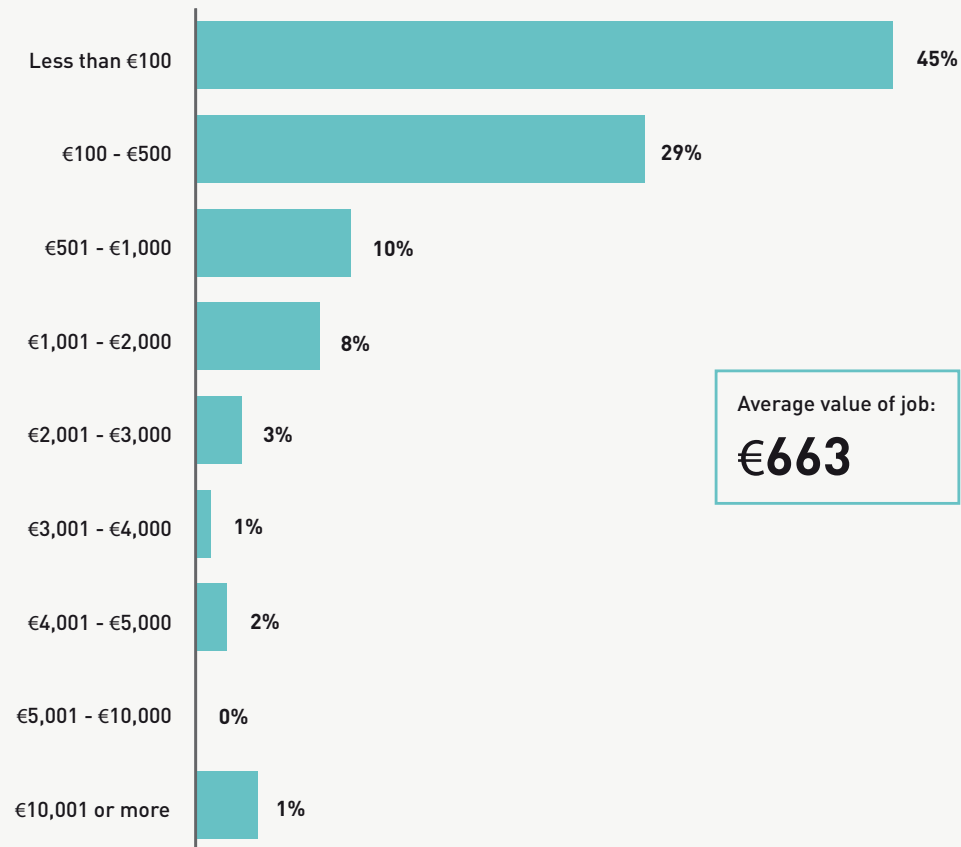


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.18 Chapter 3 – The benefits of an online presence

What is the average value of a job/sale?

Base: 266, all SMEs that receive jobs through their website

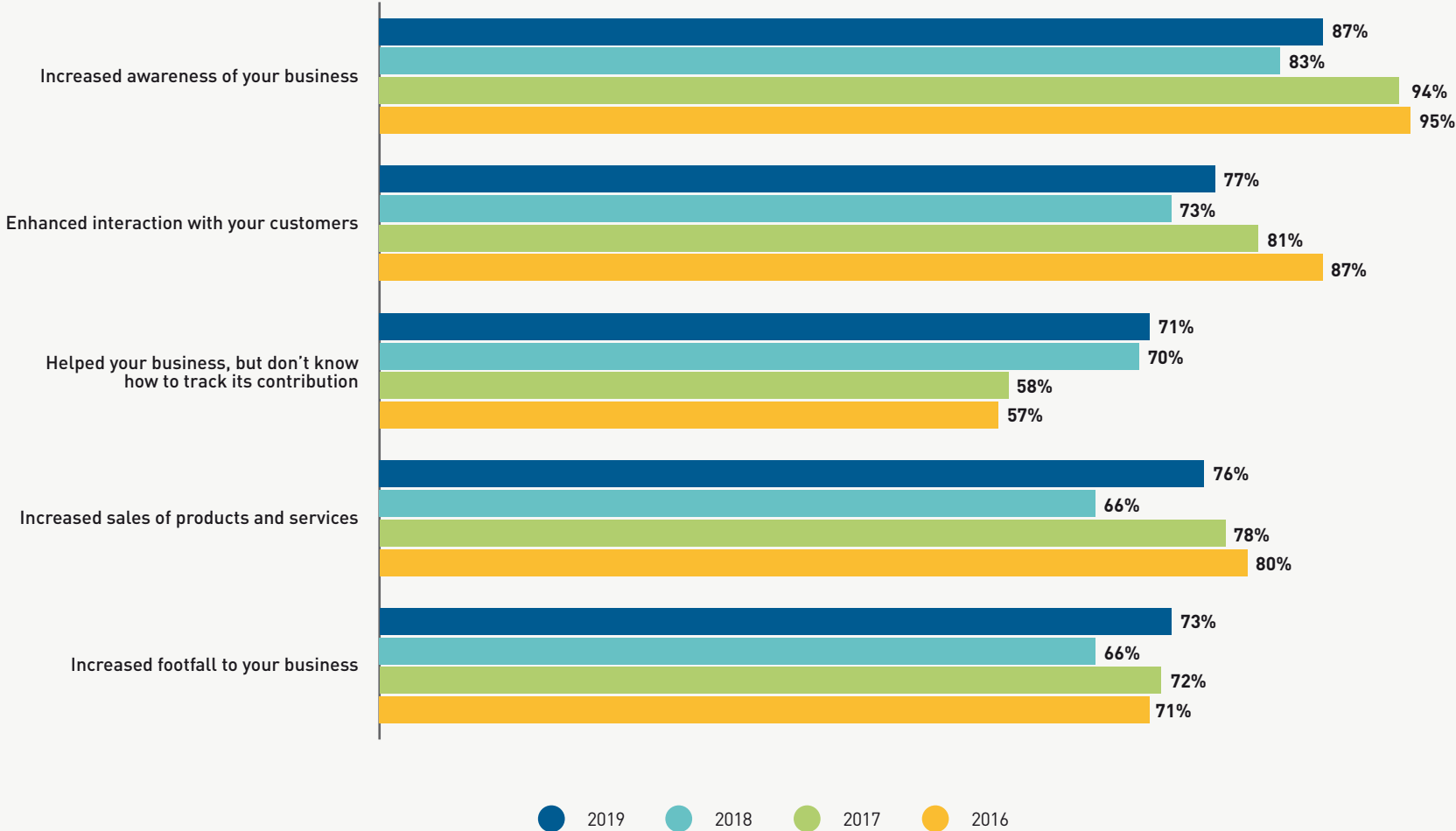


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.19 Chapter 3 – The benefits of an online presence

Has social media...?

Base: 701, all SMEs with a social media presence

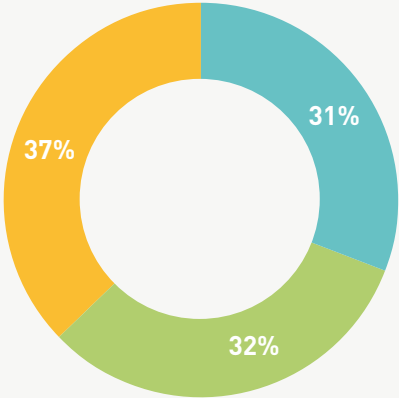


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.20 Chapter 3 – The benefits of an online presence

How important is social media in relation to your website?

Base: 531, all SMEs with a website and social media presence



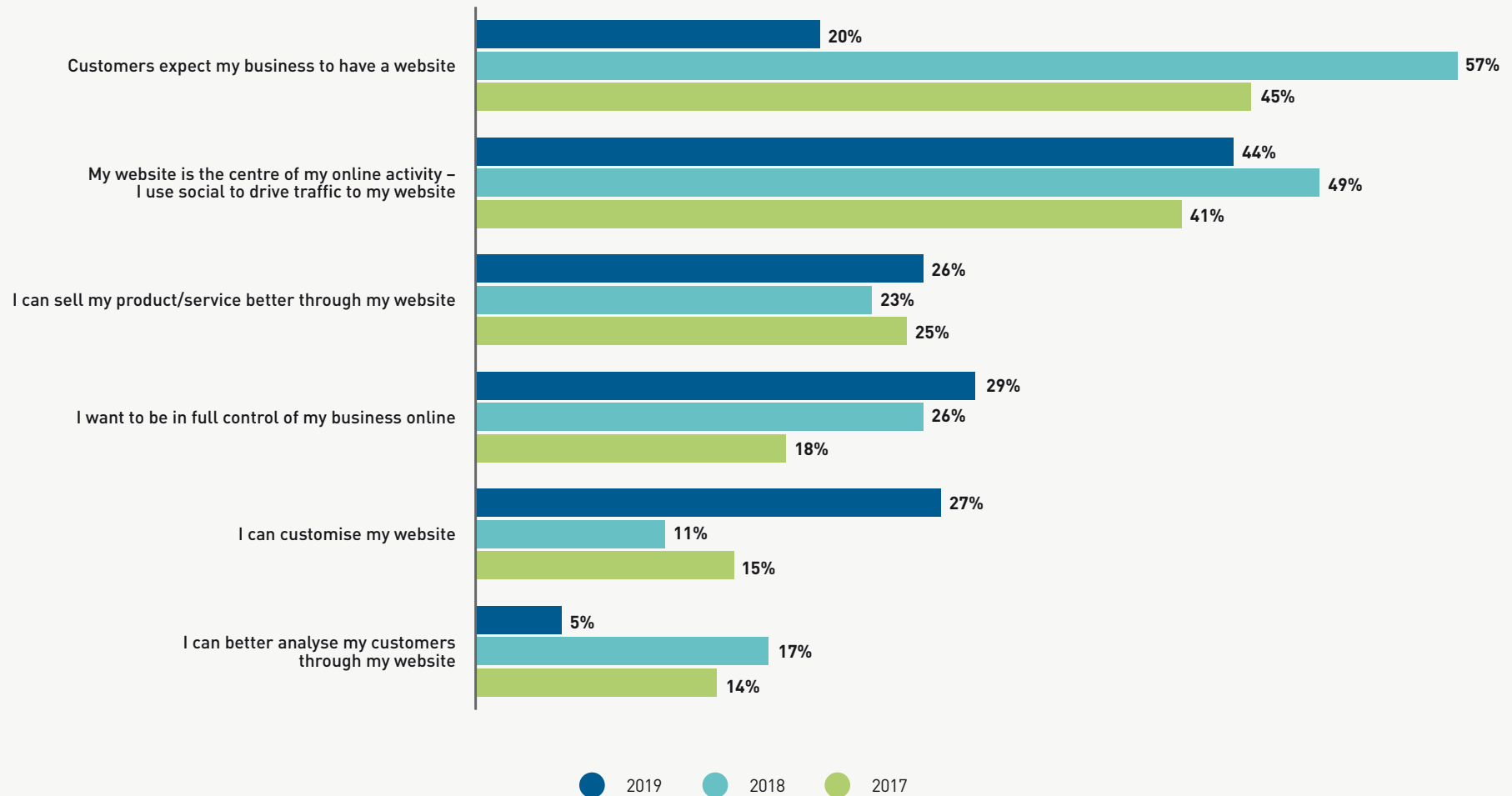
- Social media is more important than my website
- Social media is equally important as my website
- Social media is less important than my website

SA 1. REPORT GRAPHS [CONTINUED]

SA 1.21 Chapter 3 – The benefits of an online presence

Why is your website more important than your social media presence?

Base: 195, all SMEs that said their website is more important than their social media presence

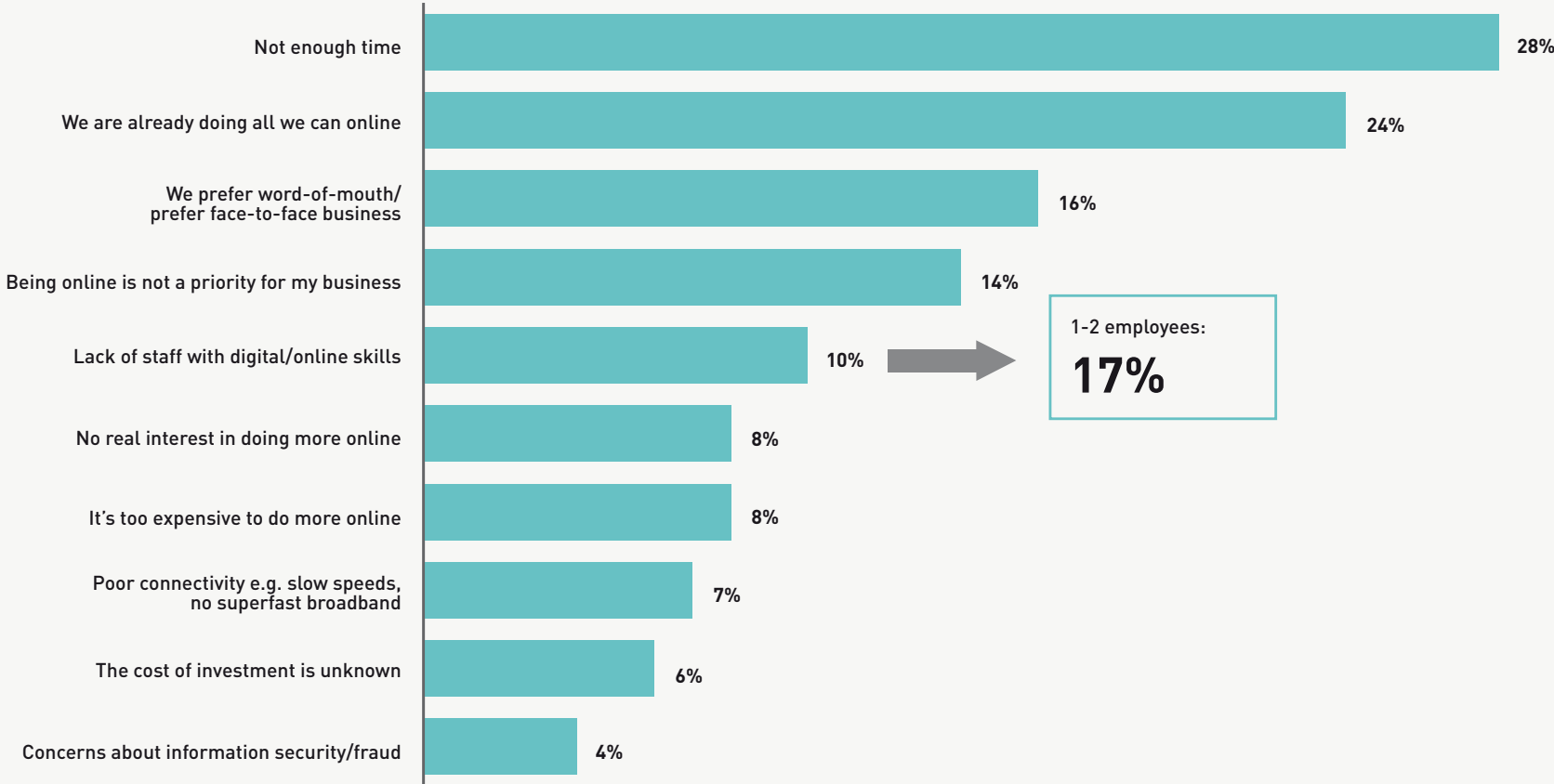


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.22 Chapter 4 – The barriers to doing more online

Which of the following barriers are preventing you from doing more online?

Base: 1,003, all SMEs

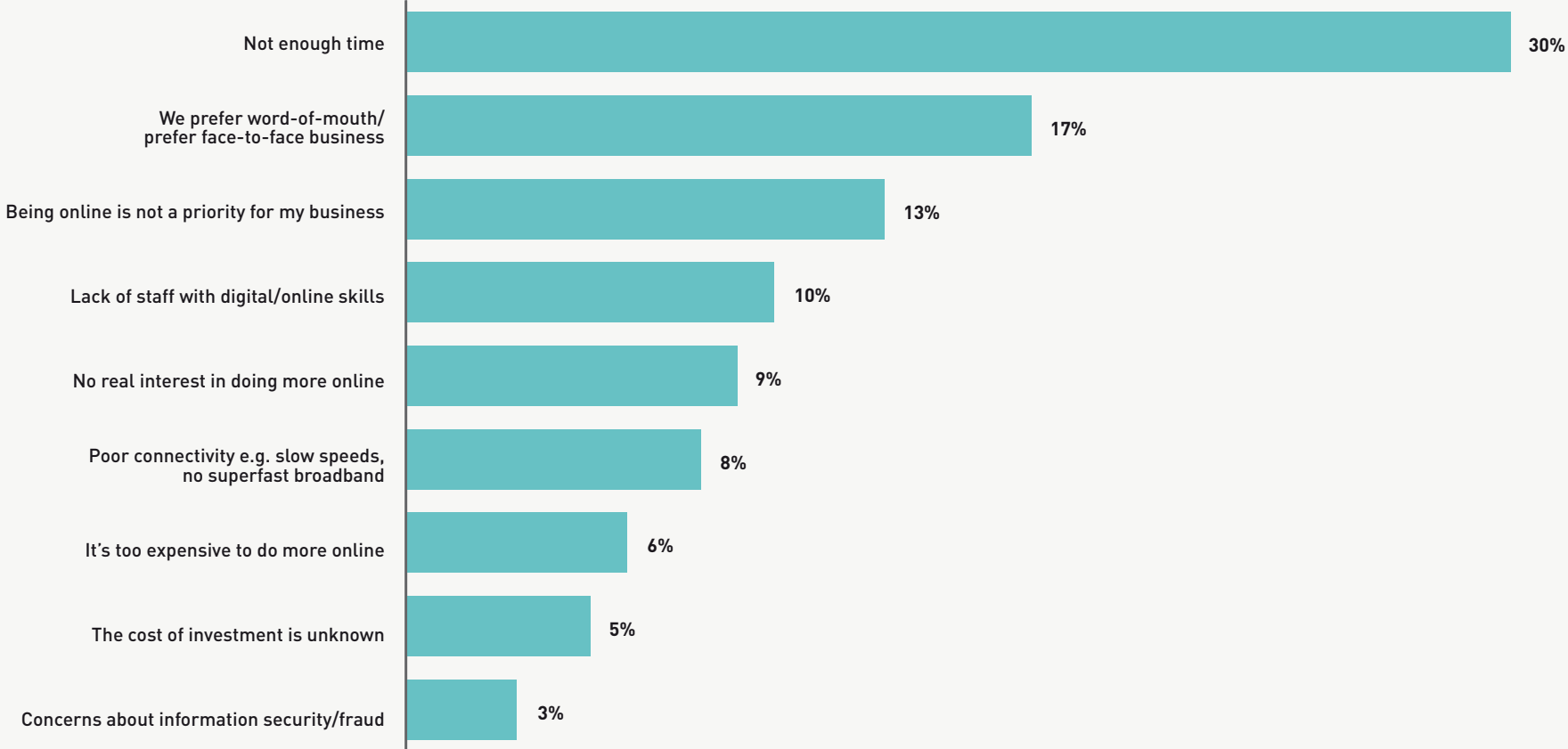


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.23 Chapter 4 – The barriers to doing more online

Of these barriers, what is the **main** barrier, as you see it, that is preventing you from doing more online?

Base: 758

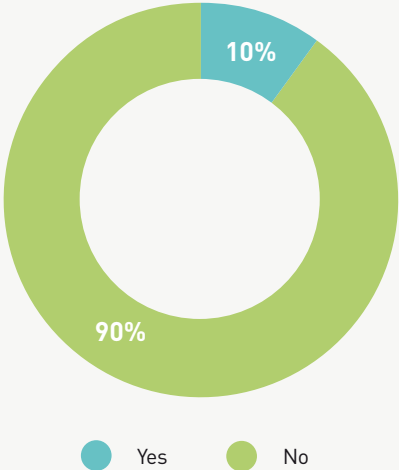


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.24 Chapter 4 – The barriers to doing more online

Have you availed of any official business or government initiative to support you with digital or e-commerce—like the Local Enterprise Office Trading Online Voucher Scheme or the Retail Excellence Ireland digital training workshops—over the past 12 months?

Base: 1,003, all SMEs

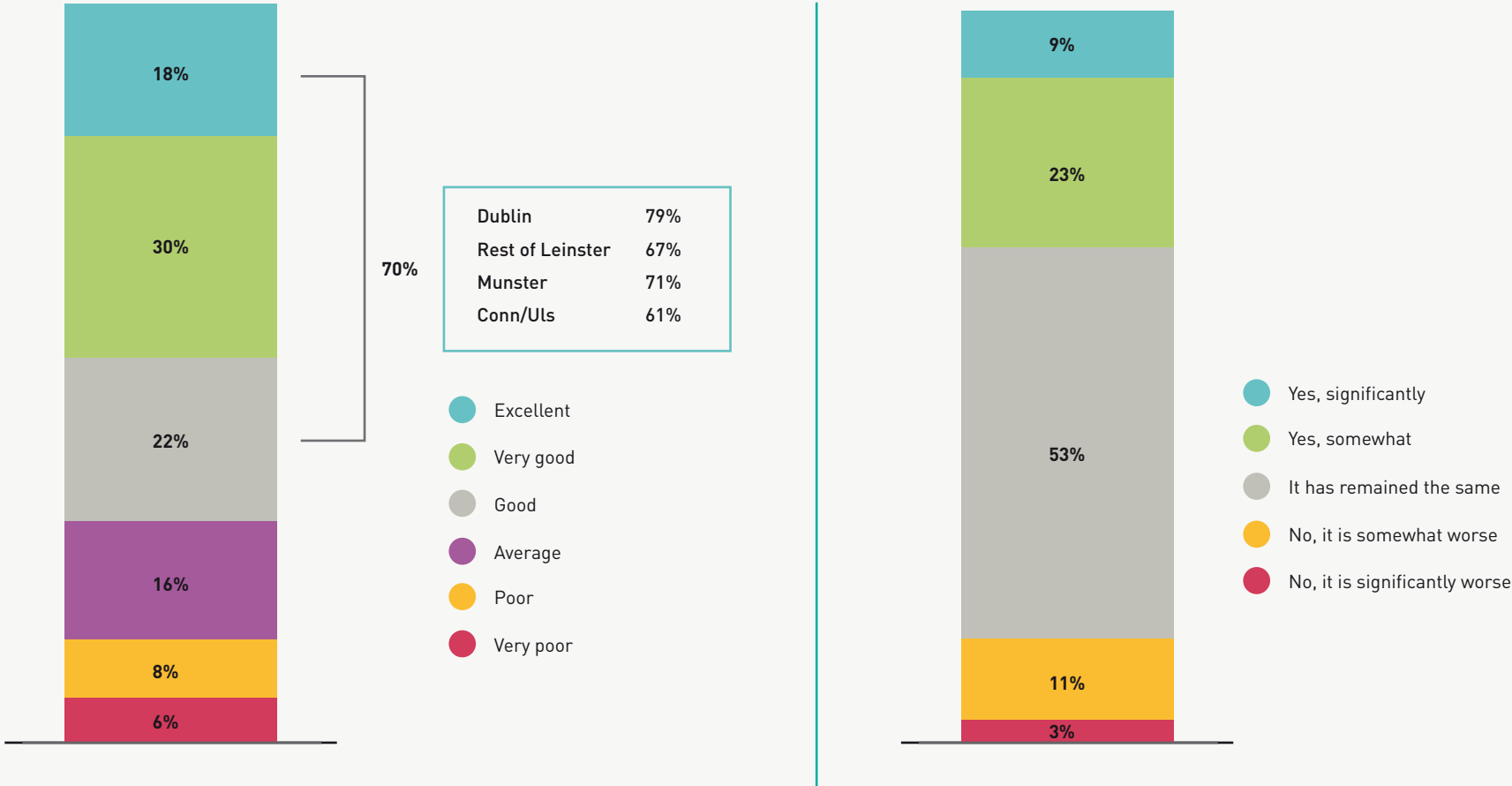


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.25/26 Chapter 4 – The barriers to doing more online

Using the following scale, rate the speed and reliability of internet infrastructure in your area. / Do you believe that the speed and reliability of internet infrastructure in your area has improved in the past 12 months?

Base: 1,003, all SMEs

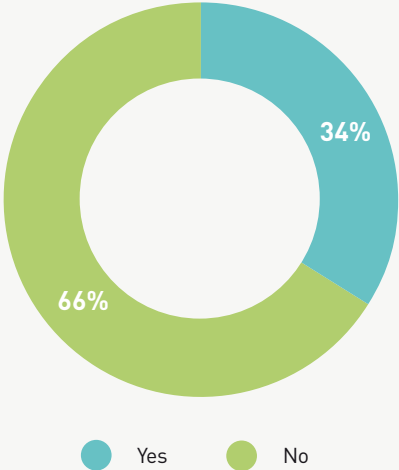


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.27 Chapter 4 – The barriers to doing more online

Are you confident that the Government can deliver the National Broadband Plan?

Base: 1,003, all SMEs

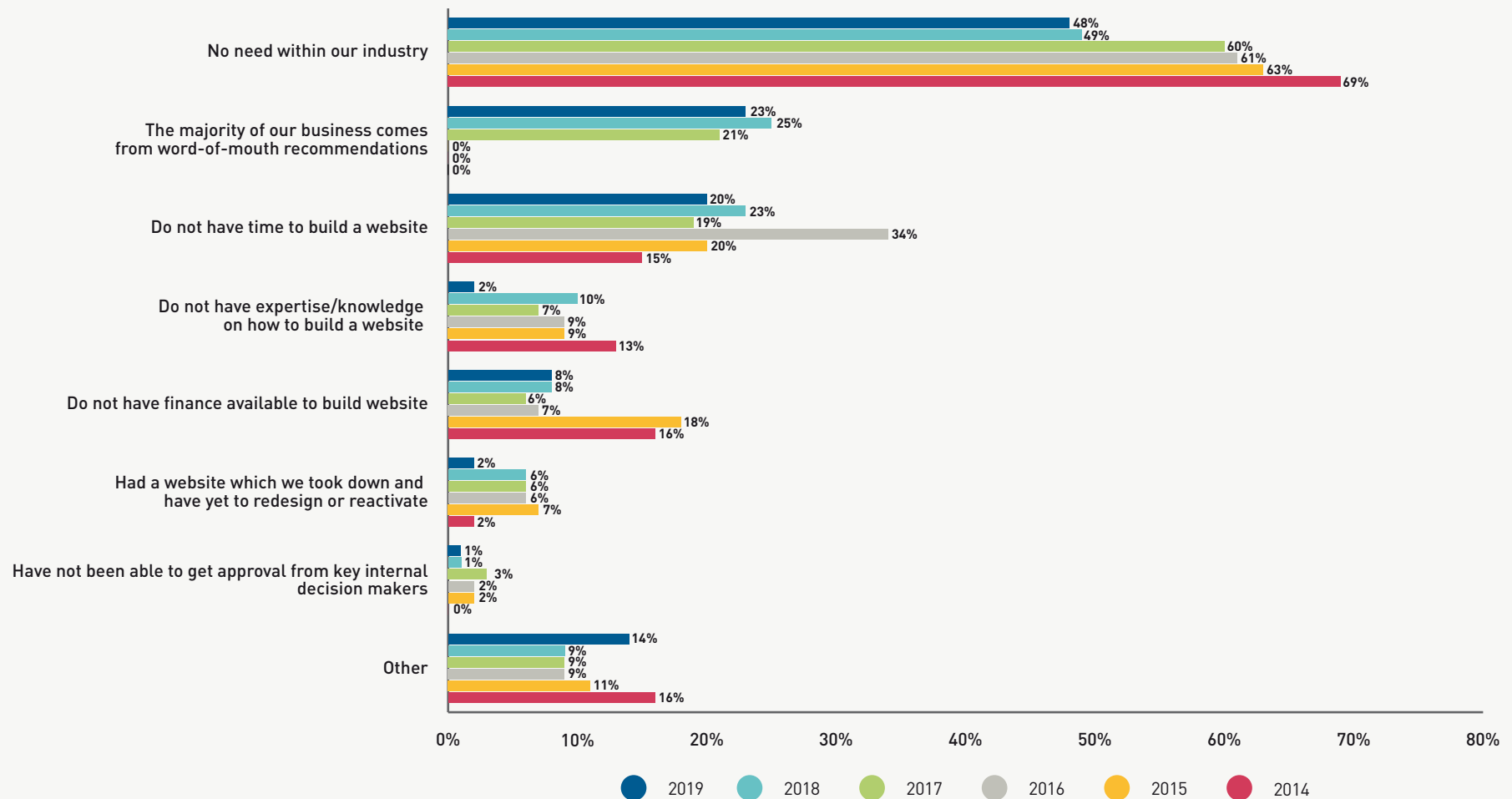


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.28 Chapter 4 – The barriers to doing more online

What are the main reasons your business does not have an active website currently?

Base: 308, all SMEs without a website

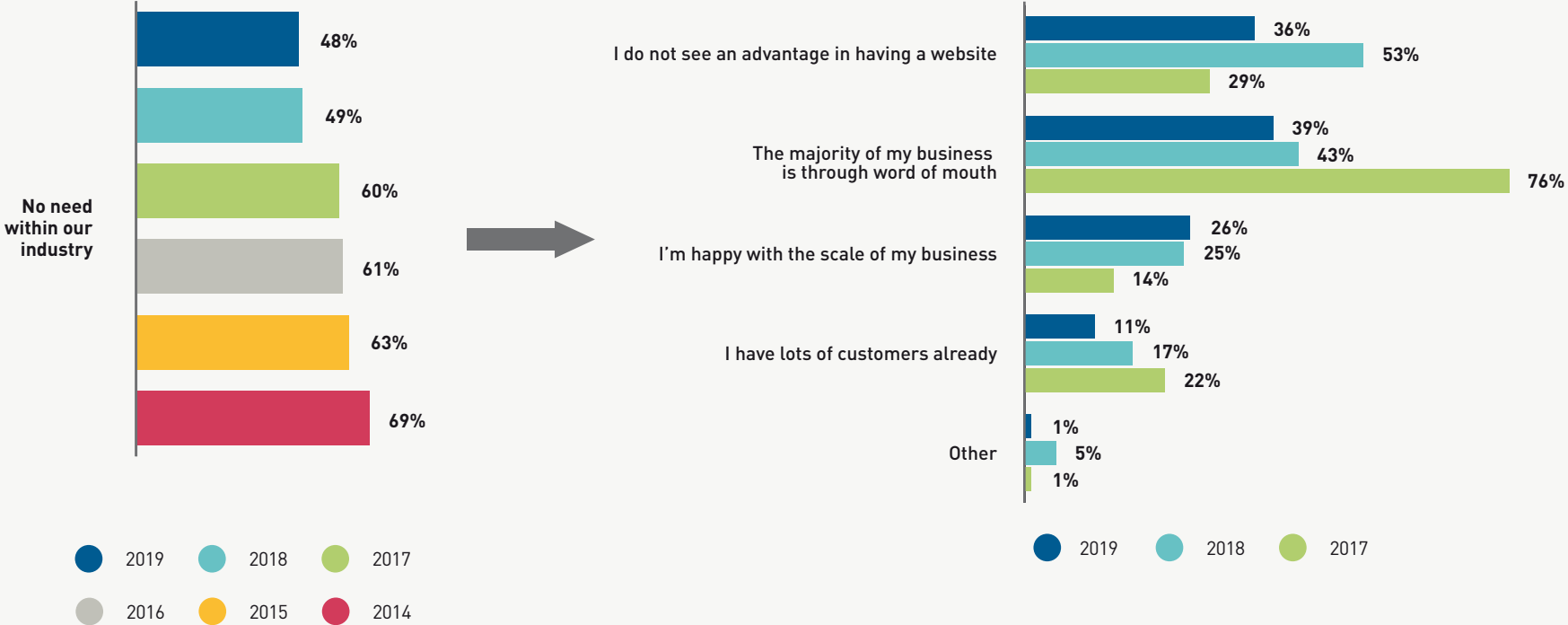


SA 1. REPORT GRAPHS [CONTINUED]

SA 1.29 Chapter 4 – The barriers to doing more online

Why is there 'no need' in your industry?

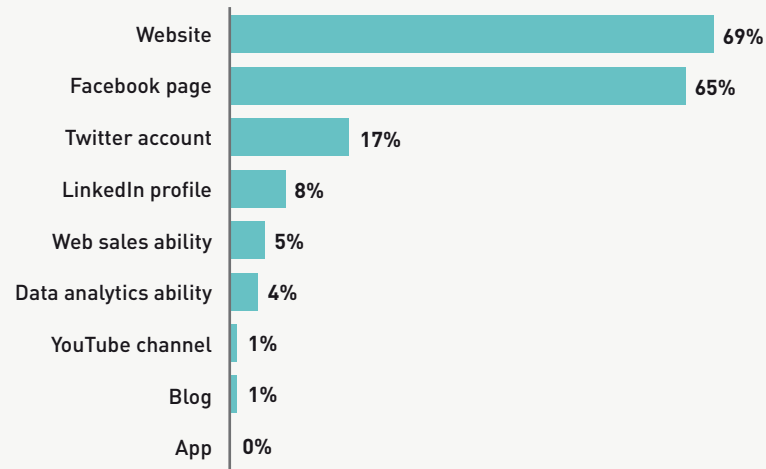
Base: 148, all SMEs without a website and see no need to have one



SA 2. Digital assets sub-index construction

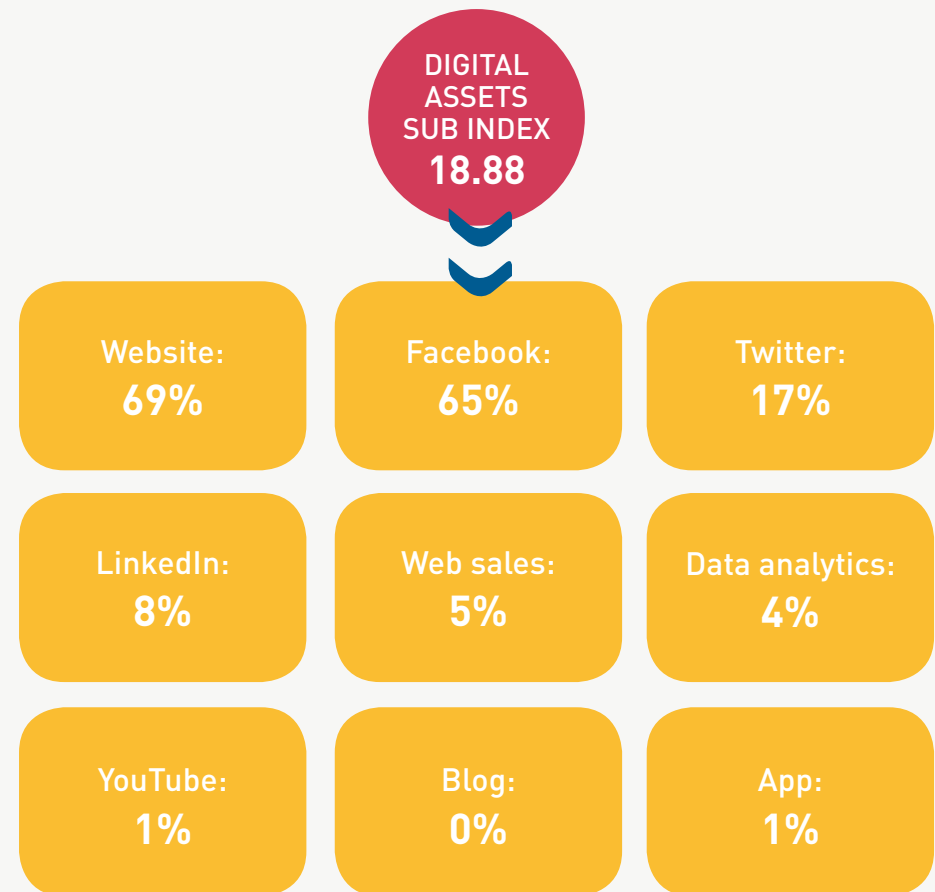
SA2.1 Nine digital assets contribute to the sub-index

Base: 1,003, all SMEs



Digital Assets Sub Index: 18.88
Average ownership incidence across all 9 assets

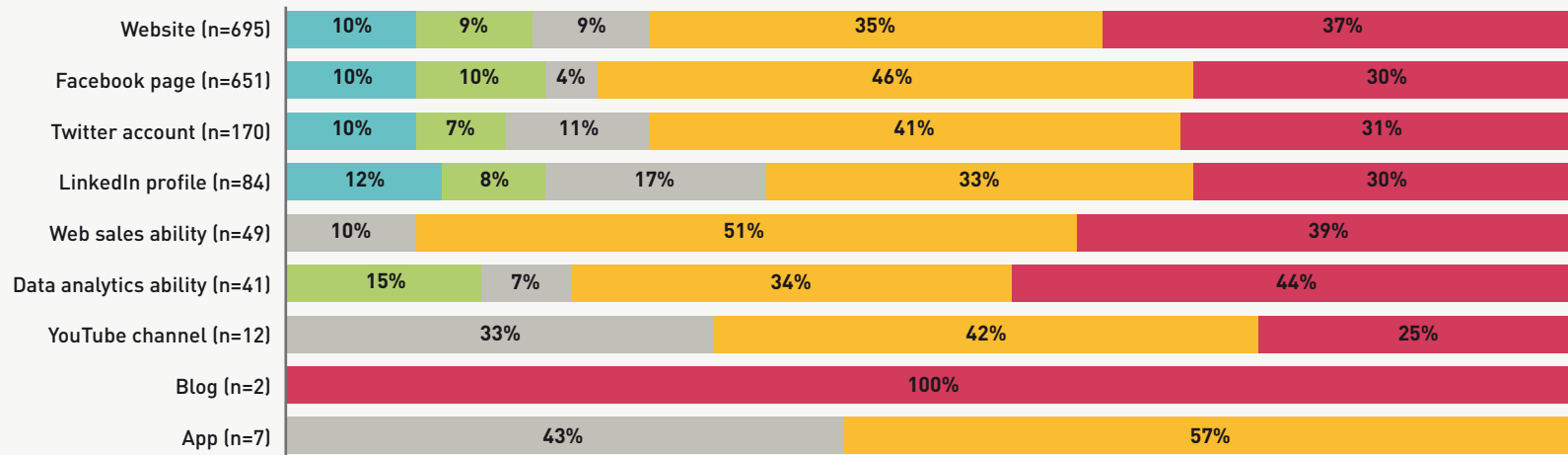
SA2.2 Construction of the digital assets sub-index



SA 3. Quality of digital assets sub-index construction

SA3.1 Perceived quality of nine digital assets contribute to the sub-index

Base: 1,003, all SMEs



- Our competitors are much stronger than our business
- Our competitors are somewhat stronger than our business
- Our business performs about the same as our competitors
- Our business is somewhat stronger than our competitors
- Our business is much stronger than our competitors

Quality of Digital Assets Sub Index: 74.39
 Mean score for each converted to a 0-100 index score across all 9 assets

SA 3. QUALITY OF DIGITAL ASSETS SUB-INDEX CONSTRUCTION [CONTINUED]

SA3.2 Construction of the quality of digital assets sub-index



SA 4. Historical Index scores

From 2014-2017, the SME Digital Health Index surveyed 500 SMEs biannually. Since 2018, the Digital Health Index has surveyed 1,000 SMEs annually.

To allow for a direct comparison with 2019 and 2018, Index scores from each of the biannual reports for 2014, 2015, 2016, and 2017 have been combined into a single annual score. Please refer to individual 2014-2017 reports for separate wave scores.

Year	Overall SME Digital Health Index score	Digital assets sub-index	Quality of digital assets sub-index
2019	46.64	18.88	74.39
2018	44.43	20.77	67.94
2017	47.18	23.44	70.36
2016	43.65	21.40	65.40
2015	42.52	20.12	63.25
2014	37.40	13.03	61.70





IE Domain Registry

IE Domain Registry CLG

2 Harbour Square
Dun Laoghaire
Co Dublin
A96 D6R0

Tel +353 1 236 5400
Email marketing@iedr.ie
Twitter [@IEDR_dot_ie](https://twitter.com/IEDR_dot_ie)
Web www.iedr.ie