

# SME Digital Health Index 2019

## Regional factsheet – Munster



IE Domain Registry

### MUNSTER DIGITAL HEALTH ASSESSMENT

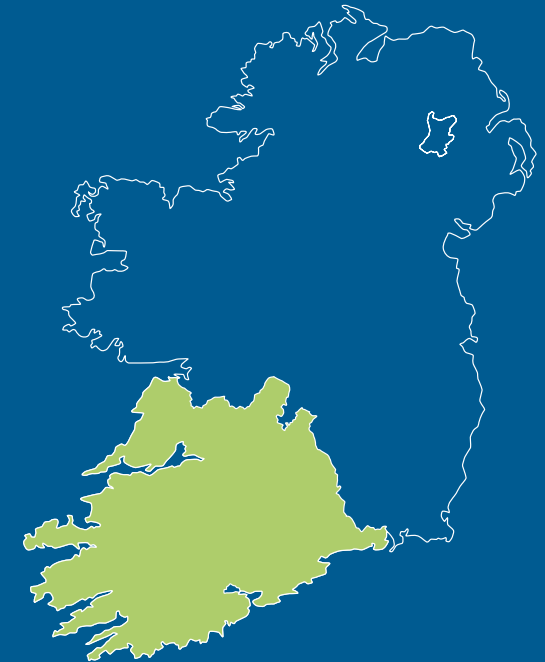
AVERAGE GRADE  
COMMUNICATING



AVERAGE GRADE  
TRANSACTIONING



AVERAGE GRADE  
BOOSTING



### MUNSTER KEY FACTS

**63%**

of Munster SMEs have a website

6% below the national average

**68%**

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

5% below the national average

**62%**

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

**24 jobs**

a year, on average, are generated by Munster SMEs through their websites, worth €540 each

vs Dublin average of 51 jobs worth €745 each

**43%**

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

but only 7% of Munster SMEs say they will offer Black Friday or Cyber Monday deals