

SME Digital Health Index 2019

Regional factsheet – Dublin



IE Domain Registry

DUBLIN DIGITAL HEALTH ASSESSMENT

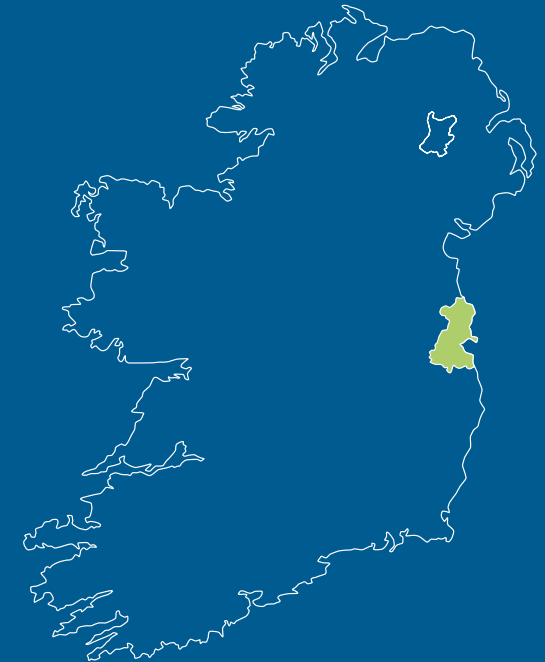
AVERAGE GRADE
COMMUNICATING



AVERAGE GRADE
TRANSACTIONING



AVERAGE GRADE
BOOSTING



DUBLIN KEY FACTS

76%

of Dublin SMEs have a website

7% above the national average

74%

of Dublin SMEs say their website contributes to their offline, face-to-face sales

1% above the national average

67%

of Dublin SMEs do not believe that the Government can deliver the National Broadband Plan in its current form

51 jobs

a year, on average, are generated by Dublin SMEs through their websites, worth €745 each

vs national average of 33 jobs worth €663 each

46%

of Dublin consumers intend to shop in-store or online on Black Friday and Cyber Monday

but only 20% of Dublin SMEs say they will offer Black Friday or Cyber Monday deals