

SME Digital Health Index 2018

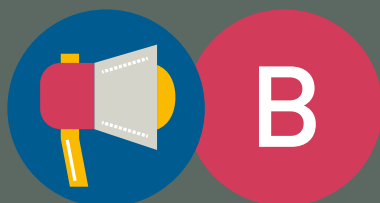
Regional factsheet – Munster



IE Domain Registry

MUNSTER DIGITAL SKILLS ASSESSMENT

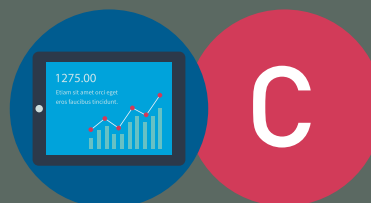
AVERAGE GRADE
COMMUNICATING



AVERAGE GRADE
TRANSACTIONING



AVERAGE GRADE
BOOSTING



MUNSTER KEY FACTS

66%

of Munster SMEs
have a website

vs 72% national average

30%

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

vs 32% national average

65%

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

vs 68% national average

18 jobs

a year, on average, are
generated by Munster
SMEs through their website,
worth €889 each

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

27%

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

in line with the national average